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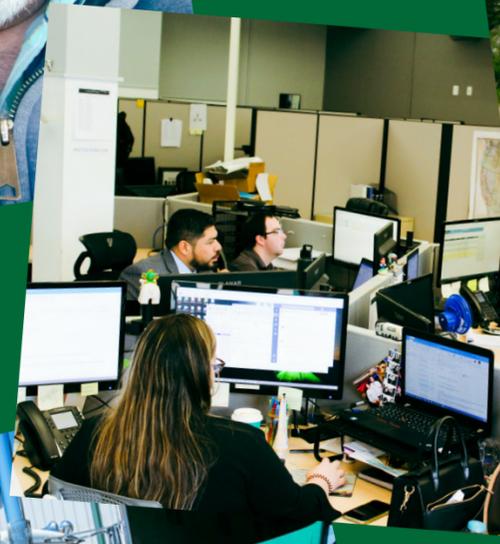
ACTION RESOURCES, INC

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PHOTOS

WHAT'S IN THE PHOTO?

- We want to see **YOU!** We love photos that include you, your family, your coworkers, and even your four-legged friends!
- Trucks, shop shots, meetings, trainings, scenery - **share your Action experience** with us so that we can share it with the entire Action team!



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PHOTOS

TIPS FOR GREAT PHOTOS

- If there are people in the photo, **back up!** Be sure that all **heads, arms, and feet** are in the photo when possible. We can always zoom in after the fact, but we can't zoom out!
- **Candid photos are best!** Meet people where they are:
 - Are they a mechanic? **Take their photo in the shop!**
 - Did they just finish a training? **Snap a picture in the classroom!**



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PHOTOS

TIPS FOR GREAT PHOTOS

- Consider your angle - look at the two photos to the right. Both are awesome, right? **Take a variety of shots** when you see an opportunity like this!
- **Be authentic** - no mechanic's hands are always clean, and no truck is always perfectly shiny. Let's see the real you!
- **Don't crop or photoshop!** Your photo quality lessens the more you edit.

