

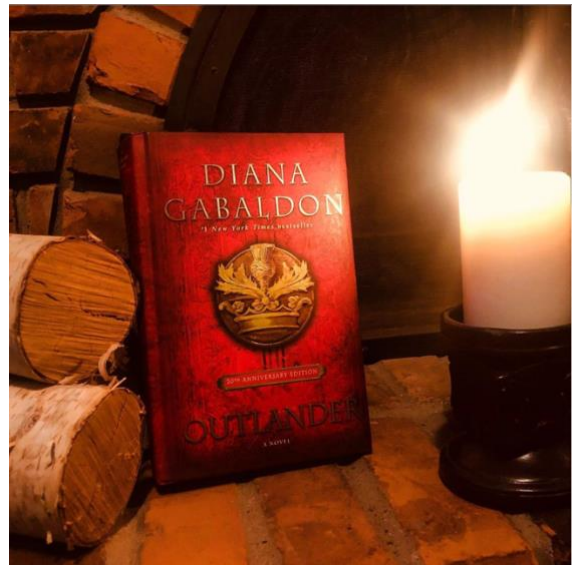
Five Ways to Stage a Book for Instagram

Let's be real. You're here because you run a Bookstagram account, are thinking of starting one or you seem to be having trouble setting up your books for a photograph. You probably scrolled past a post on Instagram featuring the perfect picture of a book. Wondering how it's done?

Don't worry, it's not hard to do. Here are some tips to get you started.

1. Read the Book

I cannot stress enough how important it is to read the book you post about on your account. If you place the wrong object with the wrong book, you probably will not get a lot of likes. Try to keep it on theme.

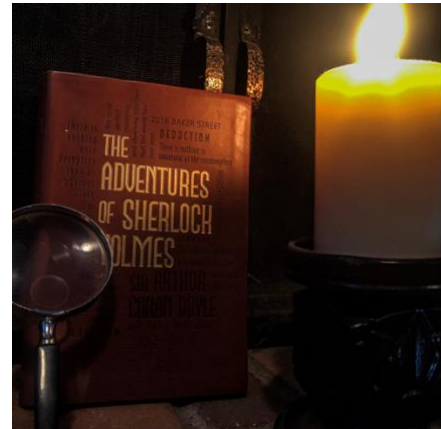


2. Use Natural Lighting

Unless you are striving for a mysterious tone in your picture, take photographs during the day. Not only will your pictures look better, you might save yourself some time by not having to severely edit them.

3. Get Creative - Seriously!

Even the most random of objects can serve a purpose. I dig through my belongings for obscure and weird things to place in my posts. Did you know cotton pads ripped up can mimic the look of snow? Pinterest is great place to look for ideas. But don't include a random object if it has no relation to the book you photograph.



4. Get a Good Photo-Editing Program or App

Most of the content we post online comes from our phones. Realistically, we aren't going to download Photoshop and edit a photo in detail. We want convenience, ease of use and something we can access on our phones. Adobe offers an app called Lightroom where you can edit a photograph using various tools and upload them directly to your phone's camera roll.

5. When in Doubt, Keep it Simple

It is easy to get caught in the set up of a photograph when you are adding objects to make your post attractive.

Featuring too much can take away the emphasis on the book. The book should be the centre of attention. I recommend sticking to a rule of three. Book, object, background. Set up the book, feature a single object, and make the setting neutral. Have any tips to share? Comment below!



