



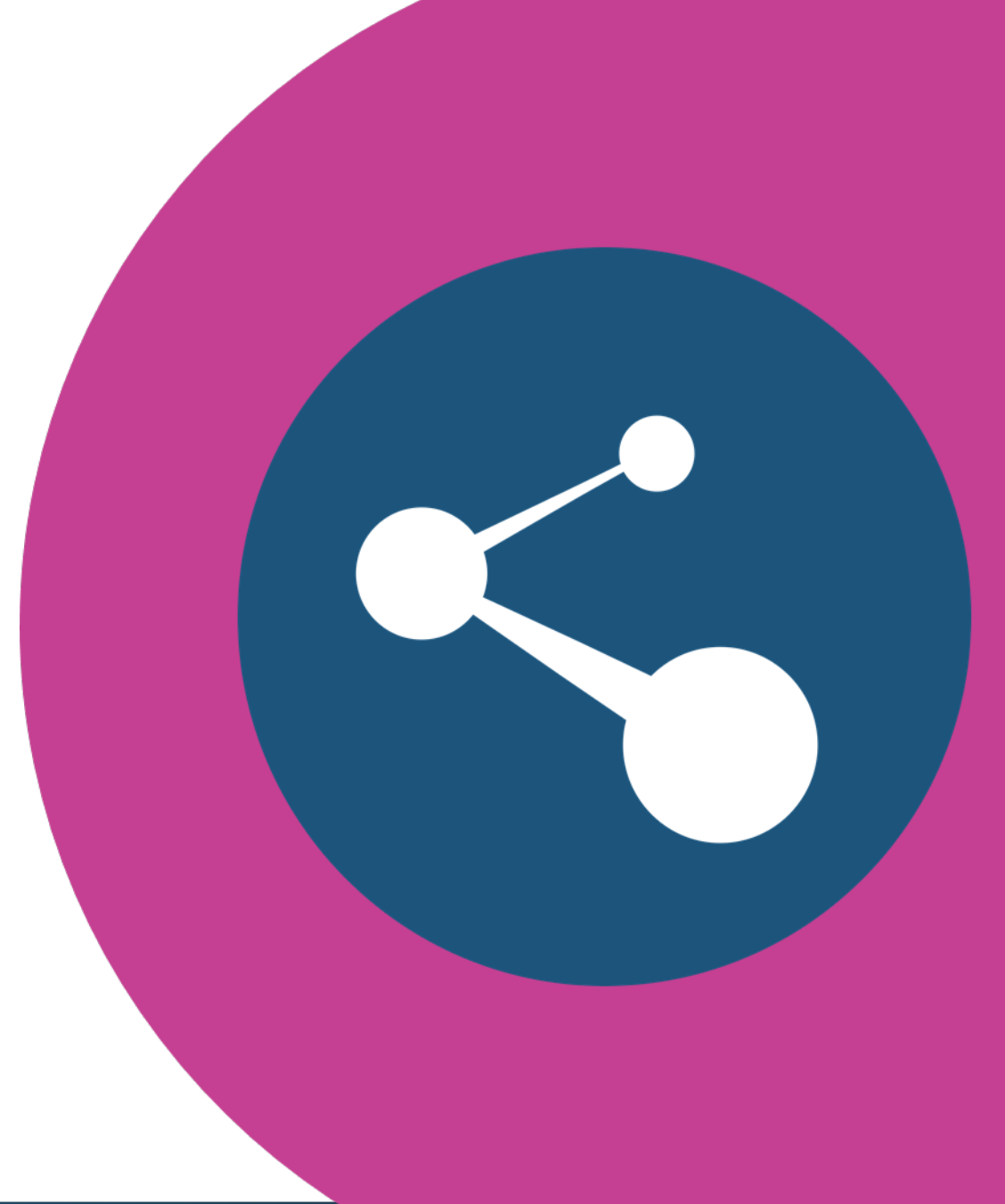
The Only Enterprise-Class Account-Based Sales and Marketing Platform

# SOCIAL MEDIA

## Style Guide

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How to Capture Great Content for Social Media  
JUNE 2022





# How to Capture Great Social Media Content

Style Guide

# Use Rule of Thirds

Improve the Composition of Your Photos

## What is the Rule of Thirds?

You've probably heard of using the rule of thirds when taking photos, but what exactly does that mean? In short, this means you should avoid taking pictures where the person is in the center of your photos. Instead, try placing your subject to the left or to right to create a well-composed and compelling shot.

