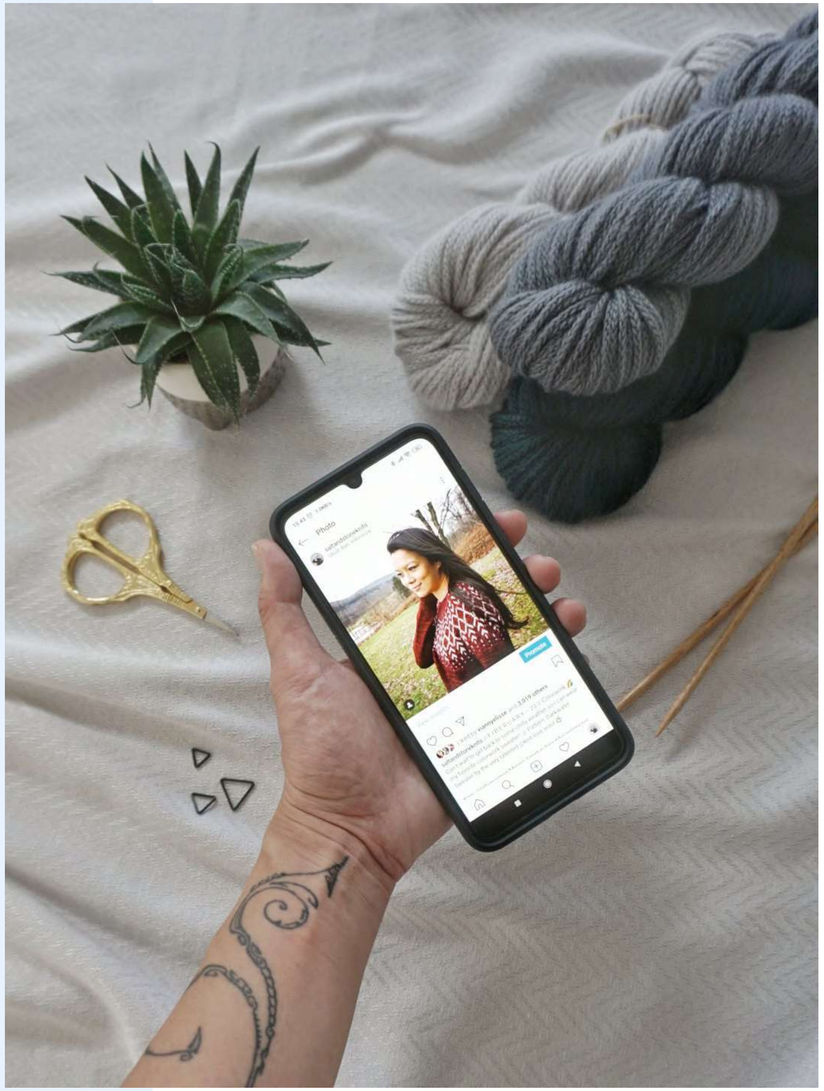


salt & stone KNITS

Amp up your Instagram!

with Mieka John

Expand your crafting community and share your story

@saltandstoneknits

Mieka John

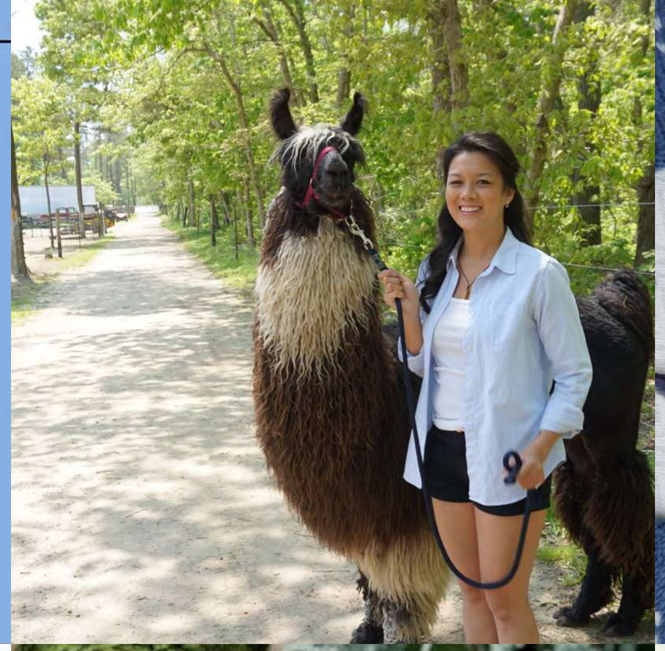
IG/Ravelry: saltandstoneknits

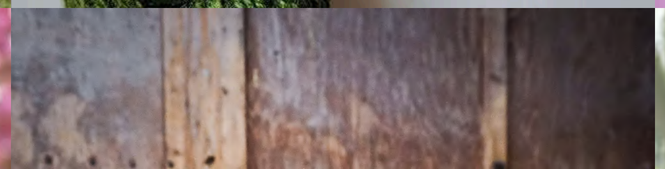
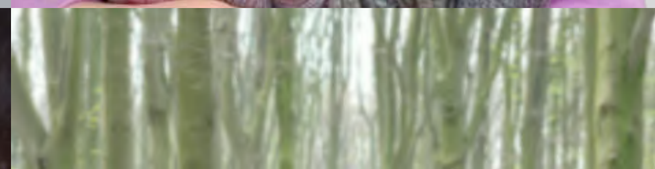
- 30% off my patterns on Ravelry with code "VirtualLIVE!"

Email: mieka@saltandstoneknits.com

salt & stone KNITS

Instagram



Share and Connect

salt & stone KNITS

- WIP's, FO's, craft related or not – anything!
- something about you – your story
- share what you're comfortable with
- be inspired by others / participate in make-a-longs / leave a comment
- talk to others / help each other out
- connect / build, grow and expand your crafting community!

Instagram

Grid

Stories

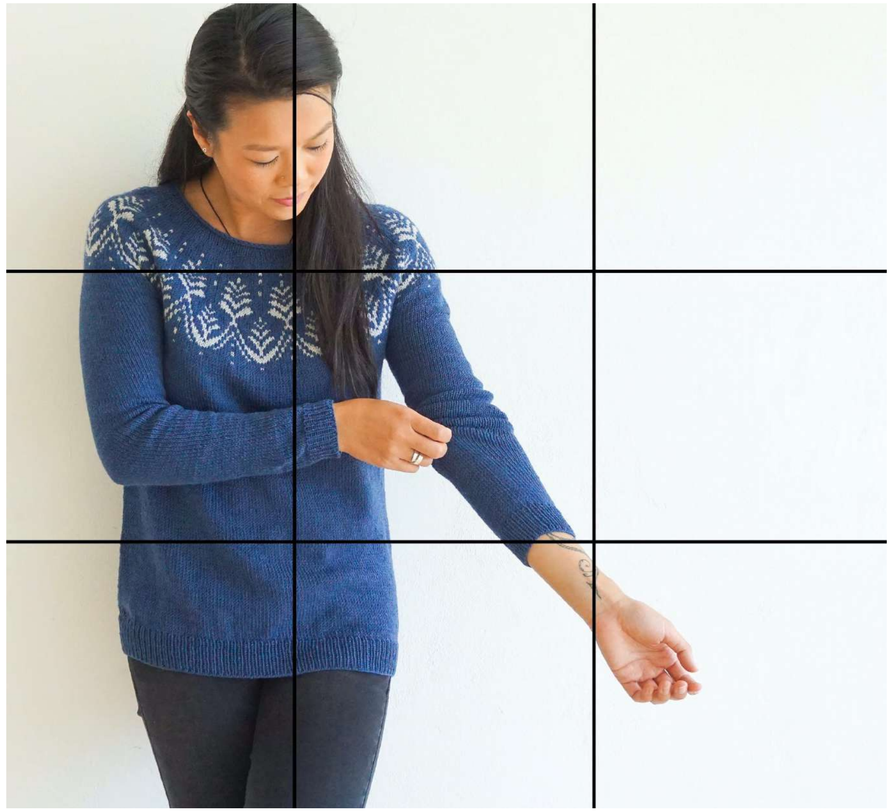
IGTV

IG Live

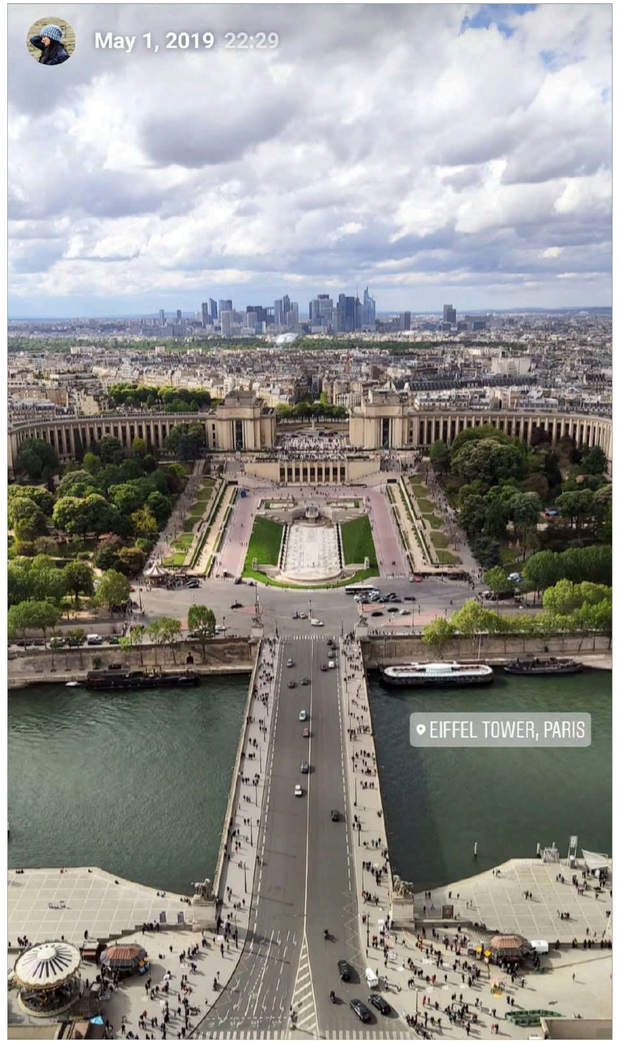
Capturing Photos

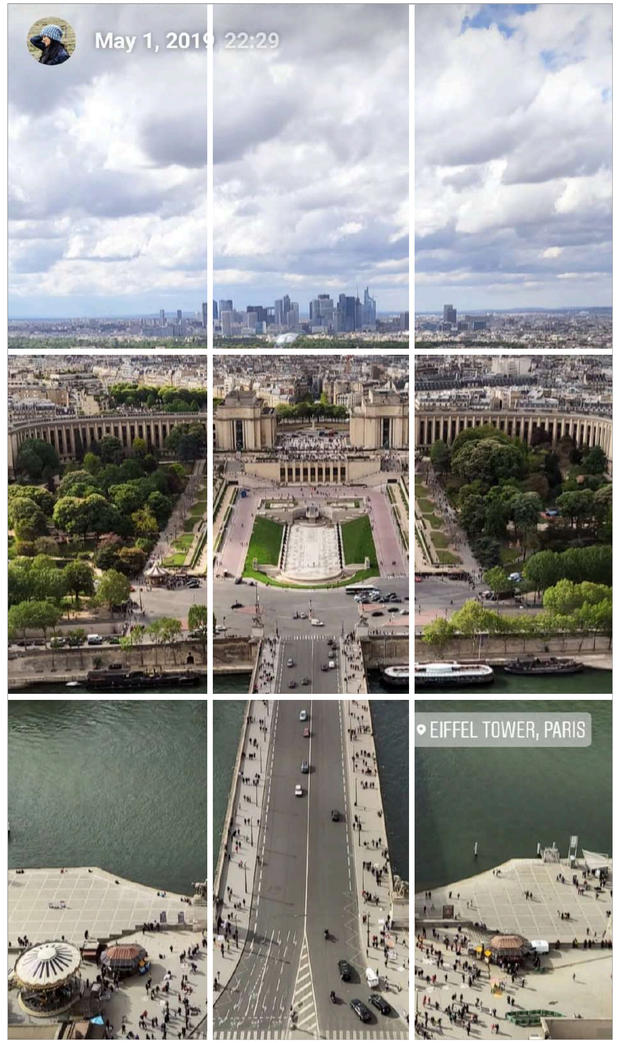
- natural-looking pictures vs heavily-edited pictures
- composition is (very) important
- arrangement of subjects & objects
- depth and angle
- lighting and color

