

CONTENT CREATION AND CAPTURING

Hints and Tips

We want to upload the **BEST** looking content possible to ensure we are maximising our **VOICE** and keeping a **CONSISTENT** look to our social media platforms.

- **Content is Key**
- **QUALITY** over quantity
- Use a website article where possible and link to it on socials
 - attach a relevant image to the social post.
- When capturing content for Facebook use landscape
- When capturing content for Instagram use portrait

Photo/video capture checklist:-

- Lighting
- Don't zoom
- Composition



LIGHTING

- Faces lit-up and visible
- People/faces brighter than the background

TIPS-

- Point camera away from sun
- If outside don't stand in shade (as the background will be brighter)
- Try different angles/locations/backgrounds to get the best image



ZOOMING/COMPOSITION

- Zooming is using the cameras settings to zoom in closer to something - zooming is not the same as cropping.
- Ensure you are using the rules of thirds when it comes to composition.

TIPS-

- Don't have lots of empty space around your subjects
- Move don't zoom
- Move closer to your subjects – most of the time the background is irrelevant so get in tighter to the people

