

INSTA-CORNER *top tips*

LIGHTING

Try to keep photos bright and clear, try shooting in front of your window or even outside if you're struggling with lighting. Don't worry though, you can always brighten the photo after.

BACKGROUNDS

Try to stick to a clean and neutral background for photos, to ensure you don't detract from the beautiful pieces you're showing off.

TAGGING

Don't forget to use hashtags and get your customers using them too, so you can see the great content they are creating as well. This helps make things more engaging and pop up on other people's feeds too.

PLATFORMS

Why not create different content for different social media platforms. Gifs and flat lays (product shots) work well for Instagram and longer videos are great for Facebook.

POSTING

Keep your feed updated by posting a few times a week and at times where you know people will be online (in the evening or first thing in the morning).