

## 2022 PFF Walk: Photo and Video Tips



We want to hear from YOU to see how you are walking this year. Send photos or videos to [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) for a chance to be featured! As you are snapping photos and capturing your videos, here are a few quick tips to keep in mind:

- Hold the phone horizontally rather than vertically so that it can work well across multiple platforms (Facebook, Instagram, Twitter, YouTube).
- Make sure to look at your camera lens, not “yourself” in selfie mode.
- Face a light source so that you are well-lit and be aware of where your cellphone’s shadow is falling. Try to avoid your arm/phone shadow from covering your face.
- Make sure there is nothing noisy or distracting in the background. Choose a quiet, peaceful place where people can hear/see you clearly.
- Please do not crop the photos or add filters, text, stickers, or any other enhancements. The full, original image is best so that our designers have enough “room” to work with when creating fun visuals with your photo.
- Avoid using flash.
- Aim for variety! Capture action shots, team photos, pictures of your walk location, and more.
- Have fun and make memories!

Follow the PFF on social media and you might see yourself featured!



Find us on social media using our handle [@pfforg](https://www.facebook.com/pfforg) and [#PFFWalk](https://www.facebook.com/PFFWalk) on Facebook, Twitter, and Instagram, and at [/pulmonaryfibrosisfoundation](https://www.youtube.com/pulmonaryfibrosisfoundation) on YouTube.

**Questions?** If you have any questions, contact a member of our team at [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) or at **855.Walk.PFF** (855.925.5733).