

Taking Photos for Social Media and the Website

Photos help catch people's attention and draw an audience for our social media posts, website and case studies. Good photos are vital to help us tell our stories.

You don't need expensive equipment to take a good photo – the camera on your smartphone will usually be enough. Follow our top tips to help you get the best results.

Basic principles

Take your time and think about what you're photographing and why. Capture people in natural, candid moments. These shots often feel more genuine and engaging. Capture individuals in action rather than just standing or sitting. Take a number of photographs from different angles.

Tip: Take multiple shots in quick succession to avoid issues like closed eyes or awkward expressions.

Landscape or portrait

For most social media and the web, it's best to take **landscape** photos, and of course, horses fit best in a landscape photo. The one exception is Instagram, where posts are square, but don't worry the social media team can easily crop the photo.

If in doubt take a few photos in landscape and some in portrait orientation.

Focus and resolution

There's nothing worse than a blurry photo. Take your time and hold the camera steady. Cleaning your camera lens can help solve any issues.

Adjust your phone camera app settings to the highest quality. On an iPhone select **Most Compatible** format. On an Android phone set Image quality / Picture size / Image resolution (varies by model) to **High**.

Fill the Frame

Don't be afraid to get close to what you are photographing. This eliminates background distractions and emphasises your main subject. But as soon as you start zooming on your phone, you lose picture quality. Instead, get closer to the subject if you can, or take the photo and crop it later.

Permissions

Make sure the people in your photos understand where and how the photos will be used and check we have their written permission (or their parent's, teacher's or carers). Let people know you're taking photos and why beforehand, so that they can move out of the shot if they don't want you to use their image.

Checklist

Before you press the shutter:

- ✓ Is the photo in focus?
- ✓ Is there good lighting?
- ✓ Is the background tidy?
- ✓ Have you filled the frame?
- ✓ Have you taken both landscape and portrait versions?
- ✓ Do you have permission to use the image?