



Photos for Your Veterinary Hospital Website

Thank you for choosing VetNetwork to create a new website for your hospital. We have included some information about your role in the photo shoot along with a tentative shot list.

Please call the photographer and arrange a time and day for the shoot. After making the arrangements, call or send us an email with the date and time of the shoot. We recommend scheduling the shoot for early in the morning. It is also advisable to limit the number of appointments and surgeries the day of the shoot. Remember, this is your website and the photos are very important. There is no substitution for being prepared.

Thank you in advance for your preparation.

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- **Please appoint a responsible staff member to take charge of the photo shoot.** It is this person's responsibility to organize the photo shoot and finalize the hospital shot list in addition to assist the photographer throughout the duration of the shoot. **This person needs to be with the photographer and give assistance to the photographer during the entire photo-shoot.**
 - Finalize the shot list cataloging all shots for the photographer to take
 - Coordinate the sequence of staff members photos (in addition to action photos)
 - Make sure that everyone scheduled to be photographed is photographed
 - **Please arrange for a variety of pets to be available for the photo shoot.** Make sure to get commitments from staff members who are planning to bring their dogs and cats (along with any other types of animal that are seen at the hospital) for the shoot. You are going to need a variety of animals as seeing the same animals over and over on your website makes your website boring. When the photographer is shooting photos of the pets, please stand behind him / her with a squeaky toy or other method to get the pet's attention. *If possible, please avoid photographing pets with black coats* as it is impossible to see black pets' eyes and faces. Two large dogs (Golden Retriever, Yellow Lab, Setter, other kind of Retriever) and two or three small dogs (Westie, White Poodle, Beachon, Jack Russell, Cocker) are a good amount. At least two or three cats would be best (no black cats, please).
 - **Ensure that the hospital is clean and well-organized:** A clean hospital is professional-looking. Remove any papers that are hanging or taped to the walls, organize shelves and clean up the treatment areas. Remember, main areas serve as a background in many shots so it is important to pay attention to what is behind the subject.
 - **Make sure all employees SMILE:**
 - **Proper attire:** Veterinarians should wear clean, white lab coats and anyone involved in surgery photos should be gloved, and in caps, gowns and masks. Staff members look best in scrubs and/or uniforms. Avoid jeans, t-shirts, sweatshirts (especially sweatshirts) and any other basic casual wear that may appear unprofessional.
 - **Allow the photographer to take any additional photos that will add to your image portfolio:** Photographers have a trained eye for detail - in many cases, the candid moments that they capture on camera turn out to be some of the best shots.
 - **Please do not ask the photographer to delete any photos.** All photos taken should be sent to VetNetwork.

We look forward to working with you. If you have any questions
please do not hesitate to call us 603.743.4321
Photography Shoot Picture Ideas

I. Veterinarian Shots

Veterinarians should be photographed in white lab coats, with or without stethoscopes around their neck. They should appear professional but not overly posed. We recommend the following photos.

□ **(a) Individual** (without pets):

Full portrait shots from the subject's waist to above the head should be taken. Backgrounds should be plain white or light-colored wall. If background screens are used, ensure that they are wrinkle-free and are of a light colored nature. Please try to avoid background screens and only use when absolutely necessary.

□ **(b) Candid with Animal:**

Shoot horizontal photos of the veterinarians holding a dog or cat and/or any type of pet that is seen at the hospital. If a large dog is used, have the veterinarian kneel next to the animal or have the animal on an exam table with the veterinarian standing beside. In all cases, it is important that the face of the subject and the face of the animal are in fairly close proximity and that both are looking at the camera. (use squeaky toy)

□ **(c) Examining and treating patients**

A wide photo of each veterinarian examining a dog or cat – it is best to have a separate animal for each veterinarian's photograph and several poses for each. If not, have the veterinarian listen to the pet's chest (with stethoscope) and have him/her look at the camera. Instead of photographing all the veterinarians using a stethoscope, they can also use an otoscope (for ear exam) or ophthalmoscope (for eye exam). Avoid taking any photos that show the backs of subjects' heads. For patient treatment shots, use your discretion; Try to avoid "animal torture" shots - where the pet is heavily restrained, attached to a medical instrument, muzzled, a technician has a headlock on the animal or if the animal looks uncomfortable.

II. Staff Members

The hospital needs to specify whether staff members are to be photographed individually, in group(s), or both. The ideal attire is hospital uniform (if applicable) or other professional attire. Please ensure that shots are taken with ample space around all sides of subjects - do not crop off the subjects head or arms.

