

A photograph of a man and a woman smiling while looking at a laptop screen. The man is on the left, wearing a dark t-shirt, and the woman is on the right, wearing glasses and a green button-down shirt over a striped shirt. They appear to be in an office or study environment.

# Tools to Create Social Media Content



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# Capture people's attention with your visuals

A picture is worth a thousand words, as the saying goes. This is especially true when it comes to social media. Using relevant images on social media helps you to get attention, build loyalty, communicate vital information, and increase engagement.

Customers want to know more about a company than its products and services. They are more likely to purchase from a business whose story, mission, and personality they are familiar with. By creating relevant images of what your business does and videos of how your offerings can fit into someone's life, you can establish your business' personality and develop a relationship with your customers.

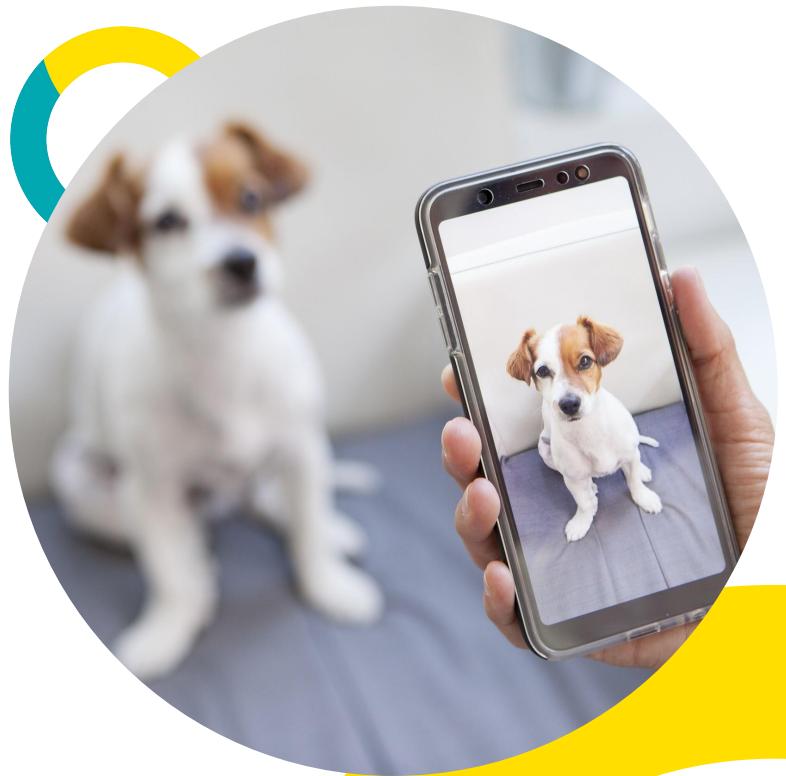
All statistics point to the value of using images on social media to drive results for your business. According to Brain Rules, people will remember 10% of what they hear three days later, but 65% if there's an image accompanying the same information.<sup>1</sup>

And best of all, you don't need to be an artist to create effective images and videos for your social posts. There are plenty of online tools that make it easy and many are available for little to no cost.

<sup>1</sup> Medina, John. Brain Rules, 2018.

## Take pictures with your phone

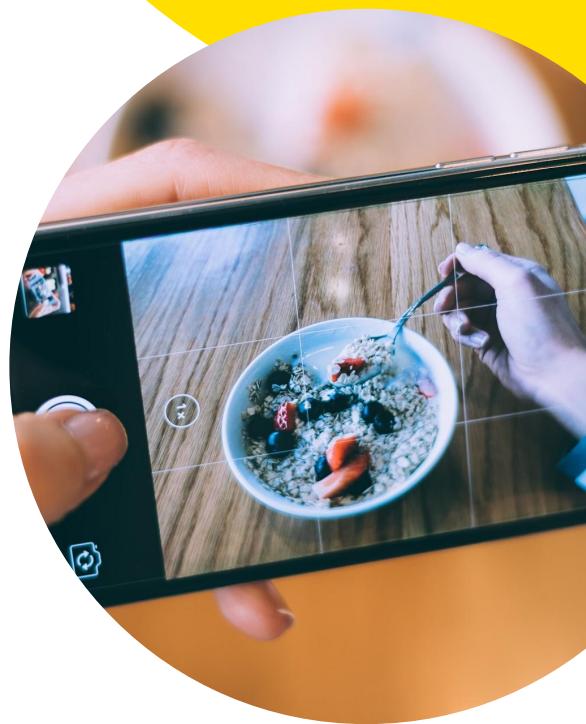
You don't need an expensive camera to create high quality photos and videos. With just a few tools, you can create a do-it-yourself at-home studio to elevate the quality of the photos and videos you capture with your phone. Try using some foam core, decorative contact paper, or a mini tripod to make your photos and videos feel more professional.



