Pets As Therapy

Taking photos and videos for PAT

We love seeing your photos and videos of your PAT visits, days out, fundraising events – and cute pictures of your PAT Pets at home. So we can use these on our social media sites and for other publicity purposes, please follow our guidelines.



- PAT Volunteers must hold their pet's lead at all times, even if they are not in shot. If a child or someone else wants to take your dog for a walk, attach a second lead for them to hold.
- If a dog or cat is placed on someone's lap, chair or bed, make sure they sit on a towel or hygienic covering.
- If possible, PAT Volunteers and PAT Pets should wear branded uniforms featuring our logo.
- Keep control of your pet at all times, ensuring it stays close to you.
- Do not allow your pet to kiss or lick anyone or jump up during visits. Don't take photos of high fives or pawing for treats.

Seek permission

If you're sharing photos or videos on social media or elsewhere, get permission from everyone who can be seen. Our photography consent form can be found on MyPAT.



Confidentiality in paramount

Please respect a person's privacy and understand if they don't want their photo taken, or to appear on a video.



HANDY TOP TIPS

The basics

- Wipe the **lens** of your phone camera with a soft cloth before taking any photos or videos to remove smudges
- Remember to keep fingers – and your thumb – away from the **lens**

Orientation for photos

- Feed posts work well as **square** or **portrait**
- Stories and Reels need full **vertical** (9:16)
- **Square** is safest if you're unsure as it's easier to crop in later than to add missing detail

Video tips

- **Remember** to film vertically for Reels and TikTok-style content
- Keep clips short
- Film a couple of **extra** seconds before and after the action so there's room to trim
- Keep the phone **steady** to avoid blurring

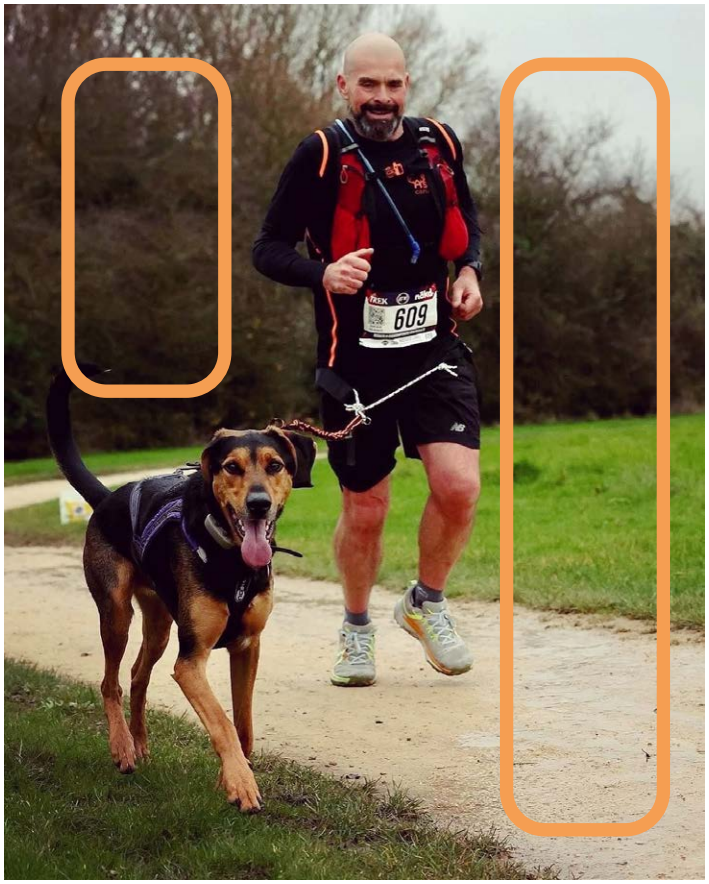
Resolution

- Shoot at your phone's highest **quality** setting
- **Never** photograph a screen or send a screenshot as it comes out blurry and unusable



Cropping

- Keep the subject in the **middle** of a shot
- Leave a little **space around** them so we can add any logos or copy



Background check

- Glance **behind** your subject for clutter, bins or anything distracting before you shoot
- A plain, tidy background makes the **subject** stand out far more than a fancy shot

Use natural light



- **Natural** daylight is best so shoot outdoors if you can – or face your subject towards a window
- **Avoid** backlighting (placing your subject in front of a bright window), as it makes them appear as a dark silhouette

Take more than you need

- Take **several** shots, or a few seconds longer of video, than you think you need
- It's much **easier** to pick the best one afterwards than to try and recreate the moment

Sound matters for video

- Background **noise** (traffic, chatter, wind) can ruin an otherwise great clip
- Try to film somewhere **quiet**
- Consider **muting** videos with poor audio and adding text/captions instead

Keep it natural

- **Candid**, in-the-moment shots usually perform better than posed ones
- Capture the **interaction** happening rather than stopping everything for a "say cheese" photo

