



Pet Photo & Video Tips for Rescue Animals

Presented by Pawsitive Place Rescue
<https://pawsitiveplacerescue.com>

Why Great Photos Matter

Every animal deserves a chance at a loving home — and that chance often starts with a photo. High-quality images and short videos help adopters form an emotional connection before they ever meet the pet in person. A great photo can save a life.

Photography Tips

Get on their level

Avoid shooting from above — kneel down to eye level. It makes the dog feel seen and less intimidated.

Use natural light

Avoid flash and harsh sun. Choose shaded areas or overcast days to avoid shadows and squinting.

Keep backgrounds clean

Remove clutter (trash cans, fences, kennels). A tidy backdrop ensures the dog stays the focus.

Watch the leash & setting

Use a slip lead or neutral leash, and if safe, edit it out later. Avoid chain-link kennel shots unless telling a story.

Focus on the eyes

Make sure the eyes are sharp — they build connection and emotion.

Vary your shots

Take a mix:

- Full-body
- Close-up (headshot)
- Action shot (running/playing)

- Human interaction (pets or cuddles)

 Be patient

Let the dog settle. Play, reward, and try again if they seem nervous.

Video Tips

 Keep it short (under 60 seconds)

Attention spans are short — highlight playfulness, affection, or calm behavior quickly.

 Show personality

Play with a toy, walk the dog, or let them sniff around. Show how the dog moves and engages.

 Stabilize your phone

Hold your camera steady or set it on a stable surface to avoid shaky footage.

 End on a smile

Try to get one tail wag, face lick, or moment of calm. It's memorable and positive.

What NOT to Do

- Don't shoot from high above — it can make dogs look timid or unapproachable.
 - Don't rush. Nervous energy = nervous pets.
 - Don't use cluttered backgrounds.
 - Don't shove a camera in their face — give space.
 - Don't force a stressed dog to pose — come back later.
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Quick Reminders

 Treats + toys = magic

 Quiet helpers can redirect focus

 Edit gently: crop distractions, fix lighting, never distort truth

 Scars & imperfections tell their story — don't hide them

 “Every dog deserves a good photo to help them find a home.”

— *Pawsitive Place Rescue*