


fortyfour

Engaging people



# YOUR ESSENTIAL PHOTOGRAPHY GUIDE

A relevant, creative image can make all the difference when it comes to making your online and digital messaging more engaging. And taking good quality shots has never been easier, thanks to the great cameras installed on your smartphone.

Not sold? Take social media for example. A post on Facebook, Twitter or LinkedIn accompanied by a picture is more likely to capture people's imagination. On Twitter for instance, adding a photo to a tweet encourages 35% more retweets.

So images are pretty powerful – and we live in a visual world after all.

***Here are some top tips for making sure your pictures really do paint a thousand words.***

## Start with a clean slate

Before you shoot a single picture, you'll want to make sure your camera's in order.

Start by cleaning your phone camera lens. If you'd like to keep scratches at bay, use a soft material – like a microfibre cloth – to wipe off any smudges.

## A little framing goes a long way

Artfully framing shots may require a more creative state of mind, but that doesn't mean you have to line everything up by yourself.

If you want your image to have impact, imagine the composition sitting in a grid of nine even squares. Some images will look best with the focal point in the center square, but placing the subject off-centre will often create a more interesting shot.

## Top tip:

*In your camera settings, you'll likely have a 'grid' option that will help you better compose your image. It'll also keep your picture parallel with any vertical or horizontal lines in your shot.*

## Shapes and sizes

Be aware of where the photo will be used. For example, the home page of many intranets includes a 'letterbox' banner image. Landscape pictures will usually work better on LinkedIn, Facebook and Twitter, and in the main text of an online post, because they don't slow the reader down. It's worth considering that before you use a shot of your team standing in front of the Eiffel Tower!

## Top tip:

*If you need to use a stock shot or icon, avoid grabbing something from the internet – it will likely have copyright restrictions.*

## Ditch the digital zoom

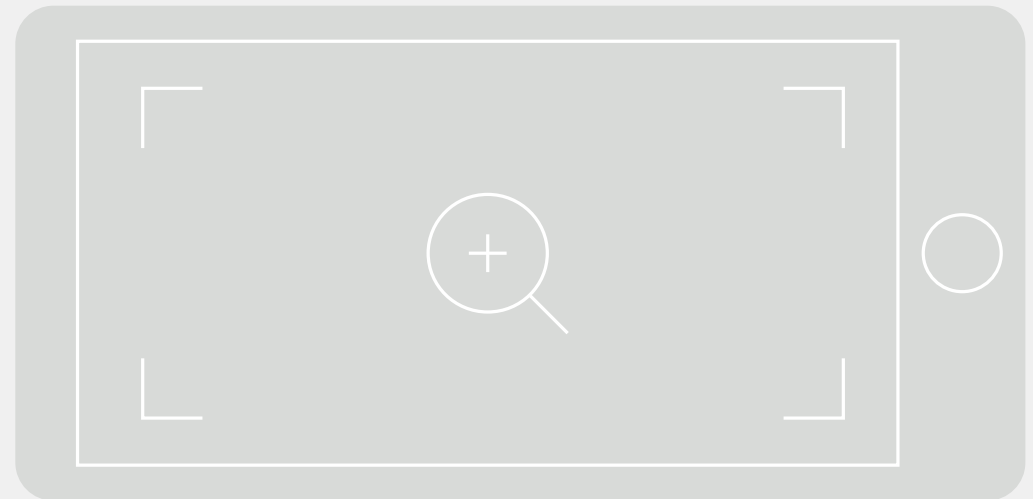
As much as you'd love to get a closer look at your subject, zooming in before you take the shot isn't the solution.

A smartphone digital zoom often makes for a grainy image. It'll reduce the resolution of the overall photo and exacerbate any vibrations from your hands.

## Top tip:

*In general, avoid digital zoom as much as possible – but knock yourself out with the telephoto lens on your smartphone if you have one.*

## Letterbox format



## It's all about the people

There's a reason why 90% of the covers on any given newsstand have faces on them – we love to look at people. Instagram shows that pictures of faces are 38% more likely to get a 'like' than those without.

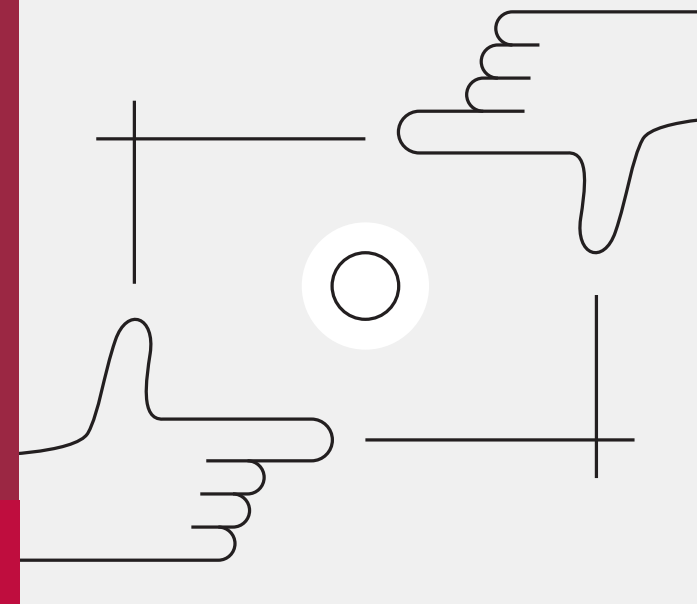
### Top tips:



**Get consent:**  
*Make sure you let everyone know what you're taking the photo for and where it will be used – check that they're OK with that.*



**Location, location, location:**  
*Think about the location and backdrop as this will give the photo context.*



### Get the best shot:

*When shooting a group photo, it's important to keep talking. Let the group know what you want them to do, motivate them to smile, tell them that they look great, and be clear how long you'll need them for.*

***That's great,  
hold that pose!***

***Perfect shot!  
Thank you!***

### It's all in the detail:

*Try to get as close as you can (without cutting anyone out of course!). The closer you get, the more detail you'll capture in people's faces – something that can really elevate a shot. Another effective technique is to get everyone to lean in or position them so they are not all in a single line – that way, you can move even closer without cutting people out.*

***Follow these few simple tricks and you'll lift your photography to the next level!***

***If you get stuck, or are looking to learn more, your friendly communications agency is on-hand to offer guidance and advice.***