

**Steps for Taking  
Social Media  
Pictures**

**1. Clean Your Camera Lens**

Dust and dirt can settle on your camera lens creating hazy photos.

**2. Set the Scene & Check the Background**

Check that there is nothing lying around in the background.

**3. Rule of 3 Photo Grid**

Divide your picture into a 3x3 grid (#) and try set important things on the intersecting lines rather than the middle of the picture. Make sure there is space around your focus object eg. don't cut the top of your head.

**4. Move Your Feet, Don't Zoom**

Zooming lowers your photo quality. Rather move closer to your subject and crop the picture later.

**5. Lighting**

Stand in the shade or facing natural light (eg. by a window). Natural lighting is the most flattering. Light coming from directly above or sideways will make shadows on your face.

One hour before sunset or one hour after sunrise are the best times for taking photos outside (golden hours).

For small product photos consider making or buying a simple light box.

**6. Angles**

Try different angles. Taking photos at a higher angle will make you look slimmer.

**7. Focus**

Click the screen where you want your focus to be. A box or circle should be around your focus point.

**8. Shoulders Back**

Roll your shoulders back and stand/sit up straight. If you are sitting down, try to sit on the edge of the chair to avoid slouching.

**9. Smile**

Smile and breathe out when taking the photo so you look more relaxed. Don't drop your shoulders.

**10. Try Again (and Again...)**

You are unlikely to get the perfect shot the first time. Try different angles, poses and lighting positions.