



# Types of Photos

AND TIPS ON: CAROUSELS, REELS AND IGTV

## TYPES OF PHOTOS

Try to take them whether you need them or not

**FACE:** looking at camera, floor, sky, sides, concerned, happy, smiling, laughing, covering face, acting as someone else is taking the pic, acting as someone else (not camera) is talking to you. All of them with the same outfit and same background.

**FULL BODY:** where you are more important than the background. It doesn't mean occupying more space, it can also be wearing red in front of a massive white wall. You can perfectly be tiny tiny in the pic, but you're anyway the protagonist of it.

**FULL BODY:** where you are secondary. Same rules apply, but viceversa.

**DETAIL PICS:** Hands, feet, part of your face, little parts of the main picture (example: if you take a photo of a tree, take also pics of a few leaves, your hand touching the leaves, your nose smelling the leaves, etc.)

**MOVEMENT:** Full body, American Shot or/and Portrait. These kinds of pictures are the ones that work best. Any audience prefers action rather than lack of it. As simple as that.

### SELFIES:

- Don't take selfies in front of a mirror, showing your mobile phone. This can work for stories, but not for your feed. Unprofessionalism alert!

- Take at least one with every outfit and background.

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### CAROUSEL:

You can either upload different pics of the same shooting or create simple and cute designs on Canva.com, make sure you follow a pattern and they are in line with your overall feed-look.

### REELS:

Instagram always prefers (and by prefers, we mean it pushes out your content more) when you create your content from the app. Remember that it omnipresent! Hahaha! And knows everything you do within the app.

We've been incorporating this little by little, and we encourage you to do the same. And with reels it is quite easy, because you can keep them in drafts until the day of posting.

If you prefer for example, to produce them from TikTok, we advise you to remove the watermark using the app: [snaptick.app](https://snaptick.app). And change the TikTok's metadata afterwards by uploading the video to any editing platform, and exporting it from there.

That will tell Instagram that it is a new video, and although it prefers the videos shot from the app, let's say that it gives more exposure to a reel without TikTok's meta data, that might still be there.

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Does that make sense?

If you've shot from Instagram and have also edited the reel there, but leave it in drafts for some days, when you are about to post it, make sure all the edits are there. It has happened to us that we posted the reel without checking it before and for some reason all the edits were gone! Just rewatch the reel before posting it.

## **IGTV:**

They can either be a LIVE that you'll upload as an IGTV afterwards (either right after the LIVE or after downloading it, editing it if needed/wanted and uploading it after), or a pre-recorded video.

Whichever option you go for, have a cover pic for it previously edited on Lighroom. Even if it is a LIVE that you'll upload right after! You just need to take the pic and edit it before the LIVE!

Don't forget to have a catchy hook!

And even though you can shoot horizontal and people can turn their phones to watch it properly, we suggest you to shoot vertical (because it look more dynamic, and because audiences are sometimes lazy and wouldn't turn the phone, and leave your video.)