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



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





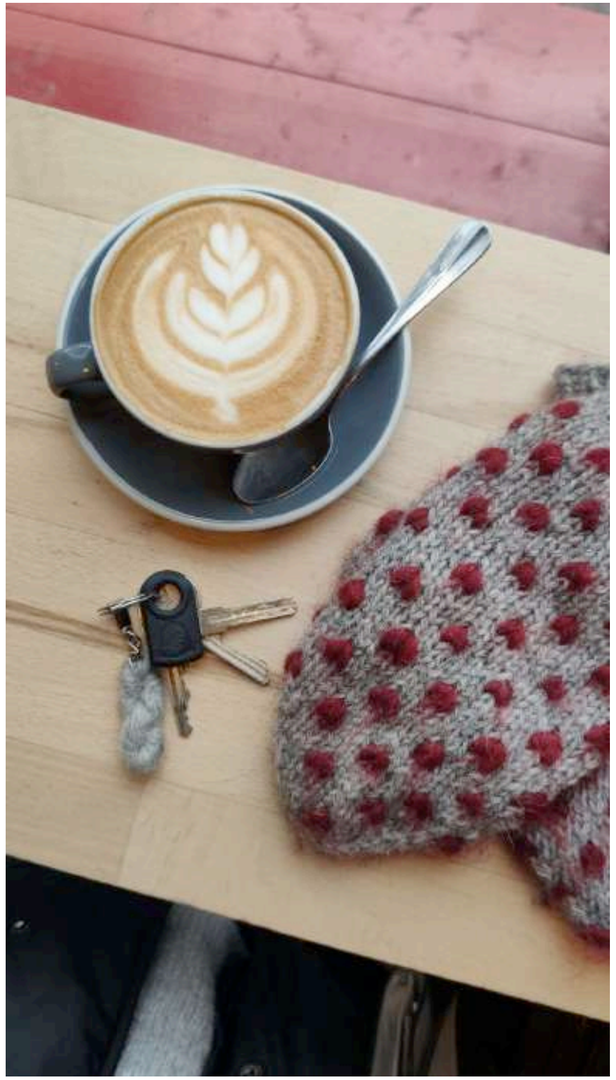
Arrangment of Subject/Object(s) - Direction

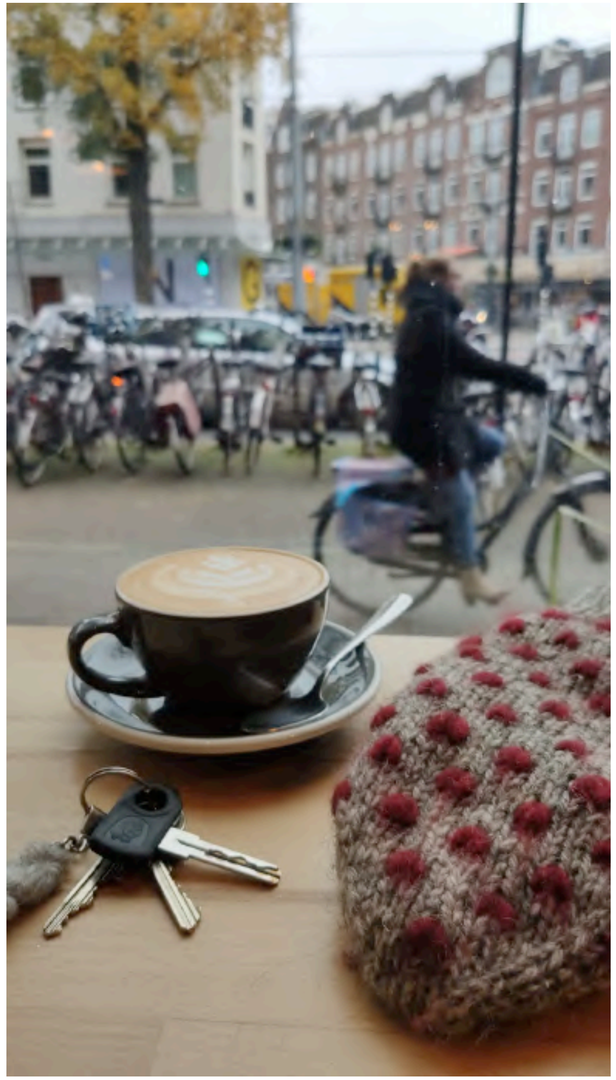
Arrangment of Subject/Object(s) - Direction

Arrangment of Subject/Object(s) - Direction

Depth and Angle

picture taken parallel to the surface





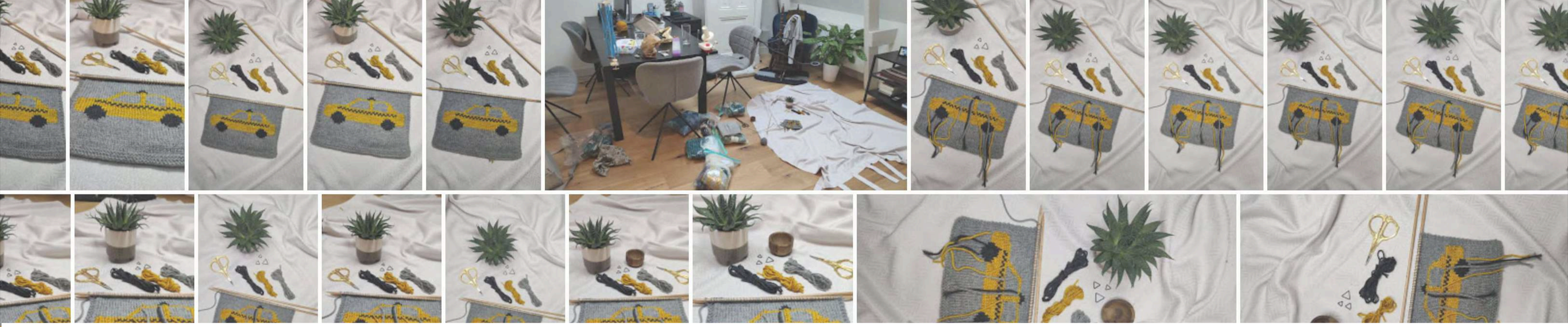
picture taken at an angle

Lighting

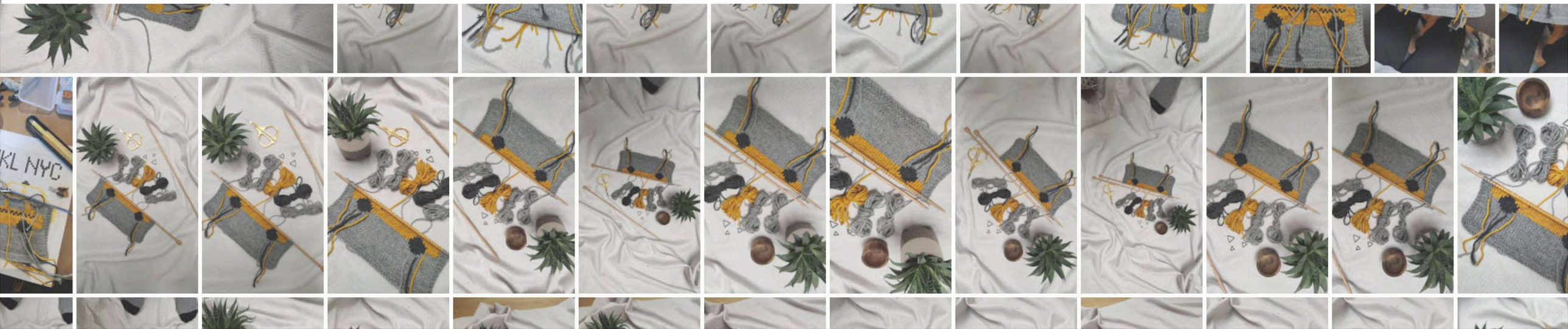
- use soft, natural light as much as possible
- cloudy days are best
- pay attention to how the light source casts light and creates shadows on the subject
- make good use of the focus function

Lighting

- use soft, natural light as much as possible
- cloudy days are best
- pay attention to how the light source casts light and creates shadows on the subject
- make good use of the focus function



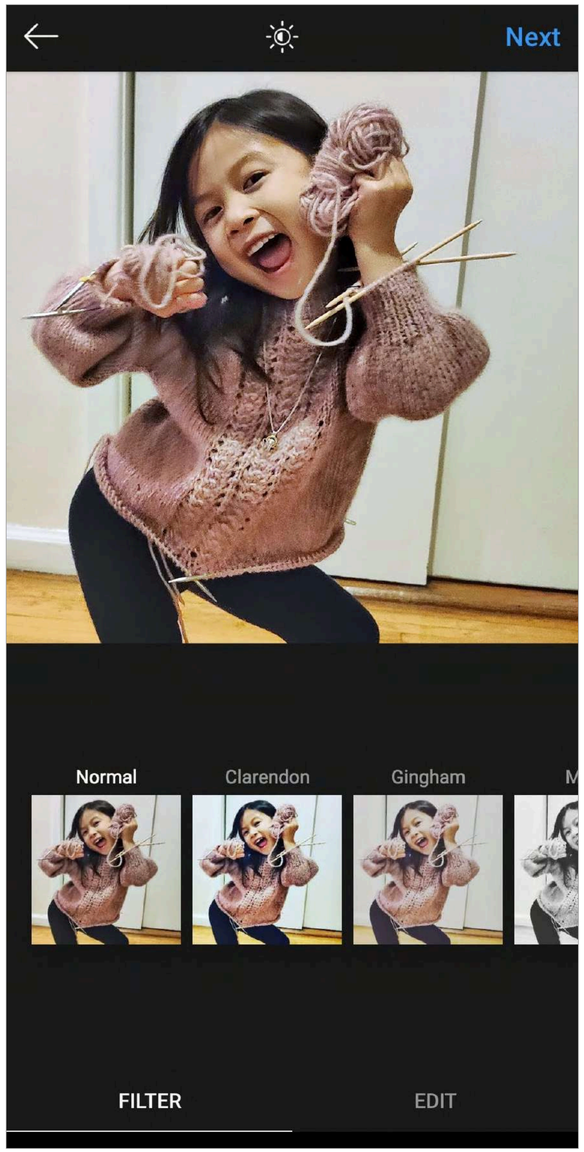
PLAY & EXPERIMENT!

