

Taking Picture-Perfect Social Media Photos

IT'S A SNAP!

A captivating image or well-balanced photograph adds life and appeal to Social Media posts. With the help of a few pro tips and a little practice, anyone can take great photos. Grab a smartphone, follow the guidance from the experts below, and have some fun. Once you post your new snaps, watch as your photos make your followers take notice.

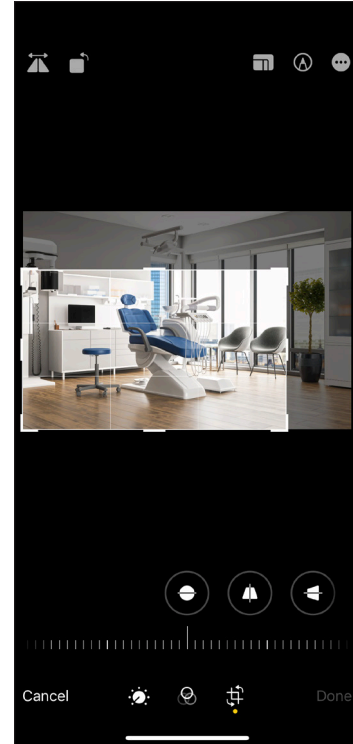
Smartphone Photo Basics

Before You Get Started – Pro Tip: Clean your lens. Use a lens wipe, microfiber cloth, or q-tip dipped in 70% alcohol to wipe your lens. This will ensure that your photos are clear and free from any smudges or fingerprints.



ALL YOU NEED TO GET STARTED

- All you need is a smartphone – no fancy camera or other equipment required!
- Ensure your phone's default photo file size is set to a larger image size for better quality. This means no thumbnails or small attachments.
- Don't zoom in. Crop your photos in the editing process for a clearer image.
- Decide whether to use Portrait or Landscape based on the subject and composition of the picture and where your photo will appear.
 - Shoot vertically for Instagram, Facebook, and LinkedIn photos.
 - Shoot horizontally for group shots and photos appearing on your blog or website.

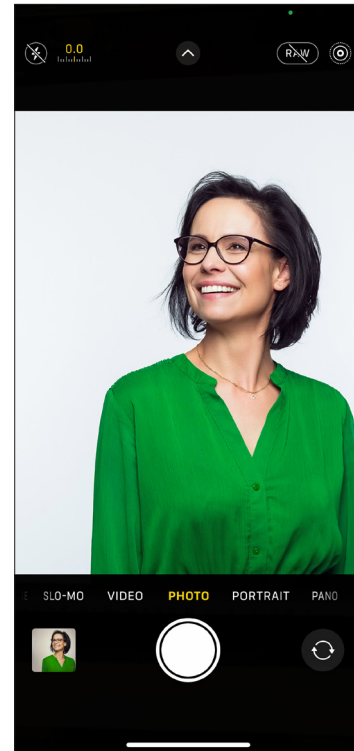


Pro Tip: If your phone has an HDR mode, use it! iPhones will default to HDR mode, but you may need to adjust settings on an Android. HDR mode will take better photos in variable light conditions.

Be Aware of Your Background

- A cluttered background will distract from the subject of your photograph. Choose one that complements your subject rather than detracts from it.
- Make sure there are no patient-sensitive charts, records, or other protected information in your background.

Pro Tip: If you're taking pictures indoors, use a white or neutral-colored wall as your backdrop; this will help keep your subject clear and crisp.



Know That Lighting Is Key

- Good lighting is essential for a good photo.
- Natural light will give you the clearest picture with the most vibrant colors.
- When photographing indoors, make the most of natural light provided by windows and skylights.
- Avoid relying on your flash wherever possible.

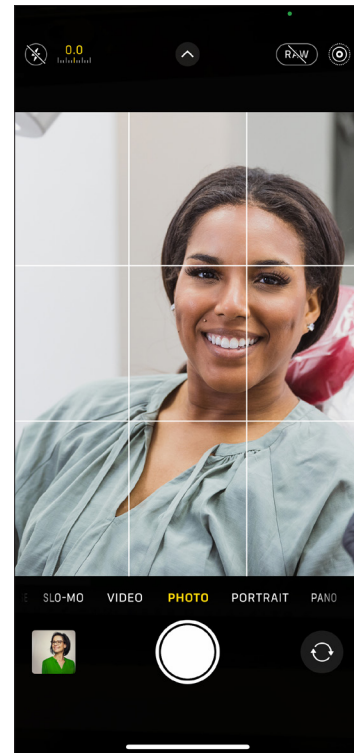


Pro Tip: Take *lots* of pictures, so you have plenty of options for posting. Remember, have fun – when you do, it'll show in your photos!

