

Photography

Liberal Democrats use photos to engage users, promoting an emotional connect with voters.

People will form their impression of your candidate largely from what they see in photographs. Get this wrong and it can undermine your whole campaign.

Building up a good photo bank is something every single candidate - at any level - can do easily and cheaply. It is the one thing that will make the biggest difference to the quality of your content.

When using images for negative or attack messaging use black and white imagery with a high contrast. This is done to reinforce the negative impact of the messaging.

More information and practical guidance can be found in the [Campaign Hub](#).

