

CISA Pet Ambassador Program

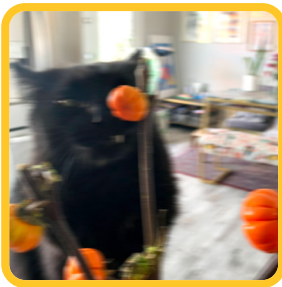
Photo Submission Guidelines

What We're Looking For:

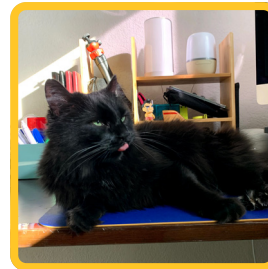
Beautiful pet portraits, funny photos, cute photos, action photos, unusual photos or holiday-related photos. You are welcome to submit photos of yourself with your pet, as well. Think about the kind of animal-friendly pictures that draw you in and that stop your scroll.

Photo Tips:

1 Stay in focus.



2 Avoid overly-cluttered backgrounds.



3 Photograph in well-lit areas or use Night Mode on your camera of choice. Lighting is best one hour after sunrise and one hour before sunset if photographing outside. Avoid photographing your pet with a bright light source behind them as this can drown them out.



4 Hold your pet's favorite toy or treat near the camera lens to draw their attention to the camera.



Photo Tips (cont'd):

5 Try to photograph at eye level with your pet, or from above but keeping focus on their face.



6 Don't photograph your pet too close up or from too far away - be mindful of leaving some "white space/extra room" between your animal and the frame of the image.



7 Avoid red or white reflective eyes.



8 Original images should be uploaded in **.JPG, .PNG, or .HEIC** formats with a minimum size of **1500 x 2100** at **300 DPI**. It'll be great if the image would crop well both as square for Instagram and Twitter posts, and vertical as an Instagram Story.

