

Simple tips for better drinks photography with your phone

You don't need a fancy camera or to hire a photographer* to get a mouthwatering picture of a pint or a cocktail for your social media. Get in close, catch those droplets of condensation rolling down the glass. Make your followers thirsty for what they've been missing over the last year...

Clean your lens

- No point framing the perfect shot if your lens is dirty
- Get into the habit before every photo of blowing dust and grit off your lens, and giving it a wipe with a soft cloth (or the corner of your shirt)

Steady your hand

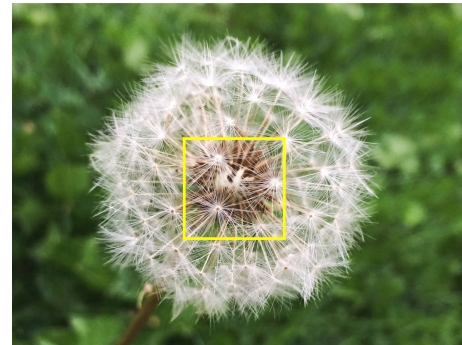
- A steady hand is essential, especially in lower-light conditions when the camera takes a longer exposure and is more prone to blurring
- Hold your phone in both hands, lean your elbows on the bar or a table, or put the edge of the phone on a solid surface – anything to stop those little tremors which can ruin a photo

Focus, focus, focus

- Your phone's autofocus can focus on the wrong thing, or generate an "average" focus across the whole image
- Set the focus manually instead – simply tap once on the area you want to be the focus of your image, usually the drink or the bottle
- A yellow box appears – the focus centre of your photo

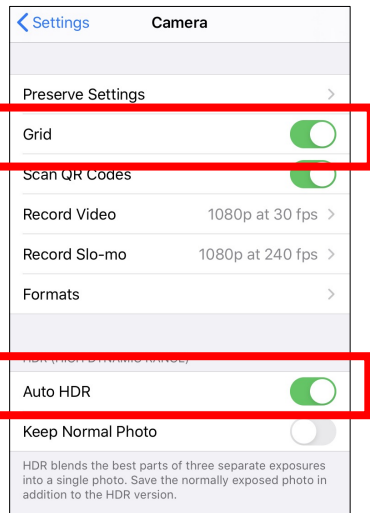
Squares are good

- Take square-format photos
- Squares are better suited for Instagram than landscape or portrait images
- Editing a landscape or portrait photo into a square format later can lead to badly cropped or imbalanced images – easier to start with a square in the first place
- Resize your image to 1080x1080 pixels – that works across most platforms

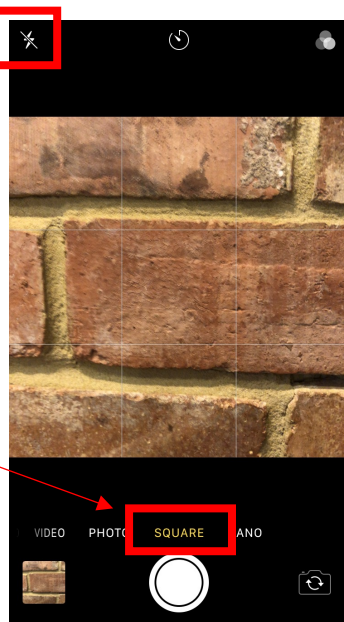


* Of course, if you do have the budget to hire a photographer, we're sure they'd love the work. They've had a tough year too.

Settings Menu
-> **Camera Menu**
Grid ON
AutoHDR to ON

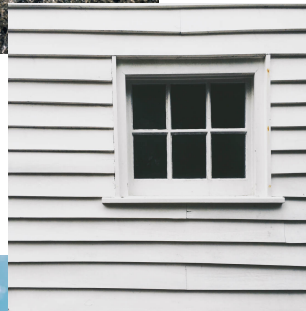


In the Camera
Flash OFF
Format to SQUARE



Simplicity

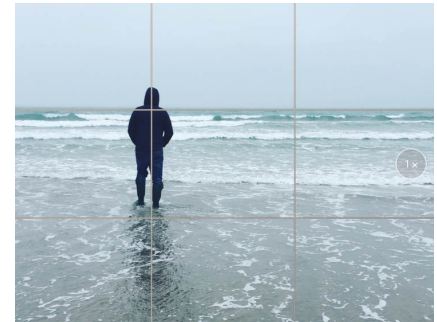
- Keep it simple
- The most striking images are often simple, with lots of “empty space”
- Resist the urge to stuff your photo with lots of detail or multiple subjects – chances are it will just look a mess



