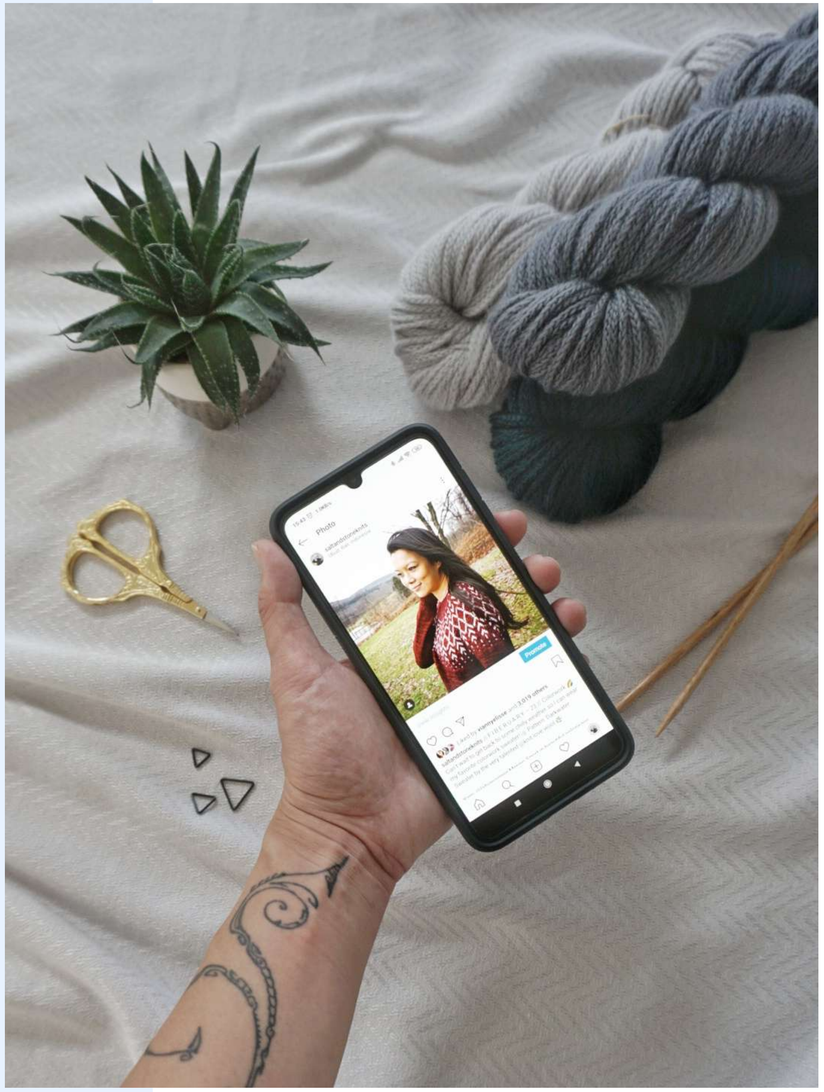
salt & stone KNITS



Amp up your Instagram!

with Mieka John

Expand your crafting community and share your story

@saltandstoneknits

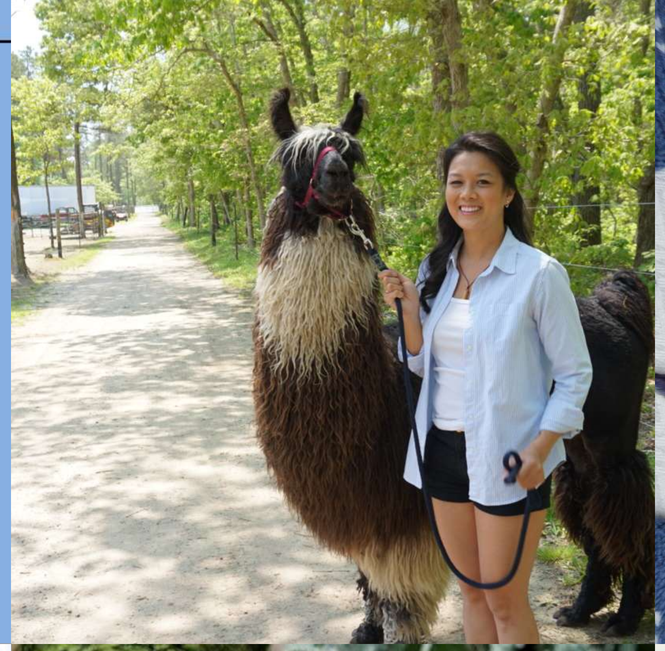
Mieka John

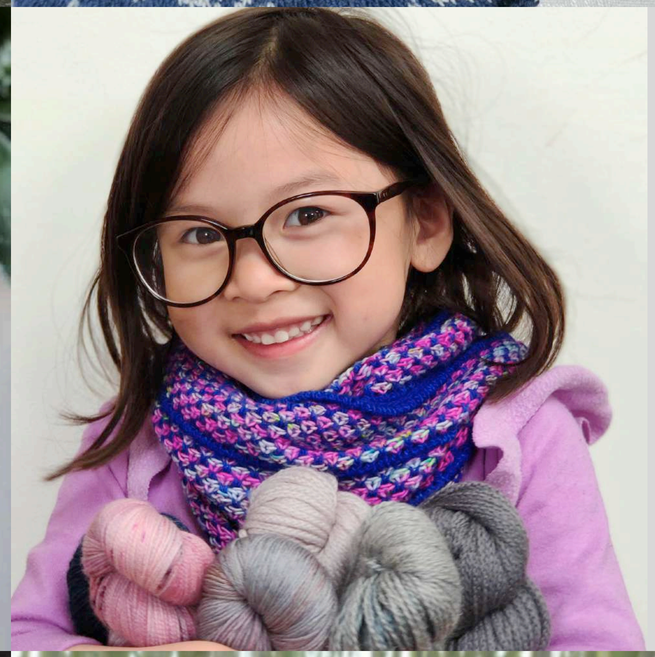
@saltandstoneknits

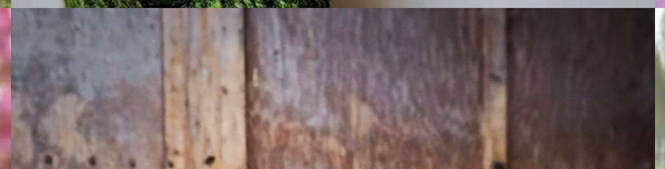
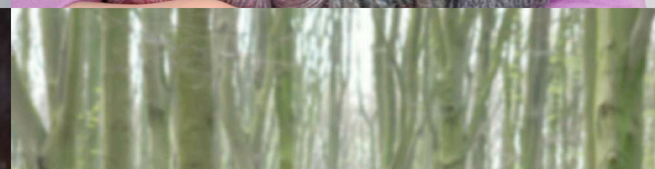
mieka@saltandstoneknits.com

www.saltandstoneknits.com

Instagram





What to share … and more!

salt & stone KNITS

- WIPs / FOs/ anything!
- something about you, your story!
- share what you are comfortable with sharing
- be inspired by others / participate in knitalongs / leave a comment
- talk to others / help each other out
- connect / build, grow and expand your crafting community!

Instagram

Grid

Stories

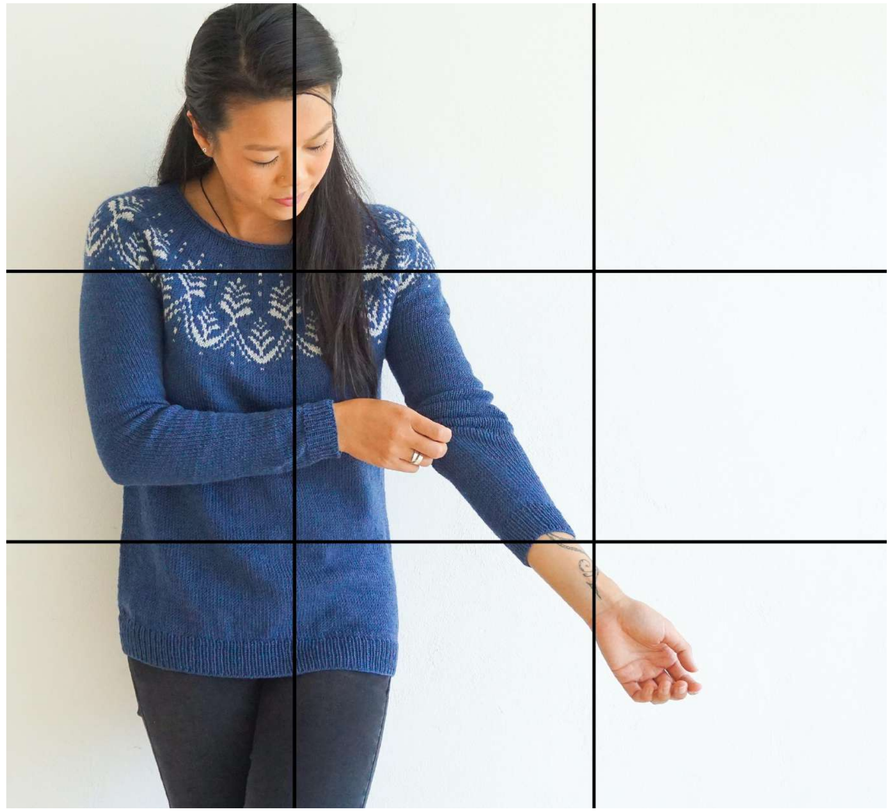
IGTV

IG Live

Capturing Photos

- natural-looking pictures vs heavily-edited pictures
- composition is (very) important
- arrangement of subjects & objects
- depth and angle
- lighting and color

Arrangment of Subject/Object(s) — Rule of Thirds



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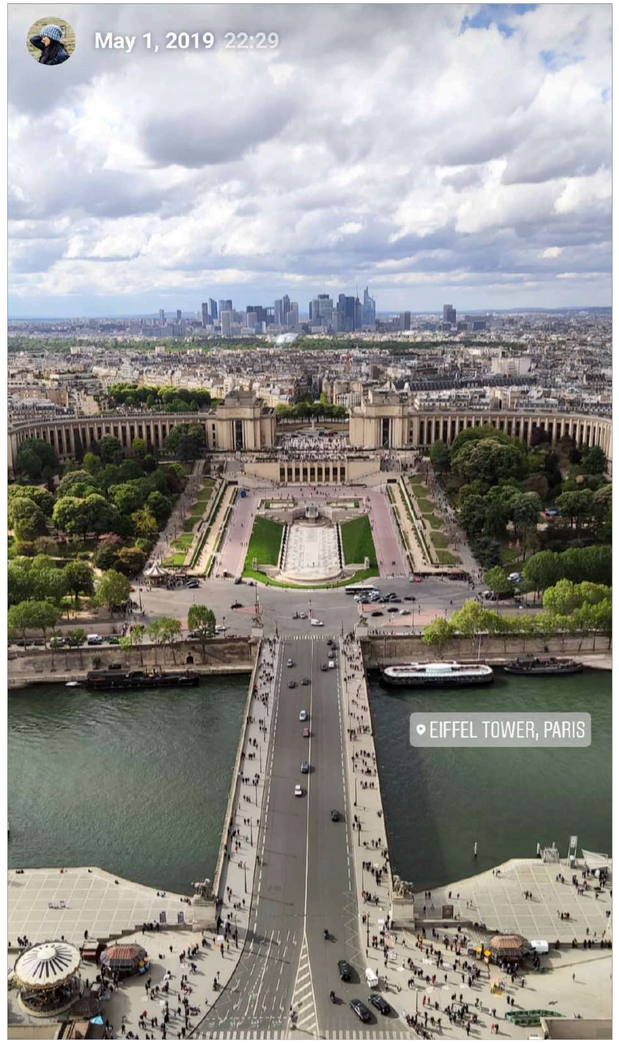
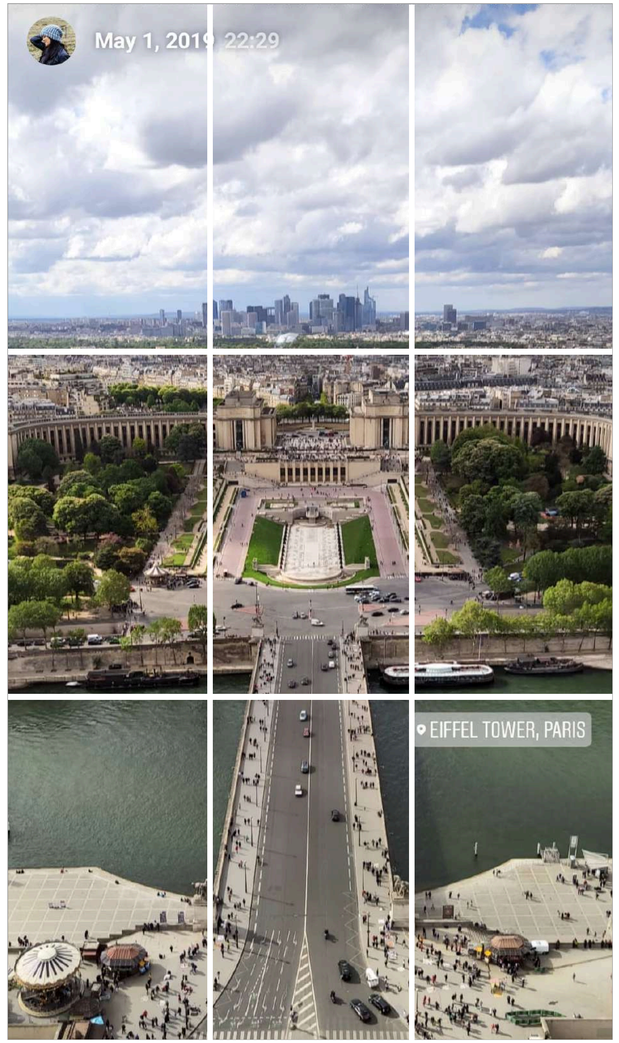