# Photography Tips and Tricks

To create captivating videos and images for your social media account, it's important to have a clear focus and align visuals to the message of your post. Here are some tips you can use to create videos and images for your feed:

- 1. Use the rule of thirds.** Look at the elements that are the most important in your shot. When you shoot or crop a photo:
  - Apply or imagine guide lines with intersecting points.
  - Consider what elements are the most important.
  - Position them at or near the intersections of the guidelines.
  - You don't have to line them up perfectly.



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- 2. Use space to spotlight your subject.** To highlight the subject of your post, clear clutter and use negative space.





3. **Use leading lines in your photos.** People's eyes follow lines in your photos. Create photos where the lines draw the eye to the subject you want to highlight.



4. **Experiment with light at different times of day.** Capture the soft light at sunset or create stark shadows at midday with harsh light. You can also take nighttime photos with neon lights or a colorful filter help set a mood and contrast your photos.

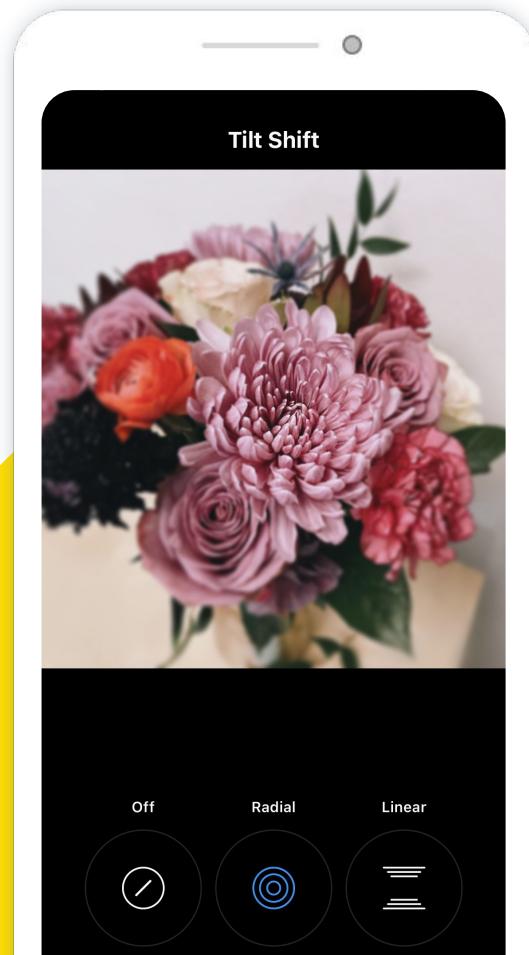
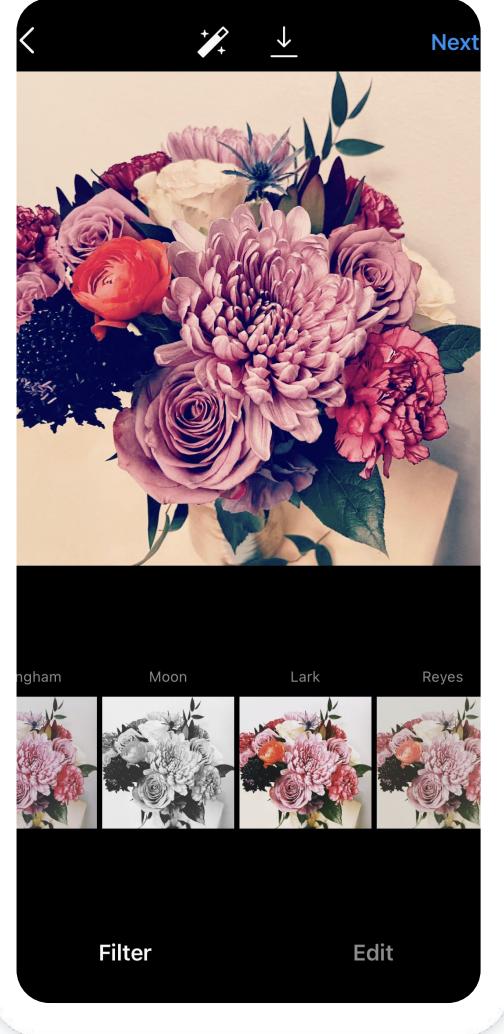
# Edit photos and videos using Instagram



After you've shot your photos and videos, you can edit them to achieve the look and feel you want. Instagram offers several in-app tools to help you enhance your photos:

- **Crop to get your ideal image.** Play around with different zoom levels and angles for your shots. You can also share the same shot multiple times by cropping it differently each time.
- **Use Lux to enhance.** When you're editing your photos, try tapping Lux, the magic wand on the top of your screen that appears when you take a photo using your in-app camera. Using Lux, you can immediately enhance your photos and videos by lightening shadows, darkening highlights and increasing contrast.

