



Why Multiple Poses Matter for School Portraits

A Principal's Guide to Improving Parent Satisfaction and Reducing Retakes

For decades, school photography meant one pose and one expression. Today's families expect more. Multiple poses provide parents with choices, improve satisfaction, reduce retake requests, and create a better overall Picture Day experience. They also help schools reduce administrative workload by minimizing complaints and follow-up issues. **Benefits of Multiple Poses:**

- Increased parent satisfaction
- Fewer retake requests
- Better student expressions
- More natural smiles
- Improved participation
- Reduced parent complaints
- Better long-term keepsakes for families

Questions Principals Should Ask:

- How many poses are photographed?
- Does offering multiple poses slow down Picture Day?
- How are parents able to view and select images?
- How does this affect retake rates?
- What impact has it had on parent satisfaction?

A modern photography program should do more than take pictures. It should create a positive experience for students, parents, teachers, and administrators.

Ready for a Better Picture Day?

MillerFoto combines multiple poses, organized Picture Days, fast proof delivery, instant ID options, yearbook support, and responsive customer service to help schools reduce stress and improve satisfaction.

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