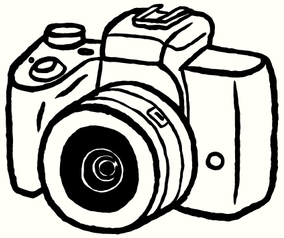
SNAP, STORE, SHARE

DEMYSTIFYING PHOTOS FOR SOCIAL MEDIA SUCCESS

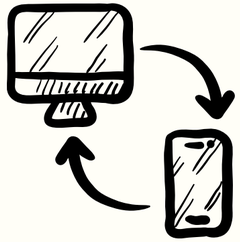
February 19, 2025

Jeffrey Buras
Social Media Specialist
NMSU Innovative Media Research & Extension

Skills



Collecting Photos, Images, & Video



Sharing between devices

Editing Photos & Videos

Design, Layout, & Type

Exporting & Sharing

Taking Feedback & Trying Again

OBJECTIVES

TRANSFER MEDIA ACROSS DEVICES

STORE MEDIA LONG-TERM

SHARE MEDIA ON PLATFORMS

INNOVATIVE MEDIA RESEARCH & EXTENSION

Your partner in fulfilling the Extension mission through media technology

Games & Interactices

Social Media

Video

https://innovativemedia.nmsu.edu/

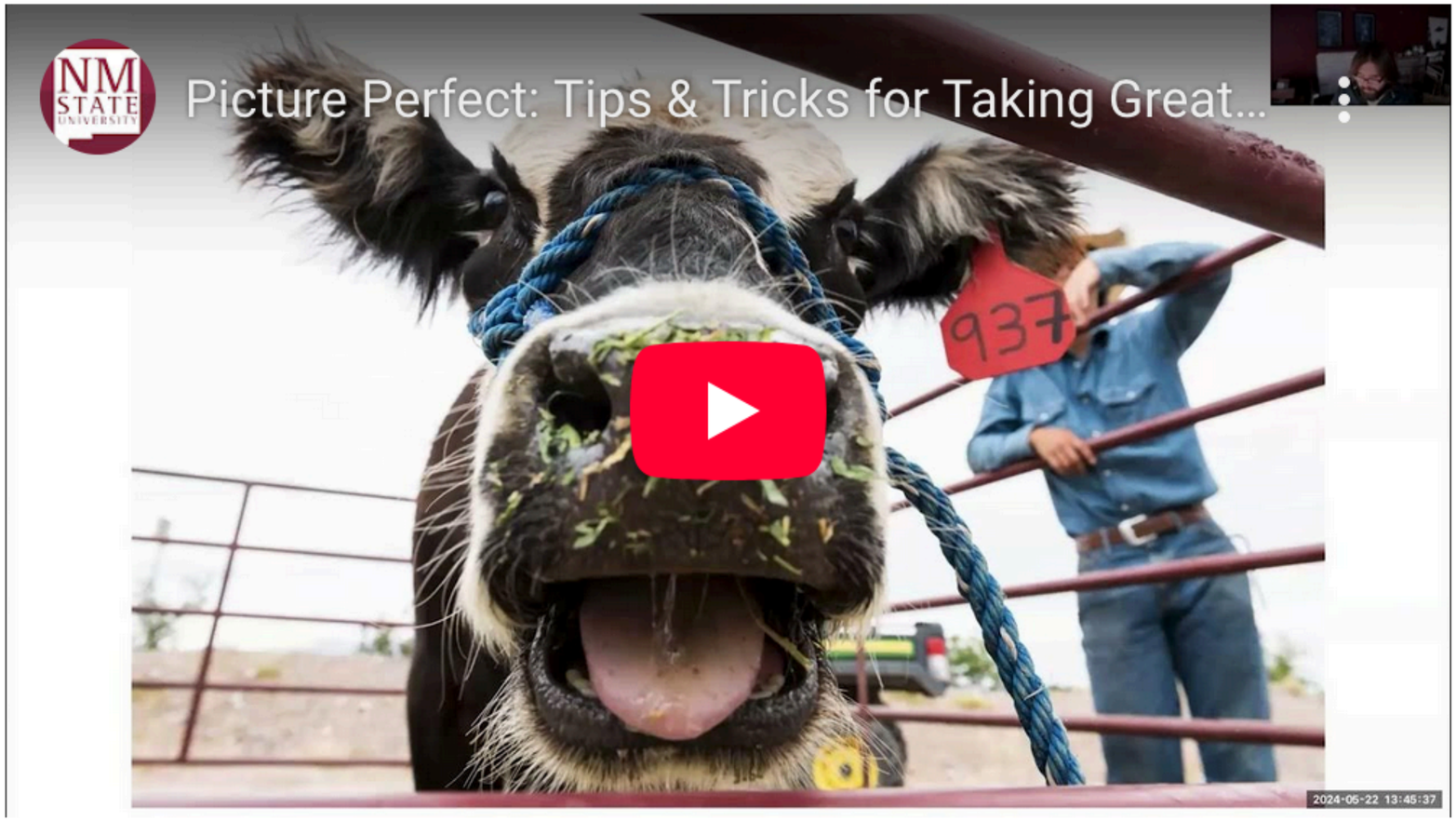
OBJECTIVES

TRANSFER MEDIA ACROSS DEVICES

STORE MEDIA LONG-TERM

SHARE MEDIA ON PLATFORMS

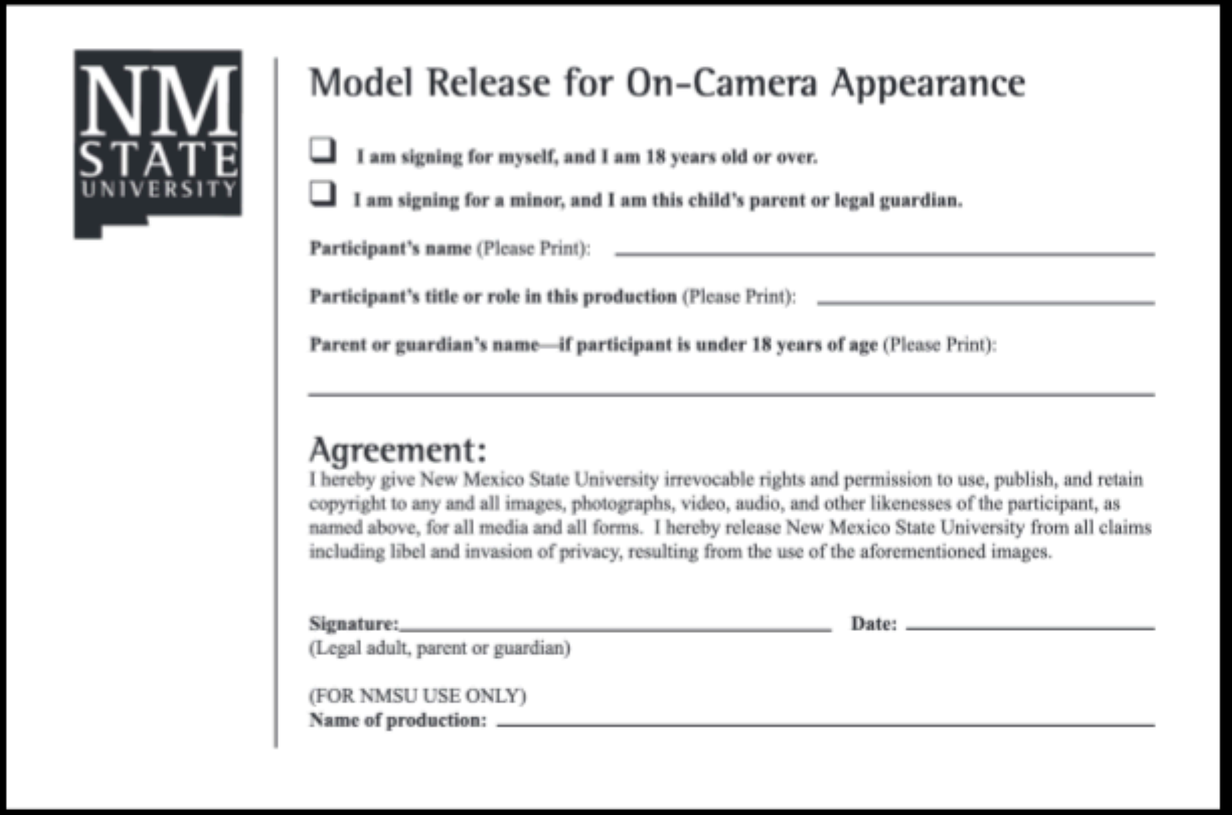
Picture Perfect: Tips & Tricks for Taking Great Photos



