

How to create scroll-stopping posts/videos + stories on social media platforms

10 pros reveal how to create scroll-stopping images for social media

As a professional photographer, I'm often asked how to create scroll-stopping images for social media. While there's no one-size-fits-all answer, there are definitely some tips and tricks that can help you get the most out of your photos. Here are 10 of my top tips:

1. Use natural light whenever possible. Natural light is always going to be your best friend when it comes to taking great photos. If you can, try to take advantage of daylight hours and shoot outdoors.
2. Pay attention to composition. This is one of the most important aspects of taking any kind of photo, but it's especially important for social media. A well-composed photo is more likely to stop scrollers in their tracks.
3. Use props and staging to add interest. Adding a few well-chosen props or staging your subjects in an interesting way can really make a photo pop. Just be sure not to overdo it - too many props can cluttered and busy.

4. Edit carefully. After you've taken your photo, it's important to spend some time editing it to perfection. This doesn't mean you have to go overboard with filters and effects - sometimes, a simple crop or color correction can make all the difference.

5. Ask people to share your photos. Once you've got a great photo, don't be afraid to ask your friends and followers to share it on their own social media channels. The more people who see your photo, the more likely it is that someone will take notice!

6. Get close: Getting closer to your subject will help fill the frame and make the image more visually appealing.

7. Shoot from different angles: Try shooting from different angles to add visual interest. Get low, get high, shoot from the side... Just mix it up!

8. Know your audience - understanding who you're trying to reach with your content is critical to creating visuals that will resonate with them. If you know what kinds of things they respond to, you'll be in a much better position to create something they'll love.

9. Keep it simple - sometimes, less really is more when it comes to creating an effective visual. A busy or cluttered image can be overwhelming and off-putting, so try to keep your composition clean and concise.

10. Get personal with hashtags - using relevant hashtags is always important when posting on social media, but if you want your images to really pop, try using personal or branded hashtags in addition to general ones; this can help people who are already familiar with your

brand find your content more easily, and it can also help new people discover your brand through searches related to the hashtags you're using. By following these tips from experts in the field, you'll be on your way toward creating stunning visuals that are sure to stop people in their tracks. So get out there and start snapping some scroll-stopping shots!

How to make a Stories collage with an online editor

A Stories collage is a beautiful way to display your favorite memories. With an online editor, it's easy to create a collage that's perfect for sharing on social media or printing out to display in your home. To get started, simply select the photos you want to include in your collage. Then, use the editor's tools to crop and resize the images as desired. Once you're happy with the layout, add any text or embellishments you like. When you're finished, simply download the collage and share it with your friends and family!

7 ways to create scroll-stopping visual content for social media

In a world where social media is constantly flooded with content, it can be hard to make your posts stand out. However, by incorporating some simple visual elements, you can create scroll-stopping content that is sure to capture your audience's attention. Here are seven tips:

1. Use high-quality images: People are visual creatures, and good-quality images will help to grab their attention.

2. Use contrasting colors: Use light and dark colors to create contrast and make your content more eye-catching.
3. Use geometric shapes: Simple shapes such as circles, triangles, and squares can add interest to your content without being overwhelming.
4. Use textures: Incorporating different textures into your images will give them more dimension and depth.
5. Use negative space: Leaving some empty space in your images can help to draw the viewer's eye to the focus of the image.
6. Use movement: Adding movement to your images makes them more dynamic and engaging. You can achieve this by using GIFs or cinemagraphs.
7. Use infographics: Infographics are a great way to distill complex information into a visually appealing format.

How to write a scroll-stopping post?

If you're anything like me, you're probably familiar with the feeling of scrolling through your social media feeds and seeing post after post that leaves you feeling uninspired. But every once in a while, you come across a piece of content that makes you stop and think. So, what separates a scroll-stopping post from all the rest?

There are a few key elements that can make a big difference. First, focus on creating quality content that is interesting and informative. There's nothing worse than coming across a post that is all fluff and

has no substance. Second, make sure your headlines are attention-grabbing and reflective of the great content to come. After all, a headline is often the first thing people will see, so it's important to make a good first impression. Lastly, use beautiful imagery to complement your words and help tell your story. A picture is worth a thousand words, so choose wisely!

By following these simple tips, you can create scroll-stopping content that will leave your readers wanting more.

