

Tips

CAPTURING SOCIAL MEDIA PHOTOS

TO SHARE WITH DESIGNERS

BittenByDesign.com



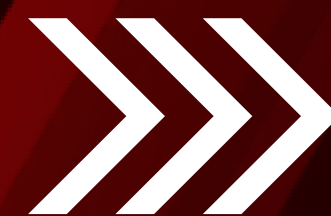
01

ZOOM

Avoid using the zoom function as it distorts the image and leaves it pixelated. Rather than zooming in, position yourself closer to your intended subject.

FOCUS

You can auto focus your phone's camera. Once you have your shot lined up, tap on the item you want in focus (on the screen) wait a second and then take your shot.



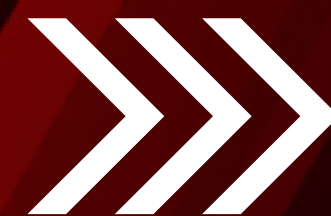
02

FILTERS

Filters are another way of distorting an image, so please do not use them. If absolutely necessary your designer can edit the image once you send it to them.

LENS CARE

Make sure the lens is clear and free from finger prints. A microfibre cloth, the same as used for cleaning your glasses will work.



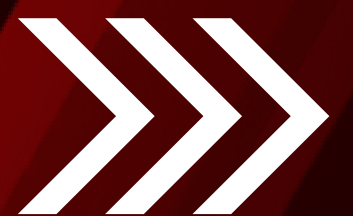
03

THIRDS GRID

Position the primary subject of your image at one of grids intersecting points, this creates a more balanced and interesting image for the viewer.

BRAND STYLE

Make sure the photo is in line with your brand. We all love seeing Behind the Scenes images, you need to make sure they portray the same message as your brand.

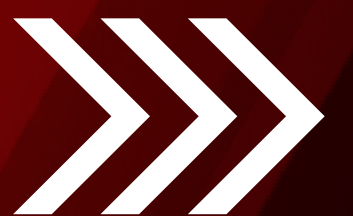


CONTENT

Make sure the photo is simple and there isn't 'too much' going on. Beware of what is in the background. A photo of the team won't look nice in front of an overflowing garbage bin.

MIXING BRANDS

Make sure you don't mix brands. Having a Coca-Cola truck in a Pepsi promotional photo makes it unusable.



05

UNIFORM

Make sure everyone is wearing the correct uniform/attire.

SEND IT

Send your photos via email with a brief description of the image and people included, and your designer can edit them to post on social media. Sending via email means it is easier for the designers to access them rather than via SMS.



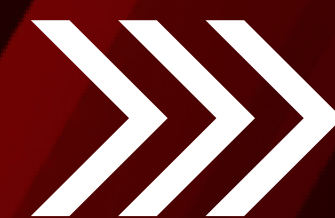
06

SHARE IT

Once the designer has posted the photo, be sure to 'Like' and 'Share' it - so that all your social media contacts can see it also.

ASK QUESTIONS

If you are having trouble deciding if a picture is appropriate contact your designer and they can help. There are never any silly questions, especially when it saves everyone a lot of time, by avoiding reshooting something.



ANYTHING ELSE TO ADD?

If you have any additional tips that might be useful, drop them in the comments below.

