

HOW TO STAND OUT ON SOCIAL

Your go to guide to creating scroll stopping cocktail social media posts from your own home.

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THE COMPONENTS OF A GREAT POST

LOCATION

Get creative! Look for locations in your home that provide interesting texture and backdrop to complement your drink.

COCKTAIL

Prepare your cocktail last, as cocktails look their best immediately after being poured.

PROPS

Great cocktail photo props: the main spirit bottle from your cocktail, fresh ingredients, bar tools or plants add colour and character to your shot.



LIGHTING

Natural light is best, so where possible shoot at a location and time when you have good natural light.

GLASSWARE

Polish your glassware and try not to add fingerprints when adjusting the drink.

CAPTIONS

Captions are important to enhance your photo and connect with your audience.

EDITING

Editing is no longer just for the pros! Instagram has its own photo & video editing suite within the app.

There are also loads of apps to help you edit your cocktail photography and take it to the next level.

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TOP TIPS

LOCATION

Try shooting on your windowsill or balcony.

LIGHTING

Use a lamp to light your shot. Move it around to see how it effects the shot.

PROPS

Placing your cocktail on a coaster is a great way to help make the cocktail the focal point of the shot.

COCKTAIL

Prepare your garnish before the cocktail, so you can shoot straight away.

CAPTIONS

Questions: Ask a question to start a conversation with your audience and hear their opinions.

Personal Story: Don't be afraid to share your personal story. People love to hear about your bar or your own story, as well as discovering more about the drink.

Announcements: Grab people's attention by including the main information at the beginning of your caption. For example, if you're launching a new cocktail menu, highlight this with capitals or asterisks.

Hashtags: Include hashtags at the end of your caption, to help people with an interest in drinks find you. Combine popular cocktail hashtags with specific hashtags of exactly what is in your post.

Popular hashtags – #Cocktails #BartenderLife #Drinkspiration

Specific hashtags – Cocktail name, bar location, ingredients, cocktail techniques

Don't forget to have fun! Adding funny stories or emojis to your caption adds personality to your post.