

# Social Media Best Practices for the History-Focused Organization Resource Sheet



## Graphic Design:

- Canva – if possible, get a free pro account as a non-profit
- Pixlr- photo editing
- Colors – create a color scheme or get a color scheme from a photo

QR Monkey- excellent QR codes

Bitly- cute urls; much friendlier for social media, especially Instagram where you can't have a clickable link in a post.

## Writing Help:

- Grammarly
- Rytr

OneDrive/GoogleImages/Whatever

## Image Archives:

- [Digital Public Library of America \(dp.la\)](https://dp.la)
- Portal to Texas History
- Library of Congress
- Look at the digital archives of your local universities and libraries
- Big public libraries' digital archives
- Your state's archives
- Wiki Commons
- The Wikipedia article on a topic will usually have public domain related to the topic, but make sure to check.

## Photo Editing Apps:

- Snapseed- photo editing
- Retouch- edit stuff out of your images
- Pixlr- edit photos

Museum Social Media Managers Facebook Group- peer support, humor, resources, and ideas

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## Basic Tips to Improve Photography Using Just a Camera Phone:

- Change your angle. You rarely want to take photos looking down. You also don't always want to take photos at eye level. Try crouching down and placing the phone/camera closer to the ground. It's a different way of looking at the subject and is more likely to capture a viewer's attention.
- Think about the weather and by extension the lighting. A day with a beautiful blue sky and picturesque clouds is great, but it is not always reality. You can still get good photos in crummy weather. <https://digital-photography-school.com/5-reasons-why-bad-weather-days-are-the-best-times-for-photography/>
- Pay attention to where the sun is. General rule of thumb is you want the sun to be behind you to avoid a photo being backlit. That's not always possible, however, so here's some tips on how to deal with it: <https://backlightblog.com/backlight-photography>
- Think about composition. The basic rule of thumb is that you want something to frame the photo, especially if you're looking at a large area. That helps the eye conceptualize the space. Here's a basic intro to the rule of thirds: <https://digital-photography-school.com/the-rule-of-thirds-how-it-can-help-or-hinder-your-composition/>
- In general, you want to have something that's the focus of the picture. You don't just want the backyard, pick a specific item (the deck, the grill, the fire pit, that one tree over there, etc.) that's the focus and plan your photo around it.
- Play around with the focus. If there's an item in the foreground you want to highlight, focus the camera on that and let the background be a bit out of focus. On an iPhone, portrait mode is the easiest way to do this. You can also do the opposite and have items in the foreground out of focus. Here are some tips on how to control the focus on your phone: <https://iphonphotographyschool.com/iphone-camera-controls/>
- Action shots of people. Group photos are boring unless you're in the group, but photos of people doing an activity will grab people's attention.