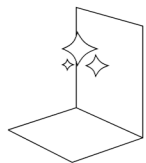# How to take a good
HAIR PHOTO

Create Your Style

- Create a signature photo style helps your customers to easily recognise your work
- Pinpoint things you like on other pages and make it your own

Curate The Kind Of Client You Want To Attract

- Ask yourself, what do you love to do day to day?
- Find out what appeals to those customers and start posting those things, even if its inspiration shots from other sources.
- Can't find inspo shots? Have a content creation day! Get the team into creating what they love, find a few models & create what you need to attract your ideal client
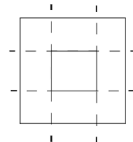
Bare Your Background

- Keep your background minimal, tidy and non-distracting.
- Inject a bit of that brand identity into each post, whether it be through brand colours, a signature background or salon signage
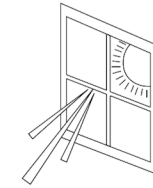
Rule of Three

- Use the grid setting to ensure your images are centred and you are not cutting off the top of the head or the bottom of the hair
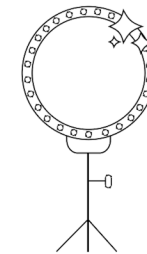
Keep It Natural

- Natural light is your best friend when it comes to capturing true-to- colour hair and beautiful salon imagery.

Ring-Light to the Rescue

- A ring light can be used for a subtle boost of illumination where natural light is hard to find. Be mindful not to blow out the imagery however by turning your light up too far.
- Ring lights can also be used with natural light to backlight the hair, creating texture. Avoid downlighting, as it can make the roots appear "hot" or lighter than they actually are
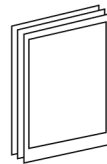
Photograph from the Back

- When shooting hair from the back, always ask your client to tilt her head slightly back—this will make her hair look longer and more dramatic.

Take a Lot of Photos

- Take as many photos as you can to ensure you have a good collection of natural content to work with.

Minimal Editing

- Create relatable content that looks natural, by avoiding heavy editing or filtering.
- If you do choose to filter your work slightly, try to choose "signature" filters that keep the tone of your page is consistent and does not alter your colour work too much