
Barbershop Toolbox

Tool #07

March 2017





Photobooth/Selfie Corner

Goal

Build momentum by enabling participants to show their dedication to the cause and the HeForShe movement by having their photo taken with slogans championing gender equality.

Guidelines for organizers

This tool can be modified to fit all budgets. For a low-budget option all that is needed is a camera phone, or a digital camera, and signs with gender equality slogans and/or the HeForShe logo. You can also have empty signs available so people can write their own commitments. Photos can be uploaded to a Flickr (www.flickr.com) account or sent to participants via email.

It is also possible to set up a professional photobooth with a themed background, and professionally produced gender equality slogans and/or HeForShe logos. Many services offer the possibility to have the photos printed at the event as well as have them sent via text or email.

Encourage participants to share their photos with family and friends using the hashtag #HeForShe.

Make sure to get consent before using the photos for promotional purposes or if you plan on collecting private information such as emails and/or phone numbers used to send the pictures. This can be done electronically or with a paper sheet next to the photobooth. For example:

Can we contact you to share information on future events on gender equality?

Yes No

Resources

Search the #HeForShe hashtag on social media such as Twitter and Instagram to get inspired.

See previous HeforShe events