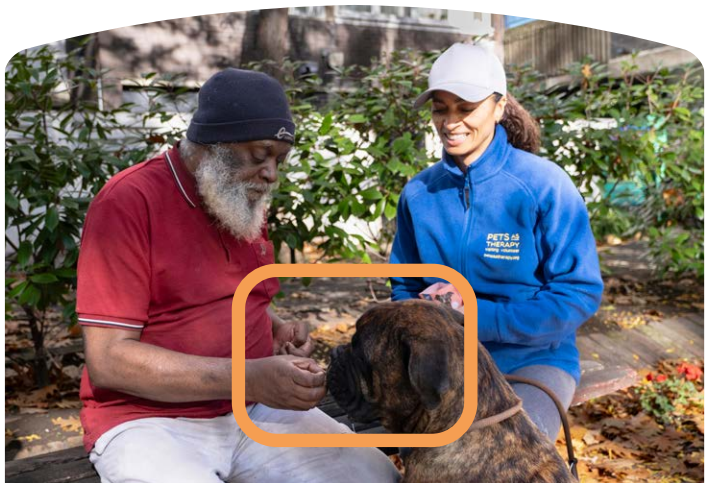


One story per shot

- Try to capture one clear **moment** or interaction per photo/video, rather than a busy scene
- It's easier to tell the **story** in a single glance when someone's scrolling

Rewards may work

- It's not always easy getting a pet to stay still for a photo – have a few **treats** at the ready, or even a favourite toy



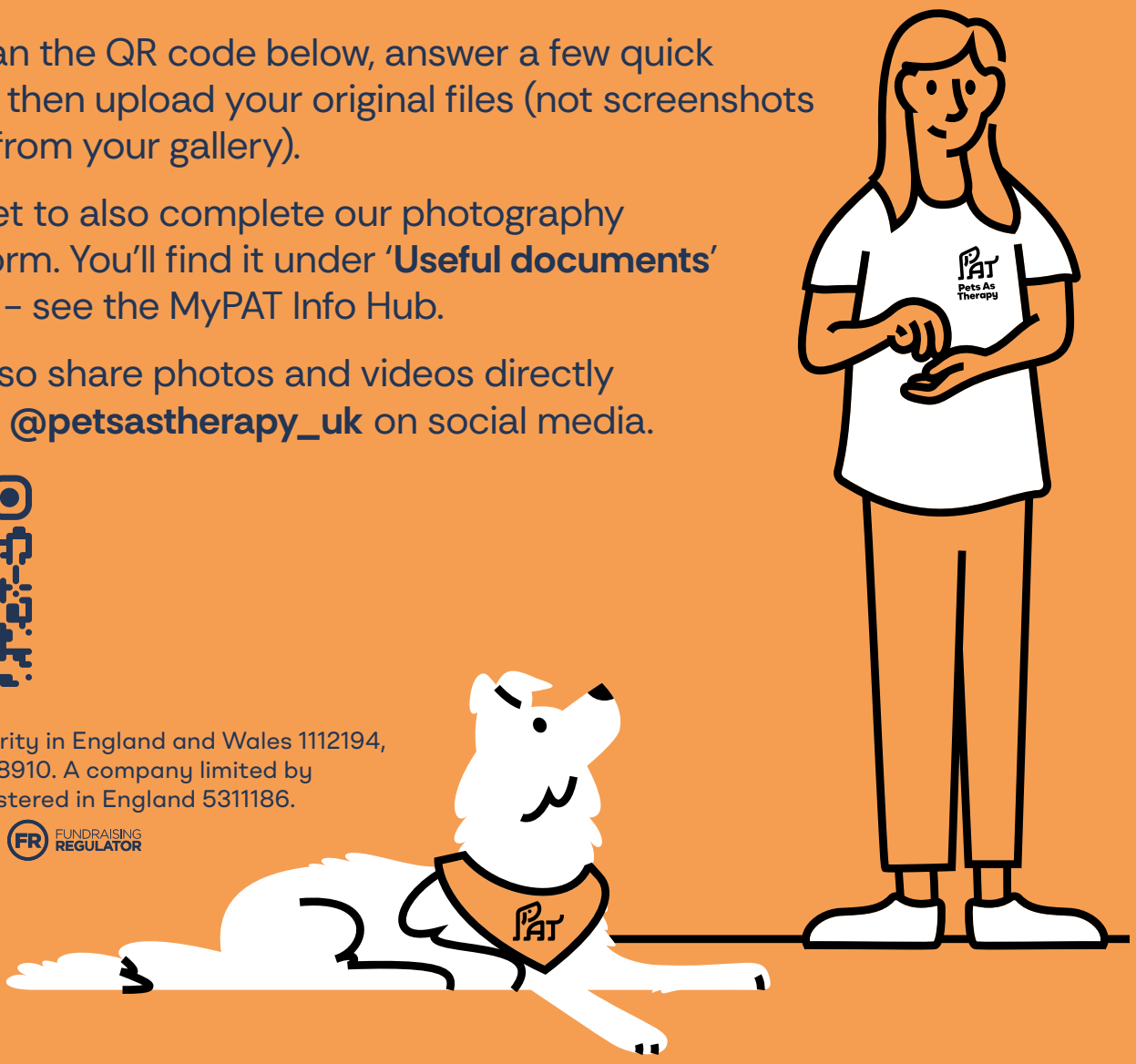


Sending us your photos and videos

Simply scan the QR code below, answer a few quick questions, then upload your original files (not screenshots or copies from your gallery).

Don't forget to also complete our photography consent form. You'll find it under '**Useful documents**' on **MyPAT** – see the MyPAT Info Hub.

You can also share photos and videos directly by tagging **@petsastherapy_uk** on social media.



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