

TIPS FOR BETTER CELLPHONE PHOTOS

GET CLOSER

Don't be afraid to get closer to your subject to get a better photo. Farther away is good for wide shots but if you need a close up photo of a speaker, attendee, object, etc — get closer. It may be uncomfortable for you, but that feeling will pass. Get close and you're more likely to get a better and sharper photo.

FOCUS!

When taking photos with your phone, use the grid to center or compose your picture. Focus on the task at hand. An opportunity to take a particular shot can come and go quickly.

FLASH OFF

A good rule of thumb is to set your phone's flash to off. Rely on natural light or indirect light (like in a shady area if you are out in direct sunlight). Find the light so that it's flattering for faces and minimizes any unflattering shadows.

LOW LIGHT

If you have to take photos in low light or at night, it's important to keep your phone steady. You can do this by leaning against something to brace your phone or make sure you are holding the phone close to your body to minimize shaking. If possible, invest in a tripod or camera stand to steady your photo. This will help to ensure a clear shot in low light. This is a good tip for nighttime photos where you have a longer exposure time.

CLICK, CLICK, CLICK

Take more photos of your subject — more than you think you'll need. If you take just a few photos, there is a greater chance you'll miss the photo you need. Take more photos or do "bursts" of photos so you have more options to pick from. This is helpful when you are taking photos of groups where people's eyes might be closed.



BE AWARE OF THE TIME OF DAY FOR OUTDOOR PHOTOS

Natural light is good. However, avoid the noon hour when sunlight is directly overhead. It can make unflattering shadows on faces. Instead, move to the shade of a tree when you need to take a photo outdoors at this time of the day.

OVERHEAD INDOOR LIGHTS

Can lights (especially in conference ballrooms) can be harsh. Try to avoid taking photos directly under those lights. Often, the more subtle light in the room is closer to the walls.

BAD ORANGE LIGHTING

Avoid orange security lights. They make for bad photos and can be hard to correct.

CLEAN YOUR PHONE LENS!

Be sure to keep the lens of your phone clean.



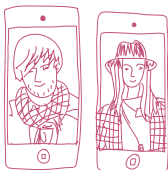
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SOCIAL MEDIA REELS

BEST PRACTICES

1 FILM VERTICALLY

- 9:16 aspect ratio
- Keep the subject centered.
- Leave space at the top and bottom.



5 ADD CAPTIONS

Captions are required for ADA compliance. Also, many people watch reels without sound.



2 KEEP IT SHORT

The best reels are 30-60 seconds long.



6 GRAB ATTENTION QUICKLY

Avoid silence at the beginning of the video.



3 PRIORITIZE GOOD AUDIO

- Use a microphone when possible.
- Reduce background noise.
- Record in a quiet space.



7 CASUAL IS BEST

Pretend you're having a one-on-one conversation with a friend.



4 SHOW, DON'T JUST TELL

Use B-roll, or secondary video footage, to illustrate what's being discussed and keep viewers engaged.

This could include:

- County facilities
- Community events
- Staff at work



8 HELPFUL VIDEO EDITING APPS

- **CapCut** – Great for trimming clips, adding captions, transitions and music.
- **Edits** – Meta's video editing app designed for creating Instagram Reels with built-in editing tools.



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