

USING PHOTOGRAPHY AND VIDEO IN COMMUNITY CONSULTATIONS

They say that a picture is worth a thousand words. Photography and video can play a very useful part in community consultations.

Advantages



- **Impact** - images can make a powerful statement, stimulate discussion, celebrate what is good about our community, and bring people face to face with local issues.
- **Communication** - images can present someone's personal view of their world, whilst maintaining their anonymity.
- **Language** - images don't rely on someone being able to express themselves verbally or in writing - they can help address literacy, language, cultural or age barriers to getting involved.
- **Fun** - photography can engage people who might not be attracted to more conventional consultation exercises.
- **Accessible** - an increasing number of us have access to digital cameras, mobile phones, printers etc.
- **Video** - great for capturing oral histories or helping people who cannot attend meetings to get their voices heard.

Considerations



- **Privacy/safety** - always get permission before taking or displaying photos of private property or individuals, particularly children, young people or vulnerable adults.
- **Image sharing** - privacy and safety issues are particularly important to consider when uploading images to websites or social networks.

- **Inaccessibility** - although more and more of us do have access to digital cameras, camera phones and the internet some people may not get involved because of lack of experience in using such technology
- **Interpretation** - be careful about assuming that you understand the message behind the image
- **Cost** - consider the costs if you plan to reproduce images as hard copies (particularly if you are asking people to print their own photos)

Examples of use:

Photo images can be used in a wide range of different ways including:

Photo-montage

Used:

- ✓ To highlight/celebrate what people value or like about their community
- ✓ To understand people’s perception of their community



Tip

Why not hold a photo competition or simply ask people to submit photos around a theme. By displaying the images at an exhibition or on your website you can use them to stimulate discussion about what people value about their community

Then and now

Used:

- ✓ To initiate discussion about change in your community



Tip

You can also display photos on a time line.

Further information

For further information, contact us at:

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CONSULTING YOUR COMMUNITY