

Taking Great Photos for NATCA Communications

NATCA Public Affairs and members of the NATCA Communications Committee share member and aviation stories across NATCA's social media and member communication platforms. The number one key to sharing these stories successfully is great photos to help tell the story. They are excited to share photos from:

- NATCA members at charitable events, career days, and other outreach event
- NATCA members and their guests at solidarity events
- NATCA-represented facilities, both outside and inside (with FAA manager's permission)
- NATCA members being legislatively active
- Anything else you do to represent our Union and profession!

DO photograph:

- NATCA members and adult visitors/attendees
- NATCA swag
- NATCA signage
- NATCA-affiliated activities,

NEVER photograph:

- Children's faces without parental permission (see photo release form)
- In the operation or while working position
- Inside a government facility without management approval
- Anyone with an alcoholic beverage, either in-hand or anywhere in the frame
- Any activities or situations that could cause you or others be perceived as less than the professionals you are

Take great photographs:

- Take photos in landscape, not portrait.
- Take more than one photo.
 - Take 3 to 5 snaps for any group or multi-person photo.
 - This ensures the likelihood that everyone's eyes are open!
- Limit the use zoom on a camera phone or smartphone.
 - Get closer to your subjects instead
 - Zooming too far in can reduce the quality of the photo
- Don't crop the photo before submitting to Comms
- Send the highest quality version of the file possible.
 - If emailing, ensure you choose "original size" so the quality isn't reduced
- Think about lighting!
 - If photos are too dark, go outside or turn on more lights.
 - Never take a backlit photo!

- Note the names of all the people in the photo
 - Include name, title (if applicable), and facility of those in the photos

Photo Publication Process:

1. Members capture quality, appropriate photos of their activities.
2. Photos can be submitted to Public Affairs:
 - a. Email: send photos or videos with captions in the body of the email to publicaffairs@natca.org and CommsRequest@natca.org
 - b. Text/Phone: Text photos to NATCA's social media manager Meagan Roper at 202.445.1775.
 - c. Facebook messenger to [Meagan Roper](#) or [Jessica Reed](#)
3. All proposed photos, captions, and information for social media or member communications will be reviewed by local SME/POC and/or your RVP. All photos and captions are reviewed by Public Affairs management, the NATCA President, and the NATCA Executive Vice President before publication.
4. Approved photos and stories appear in NATCA National and Regional social media and national member communications.

When posting photos on your social media page(s), ensure you tag NATCA, the appropriate regional page, and local (if applicable). Be sure to share with your NATCA brothers and sisters when you see your photos posted on NATCA social media!