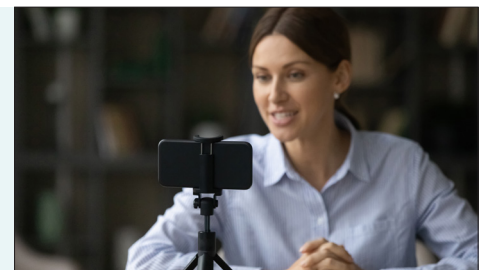
Advanced Tricks of the Trade

PLAY WITH ANGLES & FRAMING

- Try different angles and framing techniques until you find something that looks great!
- Follow the Rule of Thirds. Divide the image into thirds horizontally and vertically and place the subject at one of the intersections of the lines.
- Use the the Grid/Gridlines function on your phone to place your subject in just the right spot.
- To turn on the Grid/Gridlines function:
 - iPhone: Go to “Settings,” choose “Photos & Camera,” and switch “Grid” on.
 - Samsung Galaxy: Launch the camera app, go to “Settings,” scroll down and switch the “Gridlines” option to “on.”



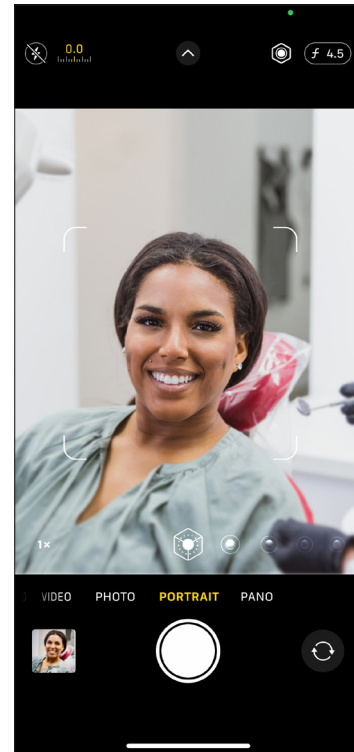
Pro Tip: If you have trouble keeping the phone steady, consider getting a tripod or a stabilizer.



PEOPLE VS. OBJECTS

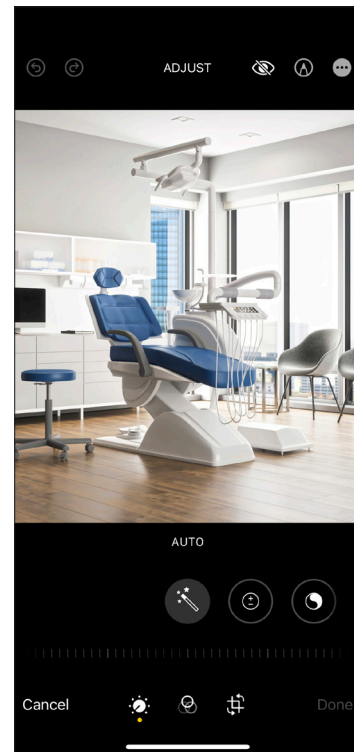
- Use Portrait mode when photographing people.
 - This feature will blur the background around your subject, making the person the photo's focal point. It's ideal for when you want your subject to be the star!
- If you photograph a group of people, Portrait mode may not be the best choice.
 - Portrait mode focuses specifically on a face, so with multiple faces in the shot, some may turn out blurry with this setting.
 - Your phone should focus automatically, but tapping on the screen in the area of your subject will ensure that your camera is focused correctly.
- Landscape orientation in Photo mode is a better choice for a group shot to ensure everyone can be seen and that no one is left out.
- When photographing objects, take close-ups focusing on small details and wide shots featuring the full object.

Pro Tip: Bring objects to life by taking a variety of shots from different angles. Focus and snap away as you slowly take a 360° turn around the object.



EDITING IMAGES

- Your phone's "Auto" editing tools can be a quick and easy way to adjust the exposure and color of the photo.
- Crop your photo to eliminate unwanted items and draw focus to the subject.
- Use Instagram's in-app editing tools for more professional-quality images.



Pro Tip: For playful photos, play around with in-app effects. Instagram has filters, text, and sticker options that add character to light-hearted posts.