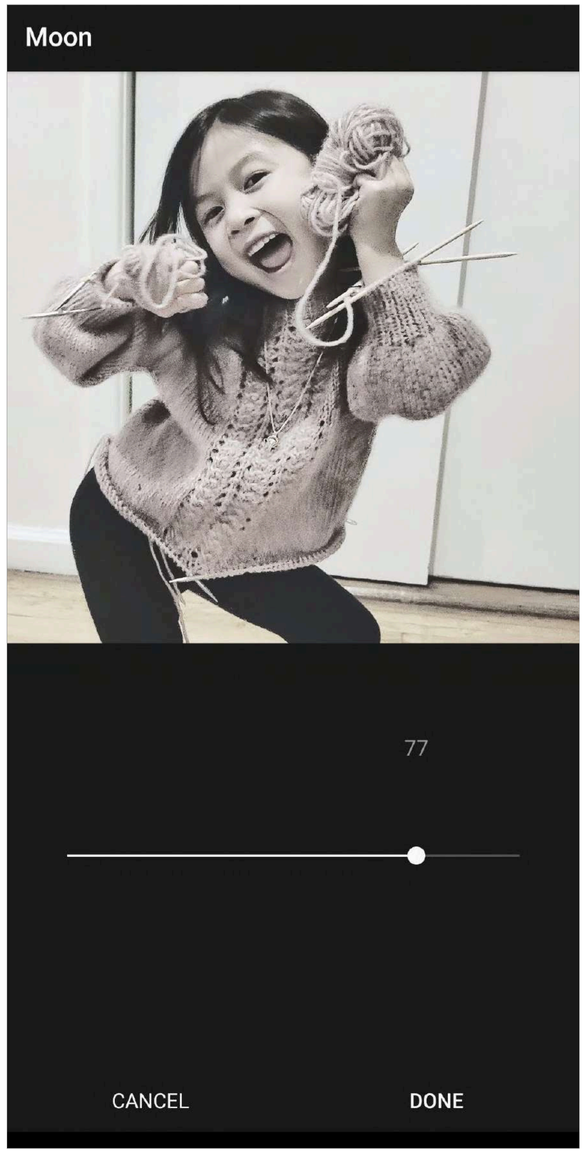


Editing Photos

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

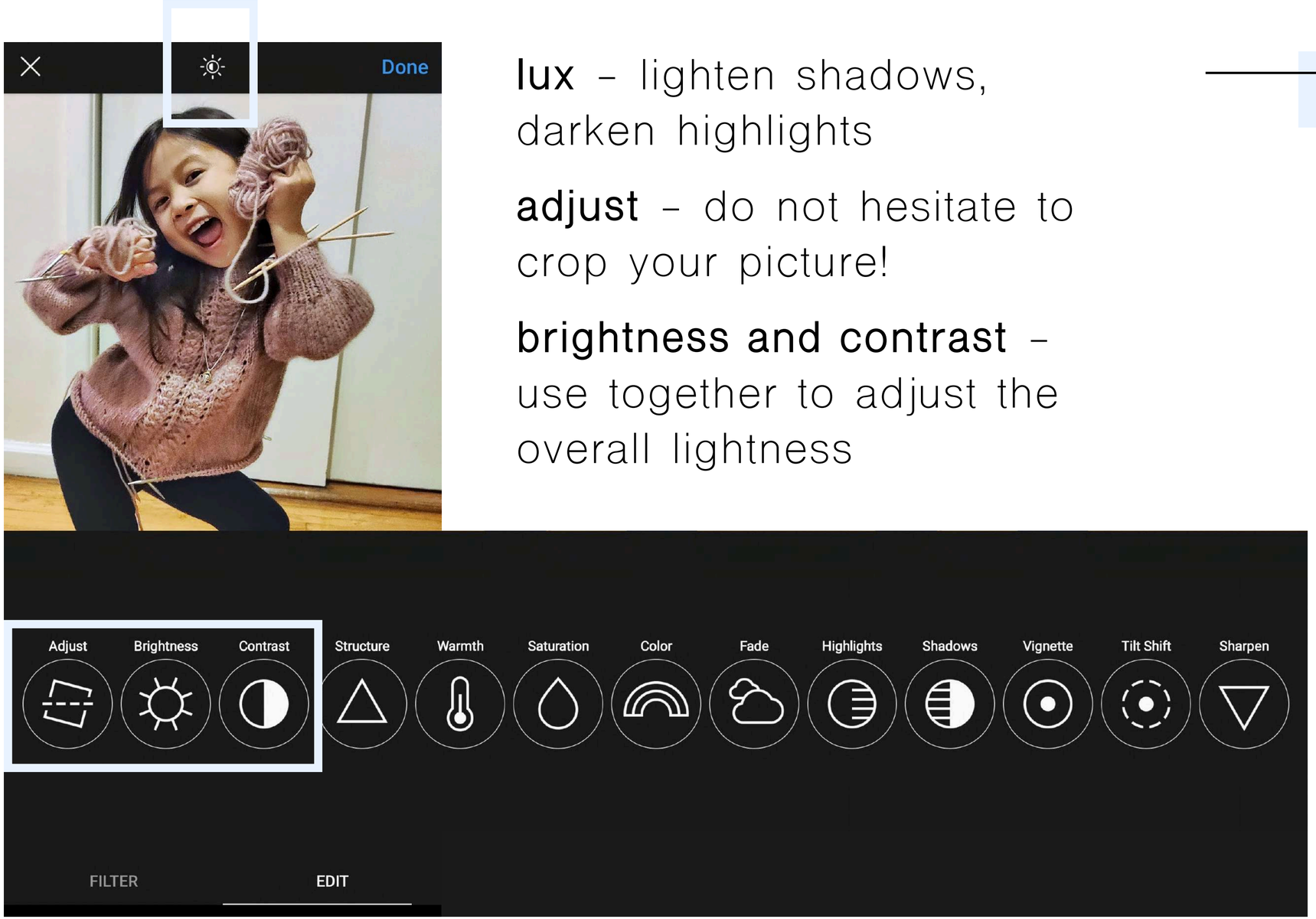
Editing Photos





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

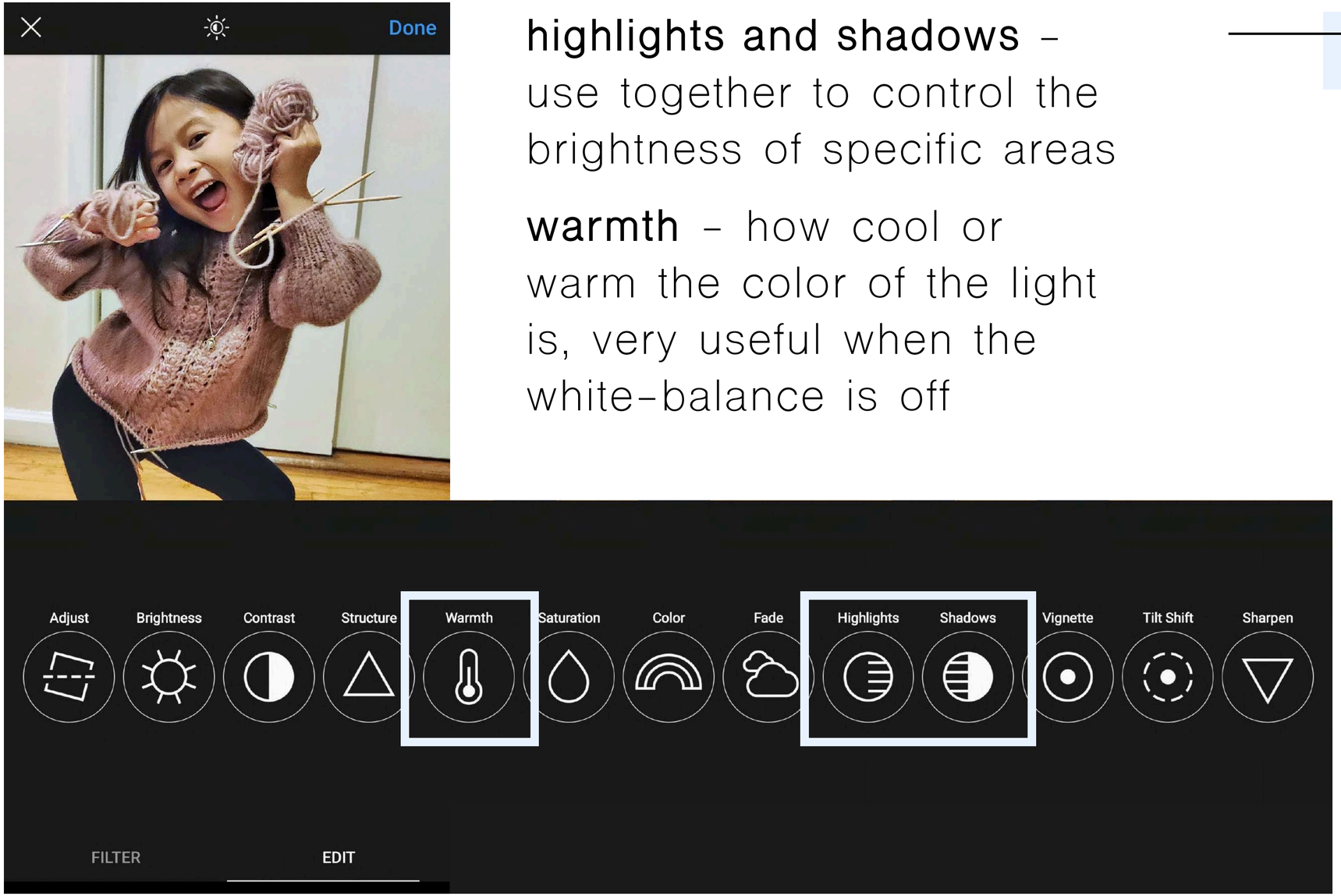
Editing Photos



lux – lighten shadows, darken highlights

adjust – do not hesitate to crop your picture!

