

Adopting the **“photo or it didn’t happen”** mentality ensures that moments won’t go to waste. Help your team gather great content and capture the moments you need to tell a story.

Capturing Events Checklist

- Behind-the-scenes photo
- Photo with event logo
- Landscape oriented photo
- Portrait oriented photo
- Staff group photo
- 10 second video clip

Content Brainstorming

- What holidays are coming up?
- What promotions are you running?
- Tell a story through pictures.
- What events are you attending?
- What happened this week?
- Who is someone you can highlight?
- Try something new, then talk about it.
- What is happening in your community?

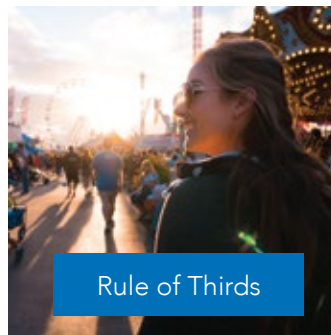
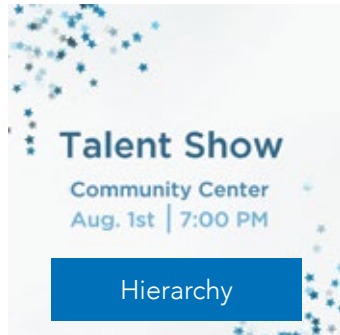
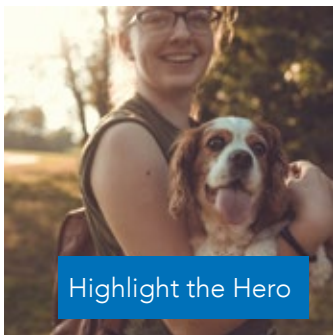


Image Types

What it Says

Home Exterior & Decor	Need a loan for home improvement?
Travel	Need an escape? We can help you save for it.
Pets	We love our customers and their pets.
Students	School is expensive. Need a student loan?
Community Events	We support our local community.
Motorcycles, Boats, etc.	We can help you finance a fancy toy.
Local Businesses	We support local businesses.