https://extension.nmsu.edu/extension-speaks/learning.html

Signed Photo Release

- Document indicating consent
- Available on CES Speaks website
- It is your responsibility to gather and store releases



NM STATE UNIVERSITY

Model Release for On-Camera Appearance

☐ **I am signing for myself, and I am 18 years old or over.**

☐ **I am signing for a minor, and I am this child's parent or legal guardian.**

Participant's name (Please Print): _____

Participant's title or role in this production (Please Print): _____

Parent or guardian's name—if participant is under 18 years of age (Please Print):

_____

Agreement:

I hereby give New Mexico State University irrevocable rights and permission to use, publish, and retain copyright to any and all images, photographs, video, audio, and other likenesses of the participant, as named above, for all media and all forms. I hereby release New Mexico State University from all claims including libel and invasion of privacy, resulting from the use of the aforementioned images.

Signature:_____ **Date:** _____
(Legal adult, parent or guardian)

(FOR NMSU USE ONLY)
Name of production: _____

Photo Release

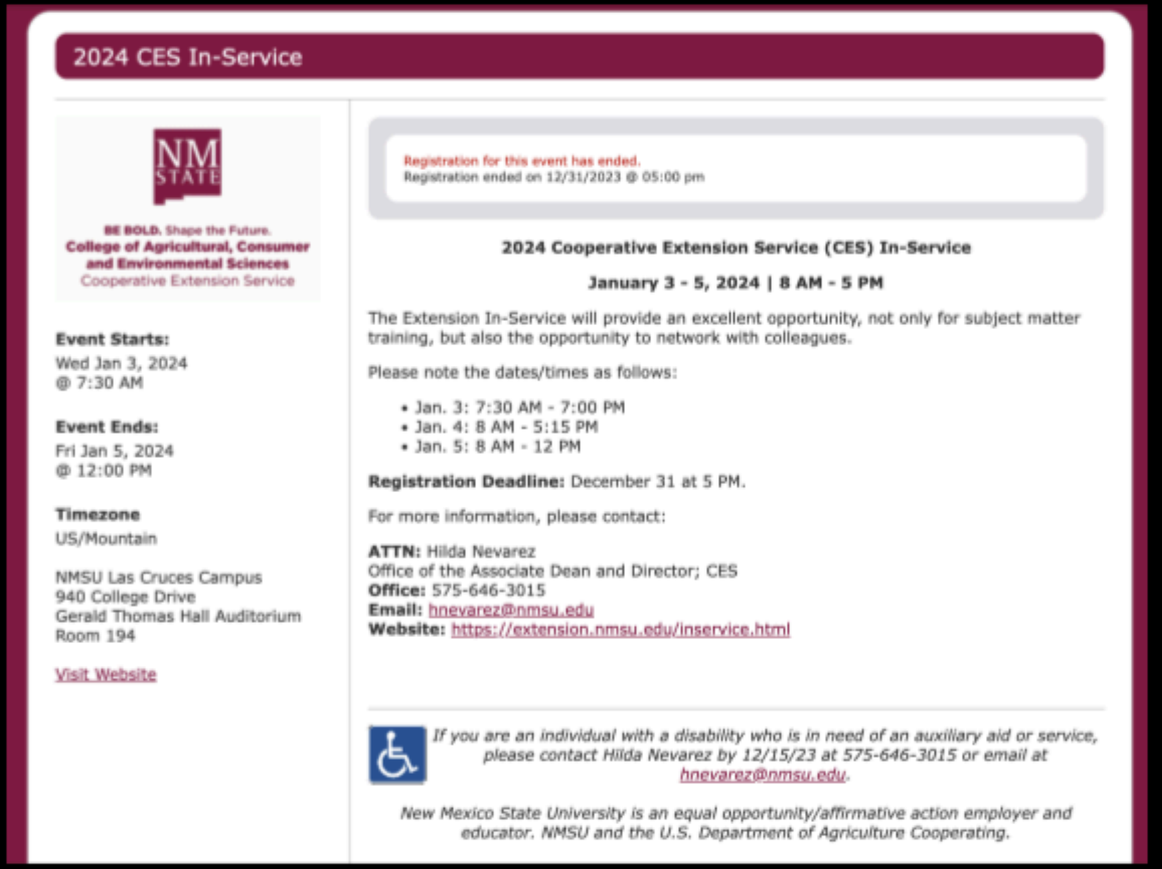
Minors *cannot* give legal consent

When to inform

- During registration
- Posted at entrances
- During your presentation

When to inform

- During registration



2024 CES In-Service

BE BOLD. Shape the Future.
College of Agricultural, Consumer and Environmental Sciences
Cooperative Extension Service

