

## Top tips for capturing your Dorothy House Coffee Morning

Be sure to share any photos and video from your Dorothy House Coffee Morning with us - not only do we love to see them, but it's a fantastic way to inspire others to do the same! You don't have to be a professional photographer or a TikTok whizz either; just follow our top tips and you'll be creating content that's just as fabulous as your event itself!

### Photo and video

- Record your videos in portrait (9:16) format - this works best for Instagram Reels and TikTok!
- For photos, take a mixture of portrait and landscape shots.
- Make sure everyone you photograph/film is happy to be involved - let them know you'll be sharing on social media so they can keep an eye out too!
- Ensure you have good lighting - natural light is always the best!
- If you're taking photos of your homemade (or shop-bought - no judgement!) goodies, aim to take them from a 45 degree angle to get the best shot.
- Crop rather than zoom in on any photos - zooming in can decrease the image quality (even on the best of phone cameras!). Use the grid feature on your phone camera to ensure you get perfect positioning.
- Make sure to capture some candid shots of your guests enjoying their cake and cuppa!
- Think about props and details - eye-catching mugs and quirky teapots can make your photos stand out! You could even pop into your nearest Dorothy House shop to check out the bric-a-brac!
- Remember, your content doesn't have to be overly polished - rough and ready is always better!

### Getting social

- Make sure you're following our social media accounts (our handles are below) and be sure to tag us in your posts - you might even spot your event in our main feed some time soon!
- Use #DHCoffeeMorning in your posts.
- Consider when you post on Facebook and Instagram Stories as they disappear after 24 hours - our social media is generally monitored Monday to Friday between 9am and 5pm, so we can't guarantee we'll see it if you post over a weekend!

### Content inspiration

- Ask your guests what their favourite cake/sweet treat is (just make sure you ask permission before you film them!)
- Capture some behind the scenes footage of setting up or baking for your event (you could even film a time-lapse if you're feeling super creative!)
- Record a short clip of yourself explaining why you're hosting a Dorothy House Coffee Morning
- Are you a seasoned coffee morning host? Share your top tips for making your event a success!

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