□ **(a) Individual** (Candid with Animal):

Full portrait shots should be taken of the subject from their waist to above their head. Backgrounds should be plain white or light colored wall. If background screens are used, ensure that they are wrinkle-free and are light-colored. Take wide shots of the staff members holding dogs or cats and/or any type of pet that may be seen at the hospital. If a large dog is used, have the staff member kneel next to the animal or have the animal on an exam table with the staff member standing beside. In all cases it is important that the face of the subject and the face of the animal are in close proximity to each other.

□ **(b) Group or Group(s):**

Take several shots in a well-lighted area that allows ample room for all subjects. Please do not shoot photos of staff members in a small, cluttered and confined room. Most likely, the staff members (and veterinarians) have never had their photos taken under these circumstances so you need to take charge. Please give them direction and ask them to pose wherever it works best for you (to get an excellent photo). The background for all shots should be organized and clutter-free. Group shots can be divided up into reception, technician and kennel staff groups.

III. Service Photos

□ **Veterinarian(s) looking at an x-ray**

1-2 Veterinarian(s) looking at and discussing an x-ray is good. The x-ray should be in an illuminated viewing box or on a computer monitor and one veterinarian should be pointing to a spot on the x-ray with a finger or pen. The key is to make it look like the veterinarians are evaluating the x-ray.

□ **Veterinarian/Technician sitting behind a microscope**

Shoot a few photos of one or two technicians looking into a microscope. A few photos of a veterinarian looking into the microscope and several shots of the same veterinarian looking and smiling at the camera (sitting in front of the microscope) are excellent photos to take.

□ **Ultrasound (If Available)**

Several shots of ultrasound procedure(s) should be taken. The ultrasound procedure can be performed on a real patient or a mock ultrasound, using a staff member's dog. The monitor screen should be visible in the photo (recording an actual ultrasound) and the veterinarian should be somewhat facing your camera. Most ultrasound machines are mobile and they can be moved around in order to accommodate the photos.

□ **Endoscopy & ECG (If Available)**

If you have endoscopy, photos should be taken similar to ultrasound photos. Photos of endoscopy procedures work best if the veterinarians are dressed in surgical scrubs or surgical gowns. When shooting the endoscopy photos, try to get the veterinarian (who is performing the procedure) and the endoscope monitor in the photos.

□ **Dentistry**

Several dentistry shots should be taken. If time permits, get photos of a dental exam. If the staff is performing a teeth cleaning, please take several shots. Remember, please do not zoom-in and/or crop these photos. It is tempting to zoom-in and crop these photos; however, please do not.

□ **Surgery**

Mock or staged surgery photos are better and easier to shoot than shooting a real surgery. The animal (if a real surgery) should be fully draped, monitors and surgical lights should be turned on and the veterinarian(s) and technicians should be attired in surgery scrubs, surgery masks, caps and gowns. If performing a "mock" surgery it is important that the veterinarian demonstrates proper procedure and aseptic techniques to maintain credibility. It is important that all staff included in this shoot look involved in the surgery by performing a specific task (checking vitals, assisting the veterinarian, etc). If a real animal is undergoing surgery, he/she need to be covered by the drapes. If performing a mock surgery, a pillow or towels can be used to simulate the existence of an animal. Remember, this needs to look like a real surgery.

□ **Technician Tasks**

- Dispensing Medication for a prescription
- Microscope shots
- Working at the blood analyzer
- Speaking (interacting) with a client. The technician could go over a pamphlet with a client or explain heartworm / flea medication.
- Brushing a cat or dog (these are very attractive photos)
- The hospital manager or technician may have photo suggestions.

□ **Reception**

Shots of the front desk staff members looking at the camera and smiling should be taken. Any interaction between the receptionists (front desk employees) and clients (such as a discharge) should be taken. If clients and their pets are in the waiting area and are willing to be photographed, these make excellent photos. FYI – From our experience, most pet owners want to have photos of themselves with their pet on the hospital’s website.

□ **Boarding & Grooming**

Please take a few shots of personnel bathing and grooming dogs. If there are good looking, well-groomed dogs present, either in the hospital or in the grooming salon, please take photos of them.

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Facility Shots

□ **Rooms and facilities**

These shots are specifically for the Hospital Tour slide show which is where many additional shots that do not end up on the main pages of the site can be showcased. Most of these shots should be taken without any employees present.

- exam room(s)
- lobby/waiting area
- main treatment area
- surgery suite
- ultrasound machine
- x-ray machine

□ **Hospital Exterior**

Large, wide photos of the outside of the building at various angles/perspectives to include the entire building and surrounding landscape.

□ **Signage**

Please take views of the hospital front signage with the building in the background (if applicable) plus direct shots of the signage standing alone.

Thank you for following these guidelines carefully. Please mark down additional shots that you would like the photographer to take in addition to the items on this list. It is best to have too many photos than to have too few.