Event Starts:
Wed Jan 3, 2024
@ 7:30 AM

Event Ends:
Fri Jan 5, 2024
@ 12:00 PM

Timezone
US/Mountain

NMSU Las Cruces Campus
940 College Drive
Gerald Thomas Hall Auditorium
Room 194

Visit Website

Registration for this event has ended.
Registration ended on 12/31/2023 @ 05:00 pm

2024 Cooperative Extension Service (CES) In-Service

January 3 - 5, 2024 | 8 AM - 5 PM

The Extension In-Service will provide an excellent opportunity, not only for subject matter training, but also the opportunity to network with colleagues.

Please note the dates/times as follows:

- Jan. 3: 7:30 AM - 7:00 PM
- Jan. 4: 8 AM - 5:15 PM
- Jan. 5: 8 AM - 12 PM

Registration Deadline: December 31 at 5 PM.

For more information, please contact:

ATTN: Hilda Nevarez
Office of the Associate Dean and Director; CES
Office: 575-646-3015
Email: hnevarez@nmsu.edu
Website: https://extension.nmsu.edu/inservice.html

If you are an individual with a disability who is in need of an auxiliary aid or service, please contact Hilda Nevarez by 12/15/23 at 575-646-3015 or email at hnevarez@nmsu.edu.

New Mexico State University is an equal opportunity/affirmative action employer and educator. NMSU and the U.S. Department of Agriculture Cooperating.

When to inform

- Posted at the entrance

When to inform

- During your presentation

Common Courtesy

- Introduce yourself
- Make subjects aware of your intent
- Tell them your ultimate purpose
- Disengage if they express discomfort

Back of heads

Focus on details

QUESTIONS?

