

Photo Guidelines for Social Copy

Submitting Recruiting Content to **GS-owned** (Corporate) Social Handles

▶ Golden Rules

- ▶ Take multiple photos from various angles
- ▶ Capture the most direct angles
- ▶ Aim for front facing or profile views
- ▶ Horizontal preferred
- ▶ No photos featuring alcohol
- ▶ No photos featuring other brand logos (e.g. Coca-Cola bottle)
- ▶ **Secure release forms and approvals for all photos**

Goldman Sachs Careers @GSCareers · Apr 8
 Welcoming the 2015 #Veterans Integration Program class to @GS this wk across 14 divisions - good luck!



4 1

10K Small Businesses @GS10KSmallBiz · Feb 9
 Felicidades a nuestros recientes #10KSBgrads en #Miami! Aprende mas del programa: link.gs.com/HLEM



Goldman Sachs @GoldmanSachs · Apr 16
 Wellness expert @DeepakChopra discusses enlightened #leadership & spirituality w/ @GS CIO Marty Chavez #TalksatGS



17 14

▶ Branding

When at an event consider:

- ▶ Capturing GS brand
- ▶ Capturing purpose of event

▶ Diversity

Group shots should include mix of:

- ▶ Genders
- ▶ Ethnicities
- ▶ Levels of experience

▶ Pay attention to every person in the photo

- ▶ Facial expressions
- ▶ Hand gestures
- ▶ Posture
- ▶ Eyes should be open
- ▶ Smiles (if appropriate)

▶ Please Avoid

▶ Poor Lighting



▶ Distracting Backgrounds



17 10

▶ Distracted Panelists



8 6

▶ Lack of Diversity



8 6

▶ When having an events at a non – GS location, obtain the rights to submit the photo from the location