- **Use different filters for different moods.** Overlay the filters on your photos and think about the mood they convey. For example, you can try Amaro for a vintage feel or Moon if you want classic a black and white look.
- **Make your colors pop.** Experiment with contrast and saturation to adjust the intensity of your colors. You can bump them up to show off bold colors in your photos, or tone them down to achieve a more muted look.
- **Make your subject the center of attention.** If the subject of your photo is set in the center, you can direct people's attention to it by adding a vignette to darken your photo's edges. Or, if you want to blur your background to focus on the subject in your foreground, try using Tilt Shift.



# Use these apps to enhance your photos and videos

Let's take a closer look at other apps you can also use to edit your visuals:

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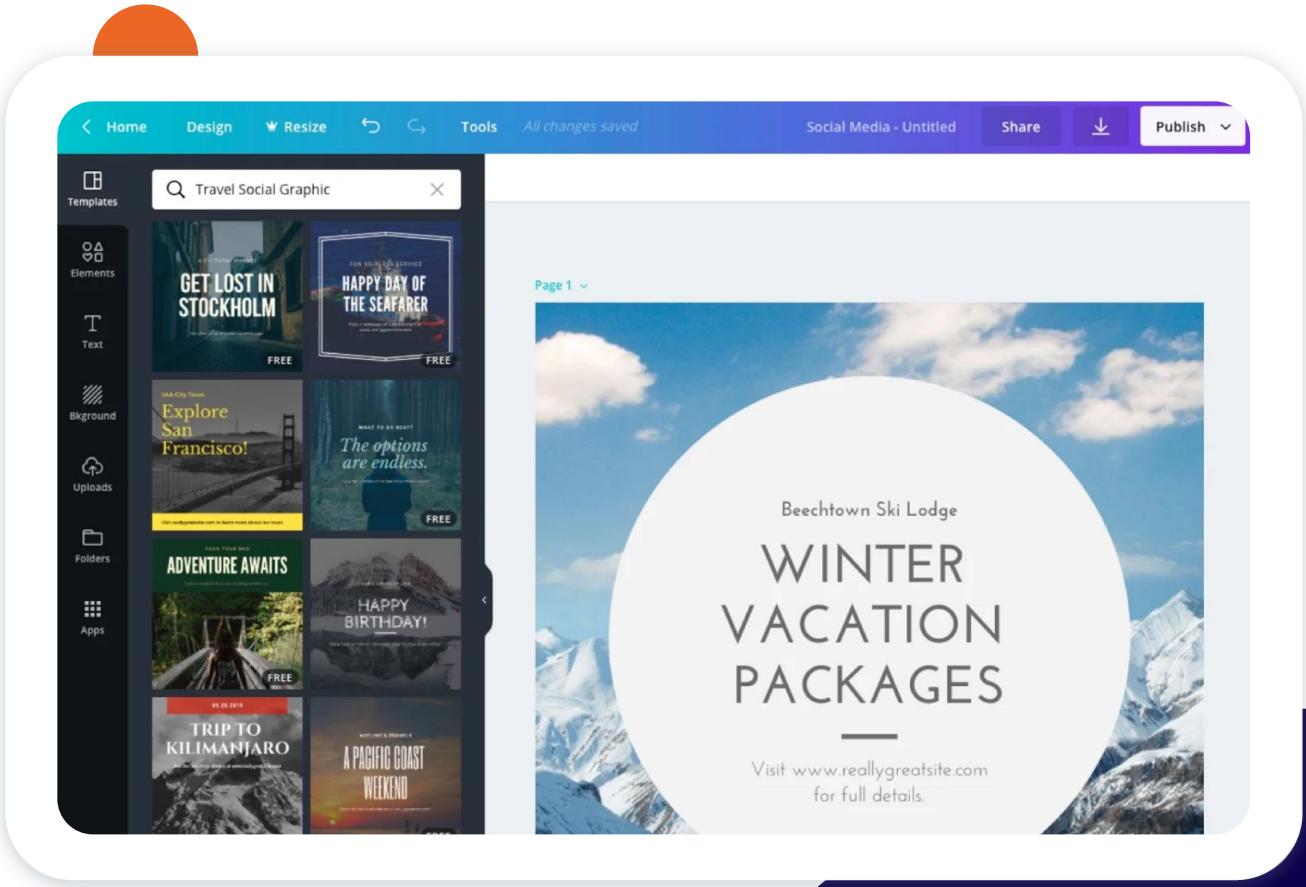




# Canva

Canva is an easy-to-use design tool that you can use to create social media graphics. Use its drag and drop feature and large variety of fully customizable templates to create graphics of all sizes. You can also add text, edit your photos with filters, use icons, and more.