OBJECTIVES

TRANSFER MEDIA ACROSS DEVICES

STORE MEDIA LONG-TERM

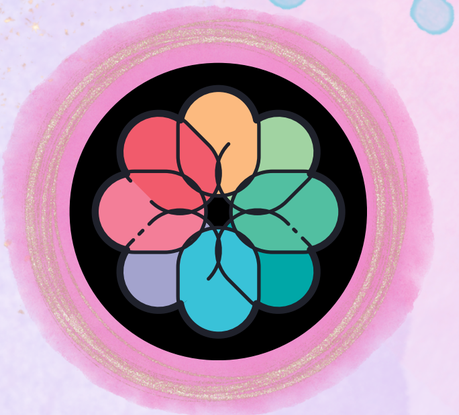
SHARE MEDIA ON PLATFORMS

TRANSFERRING MEDIA

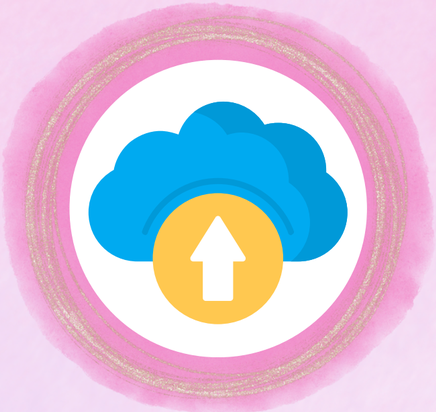
iPhone/iPad iPhone/iPad

EMAIL

AIRDROP



SHARED ALBUM



ONEDRIVE

IPHONE/ IPAD EMAIL

- Best for 1-2 photos over a long distance
- Can transfer asynchronously
- Requires email on the device

IPHONE/ IPAD EMAIL

- Tap Photos app
- Tap the photo to share
- Tap share icon
- Tap Mail or Outlook

IPHONE / IPAD AIRDROP

- Best for small batches over a short distance synchronously
- Requires two devices with iOS
- Both devices must turn on Bluetooth & Airdrop

IPHONE / IPAD AIRDROP

- Enable AirDrop on Both Devices:
  - iPhone/iPad: Open Control Center Press & hold Wi-Fi Tap AirDrop Choose Everyone or Contacts Only.
- Send a Photo/Video via AirDrop:
  - Open the Photos app.
  - Select a photo or video.
  - Tap Share Choose AirDrop.
  - Select the receiving device.
- Accept the file on the receiving device.
  - Enable AirDrop + Accept the file

IPHONE / IPAD SHARED ALBUM

- Best for large batches over a long distance
- Can transfer asynchronously
- Both devices must have iCloud accounts with "Shared Albums" enabled

IPHONE / IPAD SHARED ALBUM

- Enable Shared Albums:
  - On iPhone/iPad: Settings Photos Toggle on Shared Albums.
- Create a Shared Album:
  - Open Photos app Go to Albums tab.
  - Tap + Select New Shared Album.
  - Name the album and invite contacts via Messages or email.
- Add Photos & Videos to the Shared Album:
  - Open the album Tap + Select media Tap Done.

IPHONE / IPAD MS ONEDRIVE

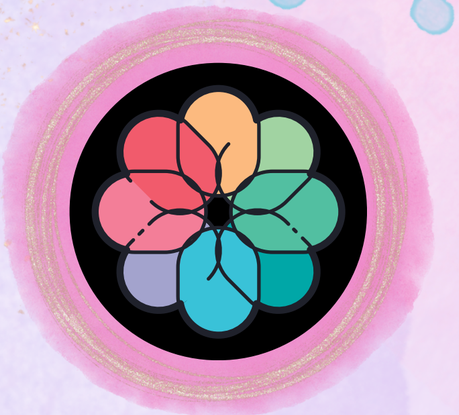
- Best for large batches over a long distance
- Asynchronous
    - Can't quit app until files are uploaded
- Both devices must have OneDrive app & accounts

TRANSFERRING MEDIA

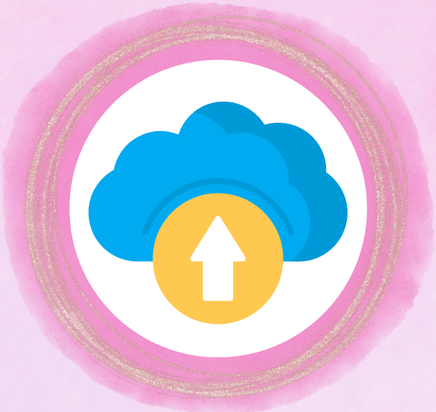
iPhone/iPad iPhone/iPad

EMAIL

AIRDROP



SHARED ALBUM



ONEDRIVE

TRANSFERRING MEDIA

iPhone/iPad Windows Computer

USB / FILE EXPLORER

USB / WIN PHOTOS

ONEDRIVE

iOS to Windows USB File Explorer

- Best for large batches
- Synchronous
- Requires USB cable

iOS to Windows
USB File Explorer

- Connect the iPhone to the Windows PC via USB.
- Open File Explorer on Windows.
- In the left-hand panel, select "Apple iPhone" under This PC.
- Open the "Internal Storage" and the photo folder
- Copy & Paste or Drag & Drop files to the desired location.

