# Photo Instructions

SOFF wants to give visibility to countries, and what they are achieving together with peer advisors and Implementing Entities.

These photos are vital to tell a story of what’s happening in countries. The SOFF Secretariat is using those photos for [Action Reports](https://www.un-soff.org/soff-action-report-2024/), [social media posts](https://www.linkedin.com/posts/un-soff_world-meteorological-day-activity-7308798773416153088-ekVh?utm_source=share&utm_medium=member_desktop&rcm=ACoAABeyZZEBNjRkJ6HI5iknY4C6jCHsUnPixsk), the [website,](https://www.un-soff.org/) or [country news and stories](https://www.un-soff.org/news/launch-of-the-systematic-observations-financing-facility-soff-project-in-tanzania/).

## Ask

* min. 4 photos of people and stations, both landscape and portrait format
  + at work: people interacting with equipment
  + Stations: wide-angle of the station in the landscape
  + at work: people in the office
  + posed: group photo
* nice to have: 1 Video in Landscape
  + 10 second video of local experts with equipment in the field,  
    e.g. see bottom right photo – that would be great to have live footage from

See tips for a good photo or video in the Annex below.

## Sharing & Copyright

**Please share material** you have taken incl. copyright information with [soffsecretariat@wmo.int](mailto:soffsecretariat@wmo.int), or directly with Pauline ([ptrepczyk@wmo.int](mailto:ptrepczyk@wmo.int), the Communications Officer at the SOFF Secretariat).

You can attach photos directly in the email. If you have too many or too big files, we recommend using [WeTransfer](https://wetransfer.com/) as a free service.

**Copyright** normally is either the person who took the photo, or the organization the photographer works for. When you share the photos with the SOFF Secretariat, please indicate how the Secretariat is allowed to use the material, or if there are any restrictions.

If you take photos of individuals, please make sure to get their approval for the photo and the photo to be shared. When sharing a photo with the Secretariat, **please also include the names of the individuals** (ideally also their role, position and organization).

The SOFF Secretariat would like to encourage capturing the entire diverse team working on SOFF Operations. Along with the [SOFF Gender Action Plan](https://www.un-soff.org/document/decision-3-3-adoption-of-the-soff-gender-action-plan-targets-for-the-first-implementation-period/), SOFF promotes women leadership in hydromet governance, which ideally would also be reflected in photos.

## Example Photos

Inspiration here: <https://www.flickr.com/photos/worldmeteorologicalorganization/sets/72157649296433237/>

|  |  |
| --- | --- |
| *Group photo with landscape/building around it makes it possible to crop or use for background in communication material* | *“Action shot” of experts interacting with a station* |
| *Experts at work in the office* | A picture containing sky, outdoor, ground, day  Description automatically generated *“Action shot” with upper-air station* |
| *Whole station with landscape, makes it possible to crop for various uses, like website, social media or brochures* | *Motion, perfect for videos* |

## Tips for a good photo

|  |  |
| --- | --- |
| **Do** | **Don’t / Avoid** |
| Use rule of thirds    People   * Whole body or above the hips * Ensure they are **engaging with the station naturally** (e.g., maintaining equipment, observing readings). * Capture the entire diverse team contributing   Weather Station   * Show the **landscape and environment** around the station (e.g., mountains, fields, coastline)   Light   * Take photos in natural light, preferably in the morning or late afternoon   Camera   * Height of the camera should be just below eye level * Use the **highest resolution possible** (avoid compressed images). * Keep the camera **steady** (use a tripod or a firm grip) * Should be level to the groundDiagram    Description automatically generated | People   * **Cut off body parts** * Head should not touch the frame * **cluttered backgrounds** that distract from the main subject * staged, stiff poses—people should be interacting with the station naturally (exception: Group Photos) * people blocking key parts of the station   Weather Station   * **cropping** parts of the station * **trees, fences, or objects** **obstructing** the view of the station   Light   * harsh direct lights, like **midday sunlight** (causes strong shadows and overexposed highlights) * flash can create unnatural reflections   Camera   * Blurry, pixelated, or low-resolution images * Digital zoom reduces image quality * Angle from above or belowDiagram    Description automatically generated |
| **If in doubt** | |
| * Step a few steps back if possible: photos can be cropped afterwards, but background cannot be added * Take several photos, and choose the best one afterwards: People can blink, not be ready, or the lighting might not work | |