



# REQUEST FOR PHOTOS



## Photos/Videos Wanted:

We are always looking for photos and content submissions for: social media platforms, website, newsletters and other publications that can help to teach our readers something new and interesting about Berg Construction.

## Process:

1. Submit photo & brief description electronically to Traci Witkowski at [traci@fbhold.com](mailto:traci@fbhold.com)
2. Leadership will review all submissions
3. What to include: headline, copy, images
4. Once edited, published and shared, we will alert you

## Guidelines:

- Photos should be: in focus, high quality, well lit
- Terminology should be concise and casual
- Content must be relevant to our target audience. All submissions should provide value for the viewer/follower. Value can be attributed to: information sharing, relationship building or nostalgia.

## Advantages:

We encourage you to send us photos and videos with a brief description of what is depicted in the photo (2 sentences). If we use your photo/video submission on social media or in our publications, you will be entered into a monthly drawing for a \$20 gift certificate for The Heritage Restaurant. **Please remember that workplace safety is top priority.** The most successful posts are visual & conversational. People are more likely to interact with a social media post if it includes an eye-catching photo. How you would tell someone about the information you have to share in person should be how you would tell people about it on social media.

***It's important that the content we share does have a tie back to what we do and/or industry we work within. So please keep that in mind when submitting photos and descriptions. Please also make sure that the work you submit is original and has not appeared elsewhere prior to submission, including our own website.***

## Fine Print:

- Submissions are reviewed by the Leadership Team for style and appropriateness. Submissions may be edited for spelling, grammar and length.
- Posted copy will follow general social media standards and best practices about tone, length and content.
- The Leadership Team will select the social media accounts and publications that are considered most appropriate for the target audience.
- Any questions received through social media will be directed to the individual who originally submitted the request.



## Avoid:

- People sitting at their computers
- Distracting background images (watch for signs, trees, etc., that line up with their profiles)
- Uninterested audience (on phones, bored facial expressions, etc.)
- Avoid mug shots (individuals standing against cinderblock or blank wall)
- People eating



