

# Guide for photos & videos



## Images

Where possible please can you take:

- 1) Portrait and landscape images of the doors/entrances
- 2) Before and after installation photos
- 3) Close ups of operators/sensors/accessories
- 4) Doors and projects in situ

Tips:

- Stand back from the door so you can see some of the facade in the image as well as the door, holding the phone around head height
- Remove obstructions where possible such as cones, barriers, rubbish etc.
- Take images at an angle to avoid being in the door's reflection
- Avoid getting any glares from sunlight or lighting in the image.

Below are some good examples:



## Videos

- The above tips for images also apply for videos
- Portrait videos for LinkedIn and Tik Tok work best
- Clips around 30 seconds in length are ideal, which are short and simple
- Video ideas include:
  - Walking through a door or speed gate for instance to show how the access controls such as ID readers work or showing the door operating from a distance/ someone using the door
- For examples of past videos see [tiktok.com/@recorduk](https://www.tiktok.com/@recorduk)