Visit <https://www.canva.com> or download Canva in the [App Store](#) or on [Google Play](#) to get started.



Source: Canva

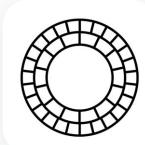
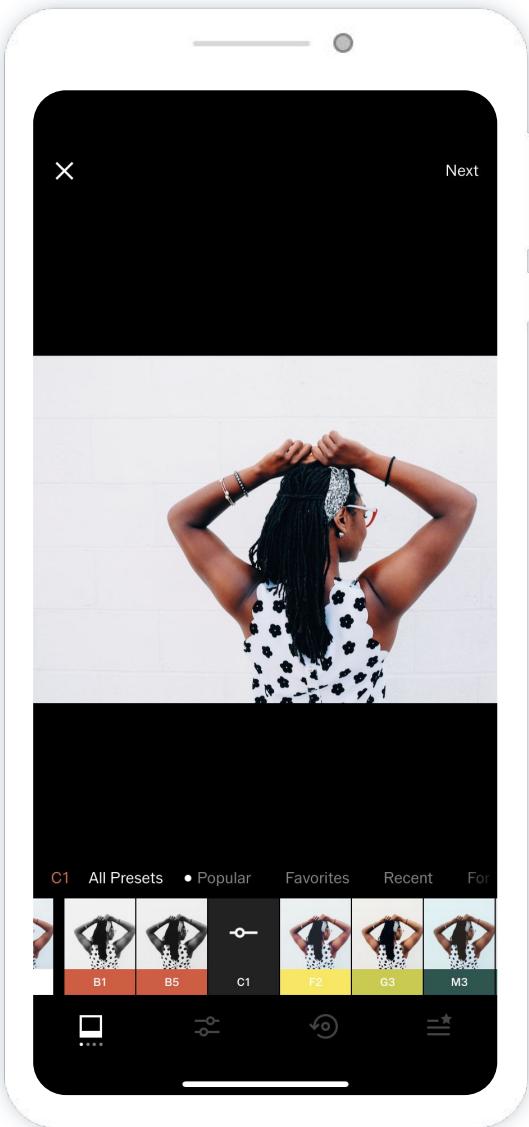


# Stencil

Stencil is a graphic design tool available for free on any browser. You can upload photos, logos, and fonts, or use those offered in Stencil's archive to design posts quickly and easily. Stencil allows you to overlay these elements on photos, resize images, add filters, and save images to collections.

Head to [getstencil.com](https://getstencil.com) to get started.

The screenshot shows the Stencil web application. On the left, a sidebar menu includes 'Photos' (selected), 'Icons', 'Templates', 'Quotes', 'ACCOUNT' (with 'Uploads', 'Logos / Watermarks', and 'Saved Images' options), and a 'Logout' button. The main area features a search bar at the top right with the placeholder 'Search 1,500,000+ royalty-free photos'. Below it, a 'Featured Photos' section displays a grid of 25 thumbnail images. To the right of the sidebar, there is a large preview area showing a dark, atmospheric image of a icicle hanging from a branch against a cloudy sky. Overlaid on the image is the text 'IT'S THAT TIME OF YEAR AGAIN' in white, with 'AGAIN' underlined. At the bottom of the preview area, there are buttons for 'Default (1200x800)', 'Clear', 'Save', 'Download', and 'Preview & Share'.



VSCO

VSCO is an app that allows users to add color and depth to photos with standard editing tools or presets. Users can add filters or adjust contrast, saturation, grain, and more. In addition, VSCO also has a social component where people can discover other people's work they created on the app.

Download VSCO from the [App Store](#) or [Google Play](#) to start creating and sharing.

