



Communication, Photos and Digital Content

How to communicate your make-a-thek activities,
collect consent for photos and videos,
and share stories with care

Summary

Communication is not only about announcing activities or posting content online. It is about helping people understand what the make-a-thek is, why it matters, and how they can become part of it.

Good communication builds trust, visibility and belonging. It helps communities discover the space, understand its values, join activities, share their stories and recognise themselves in the project.

This resource gives practical guidance on communication before, during and after activities, with specific attention to digital communication, social media, storytelling, photo and video documentation, image rights, GDPR and consent.

What communication means in make-a-thek

Communication is not just sharing information. It is the process of creating shared meaning between people.

In a make-a-thek space, communication happens through:

- words;
- tone of voice;
- images;
- videos;
- posters;
- behaviour;
- visual identity;
- activities;
- how staff welcome people;
- how stories are documented and shared.

Communication should be clear, accessible and relational. It should not only say “this event exists”, but also help people understand:

- what they can do;
- why the activity matters;
- who the space is for;
- how they can participate;
- what kind of community is growing around it.

Communication is not only about visibility. It is about connection, clarity and trust.

Start from the community, not only from the event

Before communicating an activity, think about who you want to reach and what relationship you want to build. Communities are not just audiences. Before communicating, ask:

- *Who do we want to reach?*
- *Who is already connected to the library?*
- *Who is missing?*
- *Who could help us reach them?*
- *What channels do these people actually use?*
- *What tone would make them feel welcome?*
- *What might make them feel excluded or unsure?*
- *What story do we want to tell?*
- **Whose story is missing, and who gets to tell it?**

Before the activity

Communication should start before the event or workshop.

To do

- Announce the activity early enough.
- Explain clearly what will happen.
- Say who the activity is for.
- Specify if it is beginner-friendly.
- Mention if participants need to bring anything.
- Clarify if registration is required.
- Add time, place, accessibility information and contact details.
- Use the make-a-thek logo and EU funding acknowledgement where required.
- Tag make-a-thek and relevant partners on social media.
- Share the activity through the channels that work best for your library.

Useful channels

- library website;
- library newsletter;
- social media;
- local press;
- local event calendars;
- posters in the library;
- public pinboards;
- schools and local organisations;
- WhatsApp or community groups;
- Facebook groups;
- local city newsletters;
- word of mouth;
- partner networks.

Do not rely only on social media. Some users may discover the activity through the library desk, a poster, a teacher, a neighbour, or a local association.

During the activity

During the activity, communication can be light and spontaneous. The priority is that the activity works well. Documentation should support the activity, not interrupt it.

To do

- ☐ Take a few photos and short videos.
- ☐ Capture both vertical and horizontal formats.
- ☐ Take detail shots of hands, tools, materials and processes.
- ☐ Photograph tables, samples, sketches, machines and finished outputs.
- ☐ Capture the atmosphere of the room.
- ☐ Ask people if they are comfortable being photographed.
- ☐ Check who has given consent before taking identifiable photos.
- ☐ Tag make-a-thek and partners when posting.
- ☐ Keep stories simple and authentic.

Good shots to collect

- hands making, repairing, cutting, sewing or assembling;
- materials on the table;
- close-ups of tools and machines;
- before/after transformations;
- group work from behind or from above;
- details that do not show faces;
- finished objects;
- posters or signs in the space;
- people interacting, if consent has been given.

Low-risk visual options

If consent is unclear, focus on:

- hands;
- backs of people;
- materials;
- tools;
- objects;
- room details;
- close-ups;
- photos from above;
- non-identifiable group shots.

After the activity

After the activity, communication helps keep the relationship alive.

To do

- ☐ Share a short recap.
- ☐ Thank participants, facilitators and partners.
- ☐ Share photos or videos only if consent has been collected.
- ☐ Mention what participants made or learned.
- ☐ Share one insight, quote or small story.
- ☐ Tag partners and participants where appropriate.
- ☐ Invite people to the next activity.
- ☐ Save useful photos and documentation in an organised folder.
- ☐ Note what worked and what could be improved.

