

Want to be seen by ICSC's 130,000+ followers across five social media platforms?

Follow the tips and tricks below and you just might get your shot.

TIPS

Tag our social media accounts.

If you really want to get noticed by us, this is the best way to do it! We are @ICSC on LinkedIn, Instagram and Twitter and @MyICSC on Facebook and TikTok. Bonus points if you include our hashtag (#ICSC) in your captions.

Don't be boring.

Be creative by adding music to photos, making short videos, being funny, including @ICSC gifs and more to stand out.

Limit self-promotion.

You're looking to grow your business and we're looking to share the ICSC event experience. Together we can do both. So be sure your posts spotlight how you/your team rock our events.

1

TRICKS

Lighting is key.

We love well-lit content! Look for natural, indirect light when possible.

Quick iPhone and Android Tip:

Tap on your camera screen and a mini sun icon will appear where you can adjust the exposure (the amount of light) on your subject.

2

Stay in focus.

Make sure your camera is in focus to provide sharpness and detail to your subject. No one likes a blurry photo!

Quick iPhone and Android Tip:

Tap on your camera screen on the area within the frame you would like the camera to focus.

3

Balance.

Find the balance. It's simple. Have a clear focal point and place the subject at the center of the photo. This is the easiest way to create content that is aesthetically pleasing.

Quick iPhone and Android Tip:

Use gridlines to help compose your content. Apple: Visit "Settings," and select, "Camera," and turn on, "Grid". Android: Click on camera app, click on, "Settings," and scroll down to turn "gridlines" on.