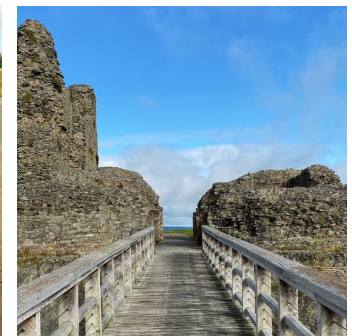
Composing a great shot

- Use your phone’s Gridlines setting to help create dynamic images. Place your subject “on the thirds” – on the gridlines or at their crossing-points – for visually pleasing proportions
- Alternatively, use “leading lines” – to pull the viewer’s attention into the image. This could be the edge of a table or bar, or an angled bar spoon “pointing” to the drink. Anything that travels from foreground to back can act to pull the viewer in and increase engagement

Gridlines...



Leading Lines...



But what should you post?

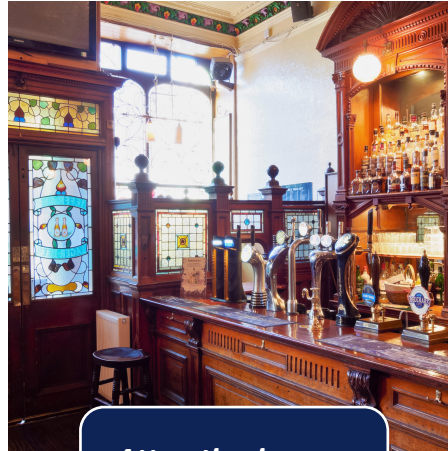
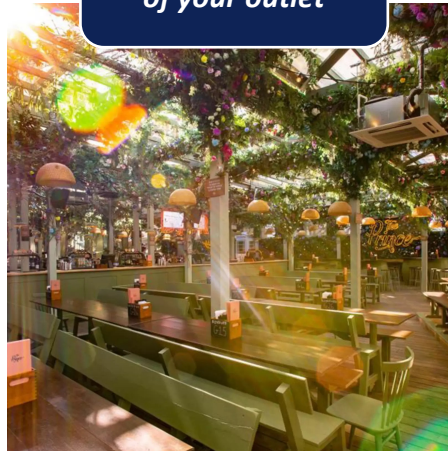
Don't fret about this too much – just focus on the stuff you think you do well. Maybe ask some of your regular customers what they've missed about your business during lockdown? Keeping social media posts going on a regular basis can sometimes be a bit of a grind, but here are some ideas to get a useful variety of posts going out on your feed...

- What's the most attractive part of your outlet?
- What do you do brilliantly?
- What do you think people have missed most about your business over the last year?
- Rotate your social media posts through decent photos of a few of these key subjects

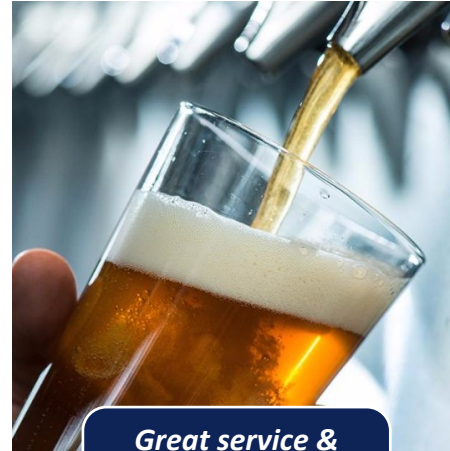
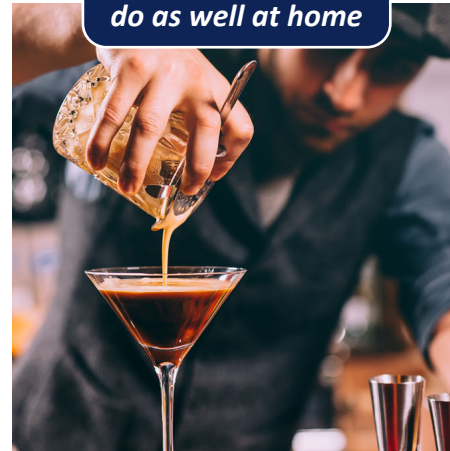
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*Get in close &
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