Recap post structure

1. *What happened? Who took part?*
 2. *What was made, repaired, tested or discussed? What did we learn?*
 3. *What comes next?*
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Photos, videos and consent

Photos and videos are useful for documentation, reporting, social media and storytelling. However, they involve image rights and personal data, especially when people are identifiable.

A person is identifiable when they can be recognised through their face, body, voice, name tag, context or other details.

Before taking photos or videos

- Inform participants that documentation may take place.
- Explain where photos or videos may be used.
- Ask for consent when people are identifiable.
- Provide an option not to be photographed.
- Make sure staff and photographers know who has not given consent.
- Avoid photographing children or vulnerable people without specific permission and local procedures.
- Follow your organisation's GDPR and privacy policies.

Consent should clarify

- who is collecting the photo or video;
- why it is being collected;
- where it may be used;
- how long it may be stored;
- whether it may be used online;
- whether it may be used for project reporting;
- whether it may be shared with project partners;
- who to contact to withdraw consent.

Keep consent specific. Someone may agree to internal documentation but not to social media.

Consent list for events

For workshops and public activities, prepare a simple consent list or form before the event.

Practical consent categories

You can ask participants to choose between:

- *I agree to be photographed/video recorded for internal documentation only.*
- *I agree to be photographed/video recorded for project communication, including website and social media.*
- *I do not want to be photographed or video recorded.*

Simple sign at the entrance

Photos and videos today

We may take photos and videos during this activity for documentation and communication. Please tell us if you do not want to appear in photos or videos. We will ask for your consent before using identifiable images.

Image rights and copyright

Communication is not only about people's consent. It also concerns the rights connected to images, music, graphics, logos and creative outputs.

To do

- Use your own photos where possible.
- Credit photographers when required.
- Do not use images found online unless you have the right to use them.
- Check licences for stock images, music, icons and templates.
- Ask permission before sharing participants' creative work.
- Credit makers, facilitators and partners when appropriate.
- Do not show personal data or private notes in photos.
- Check that logos are used correctly.

Be careful with

- children in photos;
- close-up portraits;
- name tags, screens showing personal data;
- workshop forms;
- WhatsApp groups or contact lists;
- artworks or designs made by participants;
- music in videos;
- copyrighted images in the background.

GDPR basics for communication

Photos, videos, names, email addresses, quotes and social media handles can all be personal data if they can identify someone.

This resource does not replace legal advice or your organisation's privacy policy. Always follow your local institutional procedures.

Basic principles

- Collect only what you need.
- Explain why you collect it.
- Ask for consent when required.
- Store information safely.
- Do not keep files longer than necessary.
- Do not share personal data without a clear reason and permission.
- Allow people to ask questions or withdraw consent.
- Use non-identifiable images when consent is not available.

Practical GDPR check

Before publishing, ask:

- ☐ Can this person be recognised?
- ☐ Did they give consent for this use?
- ☐ Is this a public or private context?
- ☐ Are children or vulnerable people visible?
- ☐ Are names, phone numbers, emails or private notes visible?
- ☐ Is the image necessary, or could we use a detail shot instead?
- ☐ Do we know where the file is stored and who can access it?

Digital communication tips

Digital communication works best when it is clear, short and human.

General tips

- Start with a clear message.
- Use simple language.
- Show real people, real processes and real materials.
- Be specific: say what people can do or learn.
- Use one main idea per post.
- Use good light where possible.
- Prefer authentic over overly polished content.
- Add captions or text overlays to videos.
- Tag relevant partners.
- Use consistent hashtags.
- Include a call to action.

Possible calls to action

- **Join the next workshop.**
- **Bring a garment to repair.**
- **Visit the make-a-thek space.**
- **Ask at the library desk.**
- **Share your idea.**
- **Sign up through the link.**
- **Follow us for upcoming activities.**
- **Tag someone who might be interested.**

Hooks for social media

A hook is the opening moment that makes someone stop scrolling and think: “Wait, that’s interesting.” Use hooks especially for short videos, reels, stories and captions.

Three rules

- Grab attention in the first 3 seconds.
- Connect to everyday life or the local community.
- Be authentic rather than perfect.

Hook examples

Question

Did you know your library is not only about books?

Bold claim

The best sewing machine in the neighbourhood might be inside your library.

