**How to Post Better Images to Instagram**

Do *not* ignore Instagram!

Instagram is often overlooked as a social media platform due to its nature being entirely ‘images’ based. However, this fact alone is actually what makes Instagram very powerful – it allows you to convey much more emotion and to really make a product or a lifestyle look desirable. Not only that, but Instagram is actually *the second largest social network behind Facebook*. That’s a pretty impressive stat, so you really shouldn’t leave it out of your plans!

To be successful on Instagram though, you need to be at least *somewhat* good at posting images. What if you weren’t blessed with this skill? Here are some tips.

**Use a Good Camera**

While a good camera can’t completely mask a bad eye, it will certainly improve the quality of all your images to some extent.

Using a good camera might mean using a better smartphone camera. Smartphones make it very easy and convenient for us to take images and this means you can easily integrate your social media efforts into your daily routine. Alternatively, it might mean investing in a better mirrorless camera or DSLR and then uploading via an SD card.

**Use the Right Software**

The great thing about Instagram is that filters and post-editing are *expected*. Instagram has a bunch of filters that can add a lot to your images but this is taken to the next level if you also do a little editing in some other software. The best part here is that there are a lot of apps available for your phone that let you do this right from your pocket!

The Lightroom app for instance is particularly excellent for this. Another good one is Pixlr, which also allows you to make some great looking collages uses multiple images.

**Consider Composition**

Most important of all though, is to take a great photo in the first place. This means considering composition – just taking an extra moment to think about the angle you’re taking the photo from and what else is in the shot. A good photo doesn’t just keep the subject matter front and central and take the photo head on! A great photo might use foreground and background elements in order to create a sense of depth or it might use an unusual angle in order to create a sense of drama or dynamic movement.

Consider lighting too and wherever possible – tell a story.