Marketing Photos
During COVID-19 (Best Practices)

When selecting photos for marketing purposes, it is important to demonstrate a fun/upbeat environment, being respectful of the safety guidelines being followed. It’s important to visually show your audience what to expect when they engage with your college in person and show them LSC values the wellness of consumers and our community.

Here are some helpful tips when selecting photos...

• When using classroom photography and showing the campus environment, observing the 6 ft distance requirement and masks, both inside and outside the classroom should be used.

• Masks on a single student are not required, but masks should be included when using a photo of a group of students. Again, they should also be practicing social distancing.

Remember, it is up to us as marketers to help our student community feel safe and protected during these times.

Questions? Visit LoneStar.edu/Marketing-Communications