



Capturing **SCOUTING** THROUGH PHOTOS





Introductions

- Why are you here?
- What are you hoping to gain?
- Access today's presentation here:
fisherstroop109.com/photos.html

Kelly Oles
Fishers Troop 109
Del-Mi District, Vice-Chair Communications
fisherstroop109@gmail.com



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Session Overview

- What makes a great photo?
- How do you capture Scout spirit?
- Images for marketing & recruitment
- Tools & Apps
- Sharing & Storage Images
- Guidelines for Consent/Youth Protection
- Discussion & Sharing





Checklist for Scout Photos

1. **People** (taking part in an activity)
2. **Identify Scouting** (wearing uniforms or troop gear).
3. **Spontaneous & live action moments** (not a photo shoot)
4. **Activities** (Exciting, involving and empowering)
5. **Diversity**

Source: <https://www.scout.org/takeagreatphoto>



Gender:

Aim for gender balance. Everybody can be in the picture, girls, boys, women and men.



Age:

We are a movement of young people, but intergenerational activities are part of our appearance.



Activities:

Our young people are vibrant and full of energy! Let's share their passion with the world.



Environment:

Scouts are active - whether it's in a Jamboree, conference room or in the great outdoors.



What could work better?



What kind of project or activity are they participating in?



This is a nice garden but how is it related to Scouting?



Why have they gathered here? Was it for a project or event?



Posed shots do not tell a story, some context is needed.

Also take a look at...

Source: <https://www.scout.org/takeagreatphoto>

Boys' Life

GAMES

JOKES

OUTDOORS & GEAR

HOBBIES & PROJECTS

Move very slowly, i don't want to be electricuted" posted to *Write a Funny Caption For This Photo*.

Home » Hobbies & Projects » Fun stuff to do » 12 tips for taking better digital photos

12 tips for taking better digital photos

By W. Garth Dowling

Want to take better digital photos? Here are 12 tips from *Boys' Life* photography director W. Garth Dowling that will help your pictures really stand out.



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Photography

Scouts have great stories — how could they not? They visit some of Mother Nature's greatest creations, go on great adventures, and form lasting friendships. Fortunately for us, cameras are there to capture some of these experiences as they occur, and the resulting adventure-inspired images are able to visually draw viewers into the world of Scouting.

Acceptable photos fall into two categories:

- **LIVING:** Photos that capture a candid, memorable moment.
- **DOING:** Photos of active Scouts, physically engaging with the world.





Living Imagery

These photos capture the quiet moment before or after an activity. The images have a story to tell, one that may be obvious; but even better, they leave a little to the imagination, drawing the viewer into the story with questions about the subject and the setting.





Doing Imagery

Scouting is active, and it can be rare to catch a Scout standing still. These images freeze time, capturing a Scout in motion at just the right moment.





Best Practices

All photos and videos should have proper, signed releases ([official BSA Talent Release form](#)). When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in BSA promotions and publications. Honor the request of anyone who asks not to be photographed or recorded.



DO | Use candid, authentic imagery.

DO | Showcase Scouting's diversity in age, gender, and race.



DO | Use imagery that makes Scouting look fun and interesting.



DO | Use interesting camera angles and cropping for effect.



Image Pitfalls



AVOID | Staged photos and forced smiles.



AVOID | Dated or historical scouting imagery.



AVOID | Photos without a clear focal point.



AVOID | Clichéd stock photography.



What does a great photo look like?

- Fun?
- Interesting?
- Specific?
- Anyone can take a great photo!
- ***The best camera is the one with you!***