11 different types of videos for social media

Depending on your business and goals, there are many different types of videos you can post on social media. Here are 11 ideas to get you started:

1. Introductory video - Give your viewers a quick overview of what your business is all about.
2. How-to video - Share a helpful tip or show your audience how to use your product or service.
3. Customer testimonial - Let your happy customers do the talking for you!
4. Behind-the-scenes video - Give your followers a peek at what goes on behind the scenes at your company.
5. Video tour - Give virtual tours of your store, office, or factory.

6. Interviews - Conduct interviews with industry experts or thought leaders in your field.
7. Webinars - Host a live or recorded webinar on a relevant topic.
8. Product demo - Show off your products in action with a demo video.
9. Event coverage - Share highlights from events you've attended or sponsored.
10. Animated explainer video - Use animation to bring complex concepts to life.
11. Live video - Go live on social media to connect with your audience in real time!

6 scroll-stopping tips to make your social media videos shine

In an age where content is increasingly consumed via social media, it's important to make sure your videos grab attention and stop scrolling thumbs. Here are six tips to make your social media videos shine:

1. Keep it short and sweet. People have short attention spans, so it's important to get your point across quickly. Aim for videos that are 30 seconds or less.
2. Use eye-catching visuals. Bright colors, interesting locations, and creative camerawork will help your video stand out from the rest.

3. Make sure your audio is clear. Background noise can be distracting, so try to film in a quiet location or use a microphone to ensure your voice is heard loud and clear.

4. Don't be afraid to show your personality. Be natural and authentic - your audience will appreciate it!

5. Add subtitles. Not everyone watches videos with the sound on, so including subtitles ensures that your message will be seen and understood even if viewers are scrolling through silently.

6. End with a call to action. Tell viewers what you want them to do after watching your video - visit your website, sign up for your newsletter, etc.

By following these tips, you can create social media videos that are both informative and engaging - perfect for grabbing attention and growing your audience!

How to create custom Instagram story templates

Creating custom Instagram story templates is a great way to add a personal touch to your stories. You can use templates to create stories that are fun and engaging, and that help you stand out from the crowd. Here are some tips for creating custom Instagram story templates:

1. Choose a template that reflects your brand. If you're a fashion brand, for example, you might want to use a template that includes photos of models wearing your clothes. If you're a travel brand, you

might want to use a template that includes photos of stunning locations around the world.

2. Use high-quality images. Your template should be eye-catching, so make sure to use high-quality images that are well-lit and in focus.

3. Keep it simple. Don't overcrowd your template with too much text or too many images. Keep it clean and clutter-free so that viewers can focus on the important information.

4. Save your template as a PNG file so that it's easy to share. Once you've designed your template, save it as a PNG file so that it can be easily shared with others. You can then upload the PNG file to Instagram and share it with your followers.

How to make custom frames for Facebook stories to promote your business in photos and videos

You can make custom frames for your Facebook stories to promote your business. To make a custom frame, you'll need to create a PNG file that is 1,080 pixels wide by 1,920 pixels high with a transparent background. The transparent area will be the space where your story content will show through. You can add text, images, or even videos to your frame. Once you've created your frame, you can upload it to Facebook and use it in your stories. You can also create a frame for yourself or for your friends to use in their stories. If you want to promote your business on Facebook, custom frames are a great way to do it.

Facebook story frames are a great way to show off your brand and promote your business. By creating a custom frame, you can add your logo, contact information, and other branding elements to your photos and videos. You can create a custom frame in the Facebook Stories app by selecting the 'Create a Frame' option from the menu. Then, simply follow the prompts to upload your image or video, add your branding elements, and share with your followers. You can also create custom frames for use in Facebook Ads. To do this, select the 'Create a Frame' option from the ad creation tool. Then, follow the prompts to upload your image or video, add your branding elements, and share with your audience. Creating custom frames for Facebook stories is a quick and easy way to promote your business and increase your visibility on the platform.

With a little creativity, you can make your custom frame really stand out and help highlight any information you want your followers to see. You might even find that this is a great way to promote products and services or to introduce new company branding elements. It's definitely worth experimenting with, and you may find that the Facebook Stories platform is an easy way to share more information with your followers without having to post lengthy status updates or blog posts.

You've worked hard to build up your social media presence. If you take advantage of Facebook story frames, you can increase your reach to potential clients. It's a simple way to get your business in front of more people and make a great first impression.

By following the tips from experts in this blog post, you will be able to create scroll-stopping images and videos for social media that capture your audience's attention. With over 2 billion active monthly users on Facebook and 500 million daily active Stories users on Instagram, there is a large opportunity to reach new customers with engaging visual content. Try out these tips and see how you can improve the performance of your social media marketing campaign!