

Content Request Templates: Asking for Photos & Context from Departments & Teammates

Marketing teams know the struggle: You need to cover a milestone, partnership, fundraiser, or other community event on social media, but you have exactly zero usable photos. When you finally get them, you don't have much information about who's in the photo and what's actually going on, but you need to write a meaningful caption and turn it into an interesting social media post. You can't possibly be everywhere at once, which means you'll need to source photos and information from departments and teammates. But that can be challenging. People are busy, and you don't always get back what you had in mind.

Below, we've organized five key types of content into the departments you're likely going to need to work with in order to get them, then included request templates you can use to make the ask. Use these snippets to direct others across your organization to help you gather imagery and information that can be turned into posts that paint your organization in a positive light on social media.

Human Resources

Employee Spotlights

Profiles or interviews with employees, highlighting their roles, interests, or community involvement.

Example Requests

1. Could you send me three employees who are making an impact in their role? I'd love to spotlight them on our social media over the next couple months.
2. Can you think of a person who has a unique or interesting background that ties to their work?
3. Could you help me put together a list of employees who joined us as interns? I'm looking to spotlight some internal stories that show off how we invest in and develop our teams.

Company Culture & Professional Development

Photos and details of team-building activities, employee appreciation events, or wellness programs.

Example Request

1. At Friday's team-building event, please take five or six candid photos of members of the team working together and having fun.
2. I am working on content spotlighting [specific employee]. Please take a handful of photos of her presenting at the meeting this week. Please get some close-ups and also some that show the size of the audience.

Employee Awards & Recognition

Photos and details of employees receiving awards, certifications, or recognitions within the bank.

Example Requests

1. Please take three to five photos of each employee receiving their gift at Friday's reception.
2. Could you send me the professional headshots for each of the employees being recognized along with the month and year they started and their title?

Training and Development

Information and photos from internal training sessions, workshops, or professional development opportunities.

Example Requests

1. Please take a short video panning across the room at next week's training session to show the size of the group and everyone in their seats together.
2. Please take a group shot of everyone graduating from next week's program. One serious shot, and one with everyone celebrating.

Workplace Celebrations

Photos from office celebrations such as birthdays, anniversaries, or holiday parties.

Example Requests

1. Please take five or six photos at next week's Worksgiving: A shot from an angle to show all the food, a posed group shot, and several candid shots of the team interacting and having a good time.
2. Please take five or six photos of your branch's holiday decorations; I heard they look awesome and would love to show them off on social media! A couple shots of the tree, maybe a close up of an ornament with our branding on it, and a nice shot of the entryway garland.

CRA & Community Impact Teams

Community Development Projects

Photos and stories about the bank's involvement in local housing developments, small business loans, or infrastructure projects.

Example Requests

1. Please take five or six photos of the breaking-ground ceremony, including the actual groundbreaking (up close, if possible), a group shot of everyone together, a couple candid shots, and something with our logo in it.
2. Please include notes on each person in the photo from the group shot at the Chamber of Commerce ceremony.

Financial Education Workshops

Information and images from financial literacy classes, workshops, or seminars hosted by the bank in underserved communities.

Example Requests

1. Please take five or six photos at the Junior Achievement seminar this week. Please include: a photo of [employee] speaking, some candid photos of the kids during the group activity (from behind so their faces aren't visible), and a group photo of everyone together.

2. Please take five or six photos at the first-time homebuyers education workshop this weekend: a close-up photo of the branded stationary, a photo of attendees working together, and a candid photo of the speaker.

Community Partnerships

Highlighting collaborations with local nonprofits, community organizations, or government agencies to improve financial inclusion.

Example Requests

1. Please take photos this weekend at the Boo at the Zoo event we are sponsoring. Please take a picture of our candy booth at an angle with our logo visible; candid photos of employees handing out candy and smiling; photos of kids in costume (preferably from behind); a photo of the large event signage at the entryway.
2. Please capture some candid video at this weekend's food drive: a panning shot of the canned food items collected; video of people packing and loading food; video of employees working together; a posed group shot; a video zooming in on the signage at the event.

Volunteer Activities

Photos and stories of bank employees volunteering their time for community service projects, like neighborhood clean-ups or food drives.

Example Requests

1. Please take a couple quick photos at this month's board meeting, as we're looking for ways to highlight board service and some of the great community organizations we support.
2. Could you take five or six photos when volunteering for the school supply drive: some images of the supplies; some images of volunteers packing bags for students; a group shot; a few candid photos.

Economic Empowerment Initiatives

Content around programs aimed at economic empowerment, like mentoring for aspiring entrepreneurs, job training programs, or financial counseling services.

