

# INTERNATIONAL OVERDOSE AWARENESS DAY 2023

## Media Support Kit: Sharing Images with the Media

Good-quality photos will help get the attention of your audience. Having some to share with reporters will make their job much easier, and therefore make your pitch more appealing.

## TAKING GREAT PHOTOS

Here are some things to remember when creating and choosing your photos:

- Images shared with media must be high-resolution, no lower than 300dpi.
- Illustrate for your audience the event or story you are describing.
- Put people front and centre (remember your image may be resized in print).
- Only share images that you own the copyright to, and make sure you obtain consent from those captured in photos.
- Have a clear focal point and don't make your photos overly crowded or busy.
- Landscape photos are generally preferable to portrait
- Aim for photos that appear natural rather than staged



Image: Youth Rise Nigeria

**TIP:** Avoid sharing image files as email attachments, as large files can cause problems when sending or receiving emails. **Upload your images to Google Drive or Dropbox** and include links in your email. Make sure you adjust permissions so that anyone with the link can view the images and test access before sharing with media.

## EXAMPLES OF GREAT IMAGES FROM THE IOAD COMMUNITY



Image: Langley Overdose Awareness Community Action Team & Moms Stop The Harm



Image: End Overdose NY



Image: Casa Grande Overdose Awareness



Image: North Texas Overdose Awareness Day

For more advice on media engagement, contact the IOAD campaign team at:  
[info@overdoseday.com](mailto:info@overdoseday.com)

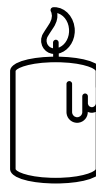
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