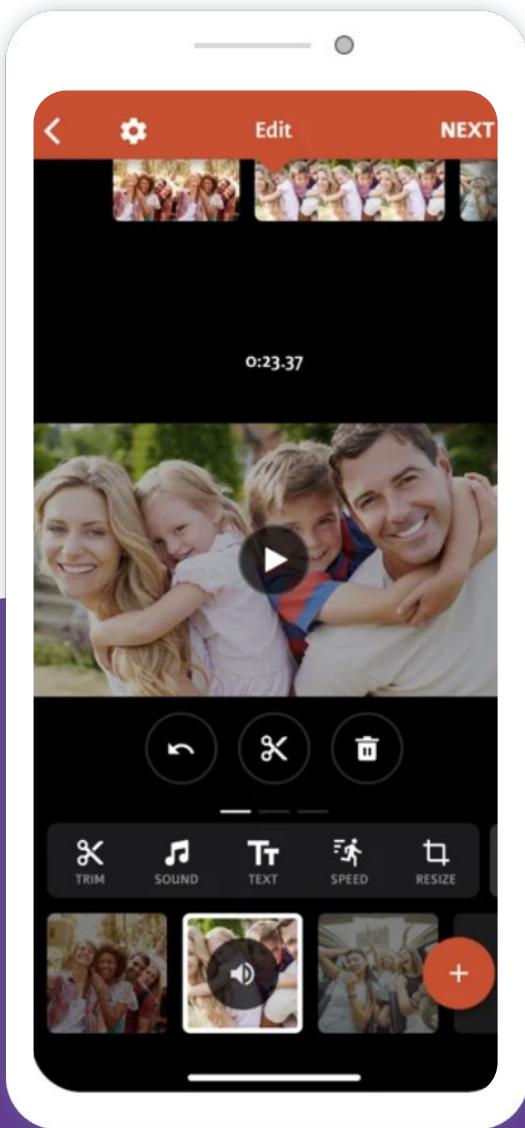
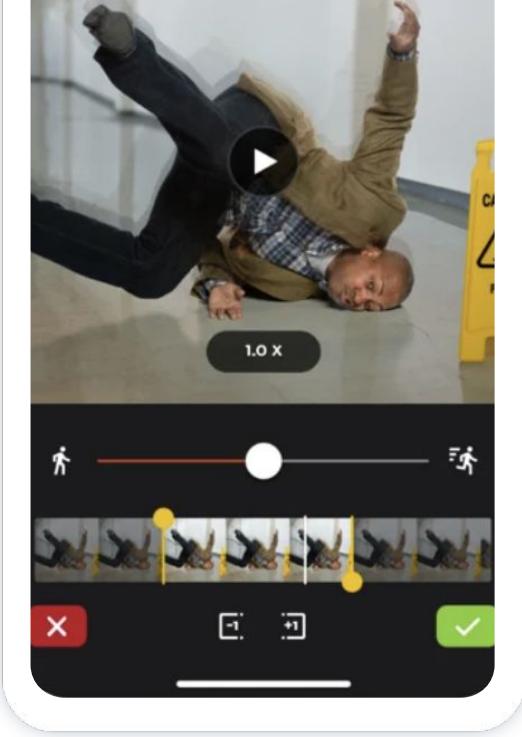


## Lively

Lively is a great tool to use if you want to animate photos for your Story or feed. It converts Live Photos into GIFs or movies and allows you to edit playback order and speed. Note that you will need an iPhone 6/6S or a later model to capture Live Photos, but this is a great way to share those animated moments with non-iPhone users.

iOS users can download Lively in the [App Store](#).





## Videoshop

Videoshop is one of the top mobile video-editing apps available. It lets you trim, combine, and edit the speed of video clips. You can also add logos, subtitles, sound effects, and overlay clips with music.

