

Photography and Social Media for Businesses: Why are they so important?

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Imagine for a moment that you are meeting someone new. Straight away, you make first impressions. First impressions are formulated from many factors, such as the tone of voice used, or the feelings conveyed while talking. Your mind starts evaluating if the discussion with this person is beneficial and worthwhile.

Visiting a company's social media account for the first time is like meeting someone face-to-face. First impressions still exist when someone clicks onto a social media feed for the first time, and usually, the first thing they see is imagery. The images that a brand uploads on their social media is a digital representation of their organisational persona, and plays a part in whether or not someone clicks away from their profile. More often than not, companies are putting themselves at a loss by not understanding the need for fresh and high-quality visual content.

Visually Engage your Audience

In today's climate, social media is integral to a company's success. However, a typical challenge for businesses and their social media is the inability to create lasting engagement with their audience. When using social media, do you find yourself scrolling through and filtering out posts that aren't relevant to you? As a business, how do you ensure that your audience isn't scrolling past your posts?

High-quality photographs are a great way to communicate your brand and message to your audience visually. Not only are high-quality pictures great to look at, but they will also have a lasting impact in the minds of your audience. By posting photos, people passively form relationships with your business and what's on offer.

If you post an appealing photograph, people will be drawn to your business and envision themselves a part of it. For example, if you own a smoothie bar, a great way to start would be uploading a glowing image of one of your fan-favourite items and drawing attention visually to its key aspects. By paying attention to detail and creating a sense of appeal within your pictures, your audiences will find themselves soon imagining that smoothie in front of them.

Increase your Reachability and Share-ability

How many times have you seen a funny photo online and saved it to share with your friends and family? If you create a [business headshot photography](#) image that people want to show to their peers, you automatically create a ripple effect of reaching more people. By putting thought into your visual presence online, you begin to reach a wider audience through shares alone.

Create Content that Lasts