iOS to Windows
USB Windows Photos

- Best for large batches
- Synchronous
- Requires USB cable

iOS to Windows
USB Windows Photos

- Connect iPhone to Windows via USB and unlock iPhone.
- Open the Windows Photos app (search "Photos" in the Start menu).
- Click Import From a connected device.
- Select the iPhone/iPad from the list of devices.
- Choose specific photos/videos or Import All to a folder of choice.

iOS to Windows
Microsoft OneDrive

- Best for batches over distances
- Asynchronous
  - Can't quit iOS app until files are uploaded

iOS to Windows
Microsoft OneDrive

- We already did that!

SHARING ON SOCIAL MEDIA

iPhone/iPad

INSTAGRAM

FACEBOOK

TIKTOK

SHARING ON SOCIAL MEDIA

Web Browser

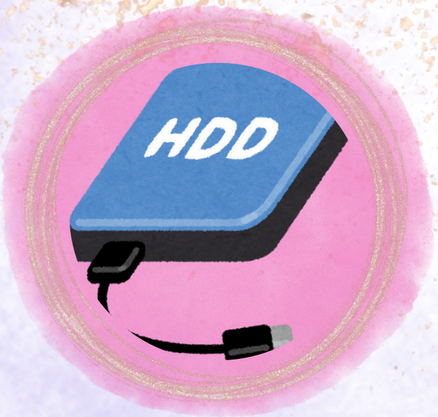
INSTAGRAM

FACEBOOK

META BUSINESS SUITE

QUESTIONS?

LONG-TERM STORAGE



HARD DRIVE

CLOUD STORAGE

PHOTOSHELTER

Email: aces_help@nmsu.edu

Phone: (575) 646-3305

LONG TERM STORAGE

- Save with your regular digital records
- 3 Hard Drives in 2 different places
- Cloud service: Photoshelter

Email: aces_help@nmsu.edu

Phone: (575) 646-3305

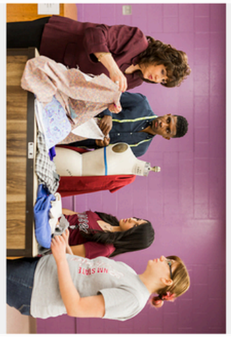
ACES Photo Archive

https://nmsuaces.photoshelter.com/galleries

NMSU ACES PHOTO ARCHIVE GALLERIES HELP WORKSPACES LOGIN

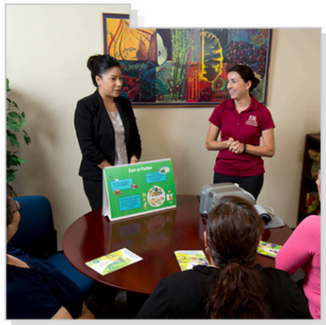
Galleries

Search with AI All Files



ACES Promo Photos
1698 Files

Business & Industry
0 Collections 1 Gallery



Health & Well-Being
0 Collections 1 Gallery

Public Events
3 Collections 0 Galleries

Food

Plants

Animals

Extension

Galleries

Here you can browse the collections, galleries, and files that you can access in this media library.

Log in to view any invite-only galleries that have been shared with you.

New Mexico State University College of Agriculture, Consumer, and Environmental Sciences

Powered by PhotoShelter for Brands

Terms & Conditions Privacy Copyright Accessibility Statement

Copyright NMSU

Show Explorer Grid Size Share Hide info

SEND ME PHOTOS & VIDEOS!

Jeffrey Buras
buras@nmsu.edu
@nmextension

QUESTIONS?

SNAP, STORE, SHARE

Jeffrey Buras
buras@nmsu.edu
@nmextension