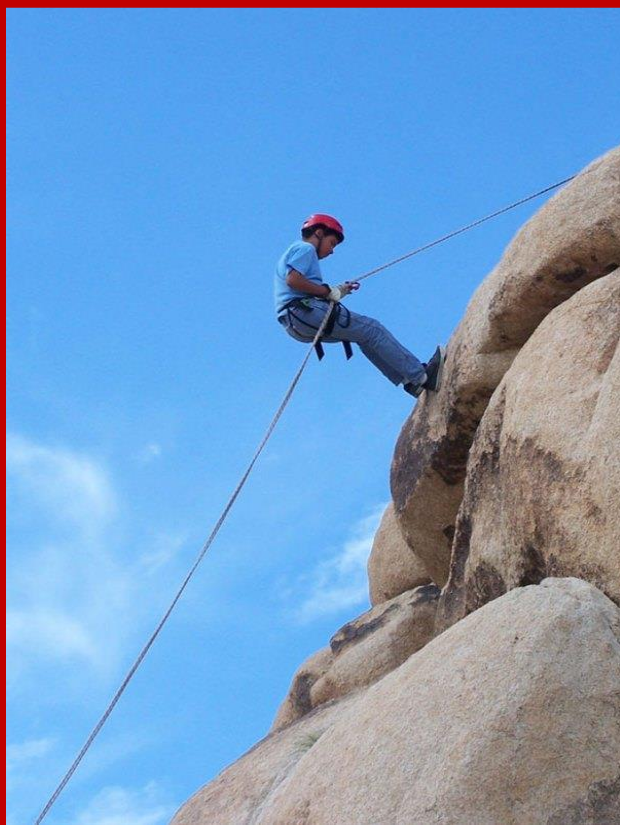




Use interesting perspectives

- Capturing a Scout from a unique perspective will pique your interest and help tell the story

Source: Ken Jacobsen, Scouting Magazine





Show accomplishment

- Parents don't always get a chance to witness some of their boy's achievements.



Tell a Story

- Find a photo that shows what you're trying to communicate.





Show leadership and teamwork

- Let the image show EDGE teaching, SPL leadership or Scouts working together





Get the surroundings

- Let the unique scenery be the star of the photo
- Try for early morning or late afternoon for the best lighting



Get the details

- Detailed shots make a great introductory image for presentations or websites





Include parents

- Get photos of parents at activities, but also take photos for them (Eagle Court of Honor slide show)

Include leaders

- Scouts depends on these mentors and good photos show their leadership
- These can be given to volunteers to show appreciation for their dedication





Get close

- Filling the frame with the subject always improves the quality of the image



Be an opportunist

- Great photos aren't planned – you have to be ready to catch a shot in the moment





A great photo can help with...

- Recruitment
- Event sign-up
- Publicity
- Goodwill
- Start a catalog of favorites for any media requests





Capturing Scout Spirit

- Service project
 - benefits the community & chartered organization
 - showcases the best of Scouting (patriotism, civic duty)

Fishers Troop 303 Flag Retirement Ceremony





Capturing Scout Spirit

- Court of Honor
 - facial expressions often show pride, determination
 - before & after
 - close-ups
 - incl. mentors, parents, fellow Scouts

Fishers Troop 109 Eagle Ceremony

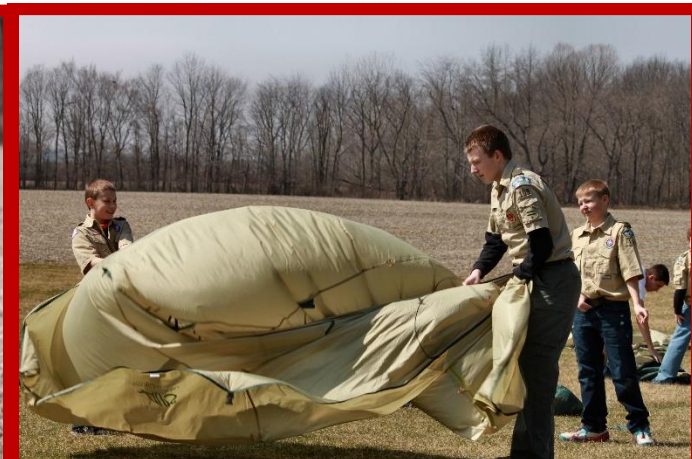




Capturing Scout Spirit

- Campout
 - show what happens on Friday night
 - cooking & duty list
 - outdoors!

Fishers Troop 109 Campout





Capturing Scout Spirit

- Fundraiser
 - show what happens before sales begin to build anticipation
 - keep telling stories along the way to help close sales

Dek-Mi District Popcorn Sales



Fishers Troop 109 Christmas Tree Lot





Capturing Scout Spirit

- The Scouting Journey
 - From den to patrol
 - Then and now

Source: Bryan on Scouting





Social Media

- Plan your shot list based on what you want to publish
- Do you want to build engagement, promote an event, gain new volunteers?