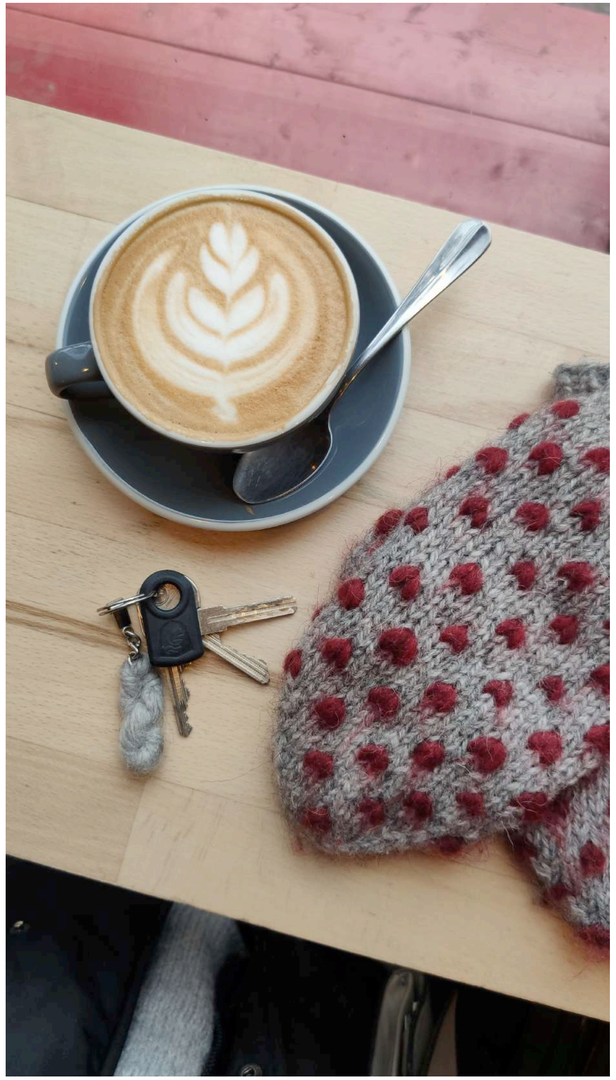
Arrangment of Subject/Object(s) - Direction

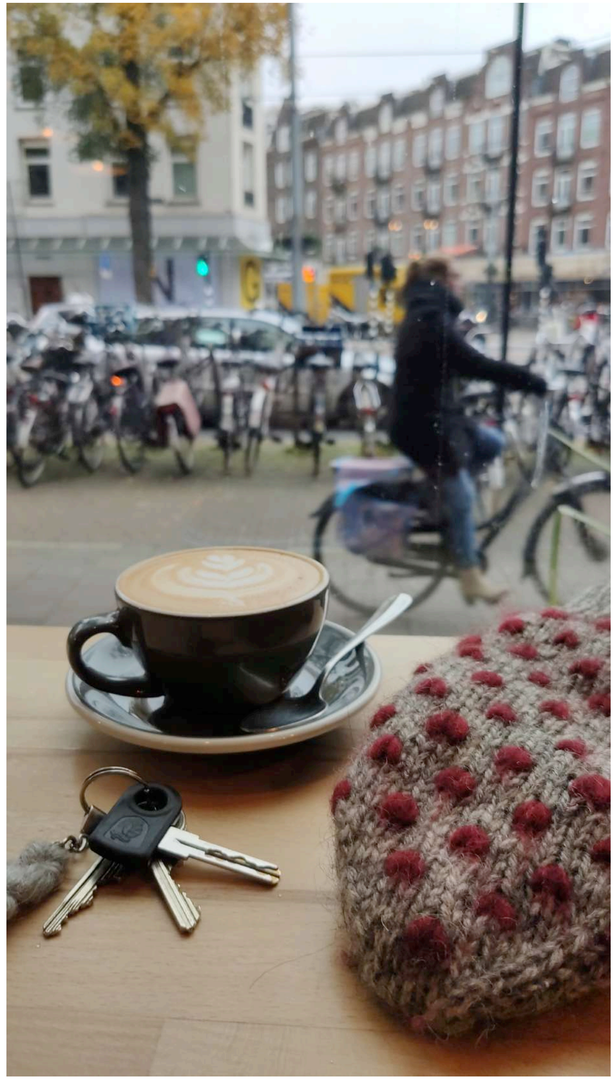
Arrangment of Subject/Object(s) - Direction

Arrangment of Subject/Object(s) - Direction

Depth and Angle

picture taken parallel to the surface

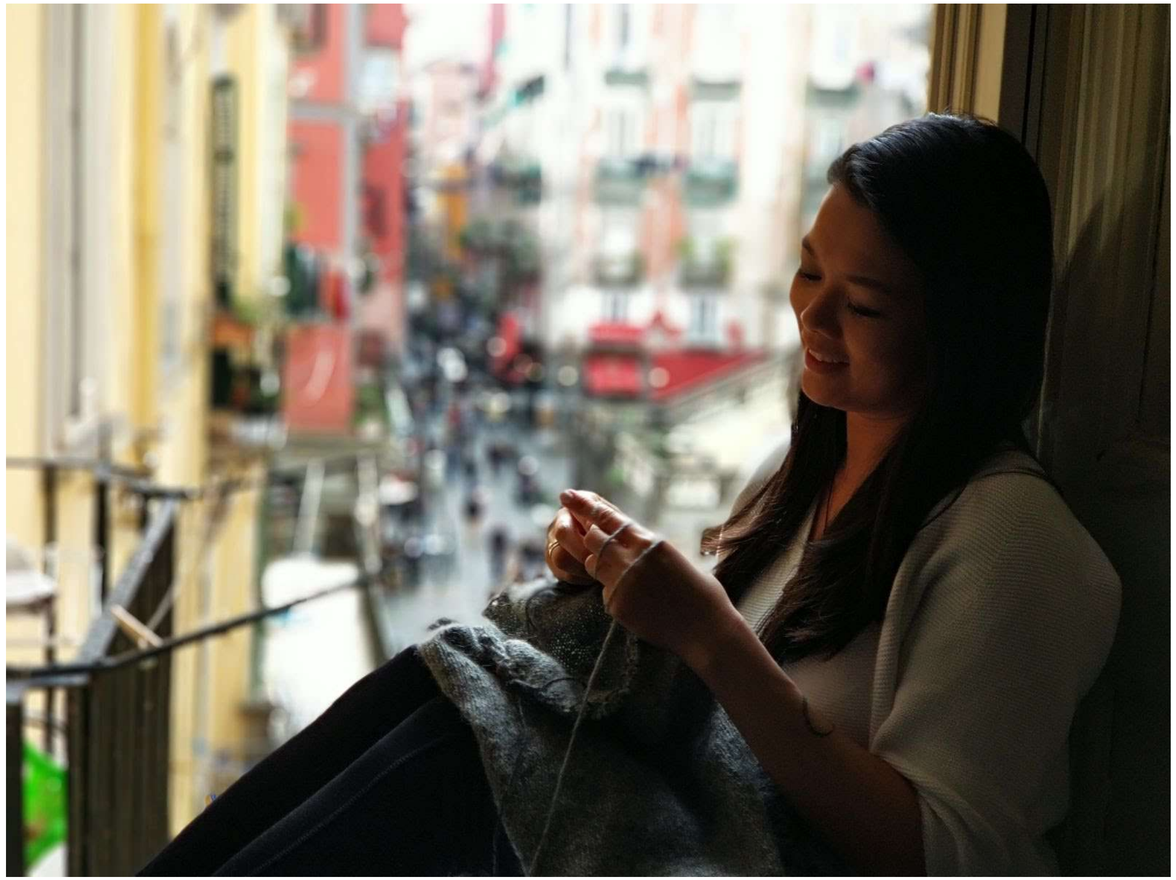




picture taken at an angle

Lighting

- use (soft-)natural light as much as possible
- pay attention to how the souce of light casts light and create shadows on the subject
- make good use of the focus function to maximize impact



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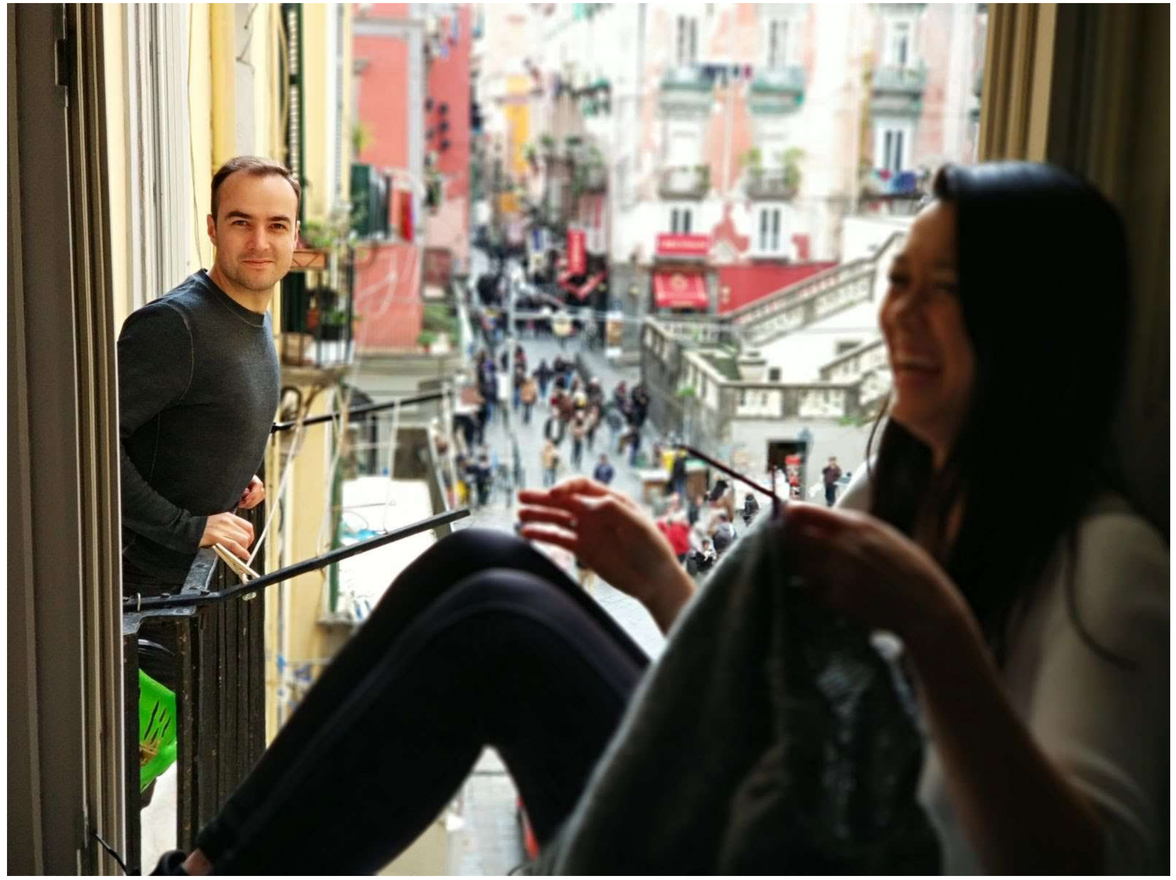
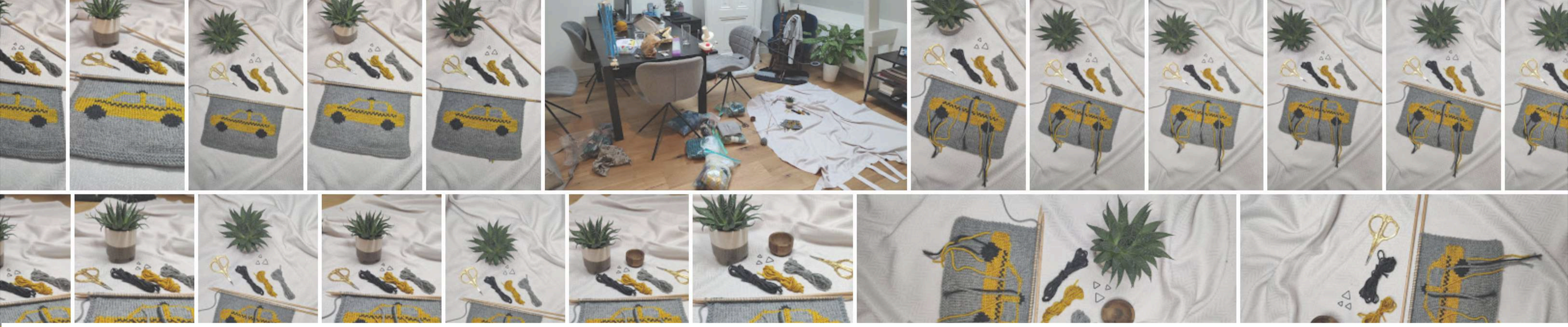


