# TOUR CAYUGA
## in the FINGER LAKES

# TIPS ON TAKING PHOTOS FOR SOCIAL MEDIA

As a business owner you want to post interesting pictures to encourage people to visit your business. Here are a few tips to help create images that will help you connect to both current and potential customers.



## INCLUDE A TEAM MEMBER

Including employees help highlight the person-to-person experience the customer can expect when visiting your business.

## HIGHLIGHT A CUSTOMER

Take a few shots of real people engaging with your product. Always be sure to ask permission to post.





## ALIGN WITH THE CUSTOMERS LIFESTYLE

Think about how your product fits your customers lifestyle. Ask a team member to take a photo with your product while the are using/or consuming the product.

## USE CANDID PHOTOS

Candid photos of your business invite the customer to see what the business really looks like. Update your listing photos seasonally.





## LIGHTING

If you're photographing food, make sure it is well litin order to avoid an overly brown experience.

Photography opens many new opportunities to capture images of not only your product but of the experience you want to promote.