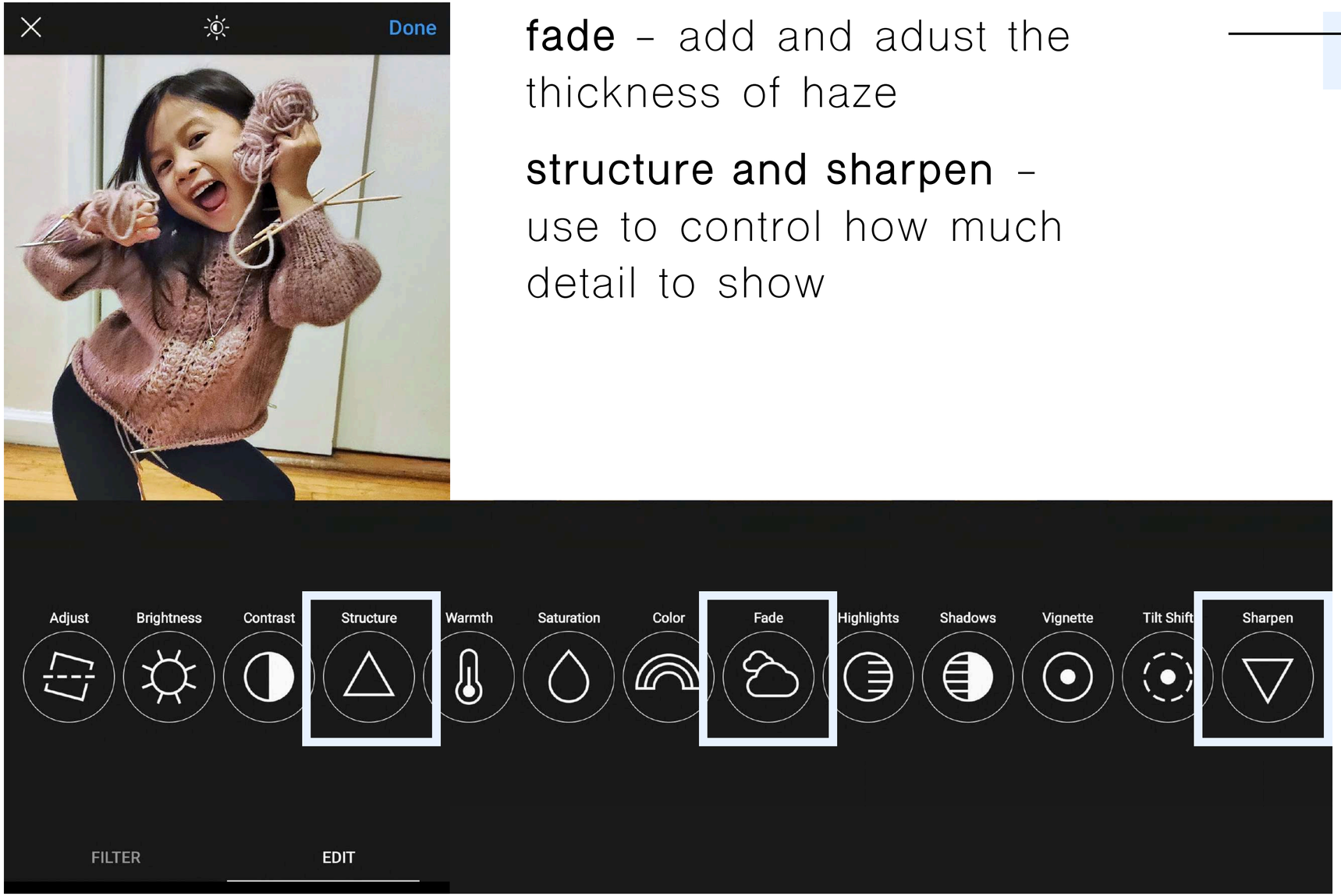
brightness and contrast – use together to adjust the overall lightness



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

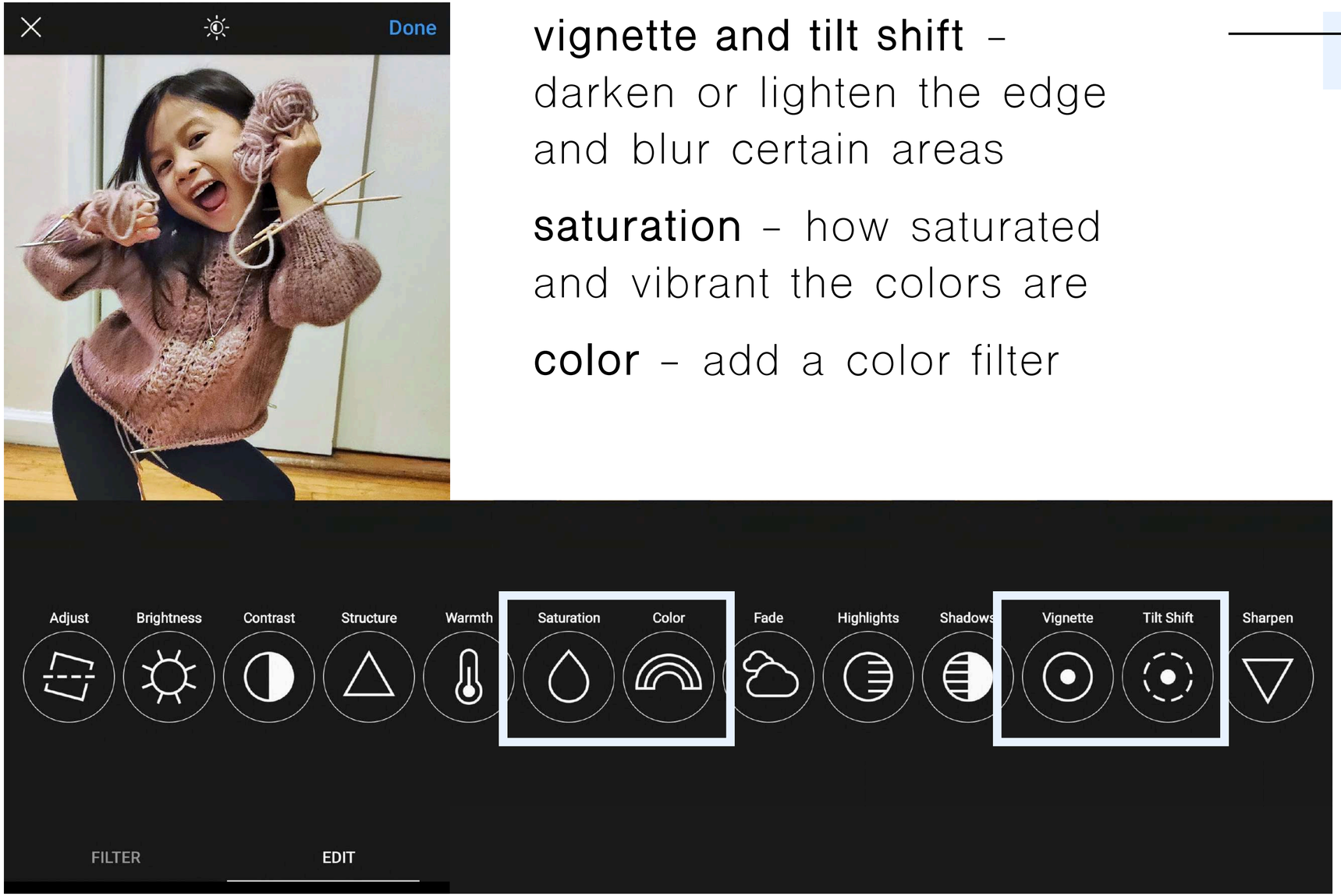
Editing Photos



fade – add and adust the thickness of haze

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

Editing Photos



vignette and tilt shift – darken or lighten 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

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

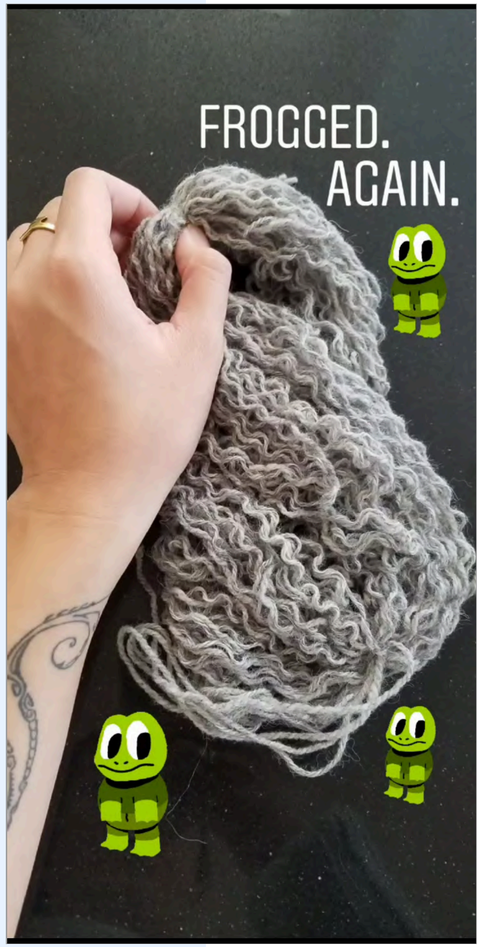
What to share?

- share what you're comfortable with
- share both your gorgeous projects and your yarn attacks
- share in both your stories and on your grid