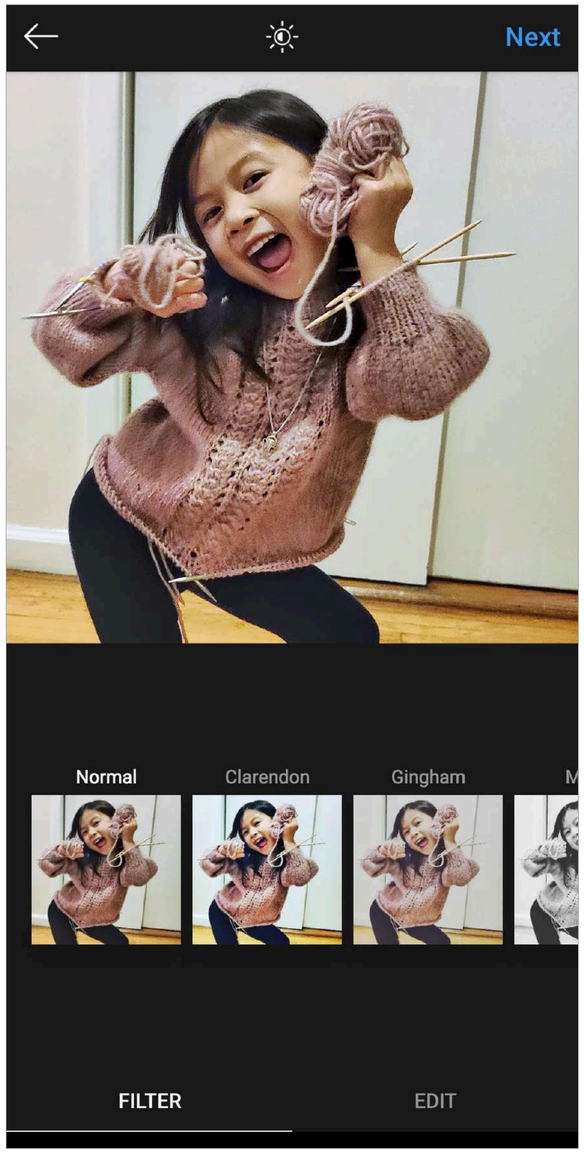


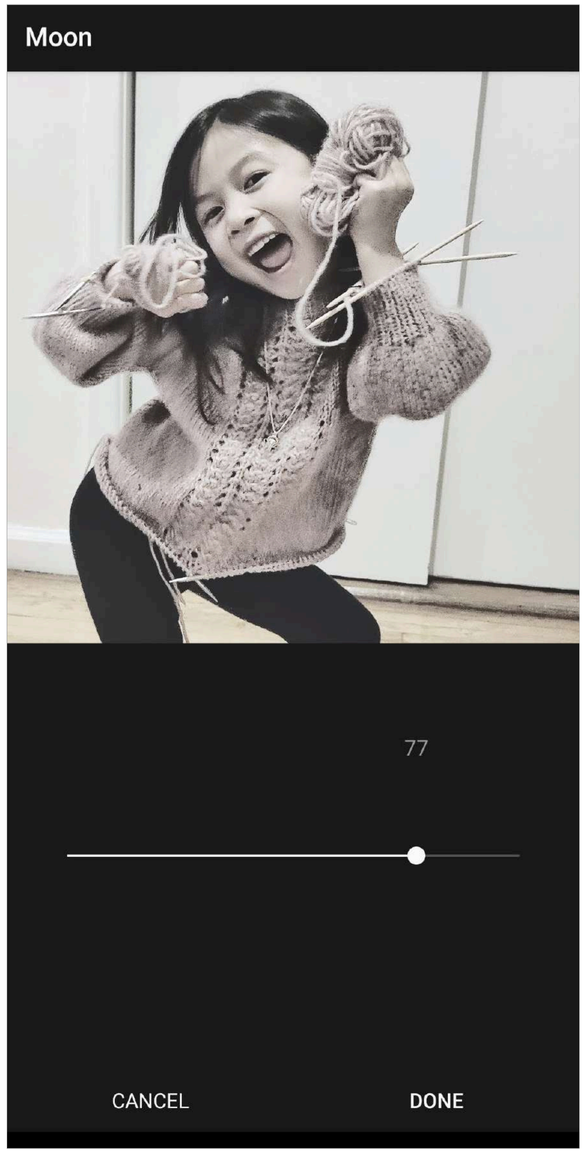
PLAY & EXPERIMENT!

Editing Photos

- edit for impact
- trial and error
- instagram built-in filters and editing functions
- 3rd party photo-editing apps - snapseed and vsco

