

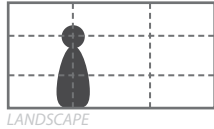
HANDS ON: Social Media & Photography

CADA Camps, University of Santa Barbara, July 2016

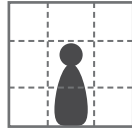
Photo Tips & Best Practices

Rule of Thirds

When framing your landscape photos, consider the rule of thirds: place your subject just off center. If your looking for a square photo, make sure your subject is centered.



LANDSCAPE



SQUARE

Lighting

Natural sunlight is always the best light source. Consider taking staged photos in front of large windows, where the subjects are facing the windows. During events, try to avoid dark shadows and low-light photos.

“Facial Recognition”

Consider this: students will share pictures of themselves and that means free and easy marketing. When taking photos and editing photos, make sure that students can see themselves. Avoid placing words or graphics over the subjects face, or using blurry photos.

100:1

It’s hard to get the perfect photo on the first try. So take many, be picky. A photographer once told me that no amount of editing can fix a bad picture.

Tools to Improve Your Photos

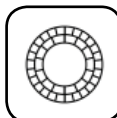
EDIT



PHOTOSHOP EXPRESS
Mobile, Free



SNAPSEED
Mobile, Free



VSCO
Mobile, Free



LITELY LLC
Mobile, Free

COLLAGE



LAYOUT
Mobile, Free



BE FUNKY
Mobile, Free



PICSTITCH
Mobile, Free



MOLDIV
Mobile, Free

STYLIZE



QUICK
Mobile, Free



PHONTO
Mobile, Free



OVER/WORDSWAG
Mobile, \$3.99



CANVA
Web, Free

FUN



FLIPAGRAM
Mobile, Free



LEGEND
Mobile, \$1.99



GIFLAB
Mobile, Free



GIPHY
Mobile, Free

Apps to Help You Be More Efficient



IFTTT
Web/Mobile, Free

- Make the Internet work for you
- Post to multiple platforms, once



Hootsuite Mobile
Mobile, Free

- Manage multiple accounts
- Schedule posts



Tweetdeck
Web, Free

- Schedule tweets
- Use multiple accounts at once

Contact Info

Preston Hickert, www.prestonhickert.com
preston@masc1.org, @prestonhickert