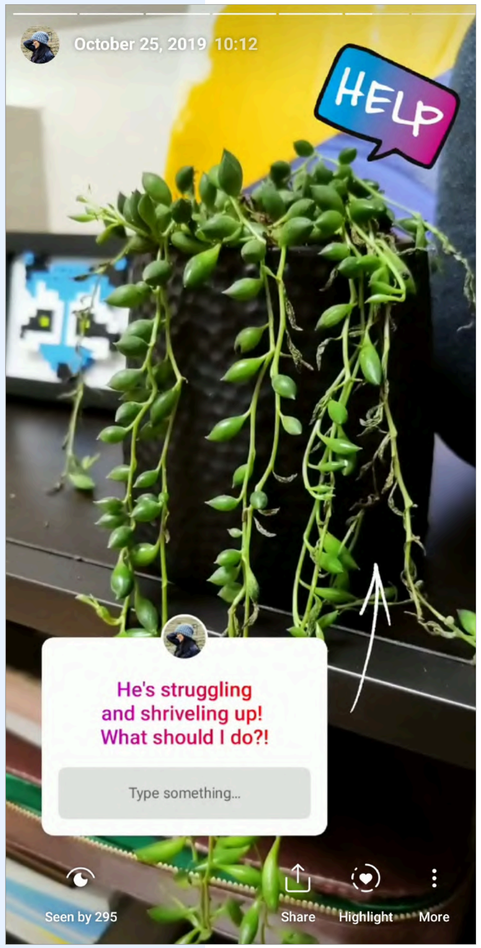
the city you live in

successes

stresses

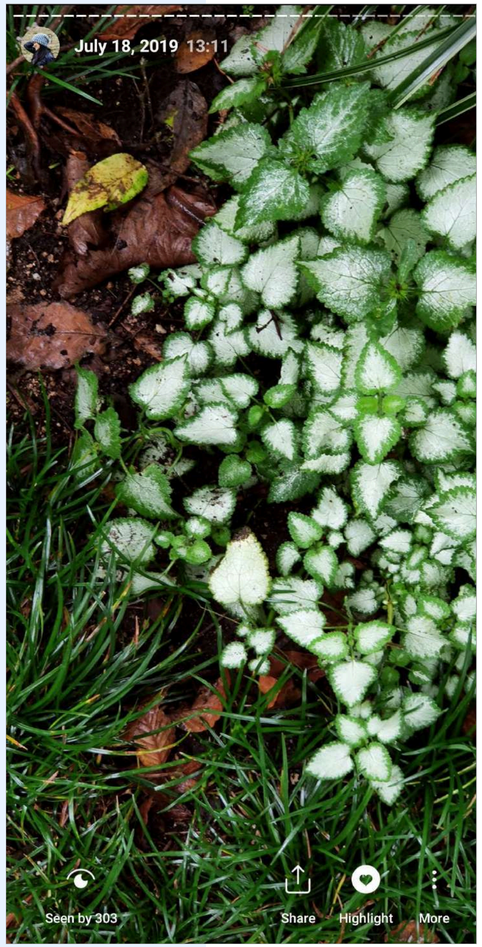


ask advice



food

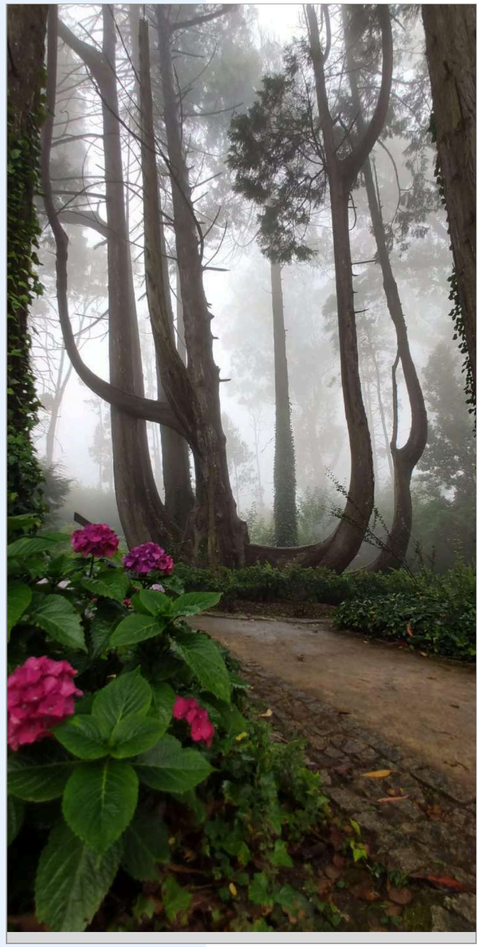
things you find beautiful



wip's

pets and animals

travel

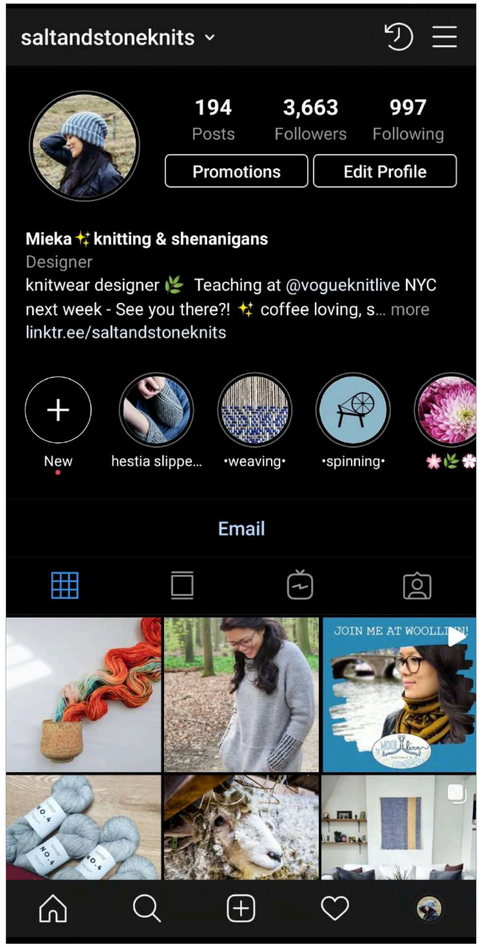


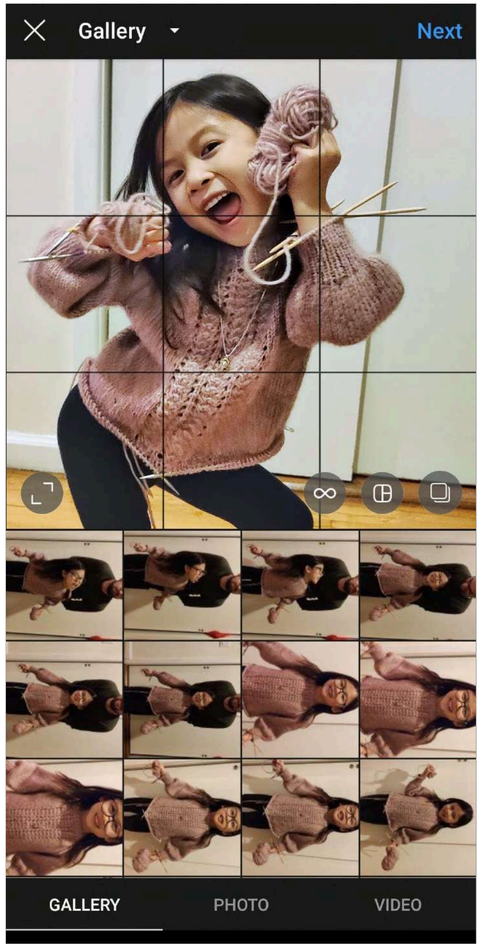
family

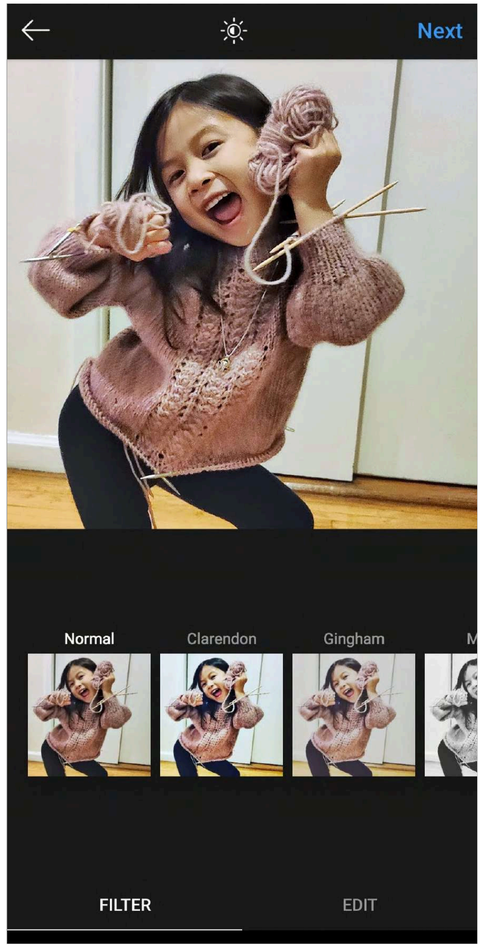
other crafts

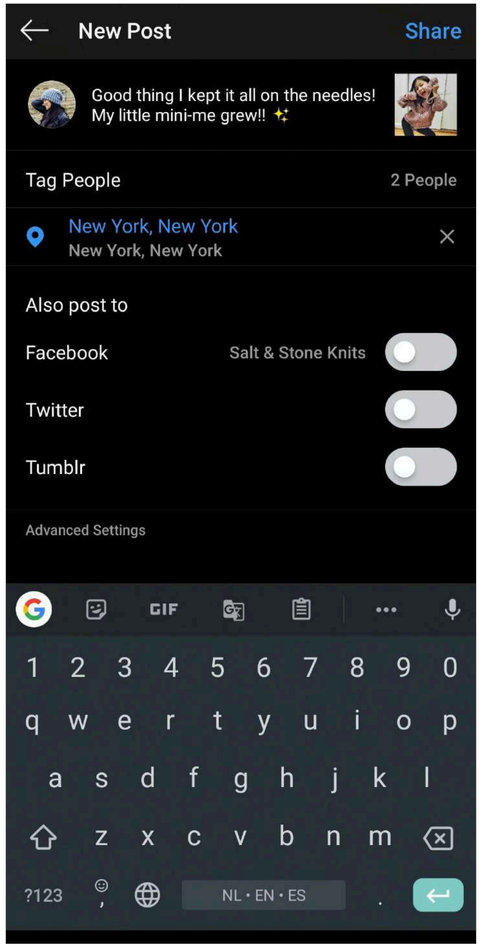
thngs that make you laugh

Posting to your Grid



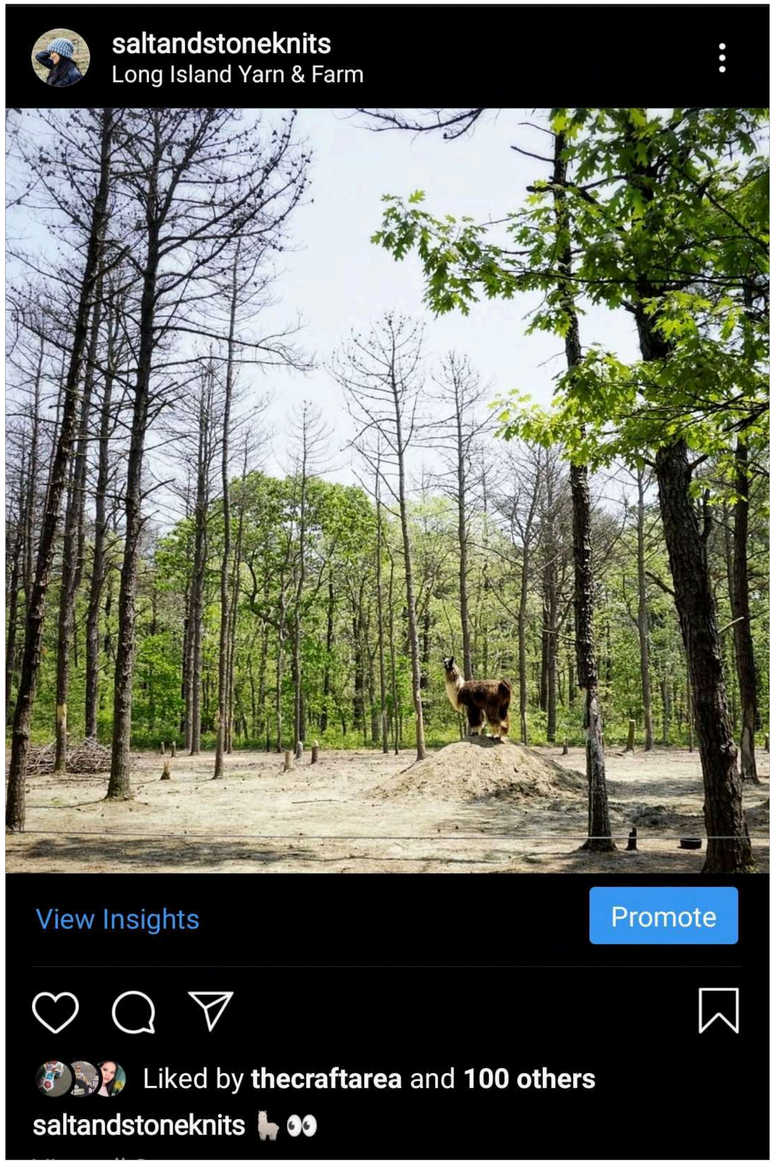






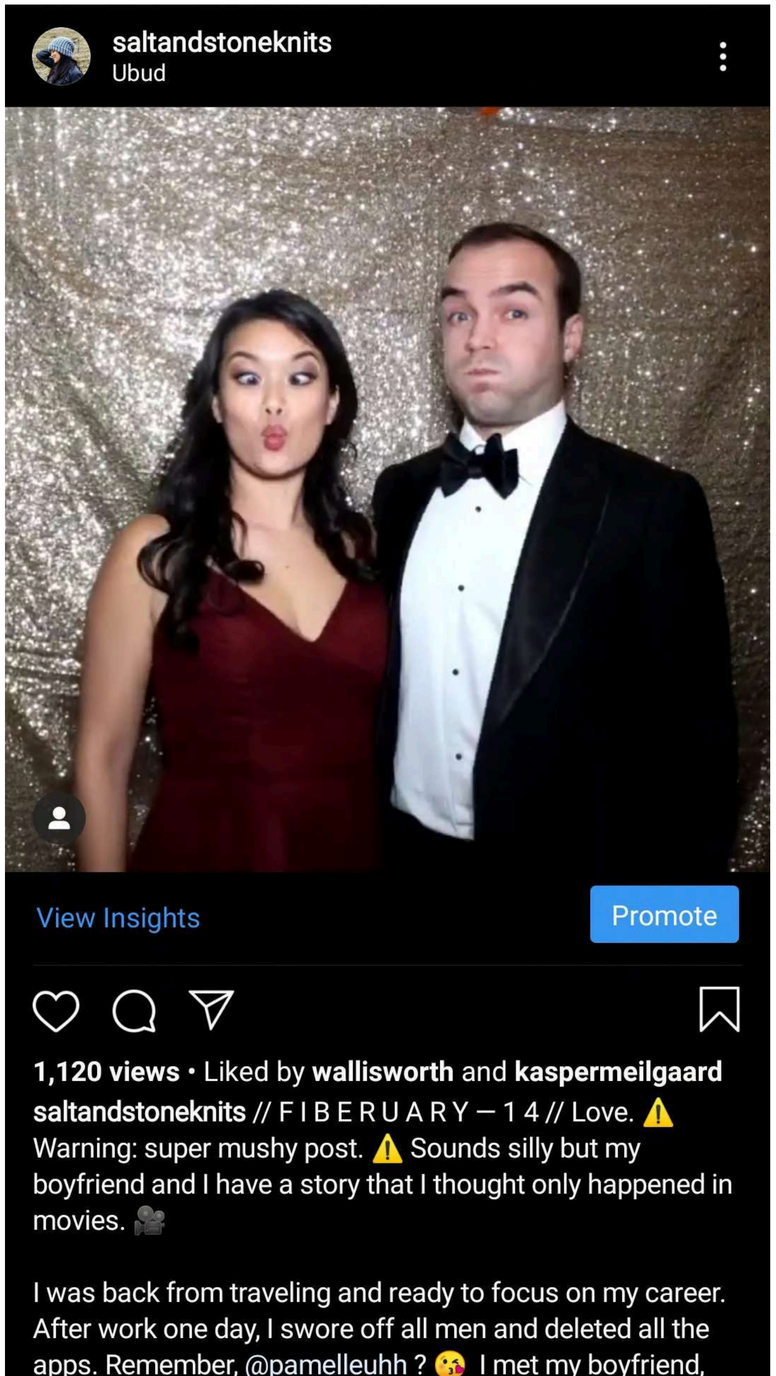
Captions

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



Captions

write the caption in a word processing app and then copy it to instagram to retain all the paragraph breaks



Captions

write the caption in a word processing app and then copy it to instagram to retain all the paragraph breaks

Kasper, the next day. 😅 He was visiting NYC for a few days for a music/tech festival with his brother and a friend @pjayofficial . One of my friends @arleensworld invited me to an event at Brooklyn Brewery. She said “free beer” and my broke ass was there. 🍻 I was about to leave but because of @woutermeilgaard ’s dashing looks and my sweet friend @milicakrvavac , Kasper and I met. 💕

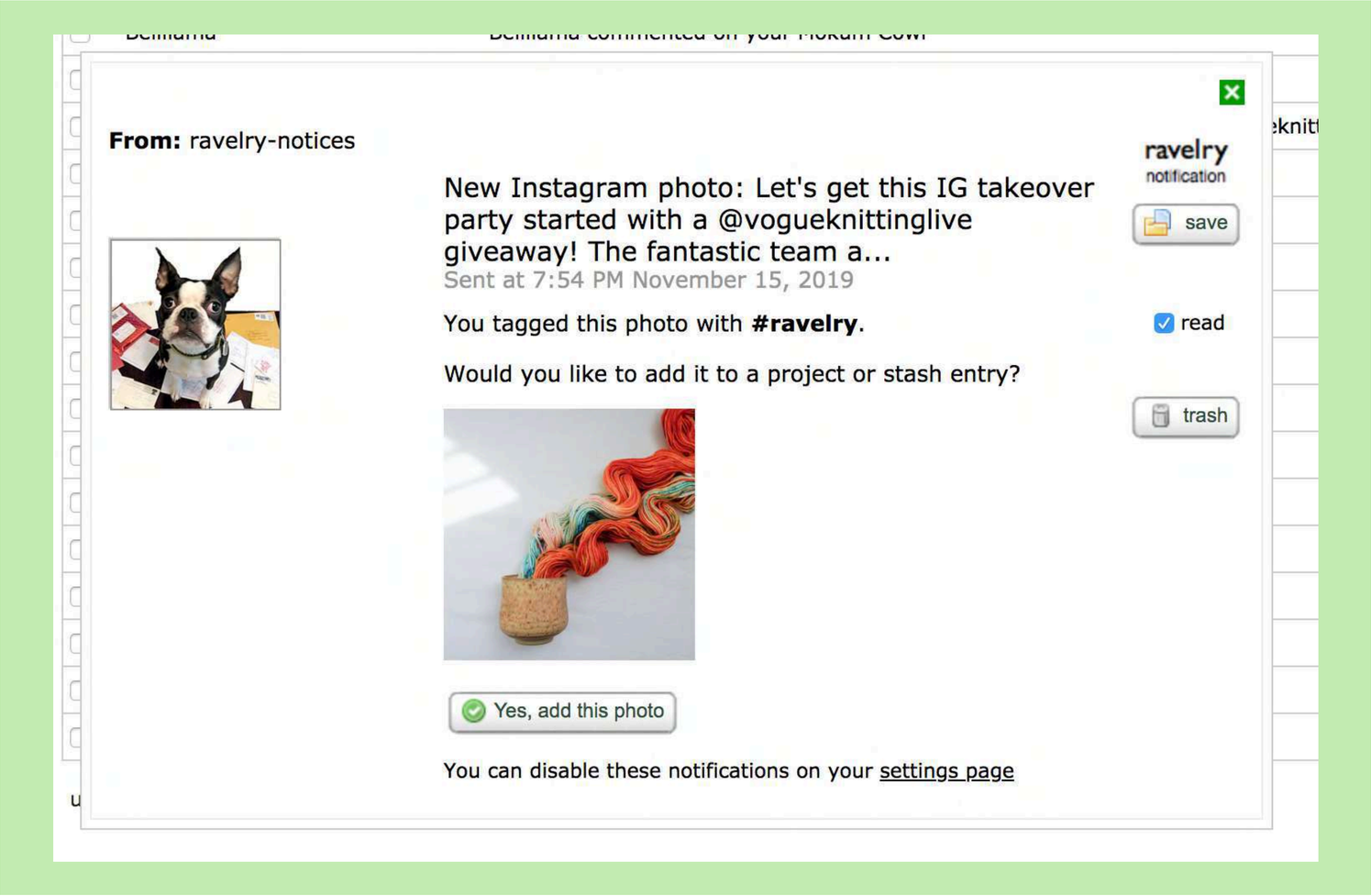
We hit it off. You know - Talks that stretch late into the night despite the fact that you’re freezing. The nerve racking re-editing of 2 sentence texts. The goofy smile you deny having when you receive a message despite an audible