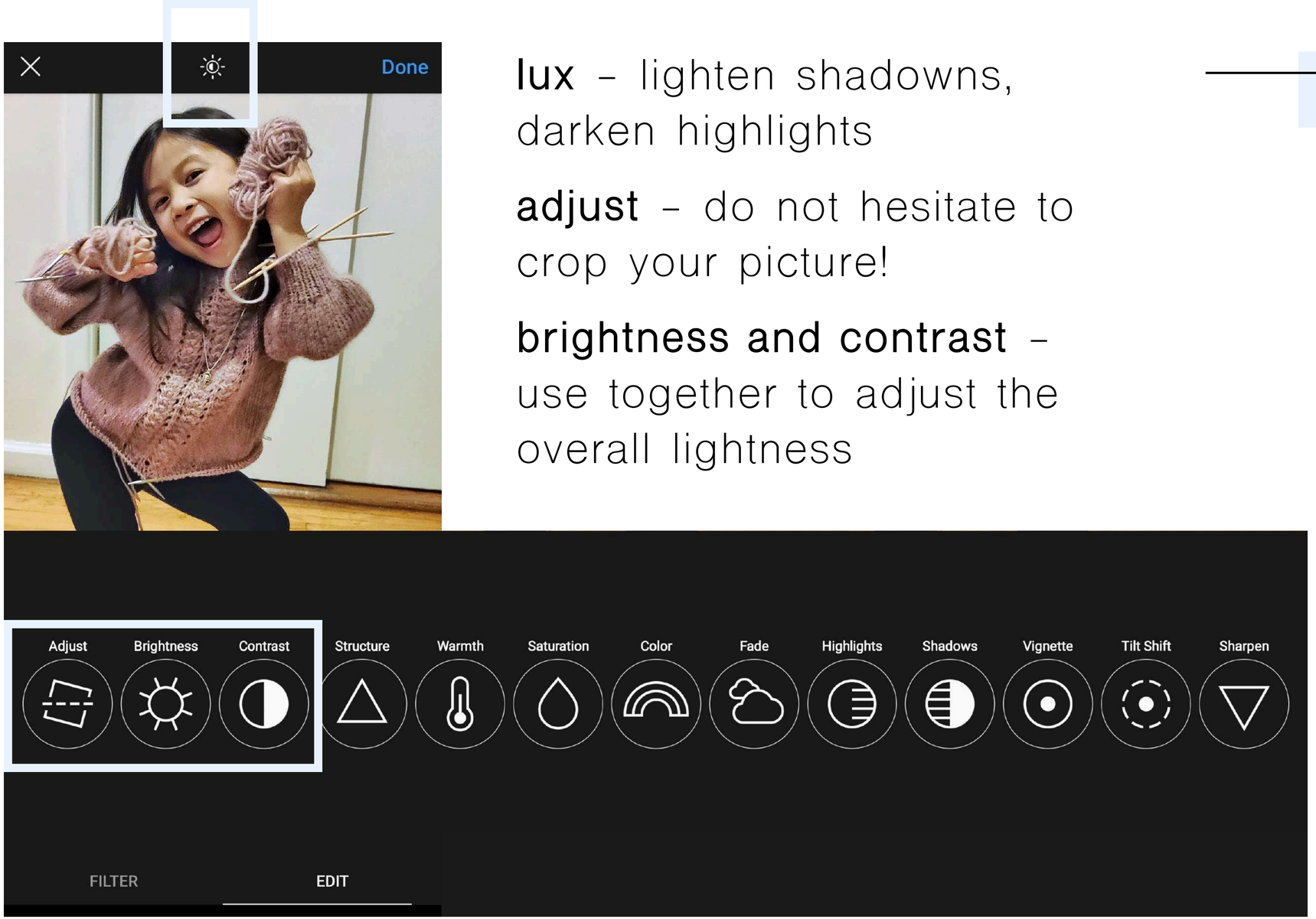
Editing Photos





- use filters/presets for quick editing
- adjust the strength of the filter

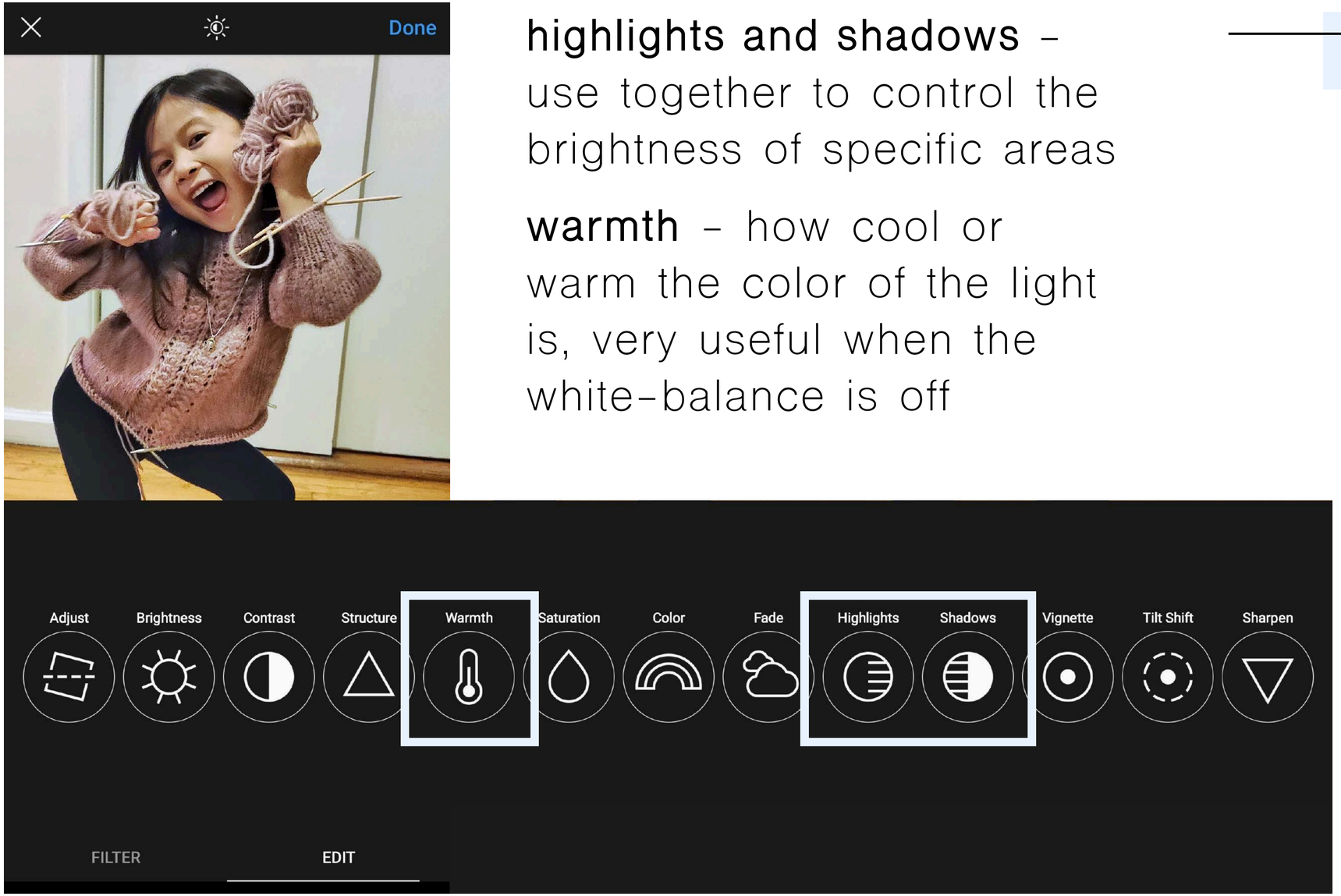
Editing Photos



lux – lighten shadowns, darken highlights

adjust – do not hesitate to crop your picture!

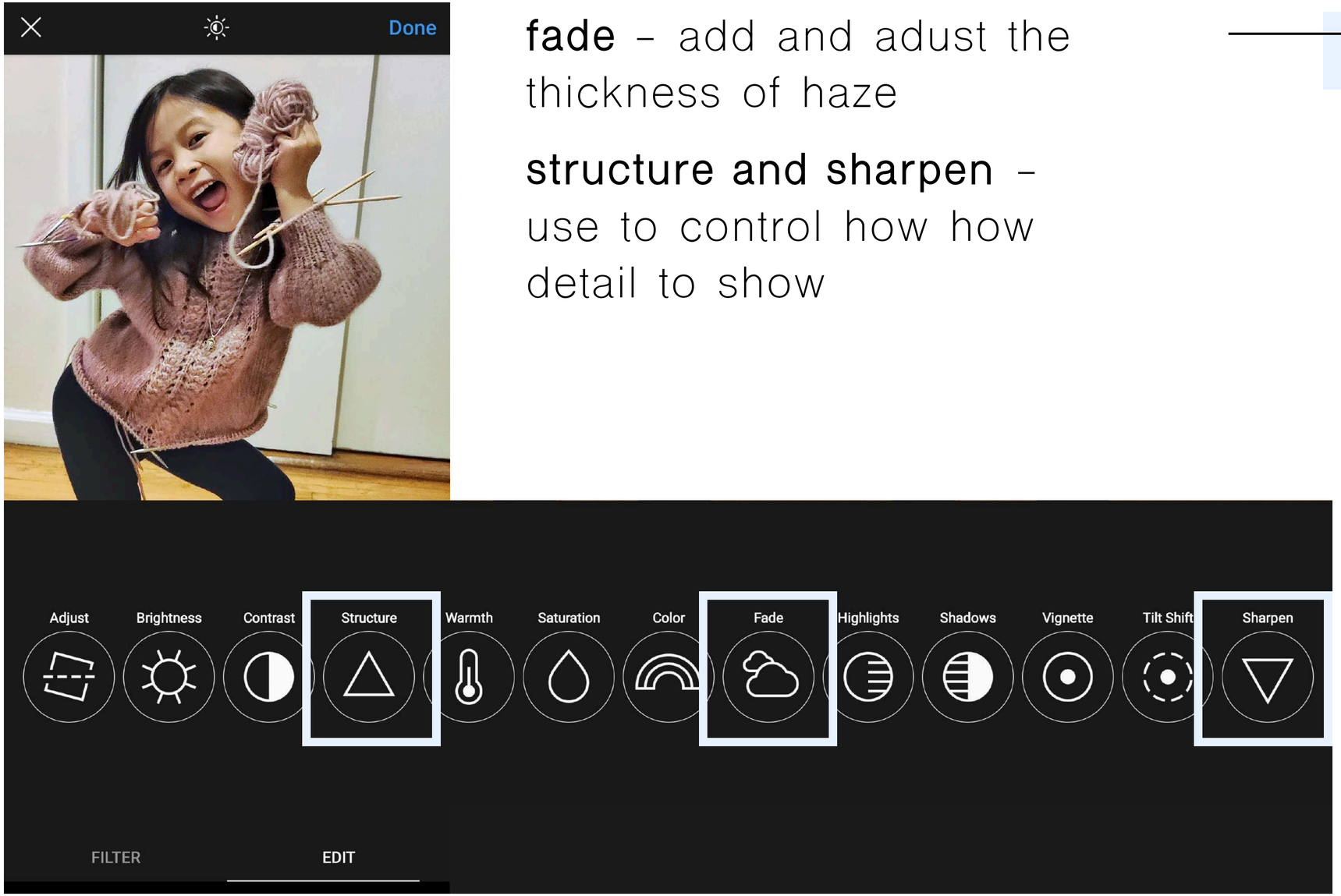
brightness and contrast – use together to adjust the overall lightness



highlights and shadows – use together to control the brightness of specific areas

warmth – how cool or warm the color of the light is, very useful when the white-balance is off

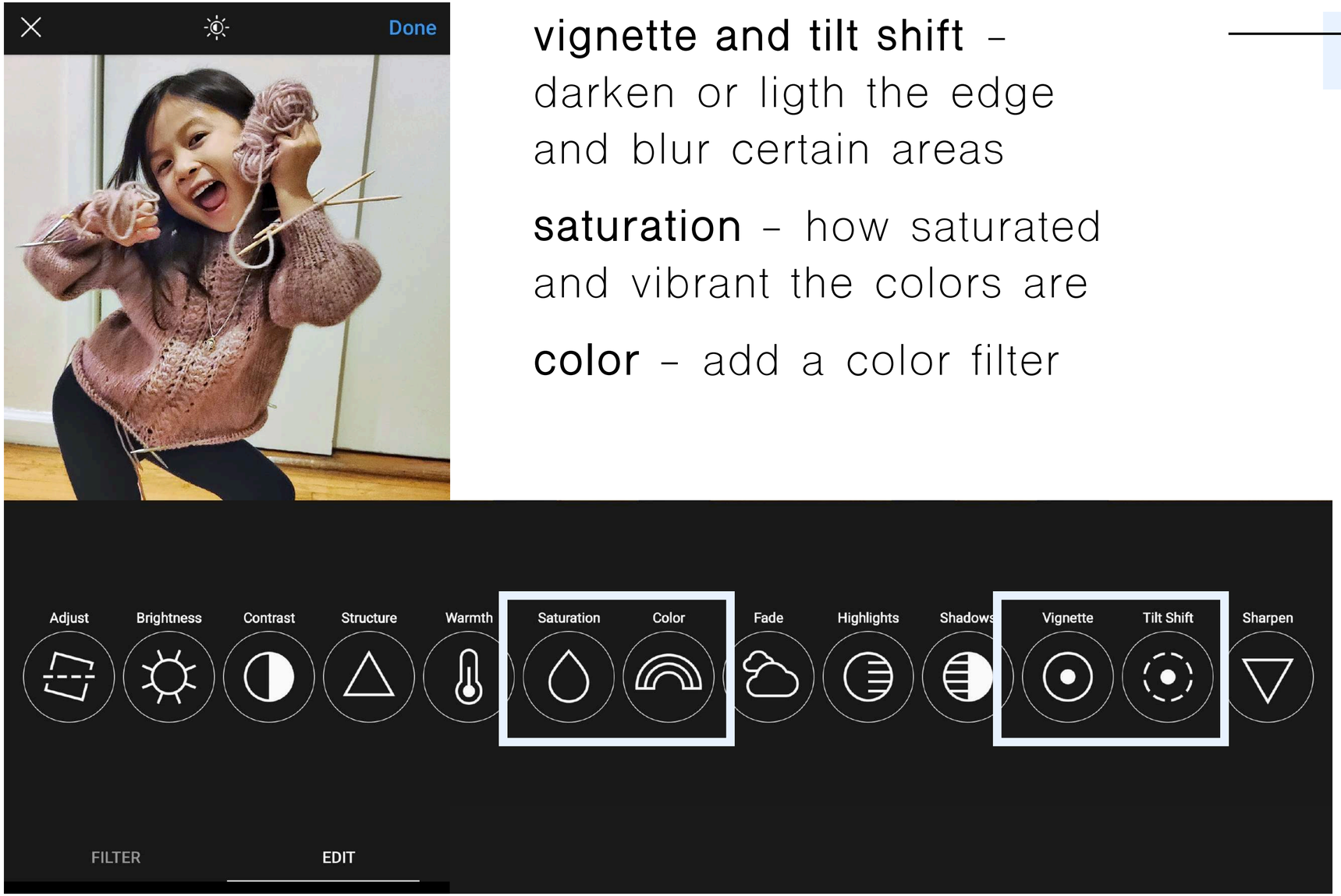
Editing Photos



fade – add and adust the thickness of haze

structure and sharpen – use to control how how detail to show

Editing Photos

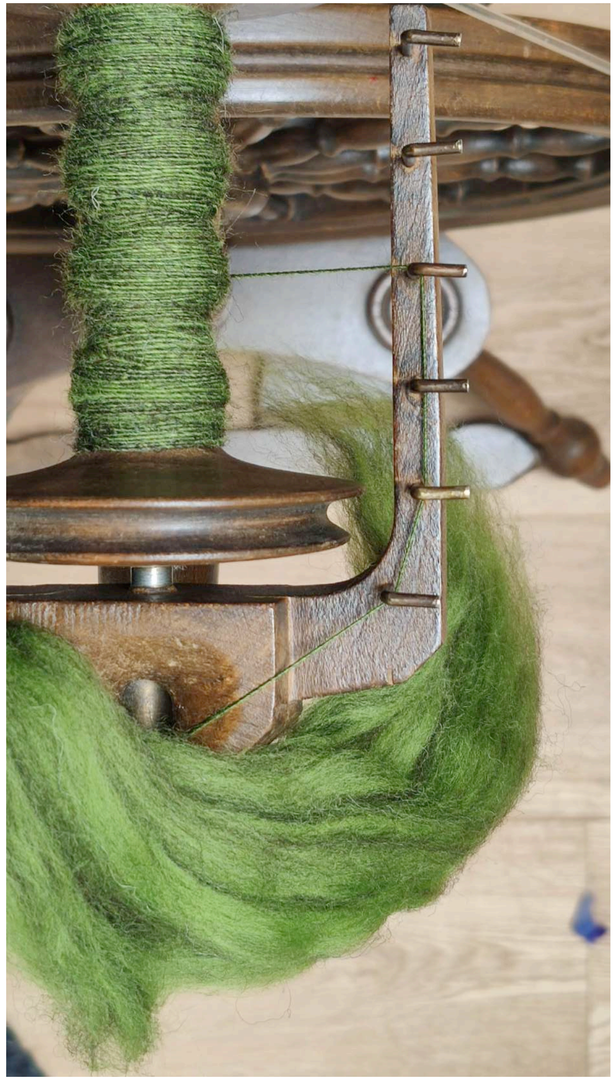


vignette and tilt shift – darken or ligth the edge and blur certain areas

saturation – how saturated and vibrant the colors are

color – add a color filter

Capturing Photos



- cropped
- contrast
- brightness
- saturation
- shadows
- structure

Editing Photos

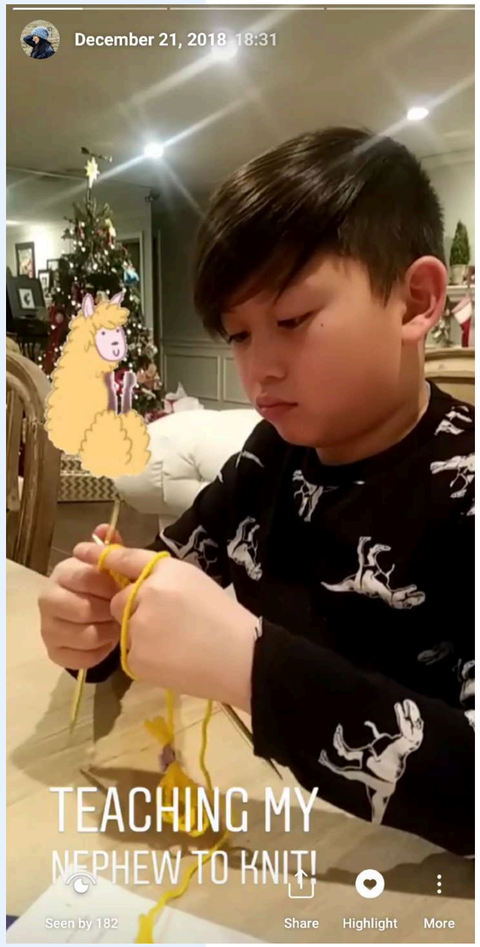
- cropped
- lux
- brightness
- contrast
- saturation
- warmth

What to share?