To help you do this, imagine dividing a photo into nine equal zones using horizontal and vertical lines, then place your subjects off to the left or right where the lines intersect. Your phone allows you to enable gridlines to make this easier.



01

### Rule of Thirds

To satisfy this rule, you should position your subject so their face is in one of the connecting intersections.

02

### Headroom

Unless you're doing a close-up make sure you leave enough head room to balance your composition.

# Check your Lighting

Shoot in Low-Light Spaces

## Use Natural Light to Your Advantage

Newer iPhones are equipped with high aperture to perform well in low-lighting situations so don't be afraid to shoot in low-light spaces as overexposure will ruin your photos.

Using natural light will always be your best bet as photos appear brighter and more natural that way.

Never place your subject in front of a window or they will be washed out. Instead have them face the light source, and have them look at camera unless you're recording video.

Avoid using a flash when taking photos to avoid shadows on your subjects or red eye. Always opt for natural light before using a flash.



# Horizontal vs Vertical

Photo Orientation Based on Platform

## Which one is Best for Social?

There are certain social platforms where vertical videos are preferred such as IG Stories, Snapchat or Tiktok, but for the more established social platforms (and the ones MRP uses) horizontal video is preferred because content shot horizontally displays best across these platforms. Unless you plan to shoot videos or photos for IG Stories, it is best to make it habit to shoot landscape rather than portrait.



- YOUTUBE: HORIZONTAL
- FACEBOOK: HORIZONTAL
- TWITTER: HORIZONTAL
- IG STORIES: VERTICAL
- INSTAGRAM: EITHER

SOCIAL MEDIA GUIDE

# Keep Backgrounds Simple

Less is More

When choosing a background, always opt for something simple. Find a colored wall or building with brick, stone or rock. Avoid windows or doors as they ruin the composition and can overexpose your photos. Instead, scope the place when you arrive and choose a location with great lighting and an interesting plain background to avoid overwhelming distractions. Remember to choose a well lit place where you don't need to use artificial lighting or flash. Keep it simple and naturally lit whenever possible.

It's best to keep background distractions to a minimum. The more simplistic the background, the more focus can be on the your subjects.



BACKGROUND

# Shoot Different Angles

## Try Different Perspectives

When at events, try shooting photos from different angles to show different perspectives. Here you have the flexibility to experiment with taking photos from a high or low angles, take close-ups of employees or photograph objects at the event.

Just make sure you still follow the rule of thirds, have good lighting, and ensure faces can be seen clearly in your photos. You can always go back and choose the best photos or even edit them to improve composition.



Make your photoshoots fun by using props in your office to keep it playful.

NEW ANGLE

# Crop Instead of Zooming

Up Close and Personal

There will be times that you'll be tempted to zoom in when you are taking photos. Avoid this mistake at all costs. Zooming into a subject deteriorates the quality of the photos, so it is best to just move close to the subject if you can and remember that rule of thirds!

You can also find a more creative background that enhances the photo without being closer, or use the crop tool in post-production. When moving closer to capture the perfect shot, be sure to maintain the proper six-feet for social distancing!





# Keep it Professional

## Best Foot Forward

No matter what's happening at office event where people are drinking, remember to keep photos professional. Avoid capturing co-workers in unflattering poses or circumstances. Candid shots are ok but always be respectful of your subjects.

Always put your best foot forward. Our customers enjoy getting to know the people who run the businesses they work with, so it's ok to shine the spotlight on employees from time to time and share fun facts about them. This allows our audience to feel like they know the team and make a big impact. Use this time to take great photos of our teams we can use later for other social posts.