DEL-MI DISTRICT
Crossroads of America Council, BSA
Eagle Board of Review





Tools

- Online tutorials
 - digital-photography-school.com
 - iphonephotographyschool.com
 - <https://sites.google.com/site/marclevoylectures/home>
 - Make your smartphone work smarter
 - Set focus and exposure
 - Lock focus and exposure (AE/AF)
 - When to use HDR (high dynamic range)
 - When to use Burst mode
 - Take photo using the volume button
 - Or using the headphones & tripod
- Photography/Movie Making Merit Badges
- BSA's Visual Storytelling Workshops





Scouting Resources



BOY SCOUTS OF AMERICA®

Resources

Finding appropriate imagery isn't always easy, but the search will pay off in a great-looking finished project. You can locate official photography through the BSA Brand Center, found on the ScoutingWire.org website.

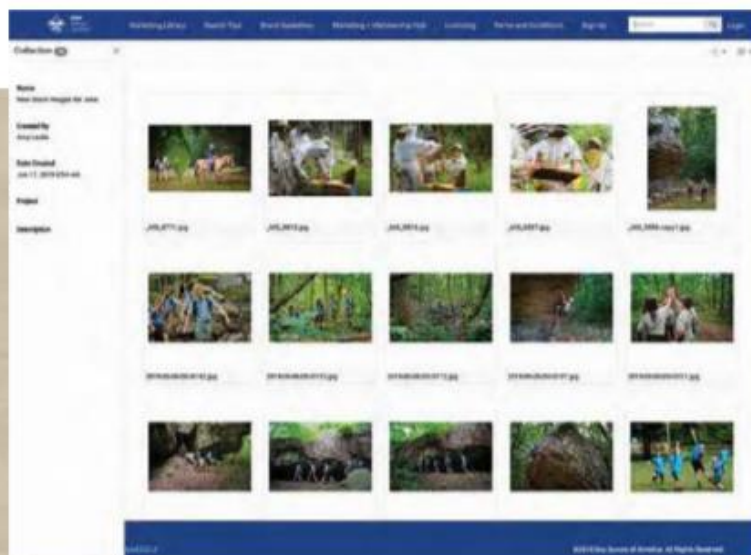




Photo Apps

Snapseed (FREE: all purpose image enhancements/corrections)

MOLDIV (FREE: like Pic Collage)

Photo Sketch (FREE: pencil/ink filters)

iWatermark (\$1.99: add PNG logo/graphic over a picture)

Cut Paste Pro (cut paste photos with multiple layers)

VSCO Cam (FREE: filter presets, image enhancements)

BlurPhoto (FREE: filter presets, image enhancements)

Enlight (\$2.99: creative/artistic tools)

TouchRetouch (\$1.99: remove blemishes/unwanted objects)





Photo Storage Options

- Flickr
- 500px
- Google Photos
- Facebook
- Dropbox
- Flickr
- TroopWebHost
- Website
- Photobucket
- Canon irista
- Smugmug
- iCloud





Youth Protection

- Inappropriate use of smart phones, cameras, imaging, or digital devices is prohibited

"Although most Scouts and leaders use cameras and other imaging devices responsibly, it is easy to unintentionally or inadvertently invade the privacy of other individuals with such devices. The use of any device capable of recording or transmitting visual images in or near shower houses, restrooms, or other areas where privacy is expected is inappropriate." www.scouting.org/Training/YouthProtection.aspx

- Use first names only in photo captions on websites & social media
- Be cautious in tagging locations & parents
- Opt out of location services on your digital device
- Post after event





Do you have an Electronics Policy?

- No electronics...Period!
- Only to/from campouts
- With restrictions
 - Troop policy based on the Scout Law
 - Youth leadership (webmaster, historian, etc.) could capture photos at activities

Troop 109 Electronics Policy

General Guidelines

This policy applies to the use of all electronic devices by youth members during any and all troop and/or patrol meetings, events, and outings. Electronic devices are defined as all computers, laptop computers, tablet computers, hybrid tablet computers, cellular devices, portable music/video devices, and any other electronics designed for communication and/or entertainment.

1. Use the technology to build relationships with the troop, find useful information, and communicate and share excitement about Scouting.
2. Updates to social sites/apps using appropriate photos or video clips to share and build excitement about Scouting.
3. Do not allow technology to detract from the outdoor experience, the program experience, or the Scouting experience for the troop or patrol.



