

Capturing Images for Social Media

Workshop goal: Improving photography skills for sharing historical collections and events on social media. We will also look at how to use existing images. As many of us have a plethora of useful images in our collection.

Importance of Visuals:

Captivating images are a very useful way to connect with others, they can tell stories and evoke emotions.

Highlighting Collections - Taking images:

Haven't done this for a little while here so no current examples but here are some tips.

- **Purpose and Storytelling:** Use images or a short video to share the history and significance of an item, or group of items in your collection.
- **Composition and Lighting:** Arrange items nicely and use natural light for clarity. Take time, don't rush. If you are taking them outside then the 'golden hour for natural light is early morning or late afternoon.
- **Focus and Background:** Ensure objects are sharp and against suitable backdrops. Make sure the collection items are in sharp focus and placed against backgrounds that match their historical context.

For example: could have a bit of fun and film/take photos alongside furniture from the time period; or take the objects you are going to showcase outside, and photograph them next to historical landmarks, relevant local architectural features that reflect a historical period, such as a town hall or church. This also means coming towards spring, that we are outside and capture some good natural light. Could even take them in a park.

Promoting Events:

Creating Anticipation: Use images to generate excitement for upcoming events.

Some ideas -

- **Candid Moments:** Show candid shots of people enjoying a similar past event, laughing, engaging in discussions, or exploring exhibits.

- Close-Ups: Display close-up shots of artifacts, or elements that tie into the event's theme, creating an air of mystery.
- Behind-the-Scenes: Share a behind-the-scenes photo of event preparations, such as setting up exhibits, arranging chairs, or organising materials.
- Partial View: Offer a partial view of a historical artifact, exhibit, or location that attendees will experience, leaving them curious to see more.
- Event Space: Showcase the event space with an artistic shot that captures the ambiance, lighting, and setting.
- Speaker or Performer: Feature a silhouette or partial view of a keynote speaker or performer, sparking curiosity about who will be there.
- Interactive Elements: Highlight hands-on activities or interactive elements attendees can engage with (if there are any).
- Historical Artifacts: Reveal a small portion of a significant historical artifact, leaving viewers intrigued about its full context.
- Thematic Props: Share a teaser image of thematic props or decorations that tie into the event's historical era.
- Event Symbolism: Display symbols or objects that symbolise the event's theme, sparking interest in its significance.
- Event Title or Logo: Create a visually appealing teaser using the event's title or logo, incorporating design elements related to the theme

The Technical Stuff:

Images and videos on Facebook can be both vertical and horizontal.

Recommended Image Size: 1200 x 628 pixels (Facebook's Link Share image size) Aspect Ratio: 1.91:1 (for best results in the News Feed)

File Format: JPEG or PNG

File Size: Less than 8 MB

Text Overlay: Keep text overlay minimal; Facebook prefers images with less than 20% text for better reach.

Video Format: Recommended Video Size: 1280 x 720 pixels (Facebook's Landscape Video size)
Aspect Ratio: 16:9 (landscape) or 9:16 (vertical)

File Format: MP4 or MOV Video

Length: Aim for shorter videos (30 seconds to 2 minutes) for better engagement.

File Size: Less than 4 GB Resolution: Use at least 720p HD for better quality.

Don't worry too much about the technical stuff

Even if you're not familiar with all the technical details, you can still post on social media and share your content. The recommended image and video formats provided are guidelines to help your content look its best, but they aren't strict requirements. Social media platforms are designed to handle a variety of content types and formats.

Here are a few key takeaways to keep in mind:

- **Keep It Simple:** If the technical details seem overwhelming, just focus on creating content.
- **Use What You Have:** You don't need to be an expert in image or video editing. Many smartphones and cameras automatically produce images and videos in acceptable formats. Just capture what you want to share.
- **Experiment and Learn:** Don't be afraid to experiment with posting different types of content. Social media is a learning process, and you'll get more comfortable over time.
- **Engage with Others:** Social media is about connecting with people. Engage with comments, respond to messages, and enjoy the interactions.
- **Ask for Help:** If you encounter any challenges or technical issues, don't hesitate to reach out to me, or Google.