

# PHOTOGRAPHY

*\* The purpose of this manual is to provide a clear and specific guide to guarantee the optimal operation and development of the department, in order to serve as an instrument of support and institutional improvement.*

**PURPOSE**

As a member of the photography team, your responsibilities go beyond documenting the ins and outs of a given Sunday. Our mission is to capture what God is doing through Word of Life Church as we work to reach the lost, disciple the found and empower the called. Our mission starts with YOU! Serving on our photography team supports our values of **SERVE** and is an extension of Word of Life. We are excited to welcome you to the team!

**CONTACT**

Social Media Manager

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Photography Lead

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**SERVE POSITION DETAILS****PHOTOGRAPHER**

- Accept or decline on the LEAD app
- If applicable, bring pre-approved equipment to serve opportunity
- Arrive on time for a pre-service huddle to pick up equipment
- Capture photos according to the shot list. (No more than 75 per person)
- Return to the Creative Suite on time after service to return the SD card

**SOCIAL MEDIA INFLUENCERS / CONTENT CREATOR**

- Responsible for capturing footage through iPhone photography and putting the content creator's ideas into action.
- This person shoots before and after each service and aims to capture the culture and the life of Word of Life Church.
- Come up with video ideas to help promote the church

**COPYWRITER**

- Write captions for upcoming events for social media posts.
- Be positive, encouraging, FUN, and straightforward. Our goal is to sound like Word of Life to anyone who speaks from the platform on Sundays.
- Keep it relatable— we aim to use language that is inclusive so that believers and non-believers will understand.
  - If something sounds too spiritual or “Christianese,” it may be off-putting to people who aren’t believers.
- Ensure your caption relates back to the image/video you’re posting.
- Be conscious of what the purpose of the post is.
  - Does the content and copy achieve that purpose?
- Checklist:
  - Is my copy clear and concise?

- Does the image/media communicate my purpose effectively?
- Does the tone of my post align with our brand?
- Always read your copy out loud to check for typos. Make sure there are no line breaks that split quotations or dashes onto a separate line.

**SERVICE LEADER**

- Schedule photographers at least two weeks in advance
- Lead pre-service huddle with the team
- Prepare and hand out correct camera bodies and lenses, SD cards, badges, and shot list assignments
- Communicate with the team throughout the week
- Celebrate wins and discuss opportunities for improvement
- Take new members through the photo manual and demonstrate a typical service through shadowing

**COMMUNICATION EXPECTATIONS****GROUP ME**

- We use the GroupMe app to communicate general information to the group so be sure to keep notifications on!
- The service leader will release the photo team newsletter every Tuesday detailing everything coming up in the month and the week including but not limited to current series, special events, tips, birthday shout-outs, upcoming team events, and reminders to accept or decline that weekend's service opportunity.
- The service leader will confirm the photographers for the weekend as well as the shot list and any special events coming up on Thursday of each week.
- Please use appropriate etiquette when using the app. While we encourage engagement between members, we want to be respectful of one another. If you need anything that requires one person, feel free to send a direct message. If you need to contact your service leader specifically, feel free to send a text.

**SERVICE FLOW & OPPORTUNITIES****SERVICE OPPORTUNITIES**

- Sunday Services
  - 10AM
    - 9:30AM Call Time / 11:10AM Return Time
  - 11:30AM
    - 11:10AM Call Time / 12:30PM Return Time
- Wednesday Services
  - Revival Nights 7PM
    - 6PM Call Time
  - MMTM 7PM
    - 6PM Call Time

- Outreach/Special Events
  - Events include but are not limited to outreach events, Freedom conferences, Hope for the Holidays, concerts, etc.

**DETAILS**

- Arrive at call time to the creative suite to pre-service huddle.
- Pick up a badge, camera equipment, and SD card. Review shot list and any additional last-minute assignments and report to your designated area.
- Return to the Creative Suite at the scheduled time to return the equipment, badges, and SD cards and review with the service leader.
- Make sure to remain in your assigned area for the duration of the service. Please be sure to wear dark, comfortable clothing. We want to make sure that we are not a distraction as we go around getting our shots.

**CURATING PHOTOS****DO**

- Follow the shot list
- Get smiling faces. Feel free to ask people to be in photos for you.
- Take candid photos
- Think about proper framing, composition, and exposure. Feel free to frame photos wider so the editor can crop them later.
- Self-edit. No more than 75 total shots for a service.

**DON'T**

- Take too many staged photos. We would like more in-the-moment photos than staged ones.
- Cut off limbs in strange places. It is poor compositionally and isn't visibly appealing.
- OVERSHOOT. We cannot stress enough the importance of self-editing. You should be editing as much as you shoot.
- Don't shoot in a location where you have not been scheduled unless specifically asked to do so by the Service Leader.

**SCHEDULING**

- We use the LEAD app by CCB to send out schedules to your email. While you can download the app to keep track of your schedules, you will be able to accept or decline through your email without needing to sign in.
- Schedules will be released at least two weeks in advance. The last day to respond for a Sunday service is the Wednesday before. The last day to respond for a Wednesday night service is the Sunday before. If you fail to respond by these dates, someone else will be scheduled in your place. However, if you know in advance that you will not be able to make it, please let us know as soon as possible.
- You will be able to respond to requests with either an acceptance or decline.