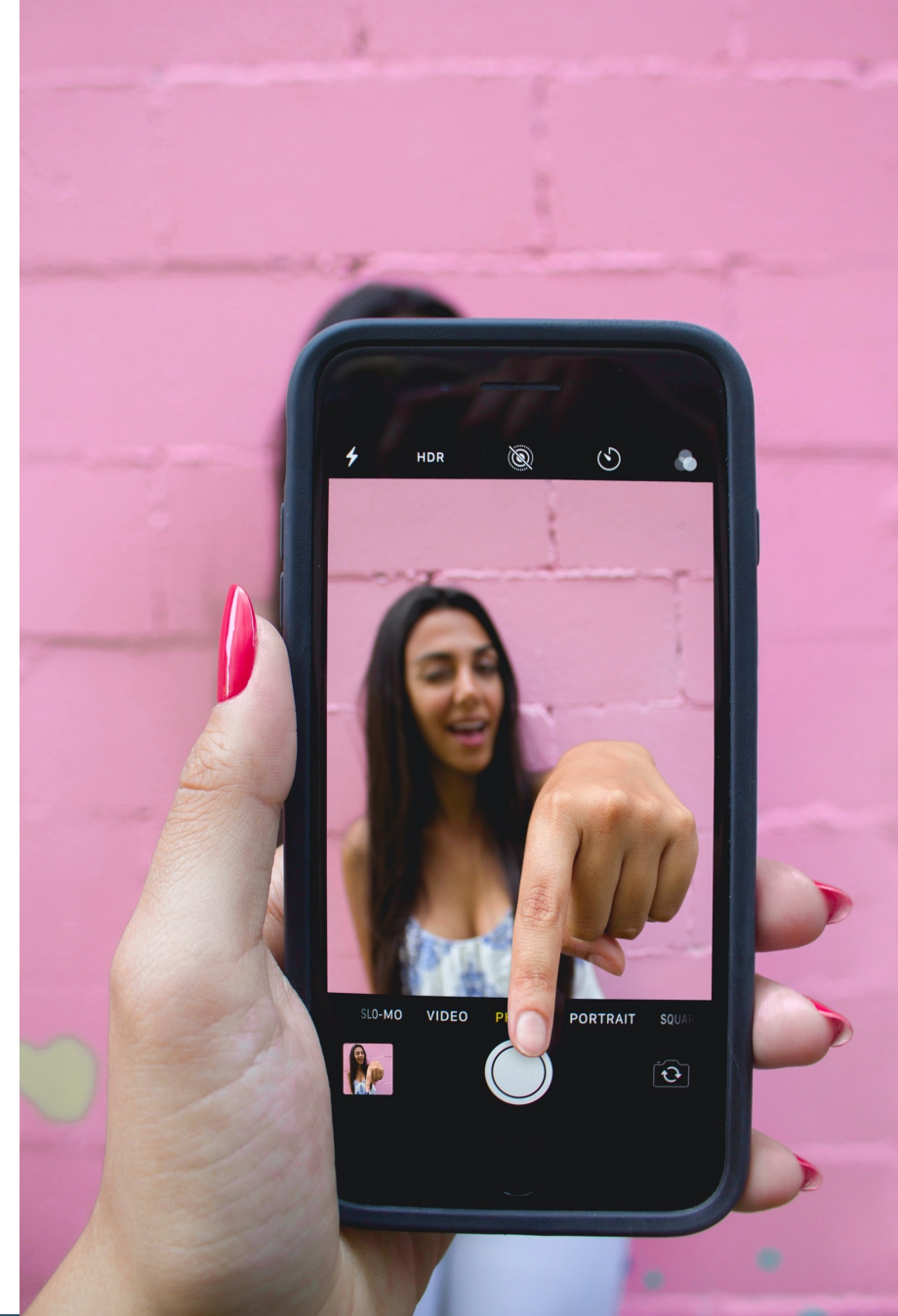
# Keep Your Mic Close

## Video Tip

If you happen to be recording video with your smartphone, and the person is not wearing an external microphone, try to keep the camera close to the speaker to improve audio quality.

Find a room with minimal background noise whenever possible to avoid interruptions if you are conducting interviews or capturing soundbites.

Don't worry about being too close to the speaker as newer iPhones have excellent focus so your video will still look great.



# Headshots

For Social Media Profiles

Headshots are not the most exciting, but they are the first thing people see in your business profile and it's important to have professional photos taken. Here are some tips to share with the team:

- Dress appropriately
- Soft, natural light is best
- Shoot from the chest or waist up
- Choose a simple background
- Remember the rule of thirds
- Avoid artistic poses, unless you're an artist
- Avoid low angles-unflattering





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# Thank You!



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