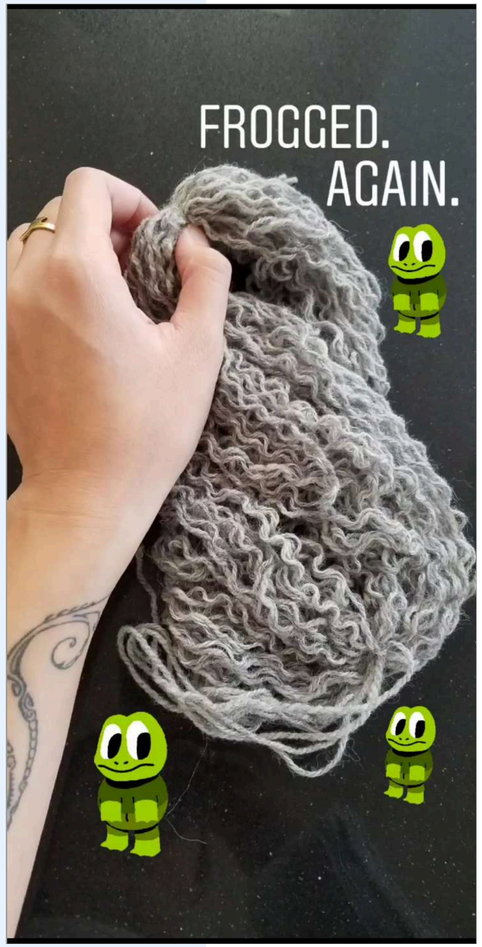
- the follow can be shared in both your stories and on your grid
- share what you want to share
- share both your gorgeous projects and your knitting attacks
- be critical about whether or not to show the faces of young children