giggle. He even met my big brother @dustinfjohn . The works. And even though he got on a plane a few days later, he told me that he knew that we had time. He was right. ✈️ 😊 After 51 days long distance, our first real date was 5 days road tripping through Italy. That’s where he asked me to be his girlfriend. From Italy, we started our little experiment of living together in his small room in Amsterdam w 3 roommates. It went so well that I stayed longer and by the end of 2 months dating I was filling out papers to move! He spent a month in NYC to get to know my family & friends, his family flew to NYC to spend Christmas with mine (@adrienne.dejong 💕) and on our 6 month anniversary, I moved to the Netherlands! That was 2 yrs ago and we’re still floating on air.
He’s incredible - caring, brilliant, optimistic, fun, and the same kind of weird that I am. We are so lucky that our path till this point has been so smooth. No visa, job, or government has stood between us and although I know we could've survived it, I’m grateful that we didn’t have to. Our story is so special to me and I'm thankful to everyone who had a part in it. I’m happy to say that this kinda stuff doesn’t just happen in movies. 😍💕📸: @vianel_ortiz

View all 38 comments

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 will be sent to ravelry

Connecting through posts

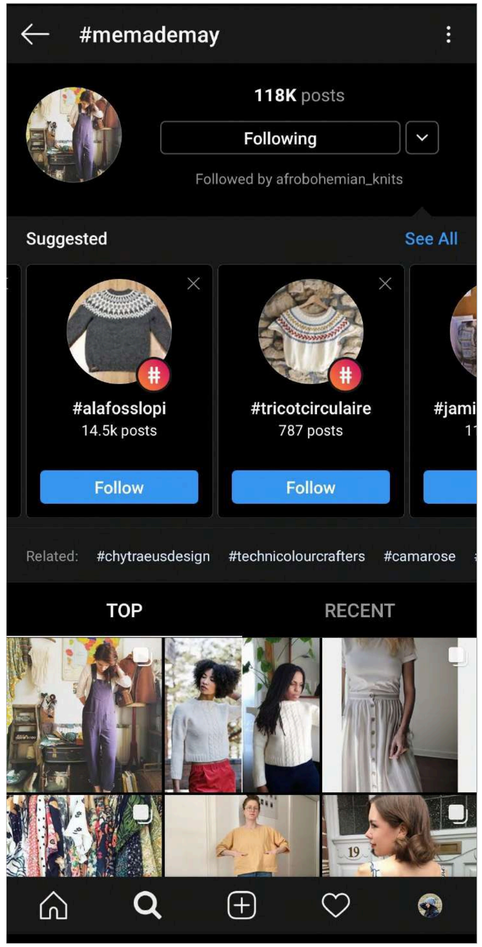
- if you like something, say something!
- share someone's post to your stories
- share posts you enjoy with your friends by tagging or sending

