



Taking Photos that Sell Your Program

A photo of your hospital or clinic site is a chance to make a first impression on future trainees. Use these tips to help take great photos that best represent your program.

WHY TAKE A PROGRAM PHOTO

Program photos help trainees gain a better idea of where they will be rotating and help your rotation stand out on our website. Without a photo submitted directly from your team, we only have access to Google photos. This often results in misrepresentations of your program.

TIPS FOR AN EFFECTIVE PHOTO

1. Photos should be a landscape photo taken of the clinical site where trainees will be rotating.



✓ Landscape



✗ Portrait

2. Photos should be clear of potential accidental subjects such as cars, people, or dumpsters.



✓ Clear



✗ Unclear

3. Take your photo before or after office hours to limit the amount of extra traffic outside of your hospital or clinical site.



✓ No Traffic



✗ Traffic

4. Represent your program's warm and welcoming atmosphere by taking photos on clear-weather days.



✓ Warm and Welcoming



✗ Cloudy and Dreary

5. Consider the angle of the photograph. Eye level may not always be the best angle to represent your clinical site.



✓ Farther Away/Higher Angle



✗ Street/Eye Level