

How to shoot great photos for social media, at the chair.

Seven quick habits for photos that post beautifully.

1

One spot, good light

Shoot near a window and use the same spot every time. Natural light beats the overhead salon spots, which cast harsh shadows.

2

Mind the light direction

Light should fall on the hair from the front or the side. Never shoot with a bright window behind the client, or they turn into a dark silhouette.

3

Tidy the frame

Clear the background first. No clutter, no cords, no bottles, no people behind. A plain wall or the station works best.

4

Three angles

Grab a front, a back, and one close detail, a curl, the part, or the ends. That gives us a full post from one client.

5

Fill the frame

Get close so the hair fills most of the shot, and shoot vertical. The more the work fills the frame, the better it lands.

6

Tap to focus, hold steady

Tap the hair on your screen so it is sharp, keep the phone still, and take two or three. We pick the best.

7

Send the originals

No screenshots and no crops. Send the full photo straight from your camera roll so it stays crisp.

YOU SHOOT. WE DO THE REST.

Snap it, send it. Off your plate.

You're the artist.
We make sure you get seen.

WHAT WE DO

- Every photo edited and branded in your signature look.
- Captions that sound like your salon.
- Posted three times a week, on Instagram and Facebook.
- Local reach that puts your work in front of nearby clients.

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SS Salon Social

Social media management for hair salons and barbershops.
Connecting hair to community.

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