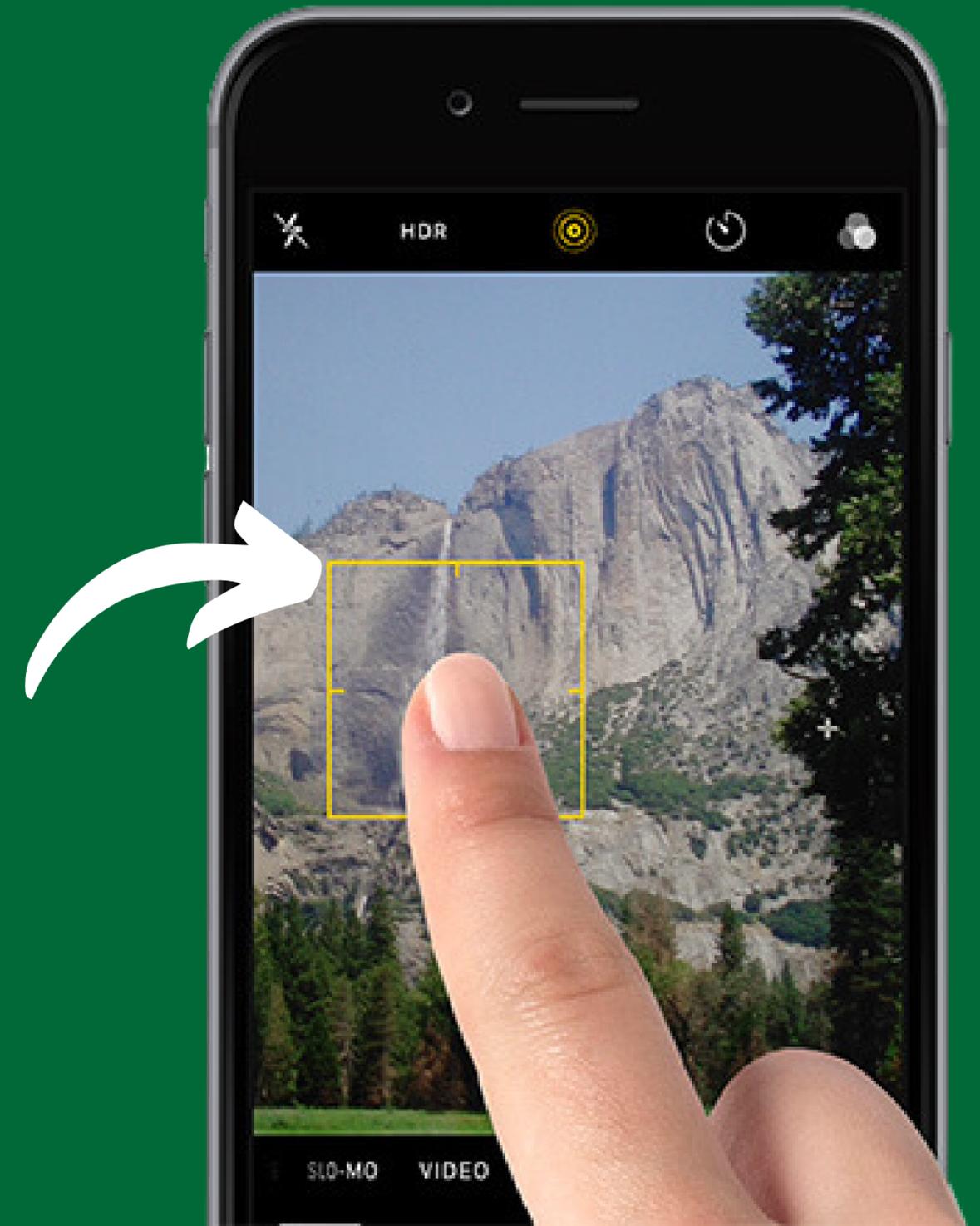


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PHOTOS

TIPS FOR GREAT PHOTOS

- Avoid taking photos toward the sun (or other bright, shiny objects). **It's best to have the light behind you**, shining on the object in the photo!
- Your phone takes amazing photos - to help adjust the lighting and focus, simply **tap the camera screen** where you want to focus and the phone will work its magic!
- Tag us on **LinkedIn** or **Facebook**, plus, share the photo via email! Texting photos lessens their quality and we want to show off your best work!



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HASHTAGS

#TRUCKINGTAKESME

Scenic photos such as a good sunset, state border signs, mountains, cities, new places, etc.

#ACTIONSHOT

From graphic design to meetings, trainings, cleaning, painting, maintenance, etc. - we want to see it all!

#ACTIONSTARTSWITHME

What's your role at Action? Document your time with candid photos showing off what you provide as an employee!

#SHOPSHOT

Get down and dirty. Let's see the ins and outs of what it takes to keep our trucks and shop in tip-top shape!

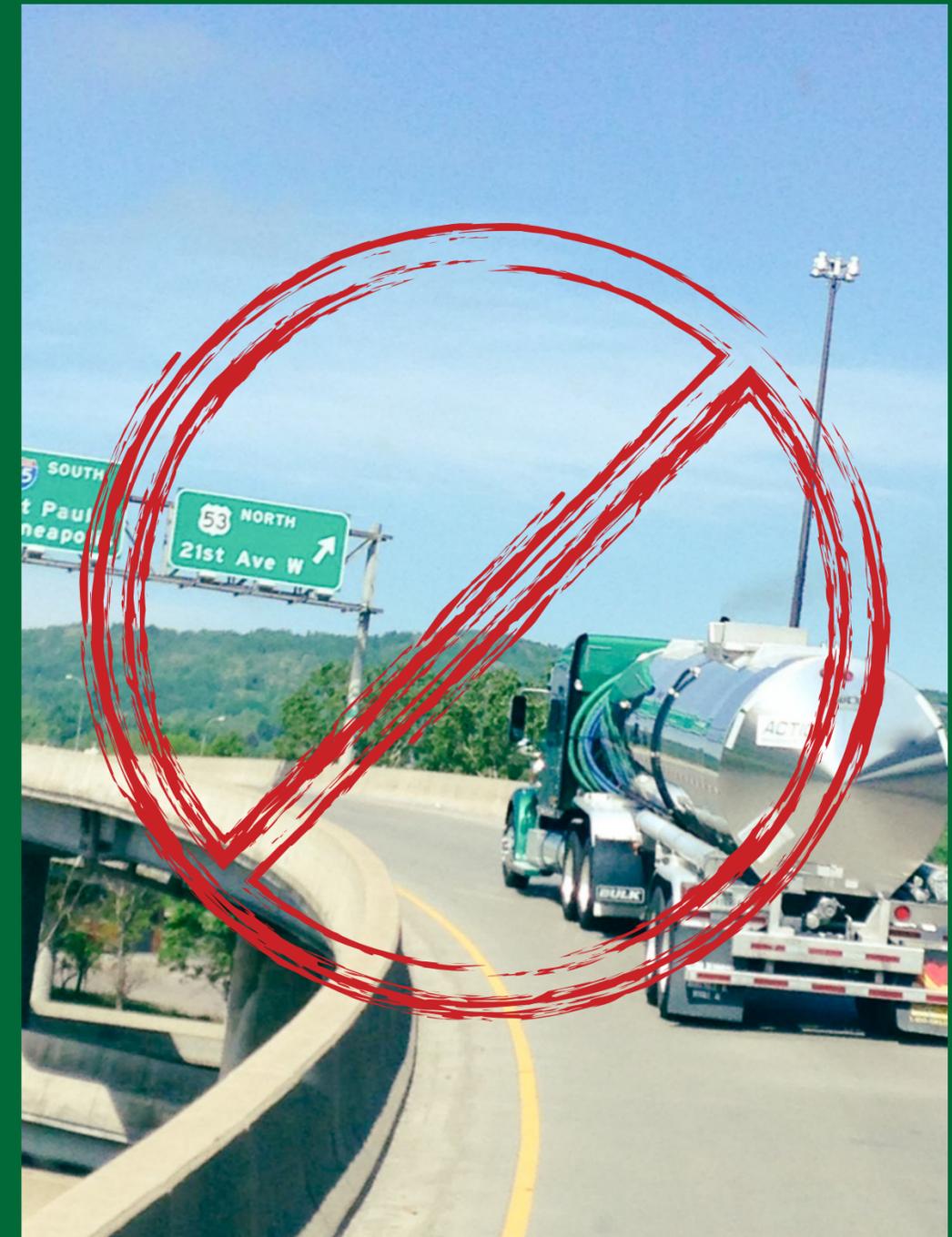
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SAFETY

SAFETY FIRST!

Please remember to consider yours and others' safety when taking photos:

- Don't take (or post) photos while driving, no matter how good the shot could be.
- Don't put yourself or others in danger to snap a photo.
- Be aware of your surroundings when taking photos - no photo is worth an injury!



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