Promise

In 30 seconds, you’ll see how an old T-shirt can become something new.

Visual surprise

Start with a pile of fabric scraps, then reveal a finished object.

Community angle

This is what happens when neighbours, tools and leftover materials meet.

Library angle

From books to making: your library can also be a place to repair, test and create.

What to post

Not every post needs to be a big announcement. Small stories often work better.

Content ideas

- announcement of an upcoming activity;
- short video from the space;
- before/after repair;
- “tool of the week”;
- “material of the week”;
- participant story, with consent;
- facilitator quote;
- partner spotlight;
- behind-the-scenes preparation;
- detail shot of hands making;
- recap after a workshop;
- one lesson learned;
- invitation to contribute materials;
- explanation of a rule or value;
- simple tutorial;
- community question.

Posting rhythm

You do not need to post constantly. **Choose a rhythm that your team can maintain.**

For one activity

Before: announcement post; reminder story; partner repost; registration link.

During: one or two stories; detail shots; short process video.

After recap post; thank you message; one learning or quote; invitation to the next step.

For regular communication

- one activity announcement;
- one process or behind-the-scenes post;
- one community or partner story;
- one recap or learning post.

Consistency matters more than volume.

Storytelling and community connection

Documentation is more than reporting. It can make invisible work visible and strengthen community ties.

Good stories show

- who is involved;
- what people are learning;
- what is being repaired, reused or created;
- why the activity matters;
- what changed through participation;
- how the community is connected;
- what could happen next.

Story prompts

- What did someone try for the first time?
- What material found a new use?
- What object was repaired instead of discarded?
- What local skill was shared?
- Who helped someone else?
- What surprised participants?
- What connection was created?

Important

Do not always tell stories about the most visible people. Notice local connectors, volunteers, quiet participants, staff, neighbours and everyday supporters.

Accessibility and inclusion in communication

Communication should help more people feel invited.

To do

- Use clear and simple language. Avoid technical jargon.
- Explain what beginners can expect.
- Say if no previous experience is needed.
- Mention accessibility information.

- Use alt text for images when possible. Add captions to videos.
- Avoid relying only on English if your community needs other languages.
- Show different types of participants, with consent. Avoid stereotypes.
- Use images that reflect real participation, not only perfect outcomes.

Better wording examples

Introduction to laser cutting: no previous experience needed

For anyone curious about making, repairing or experimenting with materials

Working with partners and tags

Partners help communication reach new people.

- Tag make-a-thek and relevant partners. Ask partners to repost.
- Share a short text they can copy.
- Send them one or two approved images.
- Agree on hashtags.
- Credit photographers and contributors.
- Mention the library, facilitators and local organisations involved.

File organisation

Good communication also depends on good file management.

- Create one folder for each activity.
- Store photos, videos, consent forms and captions separately.
- Mark which images are approved for publication.
- Keep a note of credits and photographers.
- Use clear file names.

Example folder structure

Activity name_Date

- 01_Photos_approved
- 02_Photos_internal_only
- 03_Videos
- 04_Consent_forms
- 05_Captions_and_texts
- 06_Logos_and_templates

Example file name

2026-05-12_visible-mending_workshop_photo01_approved.jpg

Quick checklist

Before publishing

- ☐ Is the message clear?
- ☐ Is the audience clear?
- ☐ Is the call to action clear?
- ☐ Are date, time and location included?
- ☐ Are partners tagged?
- ☐ Are logos and funding acknowledgements included where needed?
- ☐ Is the language accessible?
- ☐ Are photos approved for this use?
- ☐ Has consent been collected for identifiable people?
- ☐ Are credits included?
- ☐ Are personal data or private details hidden?

During an event

- ☐ One person is responsible for photos/videos.
- ☐ Consent is checked.
- ☐ Both vertical and horizontal images are collected.
- ☐ Detail shots are taken.
- ☐ People who do not want to appear are respected.
- ☐ Tags and handles are collected only with permission.

After an event

- ☐ Photos are sorted.
- ☐ Approved images are separated.
- ☐ Consent forms are stored safely.
- ☐ Recap is posted or prepared.
- ☐ Partners are thanked.
- ☐ Learnings are documented.
- ☐ Useful content is archived for future communication.