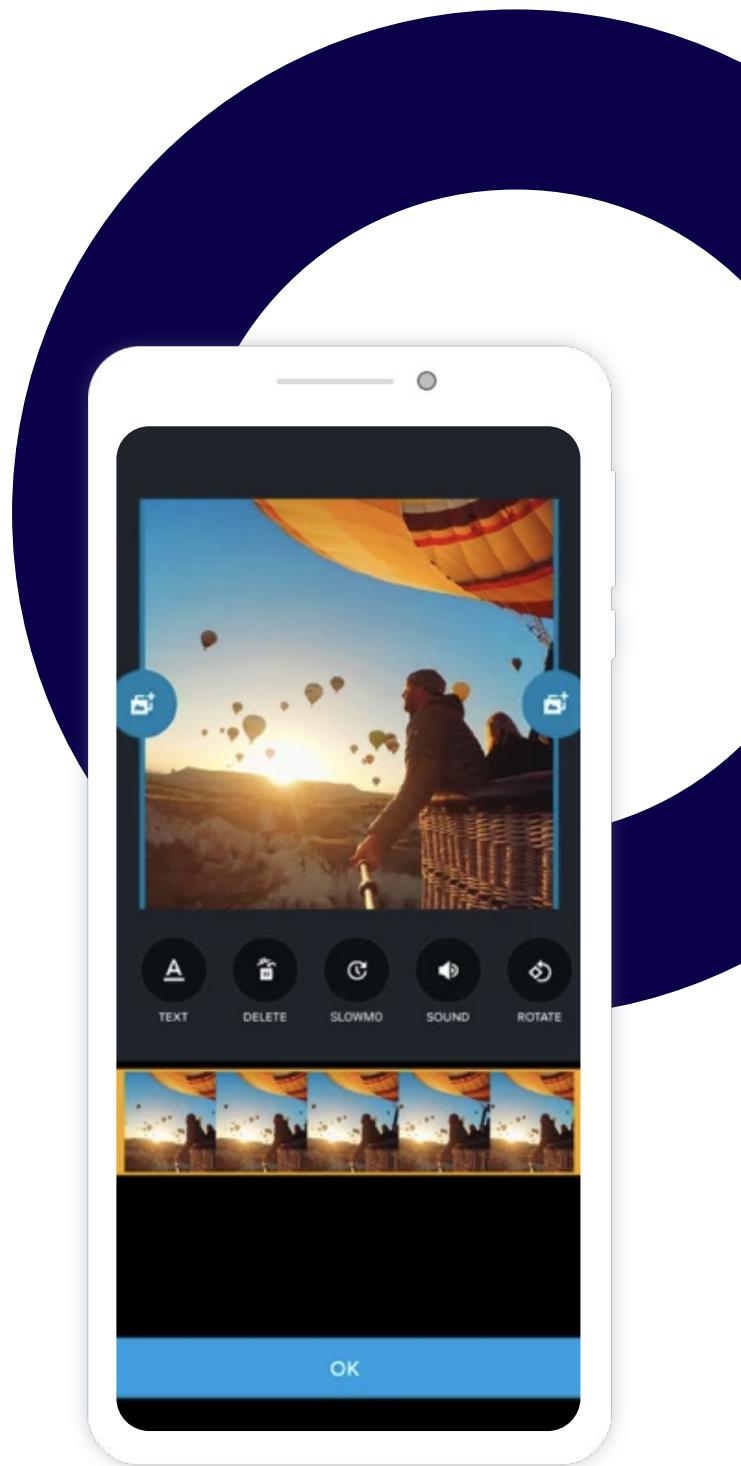
Get it on the [App Store](#) or [Google Play](#) to begin.

