**Guide to capturing good photos and videos**

It’s important for your Club to capture the action on the field, behind the scenes shots of players, spectators, and volunteers on game day or at key events such as presentation days, fundraising events, or Club functions. This will help to promote your Club, the players, as well as the game on social media, website, and local media.

Ask around – a parent or member within your Club may have a good camera and the skills to take good photos, or you may have an up-and-coming photographer who is keen to build their portfolio.

Things to consider:

* Action shots – are a great way to capture the excitement and energy of the game. Take as many action shots/videos as possible and post on your social media channels to generate engagement.
* Zoom in on faces – don’t always focus on the action of the game. Zoom in and capture the expressions of determination, triumph and celebration.
* Tell a story – look for shots that tell a story of the game. For example, take photos or videos of a player scoring a try and then show some of the post-try celebrations of the team and on the bench or crowd.
* Choose a viewpoint – look at things like the background. Sometimes you can’t really do much about the background, but if you are setting up a ‘staged’ photo you can move the subject/s or position them in a different way or shoot at a different angle. Try to find a background that is more suitable to your shot such as the field in the background or your Club signage.
* Take many photos/videos from many different angles and distances – that’s one of the great things about digital photography and videography. You can simply delete the ones you don’t want later.
* Only post photos and videos which promote the game in a positive light – do not post photos of high or dangerous tackles, melees or any plays that are not within the Safeplay Code.
* As a rough general rule try to stick to 60 seconds for video content but don’t completely rule out longer content if you know the audience wants it, though this may be dictated by which platform you’re posting on. YouTube and Facebook lend themselves to longer forms (longer than 90 seconds), but if your content is longer than 90 seconds make sure it’s good.

**Permission to publish**

A high level of care needs to be exercised by Clubs when taking photos of children.

Permission must be obtained from a child’s parent/guardian before any image of the child can be taken. Further, the usage of the image must be fully disclosed to the parent/guardian prior to consent being given.

The privacy of each Member must be protected so as to avert the possibility of any photos of children in sporting magazines and sporting websites being misused and/or altered for inappropriate purposes, or for the identity of members to be distinguishable.

Read more in NSWRL’s [2023 Policies and Procedures Manual](https://www.nswrl.com.au/siteassets/community/2023-policies-and-documents/nswrl-community-rugby-league-policies--procedures-manual-2023-final-2-feb.pdf) (pages 33, 67-69).