

# USING PHOTOS EFFECTIVELY



## WHY USE PHOTOS?

Social media platforms are largely visual. Almost universally, a social media post with a photo attached or that hinges on a photo itself will drive more action and get more engagement than a post that relies solely on text.

Users are used to scrolling through their social media and seeing photos of friends, family members, and co-workers. Replicate that familiarity by displaying photos of people impacted by civil justice issues.

By leveraging a diverse array of photos that feature people of different genders, ages, races, and family structures, we can underline the ways that many types of families of many different backgrounds are impacted by civil justice issues.



## FREE WEBSITES FOR STOCK IMAGERY

Using your own photography - or photos from the clients you serve, with permission - is usually better than using stock photos. But it's not always possible. In cases where you don't have photos of people you know, consult these websites for free or inexpensive stock photos:

- > StockSnap.io
- > Pexels
- > UnSplash
- > Reshot
- > Pixaby



## FREE AND EASY-TO-USE PHOTO TOOLS

Consider using these tools to edit photos, create social media graphics, etc.: Canva, Pixlr, GIMP, Paint.net, Snappa, Stencil, PiktoChart, DesignBold