

SOCIAL MEDIA NITTY GRITTY: A GOOD PHOTO



A picture is worth a thousand words – so how can you make sure your pictures capture the amazing work your Landcare Group is doing? The good news is you no longer need a professional photographer or an expensive camera. Just use your smartphone and these simple tips below to snap quality photos:

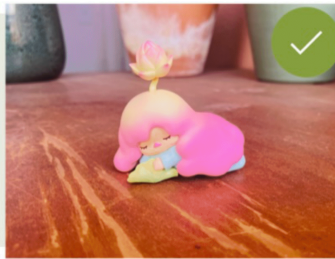
Make sure you have a clean camera lens

This may seem obvious but often we don't think to check our phones for smudges. It's best to start with a clean image!



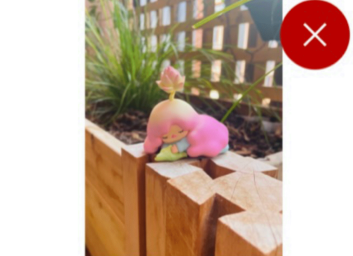
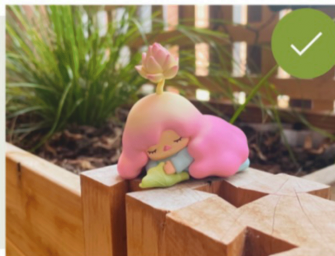
Check your lighting

Natural lighting is best for good photos. This is great if you're outside, but if you're indoors at a conference or a meeting try and take your photo by the window. In all cases, make sure people's (smiling) faces are visible and not covered in shadow.



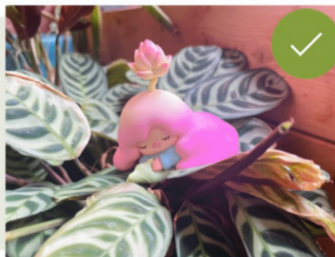
Take your photos horizontally

By taking your photos in landscape rather than portrait it's much easier to crop your images and ensure they display properly on all social media platforms.



Don't zoom

Zooming can cause the picture to look blurry or grainy, instead move closer to your subject(s). Make sure to also leave room for things to be cropped out if necessary.



Use the "rule of thirds"

This isn't essential, but using this rule will improve the composition of your photo. By using your smartphone's image grid lines, position your subject where the lines intersect (not at the centre of the image) to create a professional and attractive photo.

