



## In Focus: Photography Guidelines for Social Media

When it comes to posting photos on social media, there are some essential guidelines and tips to keep in mind.

1. **Quality Matters:**
  - **High-resolution:** Ensure your photos are clear and sharp.
  - **Well-lit:** Natural light works best; avoid grainy or dark images.
  - **Composition:** Pay attention to framing and balance.
2. **Relevance to Your Brand or Message:**
  - Choose photos that align with your brand or convey your message.
  - Avoid random or unrelated images.
3. **Consistency:**
  - Maintain a consistent style or theme across your posts.
  - Use a similar filter or color palette for a cohesive look.
4. **Show Authenticity:**
  - Share behind-the-scenes glimpses or candid moments.
  - Authenticity resonates with your audience.
5. **Incorporate Text Sparingly:**
  - Add captions or overlay text when necessary.
  - Keep it concise and easy to read.
6. **Use Hashtags Wisely:**
  - Include relevant hashtags to increase discoverability.
  - Don't overdo it — quality over quantity.

A good photo is one that tells a story, evokes emotion, and connects with your followers.