

Taking Photos of Items for Social Media

Early Owego encourages every dealer to start and maintain a booth Facebook Page and/or Instagram Page and tag us at #earlyowego. Every dealer has a place in helping market their booth and Early Owego—a big job with lots of small moving objects!

Great thing about social media—doesn't cost much since you do not need to buy ads but just take some photos, write a little content, find followers, and be consistent. We think if you can just post once per week—that's 52 posts per year—Amazing!

Consistently taking photos of items in your booth is one way to get your feet wet.

Superb social media marketing starts with superb photography. Thankfully nowadays, most of us have a phone of some sort in our pocket or purse that takes excellent photos. The advancement of technology is certainly a huge plus—we no longer have to buy film and get it processed and can as many photos as we want—Nice!

Taking booth photos with your phone should become an automatic task every time you visit your booth, especially after cleaning, rearranging, and staging your items the way you want them.

Remember, you are the curator of your booth, so make that vision shine with clear and appealing photos. Soon you will have the confidence to post those photos on your Facebook Page or Instagram account.



Here are a couple of things to remember when taking photos of items in your booth:

- A horizontal photo looks excellent on a computer screen but will be much smaller on a phone. Over 80 percent of all folks who check out Early Owego's Facebook and Instagram Pages do so on their phones. Shoot horizontal and vertical photos of the same item(s) so you can choose later how you want to present the item on social media.
- Take both closeups of single items and overall shots of your space. Your audience will most likely want to see what your space looks like (overall shot) in order to locate individual items and see details and condition on items of interest.
- If you want a closeup of a single item, zoom in using your phone's telephoto lens or the zoom-in function on your camera.
- If you cannot hold your camera steady or your angle is off, use a smartphone tripod or put your phone down on a surface to take the photo.
- If you have similar items grouped together, take a photo or two from different angles to show the collection. If a photo looks too crowded, try taking a photo of just a few of the like items to highlight them.
- If you want to showcase just one item in a photo, don't put anything else in the frame. Try to provide a somewhat neutral background so it does not compete with the item or stage it with just one other piece (a basket, a crate, a doily) to feature it.
- Ensure you have enough light on the item, but don't overdo it. Smartphones can easily accommodate for low lighting.



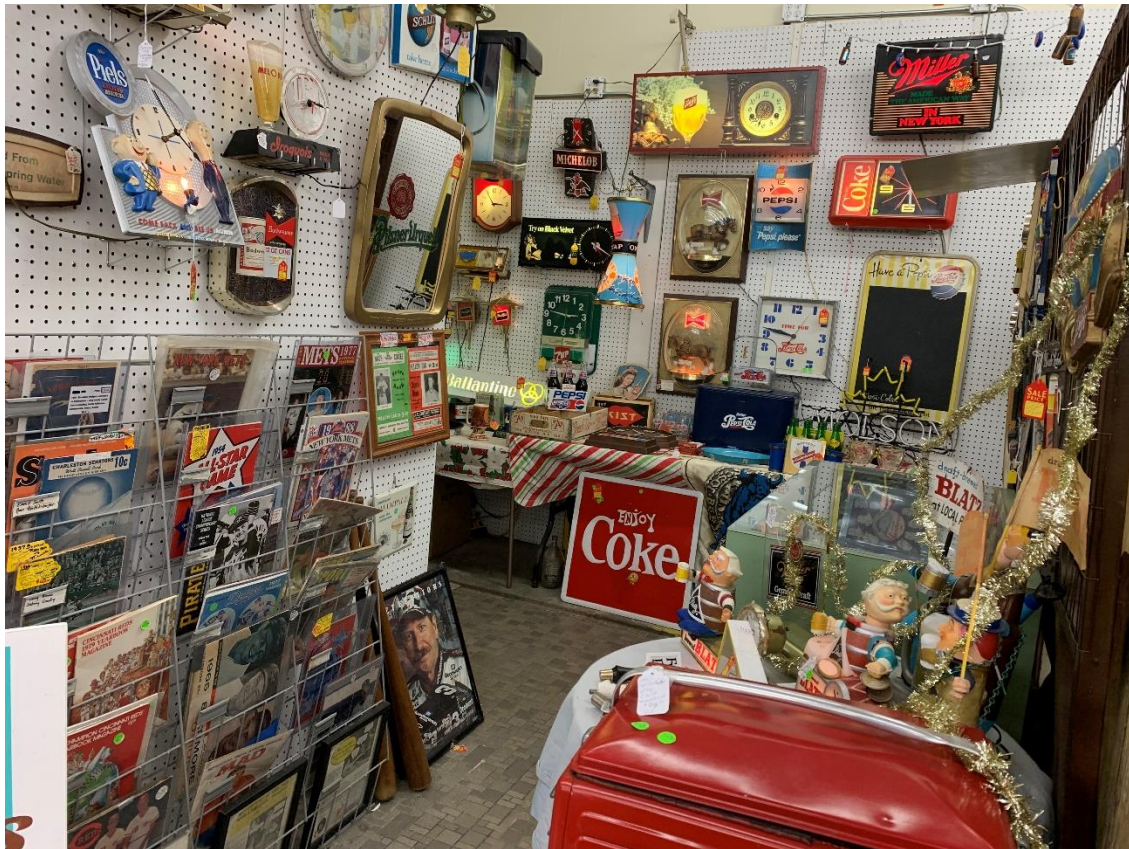
Let's face it: Photographing items in your booth can sometimes be tricky. With larger pieces of furniture, for example, you might not be able to capture the entire thing due to the angle at which you must take the photo.

Don't despair. Decide on the best angle several different ways, then highlight additional features (joinery, bubbled glass, carved detailing, hand painted edges, etc) in additional photos and describe the item well with the text of your post. and

then describe the item with words in the social media post. Here is an example of content for such an item (not based on the two photos above, FYI):

Look what I just put in my booth!

An art deco dresser with four large drawers, and two half drawers. It was recently restained and repaired. Great for a guest bedroom or could be used as a dining room dresser for tablecloths, placemats, and napkins. Check it out in my Early Owego space today!



Also, don't forget to take photos of your entire booth every time you visit. Take at least one wide shot and then a shot of each area. This is not only for your memory of what was where when it sells and that you need to replace the item with something new, but also to help envision complete resets and how things might fit.

Plan on taking many different photos (wide shots, closeups, groupings, different angles, your sign) and simply choose the best ones when it's time to upload to your social media platforms.

And remember... have fun, showcase your great finds for your customers, and keep growing your skills and knowledge as you figure out this fantastic adventure of social media marketing and selling items from your booth!