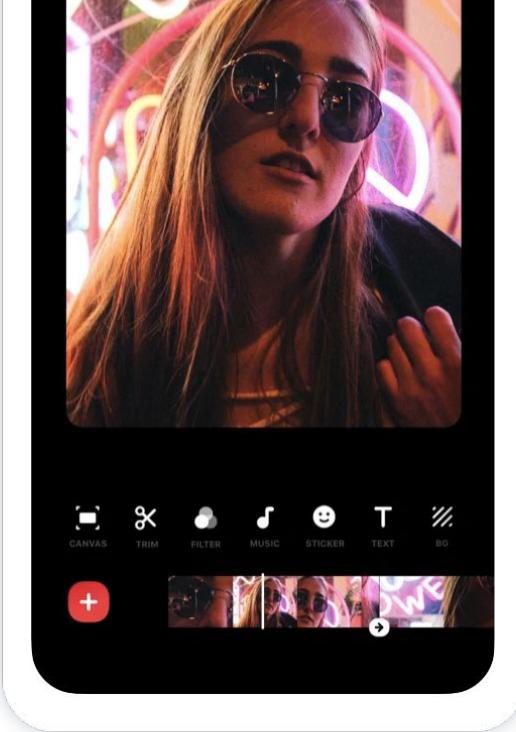


## Quik

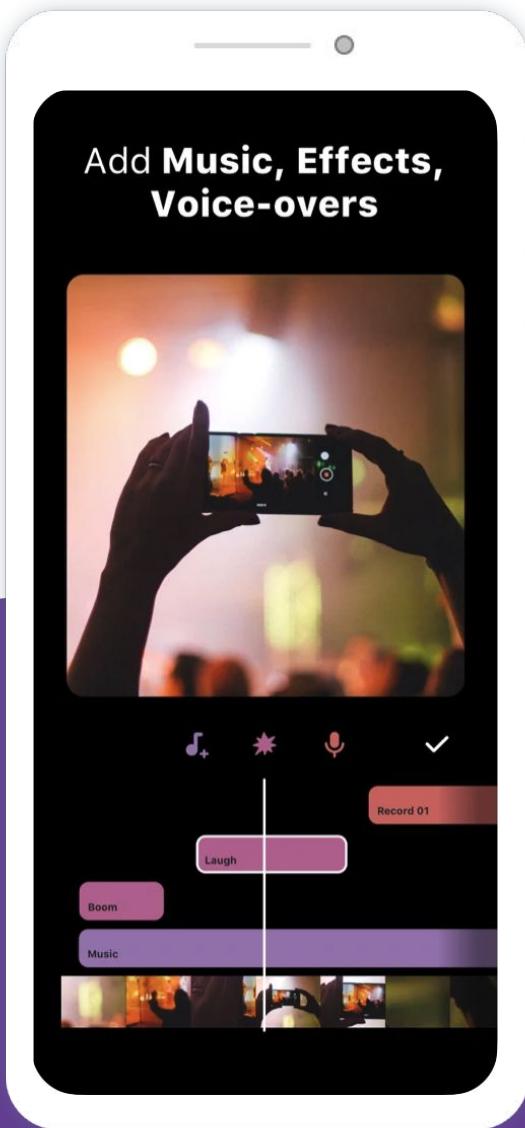
Quik is a multiplatform shooting and editing software that allows you to cut and create videos from more than 15 different file formats—from MP4s to DVR-MSs. It allows you to adjust a clip’s frame, speed, orientation, and volume in addition to trimming and combining clips. Quik will select the best clips from your videos and splice them automatically, but you can also make manual edits to your video. Try selecting a theme for your video and adding text overlays, title slides, music, and even a speedometer if your video is recorded with a GoPro with GPS.

If you want to dig deep into frame-by-frame edits of your video ads, download Quik from the [Apple App Store](#) or [Google Play](#).





InShot



**InShot** is a helpful tool for posting to Stories, which require vertical content. Users should be able to watch your post without turning their phones, so if you have a clip in landscape mode, you can use InShot to adjust its aspect ratio or add it to a background. You can choose from a color background on the app or from an image on your phone. InShot can also help you adjust contrast, saturation, and brightness, and add text, transitions, music, and more.

Get started with InShot in the [Apple App Store](#) or on [Google Play](#).



## Type Loop

With Type Loop, you can add typographic motion presets to your photos. It's a great way to make dynamic ads for Instagram in a pinch. You can select photos, add text to them, adjust how your text will appear and move with templates, and set your text's duration. It's perfect for Facebook and Instagram Stories, TikTok ads, and more.

