

Photography for Social Media | Cheat Sheet

Pictures are a powerful and persuasive tool for sharing your stories and building your brand. There are a few simple things you can do to increase the quality of the images you produce to create a consistent, positive impression on your social media and other communications.

Good lighting is essential for a high-quality photo. Make sure your subject is facing toward the light, not in front of it.

Image by Nika Akin from Pixabay



Pro tip: The higher the resolution, the better quality your photo. Ideally, your pictures should be taken at 1-3mb.

The orientation of your image can affect how you use it

Landscape photos allow more room for editing and cropping to social media standard sizes.

Image by Gundula Vogel from Pixabay



Be careful of your background! Ensure there is no stray rubbish or clutter in the background (unless you want it there), and try to avoid plain/white/dingy coloured walls.

Image by christels from Pixabay



The angle of your image can change its look and quality

Straight on: standard image, conveys an honest straightforward mood.

Image by Couleur from Pixabay



Low angle: Looking up at your image can convey authority

Image by Alexas_Fotos from Pixabay



High angle: Looking down at your image can make your subject less threatening.

Image by Pexels from Pixabay



Action: Show your subject doing everyday things, rather than stiffly posing for the camera. Take your photo while the subject is busy, and capture them being natural.

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