Example Requests

1. Please take photos at the startup pitch competition you are judging this week. Perhaps a couple candid photos of a few presenters; a picture of the final winners with their checks and trophies; a photo of the event signage with our logo on it.
2. Could you take some video at the founders brunch on Sunday? Perhaps some video walking into the event; panning across the buffet tables; showing people connecting and chatting; the speaker saying a few words?

Lenders & Lending Teams

Official Closings

Coverage of families and businesses receiving the keys to a new space or home (with their permission, of course).

Example Requests

1. Please take some photos of the downtown building at closing; we'll do a before-and-after photo once they move into the space and get it set up.
2. Could you take a few photos at the building site when you visit? The earthmoving equipment, the signage with our logo on it, and perhaps the clients posing together?

Small Business Milestones

Brick-and-mortar openings, critical investments and expansions, secured funding, and other key moments.

Example Requests

1. Please take some photos at the opening of [commercial client's] store location at [location]: A photo of the client (posed and candid), as well as a photo of you two together, in addition to a couple photos of the space itself.
2. Could you take some photos of the warehouse for [commercial client who is expanding] when you visit next week? I'd like to show the size and scope of the operation, so perhaps from one corner of the building to show how big it is. Please take several shots, if possible.

Community Lending Events

Coverage of bank-hosted or sponsored events that focus on lending, such as mortgage seminars, small business loan workshops, or credit counseling sessions.

Example Requests

1. Could you have someone take some candid shots of you talking with and working with clients at the upcoming small business loan workshop? Preferably five or six photos, so we have some options to choose from.
2. Could you take five or six photos at the upcoming mortgage seminar? A photo from the back corner of the room showing how large the group is, a few candid shots of the speakers presenting, some photos of people working together, and a photo of one of the table tents with our branding on it.

Sponsored Community Events & Fundraisers

Charity galas, dinners, awards receptions, golf outings, and other community events with long-standing sponsorships or new support.

Example Requests

1. Please take five or six photos at Monday's golf outing: a close-up of the hole signage with our logo on it; a posed shot of our foursome with the sign; a picture at the banquet; a candid photo of golfers having fun.
2. Please take some photos at this weekend's gala: a group shot of the team and their spouses; a photo sitting at the table; a broad-angle photo of the whole room; some candid photos of the speakers; a photo of the event entry or main signage with our logo on it.

Building Site Photos

Expansion projects and commercial or residential building sites can show how your organization is investing in your community's future.

Example Requests

1. Could you take some photos at the upcoming ground breaking ceremony for the project for [organization].

2. Could you take some photos next time you meet the client at [project location]. We'd love to show some progress shots of the empty land, the building going up, and the final product.

Senior Leadership

Town Halls or Q&A Sessions

Content from internal or public town hall meetings where leadership interacts with employees, customers, or the community.

Example Requests

1. Could you take eight photos of [leadership team member] at the upcoming townhall? A couple of him shaking hands with [person] from the Chamber, a few candid shots of him speaking, and a posed picture with the podium.
2. Please take three candid photos of [leadership team member] during before, during, and after the ribbon cutting. Please also take a group photo on the stage with everyone.

Corporate Social Responsibility (CSR) Updates

Leadership's perspective on the bank's CSR initiatives, including sustainability efforts, diversity and inclusion programs, and philanthropy.

Example Requests

1. Could you put together a quote about the bank's philosophy on corporate social responsibility and giving back to the community?
2. Could we arrange a time for me to take a portrait-style photo of [leadership team member] for some social media content about our values?

Awards & Recognitions

Photos and details of awards or recognitions received by the leadership team or the bank under their guidance.

Example Requests

1. I'd like to spotlight [team member name] and the upcoming award they are receiving. At the ceremony, could you take five or six photos? I'd love a candid shot when they receive the plaque; a photo of them speaking; and a posed photo afterward.
2. Could you get four or five photos of [team member name] with the mayor at this weekend's event?

Strategic Partnerships

Information and images related to strategic partnerships formed by the bank, including leadership's role in fostering these relationships.

Example Requests

1. At this week's check presentation for the annual fundraiser, could you get four or five photos for social media? Specifically, a photo of them posed together, a couple candid photos of them talking and greeting each other, and a posed photos with the check and staff?
2. After the meeting at the Chamber, could you take a couple posed group photos for social media content? At least three photos with everyone together in front of the partnership banner. Thank you!

Leadership in Action

Candid or staged photos of leadership team members in action—leading meetings, visiting branches, or interacting with employees—showcasing their active involvement in the bank's day-to-day operations.

Example Requests

1. Could you take some photos of [leadership team member] on their visit to the branch today? Five or six photos please: a posed group shot with the team, a candid photo of them helping a customer; and a few candid photos of them working together with staff.
2. Could you take a photo of [leadership team member] working the drive-thru. I'd love to highlight their servant leadership on social media and think this could be a great example. Thank you!