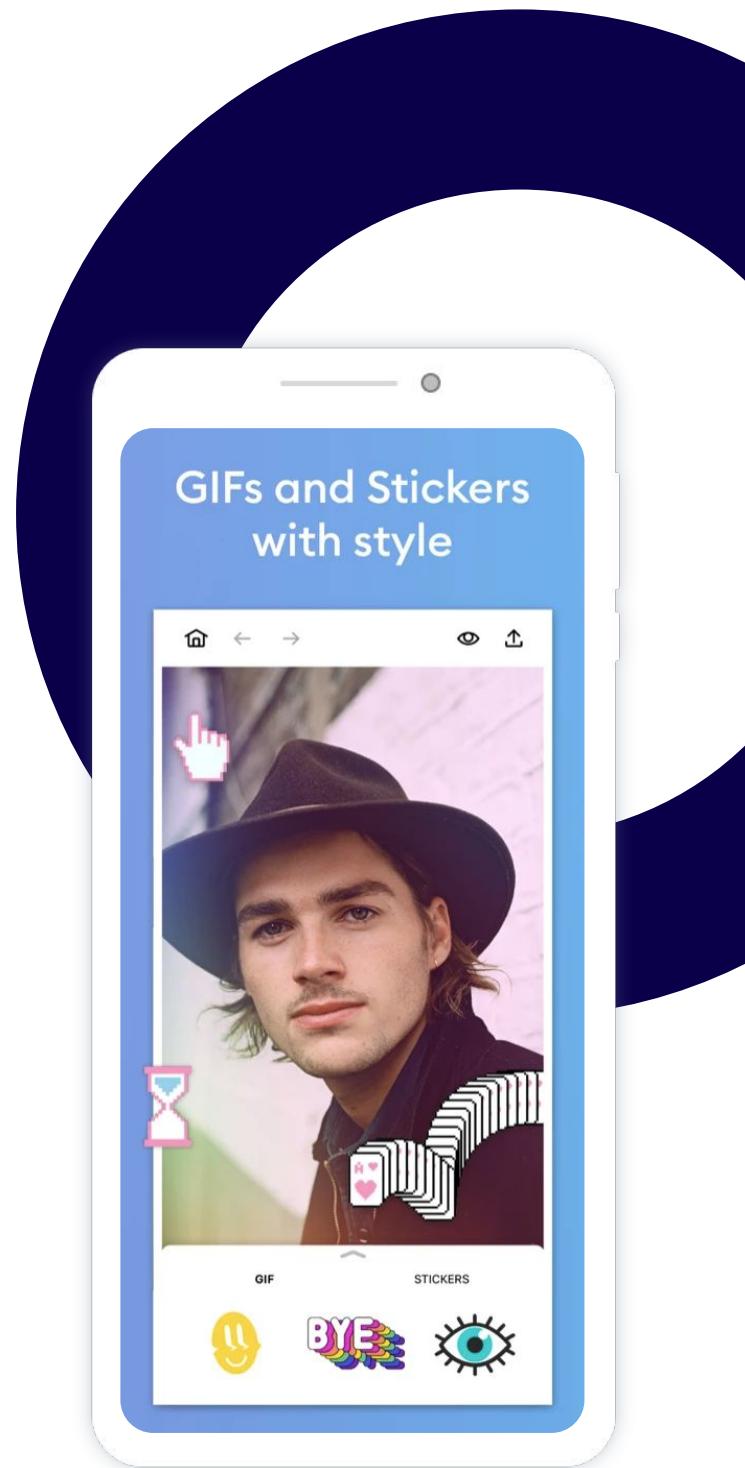
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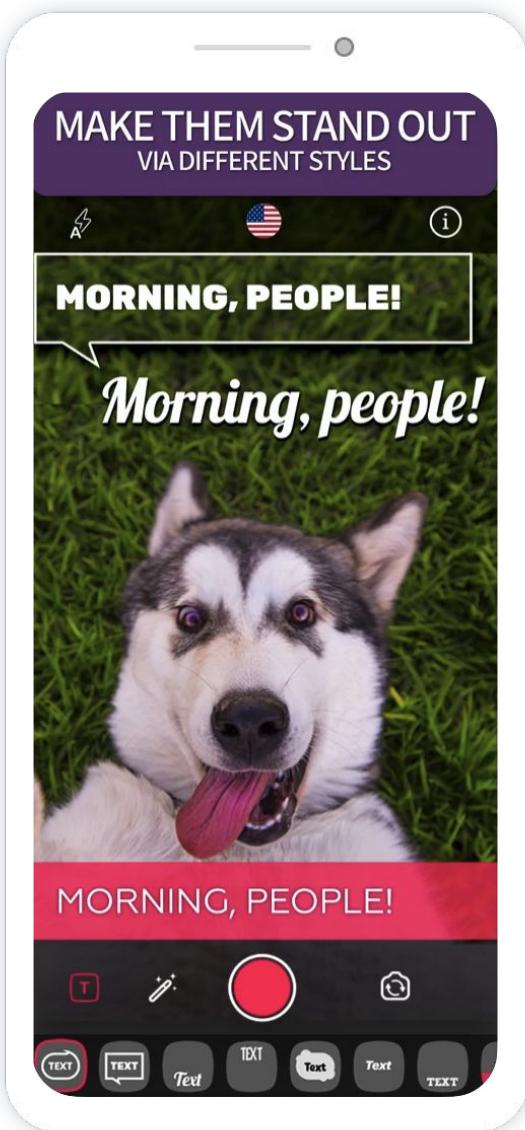


## Seen: Stories Maker

Seen: Stories Maker is another photo editing software primed for creating Instagram Stories. Using Seen, you can choose a template, stitch photos together, and add text and dynamic stickers. Then, you can add smooth transitions between each 15-second slide of your Story to keep viewers engaged. Seen allows you to work on multiple pages in one project so you can see all slides of a Story in one place and save your projects as you go. Get inspired by exploring templates by category, such as Food and Drink, Travel, Beauty, Fitness, and more. When you're done, save your story or share it directly from the app to Instagram.

Download Seen from the [Apple App Store](#) to start.





## Clipomatic

Clipomatic is a smart app that allows you to add captions to videos. Speak into the recorder and the app will transcribe your words into a caption. Clipomatic works with over 30 languages and allows you to manually edit any errors in transcription. This is a great tool to use if you want to share how-to videos or make your posts accessible to wider audiences.

Get started with Clipomatic from the [Apple App Store](#) or [Android APK](#).

# Sources

Medina, J. (2018). *Brain Rules*. <http://www.brainrules.net/vision>.



# aptly™

[aptly.co](https://aptly.co)