the city you live in

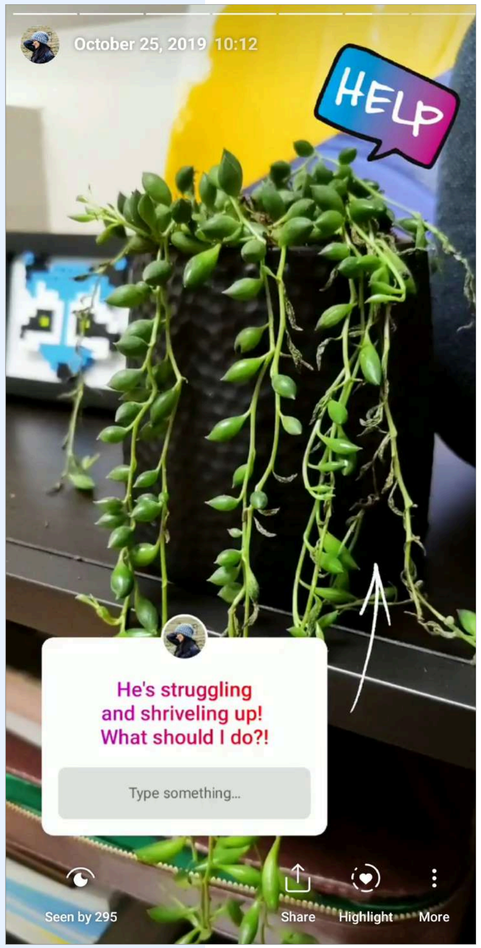
successes



stresses

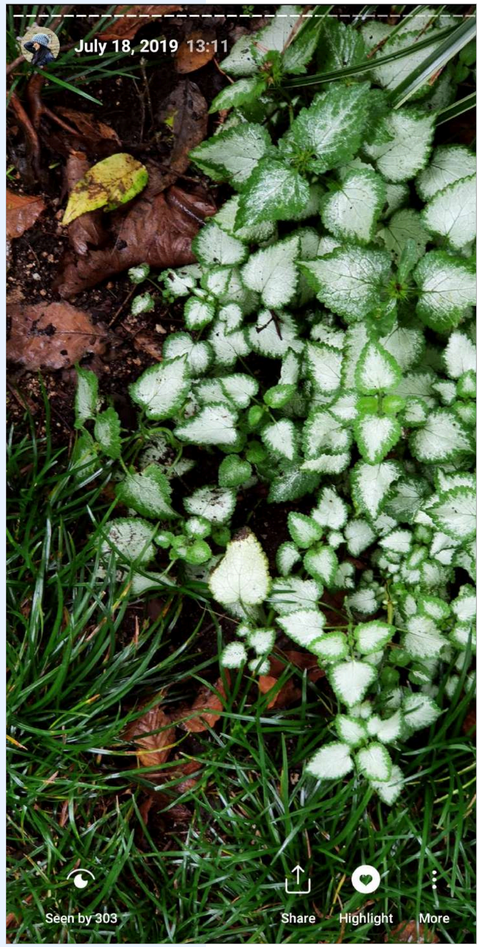


ask advice



food

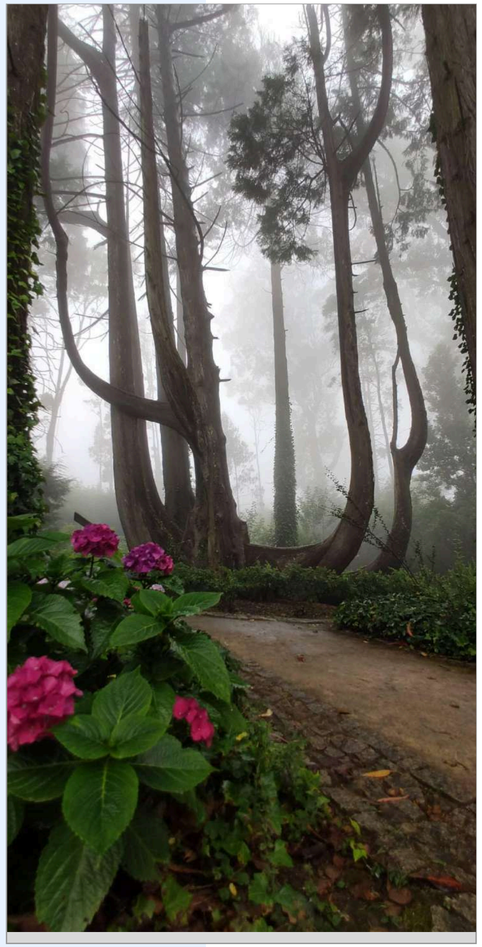
things you find beautiful



wip's

pets and animals

travel

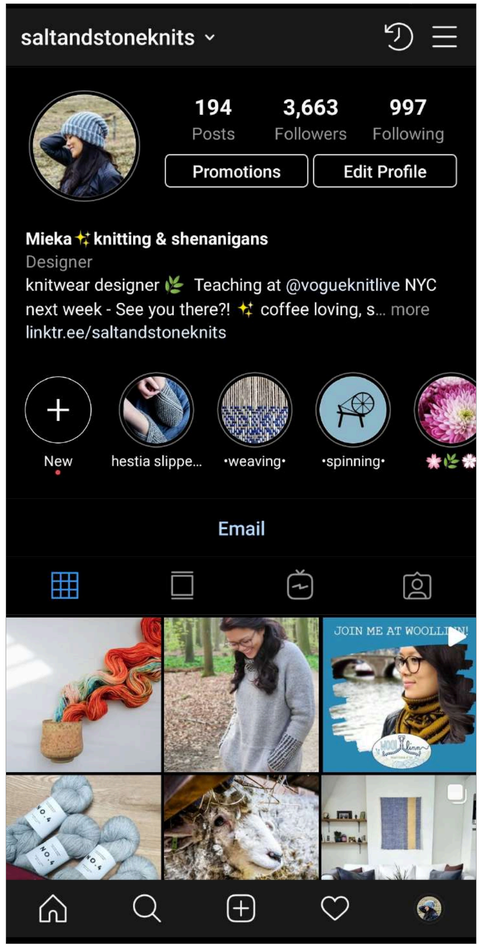


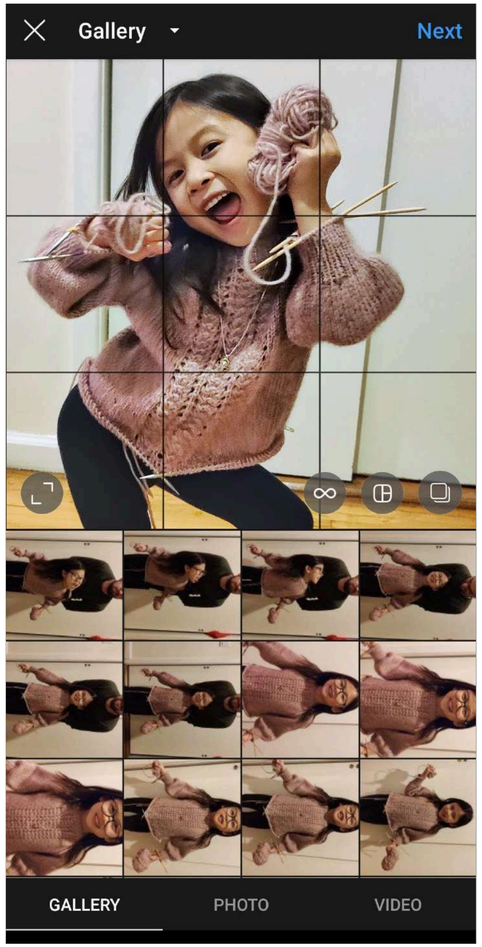
family

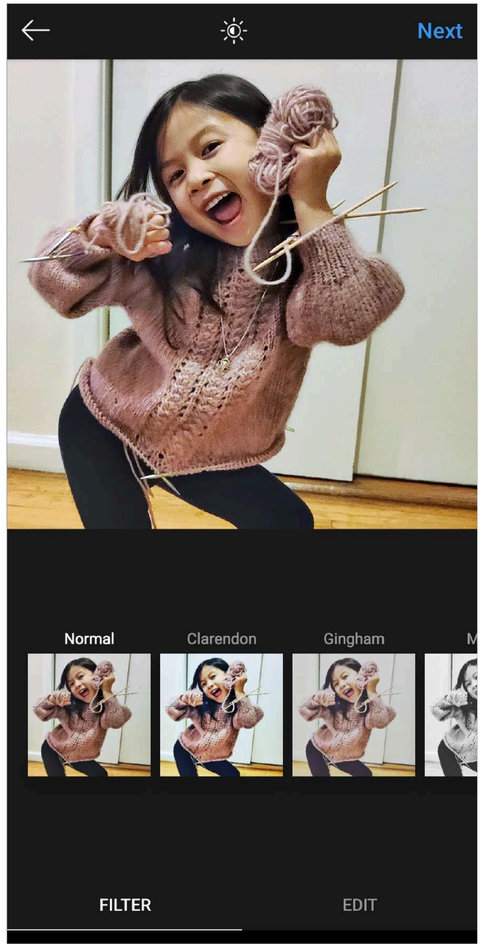
other crafts

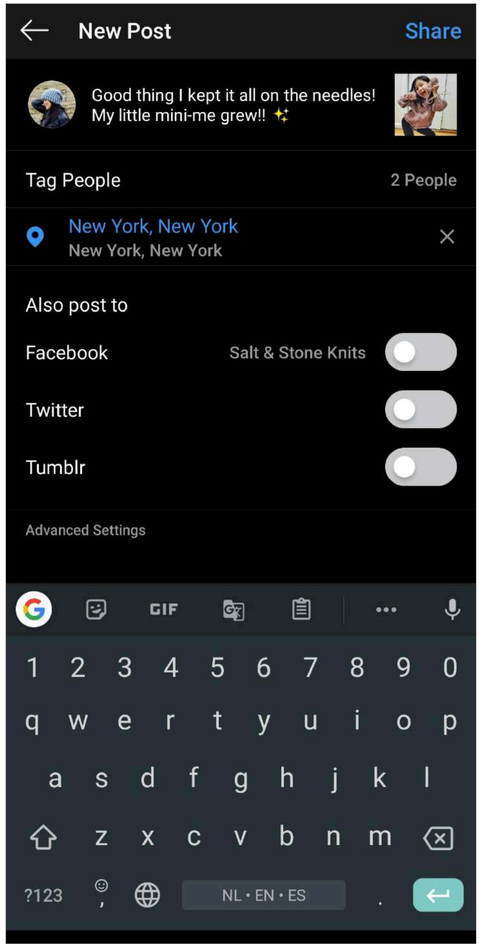
thngs that make you laugh

Posting to your Grid



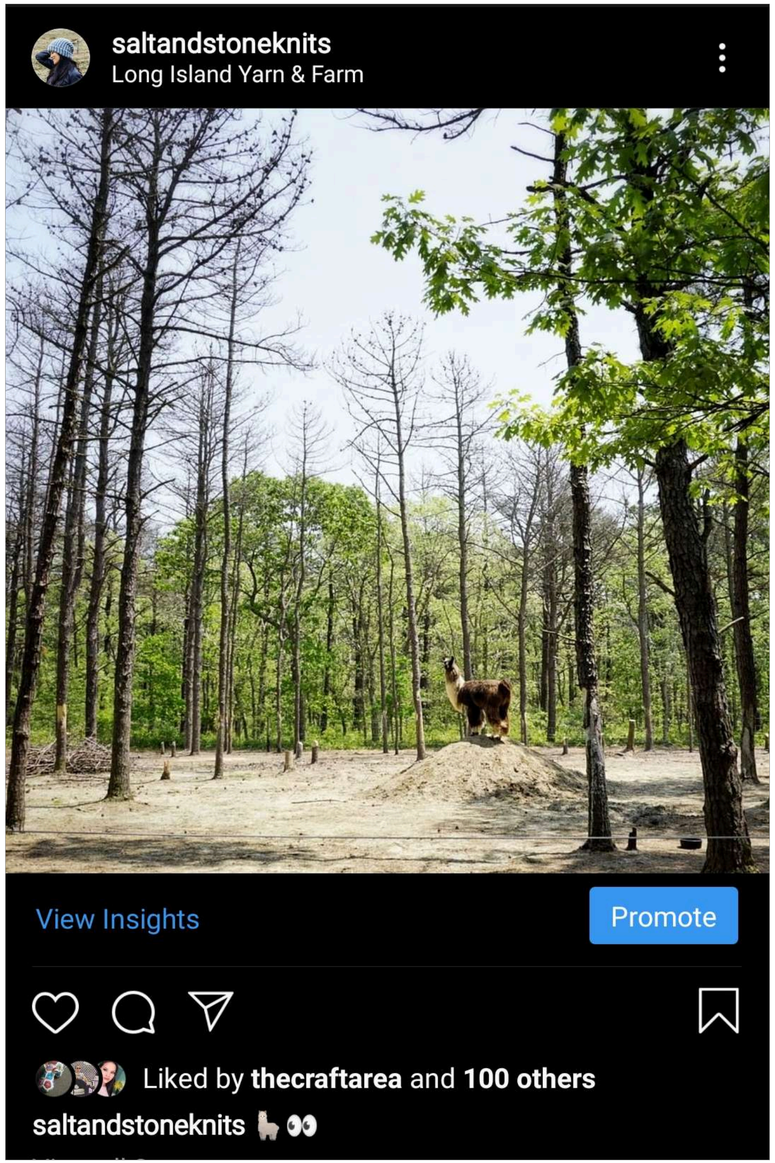






Captions

- long / short
- emoji
- write the caption in a word processing app and then copy it to instagram to retain all the paragraph breaks



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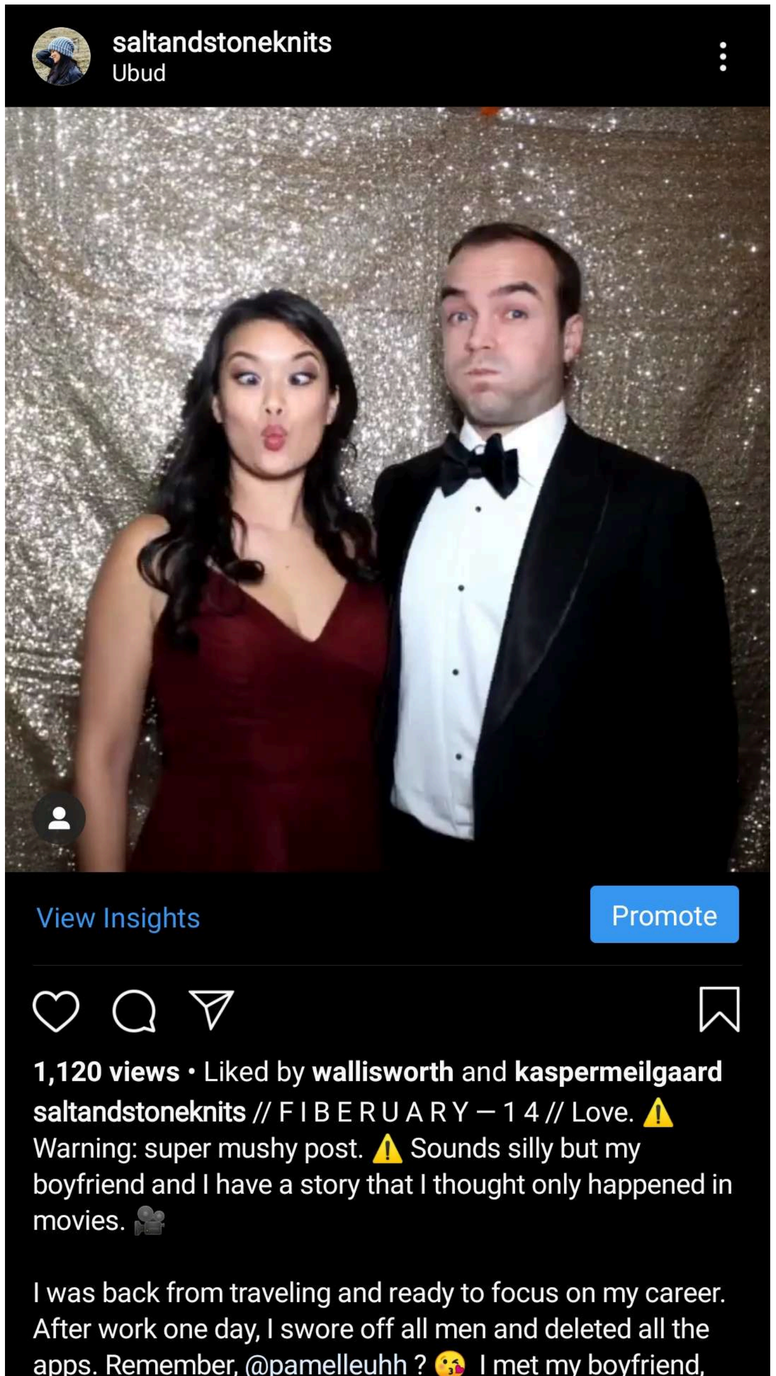
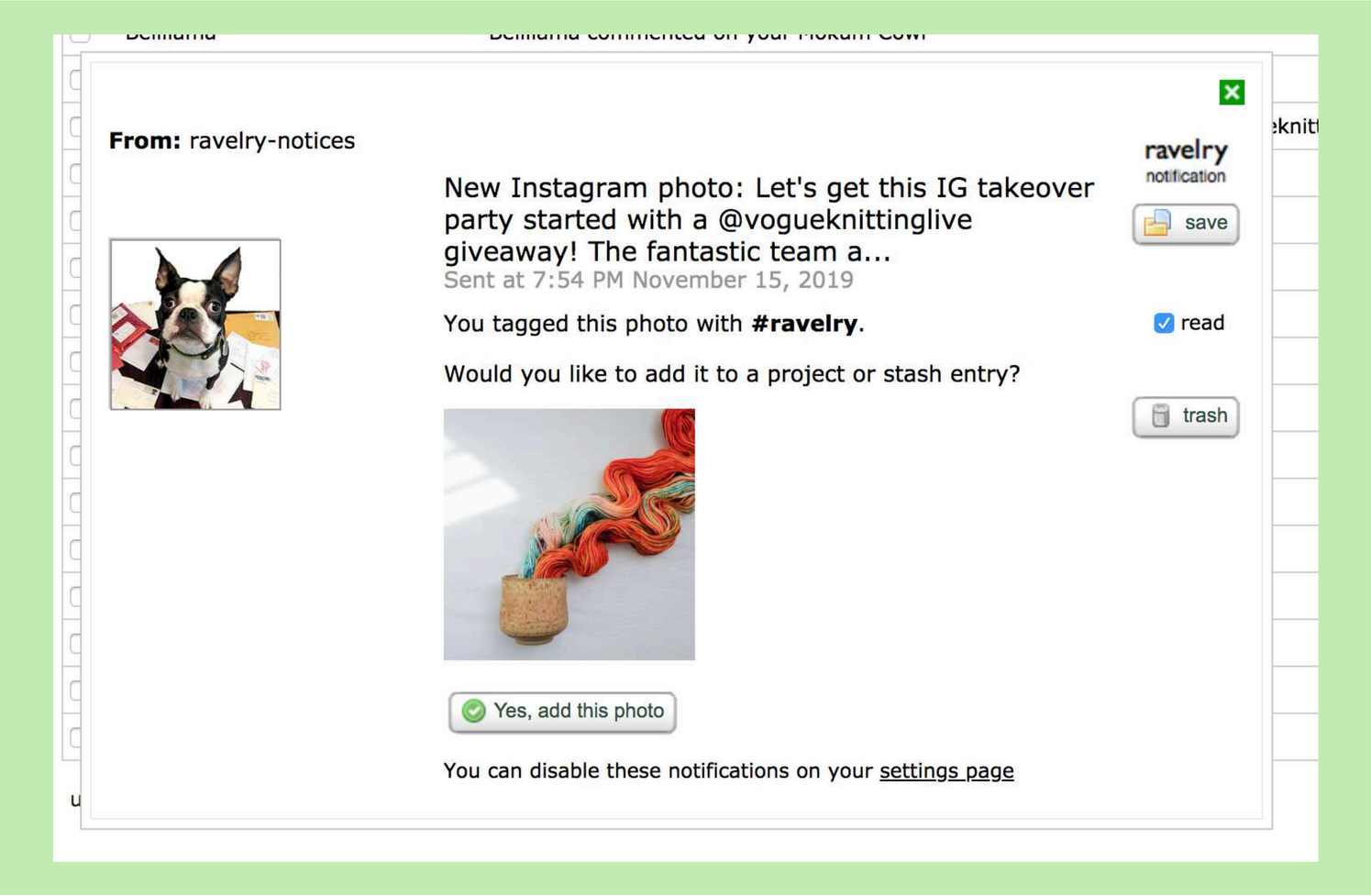


Hashtags

#knitting
#knittersofinstagram
#crochet
#crochetersofinstagram
#handmade
#knit
#yarn
#knitstagram
#knittingaddict
#knittinglove
#instaknit
#knittersoftheworld
#nevernotknitting
#knittersofig
#handknit
#yarnaddict
#knittersgonnaknit