Follow Hashtags

#chickpeacowl

#mokumkal

#memademay



Challenges

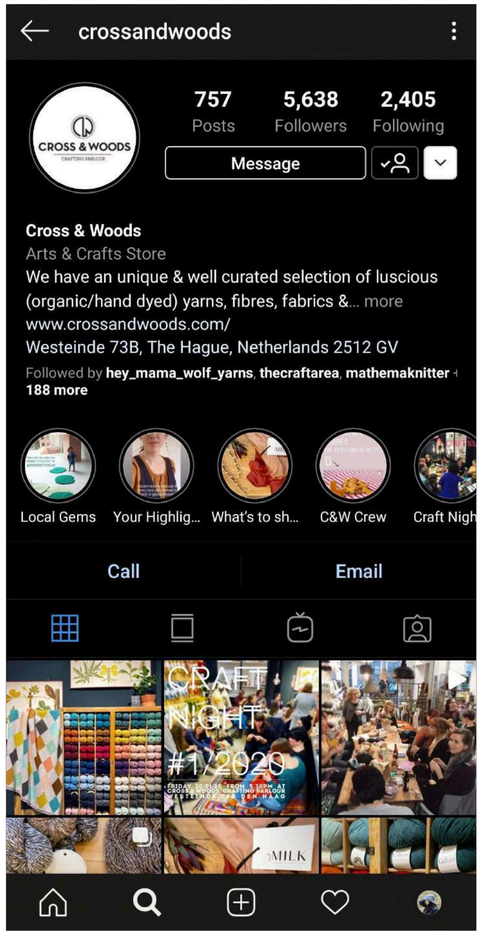
#makersdecember2019

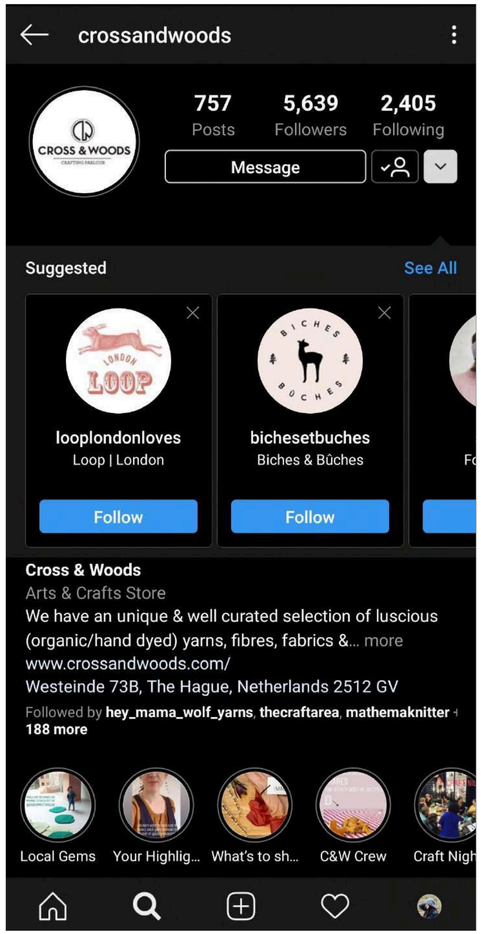
#yarnuary2020

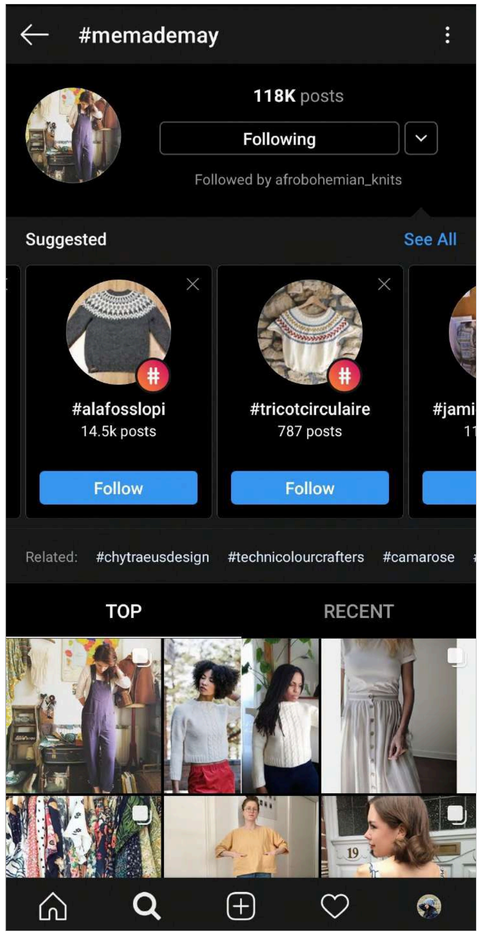
#fiberuarychallenge

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

Suggestions





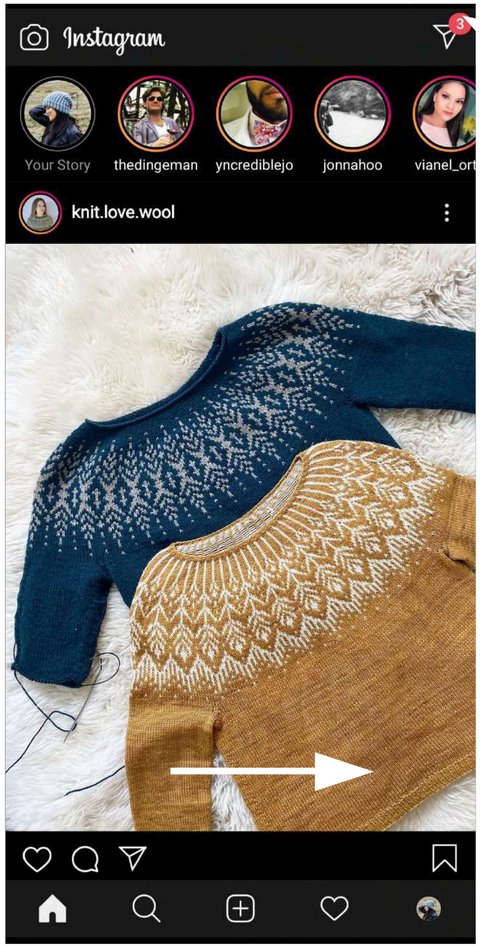


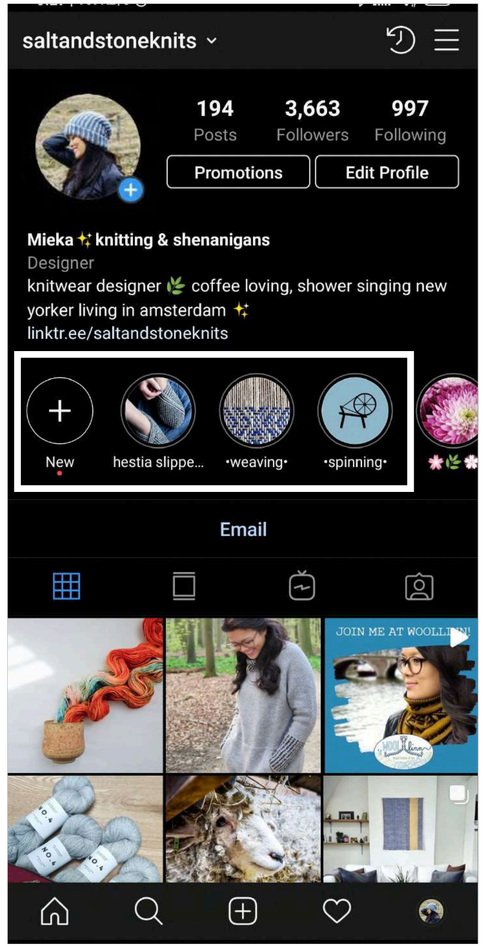
Explore Page and Your Nametag

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

IG Stories

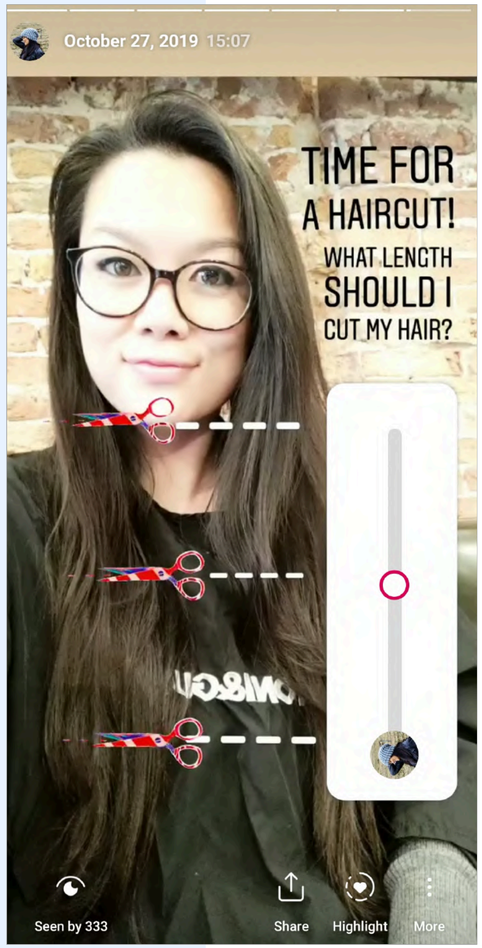
- viewers can see for up to 24 hours
- remain in your archive
- highlights





