

Social Media and Photography Tips for the Holidays



Holiday Learning Series
**Holiday Social
Media Tips**



LIVE

One of the best tools for the budget-conscious jeweler is social media. With very little investment, social platforms are commonly the best way to reach your customer right in the palm of their hand. Eye-catching imagery and content is at the heart of being successful on social.

There is still time to up your social game for the holidays! Here to help you out are Stuller's social media specialist Hannah Blaine and a Stuller photographer LeeAnn Stephan with social media and photography tips for the holidays.

Stuller's Stellar Social

Like many of you, we take the holidays very seriously and try to get ahead on our planning and promotions for the holiday season. You can find holiday promotions on our social media accounts as early as October. We rely heavily on the content we create to engage you, our customers, and that can only happen with attention-grabbing photography.

Stuller has a talented team of photographers dedicated to taking photos of jewelry, gemstones, diamonds, and more of our products. They work year-round to make sure our visual content is up-to-date, trendy, and appealing. But these images are not just for us. We encourage you to use them for your own

marketing purposes as well!

Interested in taking your own photos of your products? Check out our Stuller Connect live stream from this summer with photographer Daniel Maldonado on the Basics of Photography.

Whether you use our pictures or create your own, we are going to help you break down some social trends and demonstrate how to best use these images to be more profitable for your business.

A Look at Stuller Photography

As we have mentioned, our photography department never stops working on the next big thing. From catalogs and brochures to web shots and social campaign images, our team is constantly working to stay ahead of the curve. In our studio, we have collected props, papers, and other items of various colors and textures to enhance the products we shoot.

Collecting items like these and using simple lighting setups can really take your product photography to the next level. Our [GemLightBox](#) is the perfect investment for taking well-lit, professional photos of your products even with your phone.

But how do we know what images to shoot? We plan our campaigns months in advance, but all you need is a strategy for the upcoming months to know what you need to have prepared. Let's dive into what you need to be thinking about when creating this strategy.

Creating a Social Strategy for Holiday Success

If you have watched [our previous livestream on social media tips](#), you'll know that the first thing we recommend to anyone putting together a comprehensive social strategy is to look at

your insights. Understanding what posts your audience engages in and when they are online is the foundation to knowing where to start with your plan.

Once you know a little about your customer and how they interact online, plan what you need to promote and when. For example, it would be better for you to specifically push custom jewelry right now while there is still time before the holidays and wait until a few days before Christmas to push the last-minute items you already have in stock. Make sure you have appropriate images to go with your captions that look appealing and make someone want to see more.

Finally, you put that plan into action by scheduling your content ahead of time so that you have less to stress about during the intense selling season. Using free scheduling tools, such as [Facebook Creator Studio](#) and [Later](#), will save you a lot of time during a period when time is of the essence.

Giving Attention to Your Visual Brand

Have you given much thought to the visual consistency of the images you are posting? What does your Instagram grid look like? Is there a cohesiveness to your grid that draws people to your brand?

These are questions you should be asking yourself when putting together the images you want to use in your social strategy. A cohesive grid will not only give your customers a feel for your brand, but it will draw in newcomers as new followers and potential new customers. Your grid tells your brand's story. Customers are drawn to a well-planned and well-executed visual aesthetic.

On Stuller's Instagram, you will notice a consistent visual look on our grid that follows the stories we push as the

seasons and holidays change. But even as small visual nuances in the photos change to fit the season, there is an overall connectivity to our pictures that identify the imagery as Stuller's brand.

Putting together a consistent and comprehensive social media strategy can be daunting and we are always here to be a resource for you. If you have any questions about social media and photography tips, contact our social media team at Hannah_Blaine@stuller.com.

Join us next week for the final installment of our Holiday Live Learning Series as we talk about gifting diamonds and gemstones.

For more social media and photography tips, check out these related blog posts by our social media team!

[Social Media Strategy: Holiday #JollyJewelryDays Posts](#)

[Social Media Strategy Overhaul Before the Holidays](#)

[How to Use Hashtags on Social Media to Market Your Product](#)

[Utilize Scheduling to Amp Up Your Social Media Strategy](#)

How to Master Jewelry Photography: Part I

Jewelry Photography

Part I: How to prepare for your photo shoot

Marketing your brand is challenging. Even a degree in marketing doesn't guarantee you'll crack the code. But in our industry, jewelry photography will surely boost your business, *if done correctly*. You have a split second to catch someone's eye and interest, so make your photography count. To help you do just that, here are our tips for jewelry photography beginners:

Selecting Your Camera

Smart Phone

- **Pros**

- Portable
- Easy social media access
- Simple to use

- **Cons**

- Lower quality images
- Limited editing capabilities
- Doesn't allow enlarging for print media

DSLR

- **Pros**

- High-quality images
- Fast shutter speed, great exposure, more pixels
- Allows enlargement for print media

- **Cons**

- More expensive
- Takes a while to learn
- Requires editing program

Choose Your Photo Elements

Take time to set the stage for your photo shoot. After all, a picture is worth a thousand words. Whether you are promoting this season's newest engagement trends, youth jewelry, or men's bands, make sure your jewelry photography **tells a unique story**. Add subtle props in your photos to drive your theme across. Capture product in its own little world in an effort to tell a cohesive story. Remember to keep your branding's theme top of mind throughout your photography endeavors.

Select the Right backdrop

Plan ahead where your photography will be showcased. For example, website imagery may look different than print media. And images for [each social media platform](#) should vary in size. A background with fun patterns or bright colors may seem like a tempting way to catch customers' attention, but this diverts focus from your jewelry. Luckily, a stunning ring or necklace can basically sell itself! Stick with a light, solid-colored backdrop so your jewelry remains the center of attention.



Jewelry Terminology

If you're a beginner, there are a few basic photography terms you'll want to be familiar with:

Composition

This refers to the arrangement of all elements in a photo—from props to lighting. The composition of a jewelry photo should tell a clear, cohesive story.

Depth of Field

This refers to how much of an image remains in focus. For example, if only one object in a photo is in focus, then that image is said to have a shallow depth of field. For jewelry photography, you'll want a large depth of field for your images, meaning most or all of the photos are in focus.

Diffuser

A device that softens the light. Soft light is ideal for jewelry photography.

DSLR

A single lens reflex camera that takes digital images. Usually comprised of a main body with several lenses, allowing for various photography capabilities.

Exposure

This refers to a picture's lightness or darkness. A lighter picture means a higher exposure, ideal for jewelry photography.

Focus

The main object(s) of a photo should be in focus, with the rest of the image slightly blurred.

Negative Space

Negative space is the area that surrounds the main object in a photo. In the case of jewelry photography, your jewelry lies in a positive space, while props and backdrop effects count as negative space.

White Balance

Simply put, white balance adjusts the color of the lighting in your photos by correcting its temperature, thus ensuring color accuracy. Our eyes naturally adjust to different lightings, but cameras do not (unless they are set to do so). Many cameras have white balance presets, allowing images to come out looking as close to reality as possible!

Jewelry Photography Made Easy

Photography can be hard. Trust us. Photographing shiny metal and doubly refractive gemstones can be like trying to capture thousands of tiny mirrors. Don't feel it's worth the hassle? [Join Stuller First!](#) Our image portal gives you access to a collection of professional photography that you can use as your own.



***Stay tuned for the second installment of
this jewelry photography mini-series!***