

# Tips for Taking Quality Photos for Social Media

## 1. Clean your camera lens.

This is especially true if you're using a cellphone. Smudges can distort your photo and decrease the overall quality.

## 2. Check your lighting.

Whether you're using a cellphone or an expensive camera, lighting makes all the difference. If possible, take your photos near natural light. Going outside is a great option, but if you need to take the pictures inside, shoot near a window. Put your subject off to an angle and take the photo with your back to the window. If you face the window when you shoot, the picture will be too bright.

It's not a good idea to use the flash. The flash in your smartphone can cast a yellow light or shadows over your subject and make them less appealing.

## 3. Use the rule of thirds.

Using the rule of thirds will improve the composition of your photos and create balanced and visually appealing images. Your smartphone allows you to enable grid lines when you take a photo, and those lines make it easier for you to follow the rule of thirds.

The grid is two vertical and two horizontal lines spaced equally apart. Professional photographers know not to center everything on the screen because it's not visually appealing. So, if you want to take your photos to the next level, use the rule of thirds and position your subject where those lines intersect. You'll create a more professional and attractive image.

Your smartphone allows you to enable grid lines when you're taking a photo.



#### 4. Take photos horizontally not vertically.

Make sure your social media photography is landscape rather than portrait. It's much easier to crop these images and ensure they display properly on all social media platforms.

#### 5. Don't zoom.

It's better to get closer to your subject than it is to zoom, especially if you're using a smartphone. Zooming can cause the picture to look blurry or grainy. You also want to leave room for things to be cropped out if necessary.

#### 6. Tap on your subject.

After you frame your shot, before you touch the shutter button and take the picture, tap on your subject. This tells your phone where to focus so the image comes out sharp.

#### 7. Shoot from different angles.

Play around with different perspectives and angles, so you have some flexibility when you choose a picture to post. Make sure the subject of the image and all faces can be seen.

#### 8. Use a simple but creative background.

The background matters when you're taking a photo. Intersections created by doors and windows can distract from the subject and ruin the composition of the picture. Here are some background ideas to keep in mind:

- Find a colorful or bright background outside
- Shoot in front of a colored wall or building with brick, stone or rock
- Place products on interesting floors or wooden tables

## 9. Take candid shots.

Don't just post pictures of your products. People make great subjects, and photos with faces are proven to get more likes and comments. Your subjects don't always need to pose, though. Candid shots add a human element to your brand. One of the best ways to capture an interesting candid shot is to have fun and take a lot of pictures.

## 10. Use editing tools.

There are many great editing tools available that are free and easy to use. You want to enhance the lighting and color of the photo, but don't overedit and make it look unrealistic.



