

HOW TO STAND OUT ON SOCIAL

Want to create scroll stopping social posts?

Consider these key components and watch your likes and engagement soar!

LOCATION

Location is crucial when taking photographs, setting the stage for the story we want to convey. Visually appealing settings that have interesting colours, textures, and backgrounds can add a captivating touch to your photos. Avoid anything distracting or overpowering to ensure viewer focus remains on the subject.



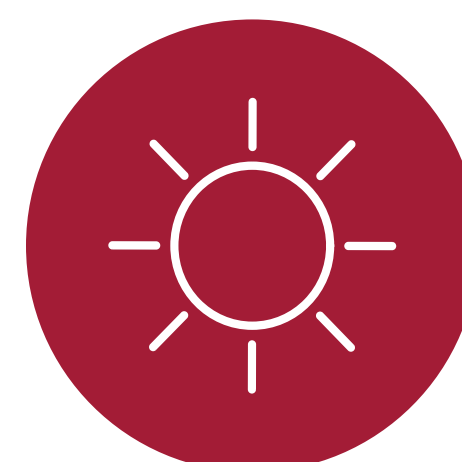
COCKTAIL

The drink itself is the central element of the social post and is the first thing to catch the viewer's eye. Cocktails look their best immediately after being poured, so prepare your garnish before the cocktail, that way you can shoot straight away.



LIGHTING

Natural light is often best. Where possible choose a location and time with good lighting conditions to avoid harsh shadows and achieve a more balanced and atmospheric shot.



BAR ACADEMY

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PROPS

The cocktail should be the focal point of the shot with props serving as supporting elements to enhance overall aesthetic. Props can also be used to align with a particular season, holiday or theme making the post timely and relevant to current trends. Great cocktail photo props include: the main spirit bottle from your cocktail, fresh ingredients, bar tools or even plants.



GLASSWARE

Drinks presented in aesthetically pleasing glassware are more likely to catch the eye of users scrolling through their feeds. Your choice goes beyond functionality; it is an artistic decision that can impact visual appeal and post success. Carefully select your vessel and ensure it's polished.



CAPTIONS

A well-crafted caption that complements your photo and provides context is key. Keep the caption concise, easy to read, and use questions or add emojis to encourage engagement and show personality. Increase discoverability and reach with a combination of popular and specific hashtags, for example #Cocktails #BartenderLife along with bar location or cocktail name.