#ravelry



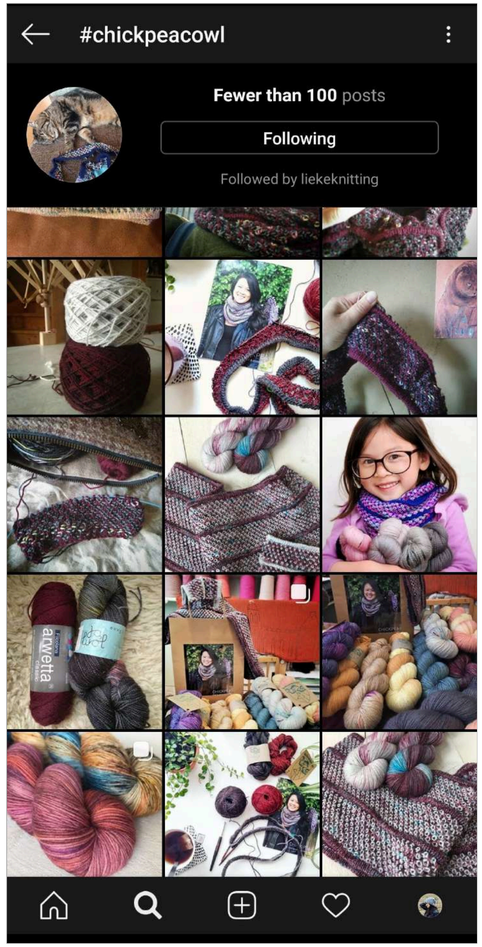
- link instagram account to ravelry
- tagged pictures willbe sent to ravelry

Connecting through posts

- if you like something, say something!
- share someone's post to your stories
- share posts you enjoy with your friends by tagging or sending

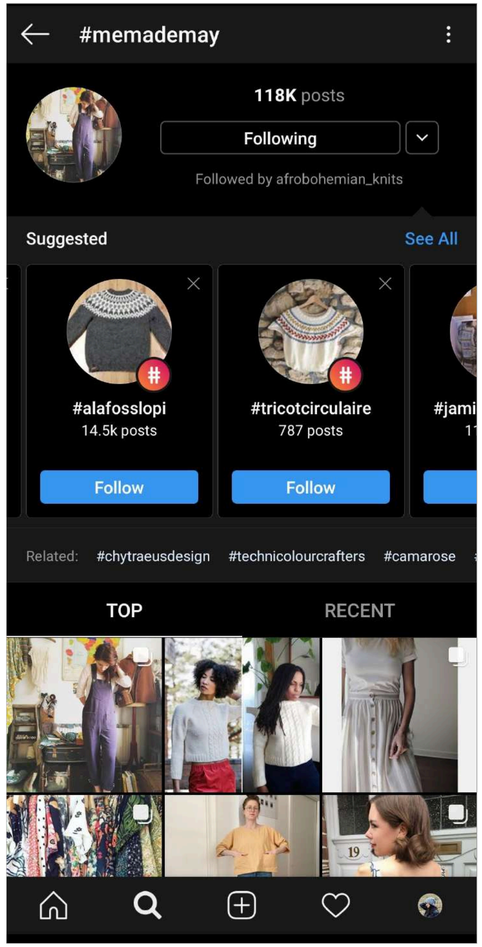
Follow Hashtags

#chickpeacowl



#mokumkal

#memademay



Challenges

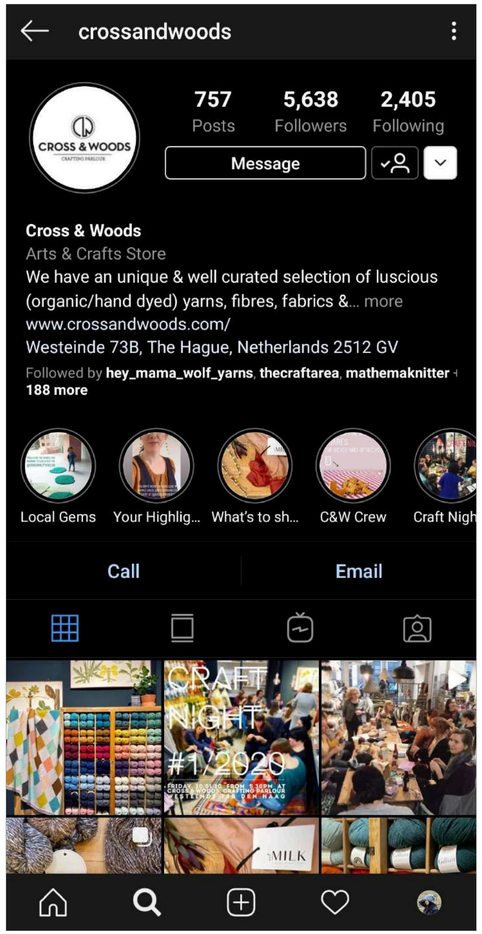
#makersdecember2019

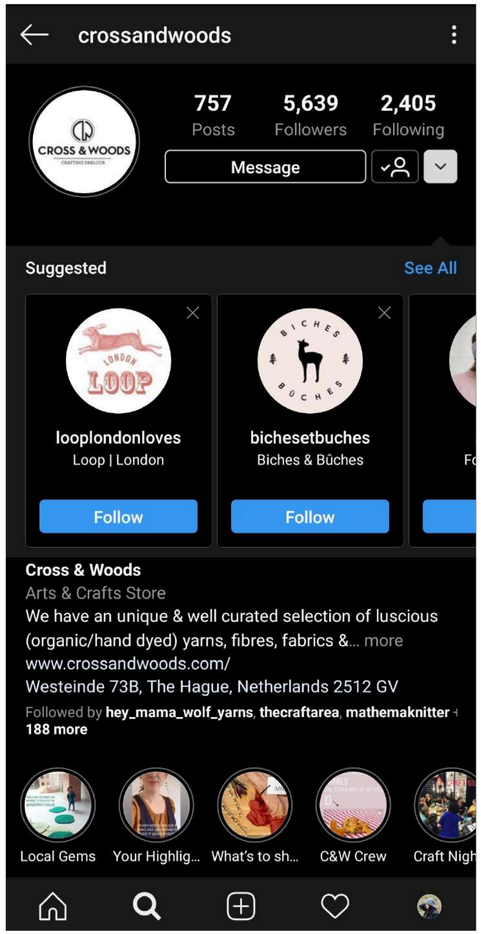
#yarnuary2020

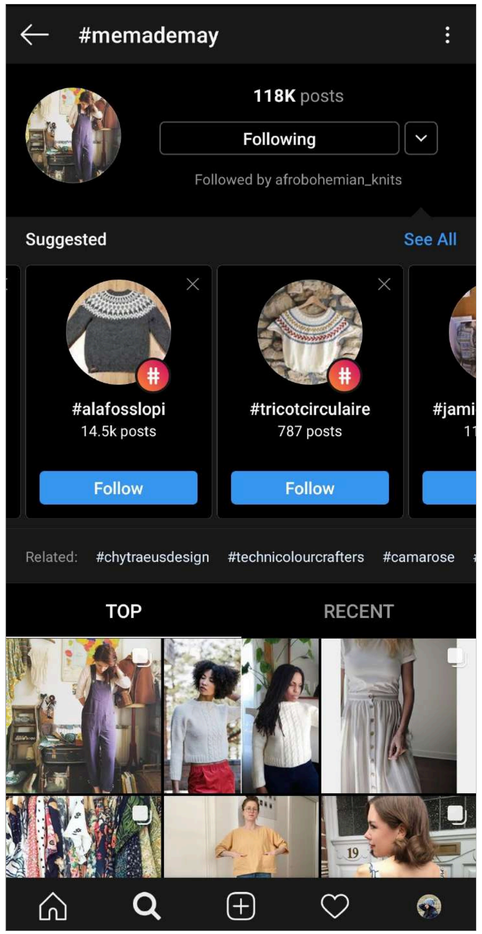
#fiberuarychallenge

- don't feel pressured to post everyday
- participate and share a post if you are inspired by the prompt

Suggestions





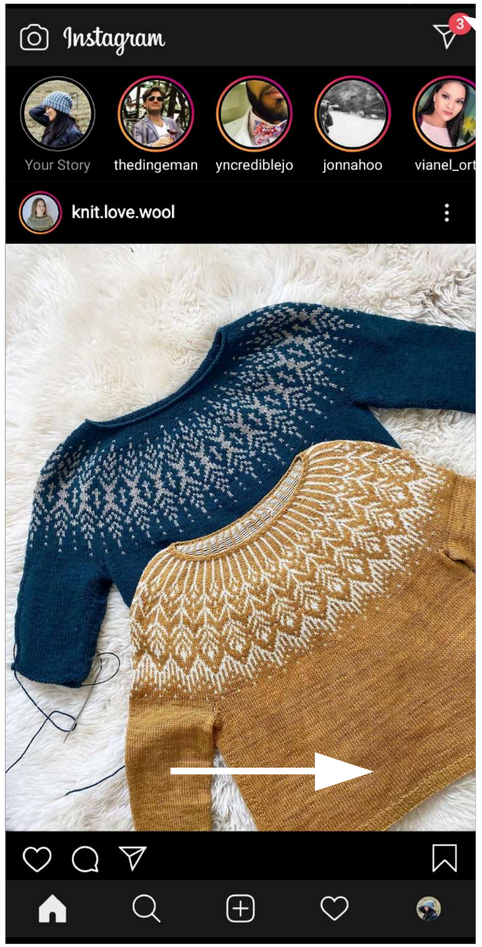


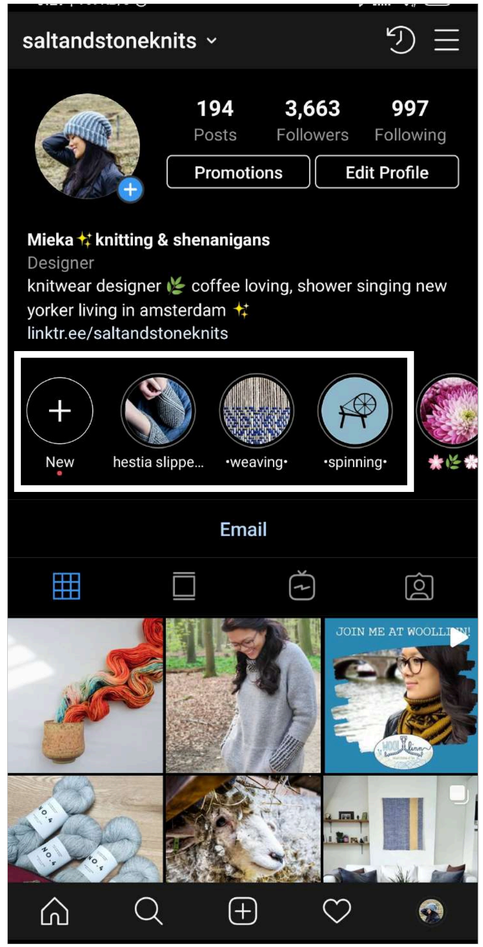
Explore Page and Your Nametag

- be inspired by all the hot-right-now posts!
- making new friends in real life? scan their nametag to search for their profile on ig!