Cyber-Safety Education

- Cyber Chip program
 - Topics incl. cyberbullying, cell-phone use, texting, blogging, gaming, identity theft
 - Scouts sign internet safety pledge & receive card



The Scout Law and Cybersafety/Cyberbullying

Today we are online more than ever before. We use technology to save us time with research, connect with others, navigate, and have fun. Here are some ideas of how the digital world and the Scouting community can live side by side.

Trustworthy. Be truthful with others online, and be very careful of the information you share. Do the right thing when sharing other people's words or pictures. Make sure you have the owner's permission before using them.

Loyal. Share information about others only if you have their permission to share it. Uphold appropriate agreements you make with friends when you play games with them.

Helpful. Alert others to scams, cheats, and suspicious sites. Point them to reliable and accurate sources of information. Encourage people to report bad behavior online.

Friendly. Reach out to support others who are doing good things, like posting quality creative works. Support those who are bullied.

Courteous. Be polite and respectful. When you use other people's work, be sure to ask permission when necessary, follow fair use standards, and give credit to the people who created and own the work.

Kind. Treat people with respect when you are on social networks, playing games, talking or texting on a cellphone, or in other digital activities.

Obedient. When using digital devices, follow the rules set by your parents/guardians, teachers, and Scout leaders. Abide by the rules established by sites, services, devices, and games.

Cheerful. Use games, messaging tools, and social forums to build your relationships with others while having fun.

Thrifty. Be a smart consumer. Know your voice, text, and data plans and use them wisely. Be sure to study digital devices and services you want. Before buying them, make sure you're not overspending on functions and features you won't need. Be careful not to run up charges on apps and sites.

Brave. Stand up for what is right. Do not participate in mocking and bullying others, even if your friends are doing it. Report suspected abuse to a trusted adult, like your parent or leader; call 911 or call the Cyber Tip line at 1-800-843-5678. If the incident involves any part of the Scouting program, call your council Scout executive immediately or email youth.protection@scouting.org.

Clean. Use clean language and discuss only appropriate topics when using digital devices to communicate with others.

Reverent. Respect the feelings of other people. Do not use digital devices to spread irreverent ideas.



The Scout Law and Cybersafety

TRUSTWORTHY

- Do the right thing when sharing other people's words or pictures. Make sure you have the owner's permission before using them.

LOYAL

- Share information about others only if you have their permission to share it.

COURTEOUS

- Be polite and respectful. When you use other people's work, be sure to ask permission when necessary, follow fair use standards, and give credit to the people who created and own the work.

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Right to Privacy

- Informed consent
- Include additional waiver language or an opt-out for your Troop
- Ask permission when taking a photo

On occasions, photographs, videos and audio of Scouts taking part in activities may be submitted to the local newspapers, the Group, District or County newsletters, websites or put on display. If you have any objections please indicate you are not willing for your child's image to be used in this way by ticking the box.

Part A: Informed Consent, Release Agreement, and Authorization

I also hereby assign and grant to the local council and the Boy Scouts of America, as well as their authorized representatives, the right and permission to use and publish the photographs/film/videotapes/electronic representations and/or sound recordings made of me or my child at all Scouting activities, and I hereby release the Boy Scouts of America, the local council, the activity coordinators, and all employees, volunteers, related parties, or other organizations associated with the activity from any and all liability from such use and publication. I further authorize the reproduction, sale, copyright, exhibit, broadcast, electronic storage, and/or distribution of said photographs/film/videotapes/electronic representations and/or sound recordings without limitation at the discretion of the BSA, and I specifically waive any right to any compensation I may have for any of the foregoing.

Photographs

Parents should be aware that photos taken during troop activities may be used on this website. Council policy requires that a signed permission form be on file with the webmaster before a scout's picture can be used. Under BSA policy, individuals are not identified by name nor are activities identified by location in the Web page photographs.

PHOTO RELEASE

I hereby assign and grant to BSA Troop 874 the right and permission to use and publish the photographs/film/video tapes/electronic representations and/or sound recordings made during my membership with BSA Troop 874, and I hereby release BSA Troop 874 from any and all liability from such use and publication.

I also understand that BSA Troop 874 will not combine both photograph/film/video tapes/electronic representations and/or sound recordings made during my membership with BSA 874 with my name, so as not to clearly identify any one individual by using both in the same publication.

By signing below, I acknowledge I have read and understand all information about the Photo Release Statement.

Parent Signature

Date:



Questions?

Share what works for your unit!

What do you need help with?

