

# Church Website Photo Shot List + Consent

A free checklist from ChurchCreation.com

## THE SHOT LIST

- ☐ Exterior & signage (golden hour)
- ☐ Parking & the right entrance
- ☐ Lobby / welcome desk / coffee
- ☐ Worship space — empty wide shot
- ☐ During service — full & engaged
- ☐ Worship / music team
- ☐ Real, diverse congregation (candid)
- ☐ Kids & family areas (with consent)
- ☐ Pastor & staff portraits
- ☐ Small groups
- ☐ Baptisms, events & outreach
- ☐ Wide hero shots with room for text

## CONSENT & PRIVACY

- ☐ Have a written photo-release / media policy
- ☐ Collect consent at membership or check-in
- ☐ Post signage that services are photographed
- ☐ Offer an opt-out (or an unfilmed section)
- ☐ Minors: a parent/guardian must sign
- ☐ Prefer group/distance shots of kids
- ☐ Never publish a child's name with their photo
- ☐ Consult an attorney — rules vary by state

## STOCK AS A FALLBACK (USE WELL)

- ☐ OK for blog/abstract concepts or a stopgap
- ☐ Match your real size & demographics
- ☐ Prefer hands/objects over face close-ups
- ☐ One photographer/series for consistency
- ☐ Sources: Unsplash, Pexels, Lightstock
- ☐ Never pull from Google Images

## Optimize for the web

|                   |                                                     |
|-------------------|-----------------------------------------------------|
| Hero / full-width | ~1,920px wide · compress to WebP/AVIF, under ~300KB |
| Content / cards   | ~800–1,200px · under ~150KB                         |
| Social / OG image | 1200 × 630                                          |
| Every image       | Descriptive alt text (SEO + accessibility)          |