IG Stories

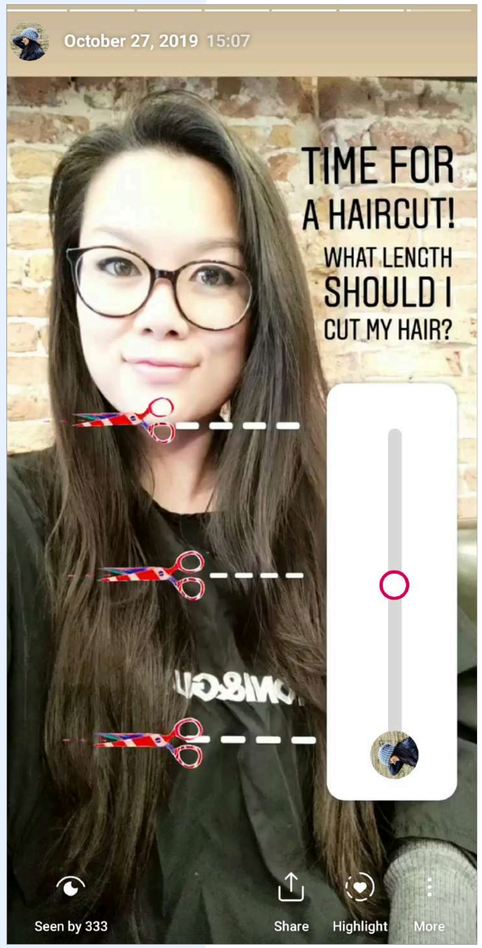
- viewers can see for up to 24 hours
- remain in your archive
- highlights



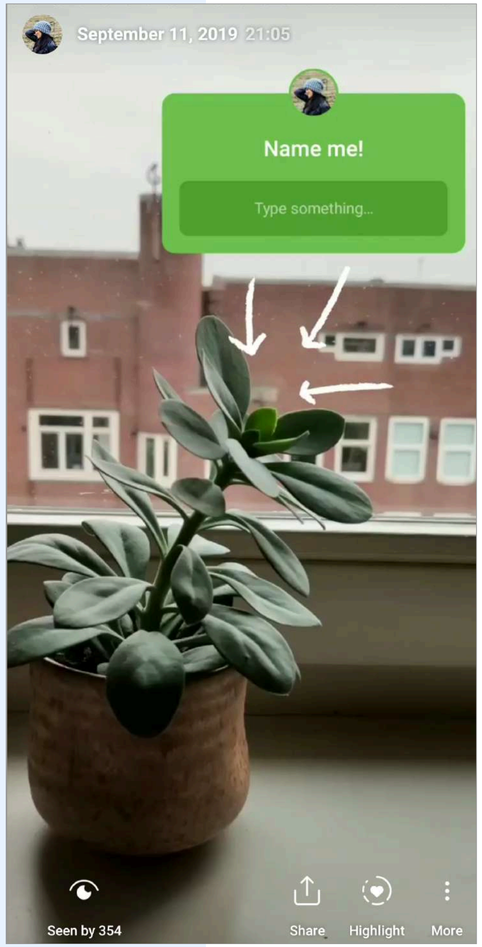


swipe for filters

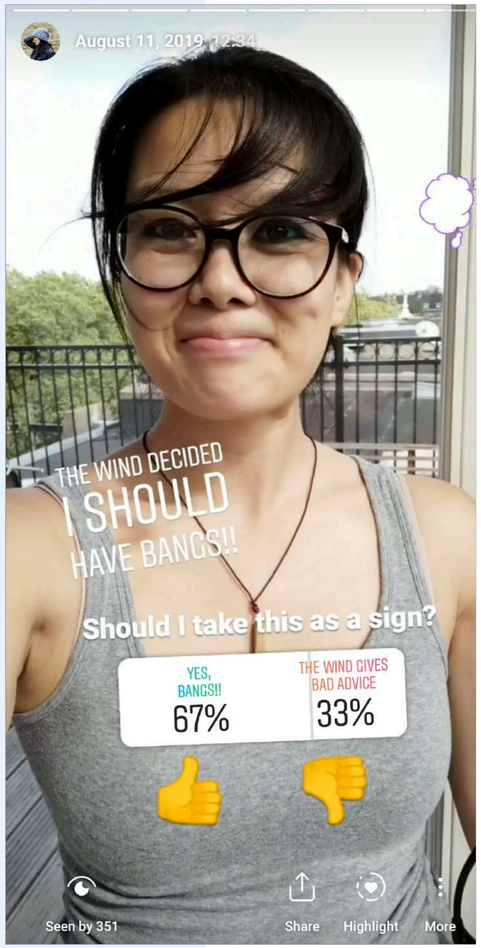
stickers and GIFs



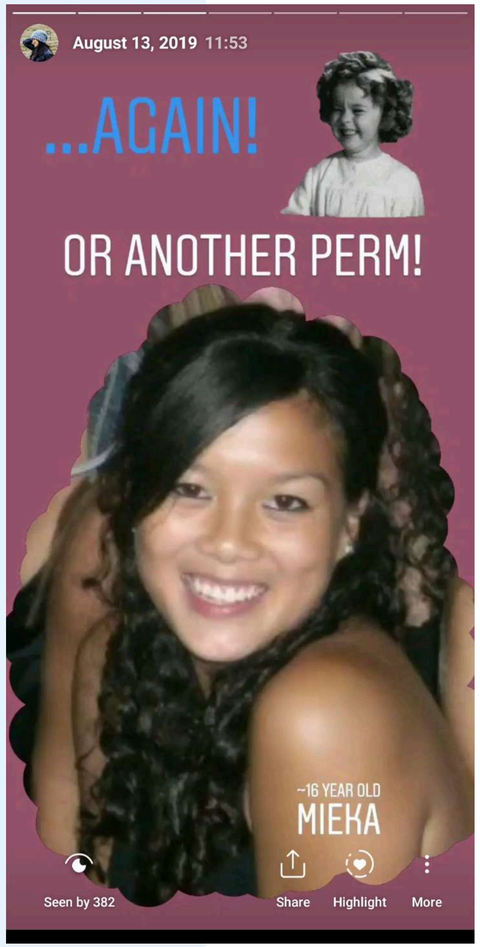
questions



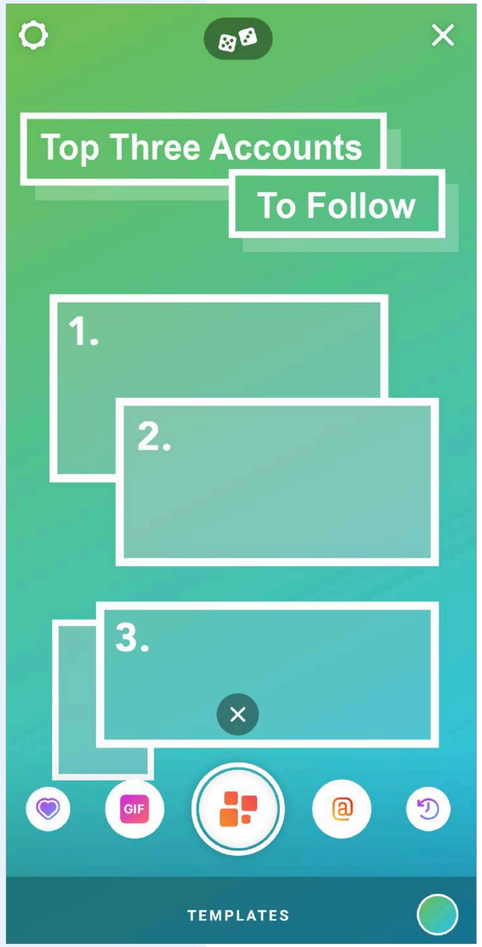
polls and quizzes



drawing and erasing



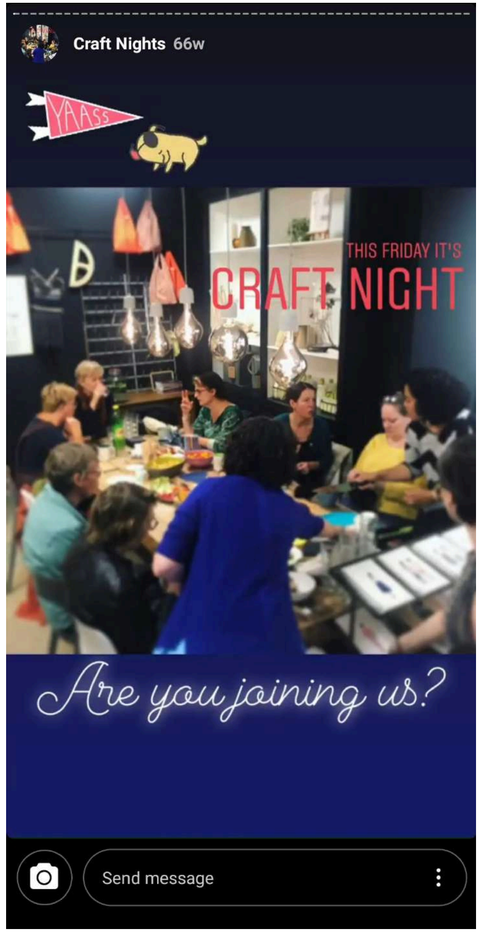
create mode

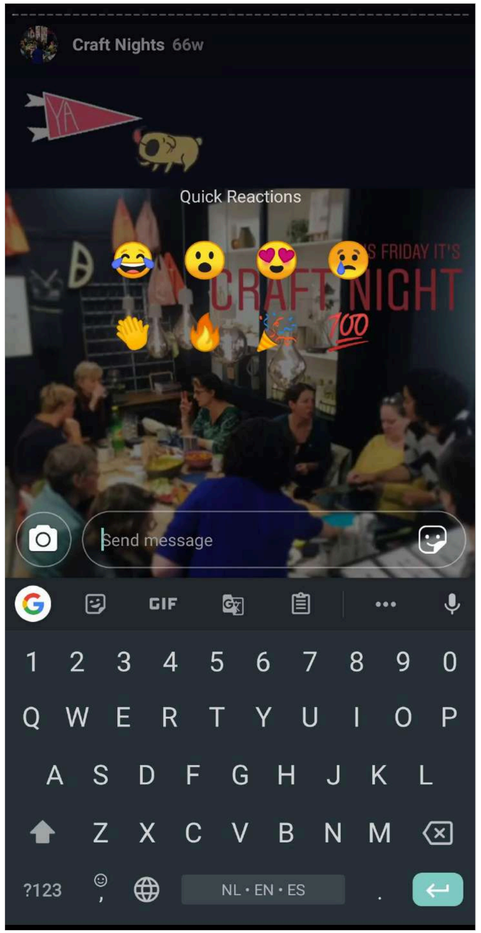


Connect on Stories

- if you like something, say something!
- engage in polls and questions
- if you are tagged in someone's story, you can easily share it to your stories

React to Stories





- quick reactions (emojis)
- send a direct message
- if the person does not follow you, your direct message will go into the person's request tab

Safety

- be aware of what you're sharing
- this is your space
- check out accounts before accepting requests
- private account
- respect and do not repost others' post without crediting the author

Let’s meet on IG!

salt & stone KNITS

- if you want to join in, introduce yourself to your neighbor
- exchange ig names
- take a picture!
- post a picture and use #igwithmieka
- tag me @saltandstoneknits
- explore this hashtag

#igwithmieka

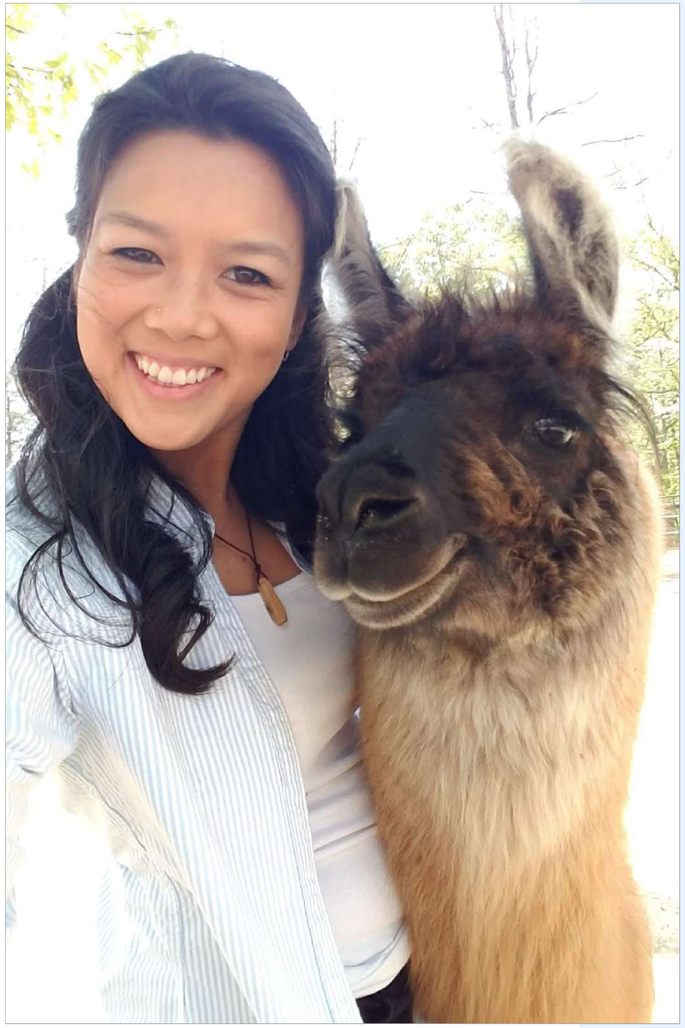
Thank you!

salt & stone KNITS

Mieka John

mieka@saltandstoneknits.com

@saltandstoneknits

Resources:

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