swipe for filters, top menu

stickers and GIFs

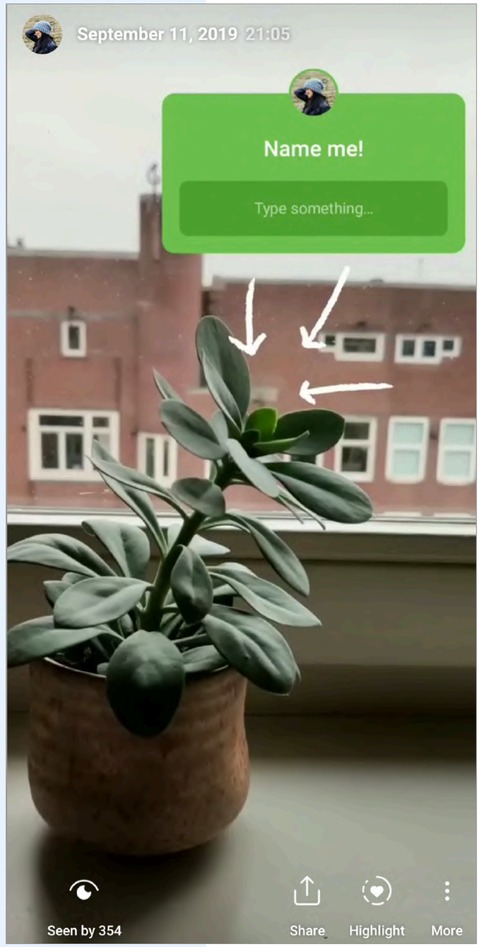


text

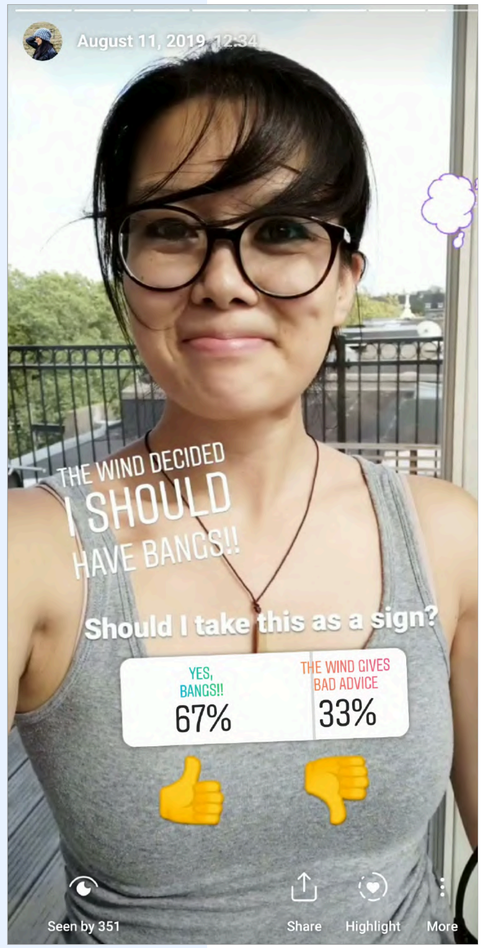
mentions & hashtags

countdown

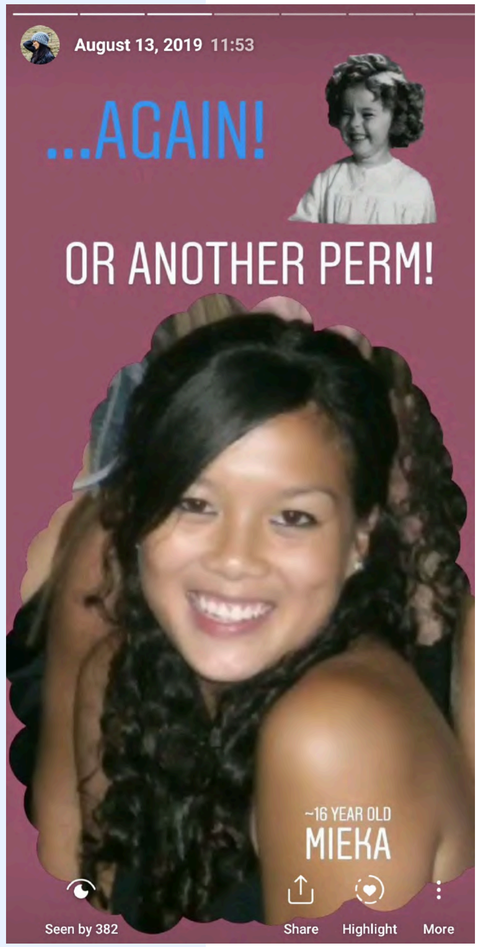
questions



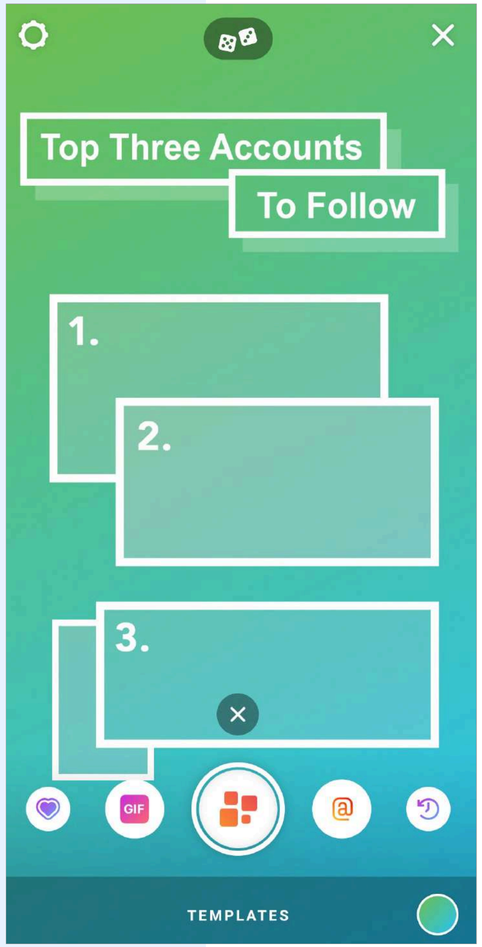
polls and quizzes



drawing and erasing



create mode



#widn

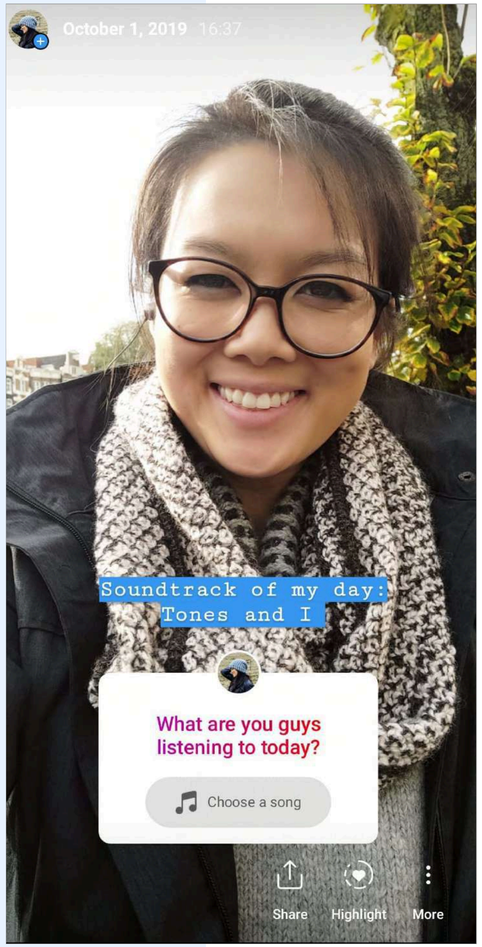
#stopdropandselfie

share other's posts

templates

templates

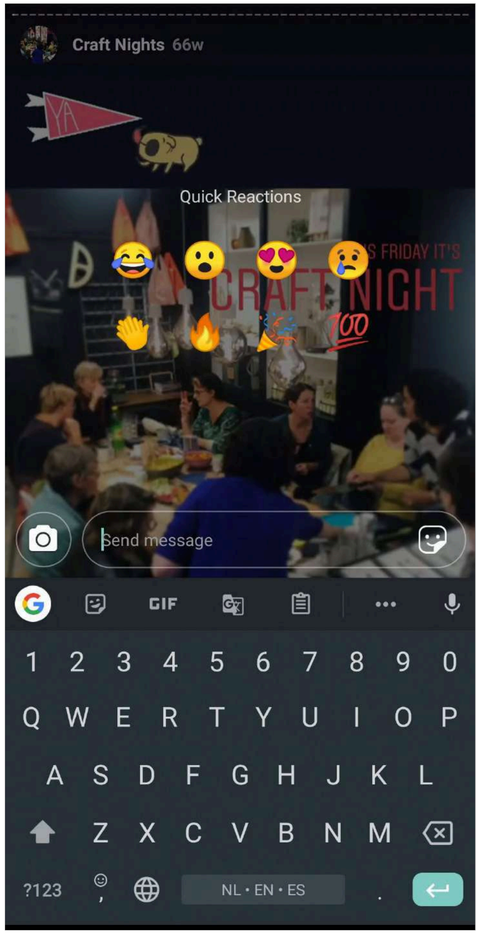
music



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

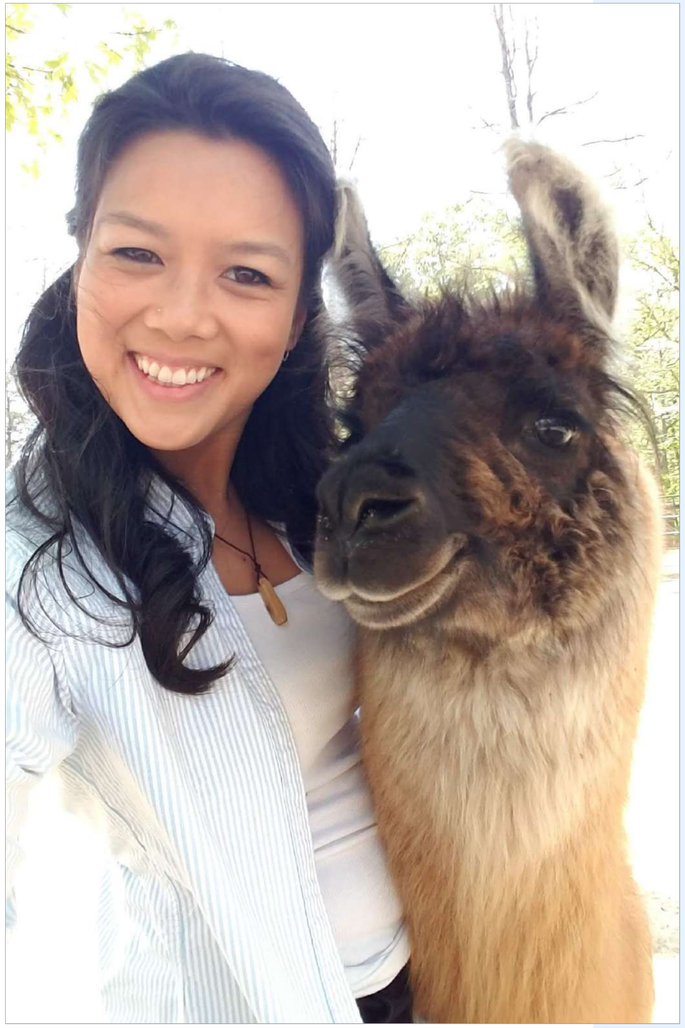
- be aware of what you're sharing
- this is your space
- check out accounts before accepting requests
- private account
- respect and do not repost others' post without crediting the author
- be critical about whether or not to show the faces of young children

Thank you!

salt & stone KNITS

Mieka John

mieka@saltandstoneknits.com

@saltandstoneknits

- Download lecture: www.saltandstoneknits.com/ig-lecture.pdf
- 30% off my patterns on Ravelry with code "VirtualLIVE!"
- May 16th at 11am EST - Interview with Kristy Glass