

LS PICK

Photo-editing for Instagram

Taking the perfect shot is only half the work! From removing a gigantic zit on your forehead to adding just a subtle glow of light for a vintage vibe, editing can go a long way when it comes to enhancing your photos. Want the spotlight on you? Use a brighter filter. Want a memory trip to the good ol' polaroid days? Try vintage photo apps. The options are endless and here's how not to get lost navigating.

INSTAGRAM'S VERY OWN

For starters, Instagram itself has around forty filters for you to choose from. Filters such as Lark or Rise can instantly brighten up your photo, while Clarendon adds a cyan tint to the highlighted areas during the brightening process. For portraits, try Ludwig and use Nashville to edit candids from your favourite aesthetic restaurants. Whether it is to add a bit of drama or a pop of colour to an otherwise dull photo, Instagram filters are ideal for any occasion. However, Instagram only has two black and white filters. So, if that's your genre, try using a separate app to edit the photo first. Other than their filters, Instagram also has separate apps such as Boomerang and Layout. Boomerang can be ideal to capture fun moments, while Layout allows you a fast and simple way to make a collage of your photos before posting them.

TAKE A MINIMALIST APPROACH

For the busy ones who just want a bit of touching-up before posting photos, minimalist apps are a lifesaver. You don't have to bother with a trillion features and functions! These apps have just the right amount of filters so that you don't get too confused or to suit your niche taste. Since these apps provide only specific functions, make sure you download the right one! For example, if you love retro filters, try 1967 or Peachy of the Roll. If you don't need cropping, both Analog Palette and No Crop are good options with a basic range of aesthetic filters. For those with a love for black and white, try Hypocam or Black (for IOS only), which provides a perfect range of only black and white filters.

FOR AN ALL-IN-ONE EDITOR

These are the go-to apps for photography enthusiasts or even professional photographers. With a wide range of tools, these are ideal for manual edits, thus giving you more control of your photos. With an easy-to-use interface, Snapseed consists of a wide range of filters for quick fixes, as well as tools to edit specific aspects and areas of your photos. From adjusting colours to retouching exposure, Snapseed is the perfect place to start your journey as a semi-professional photographer. You could also try VSCO, which lets you share your creations with a whole community of creative photographers, who can provide you with feedback, tips and encouragement. If you are willing to take on something more challenging, opt for Polarr. The app even lets you enhance your facial features and can be ideal for model photography. Alternatively, you could also try Afterlight, which consists of light leaks, grainy effects and various frames for a fun yet professional look!

FOR A FUN CAREFREE VIBE

Instagram shots don't always need to seem sombre and professional! How about those fun girls' slumber parties or a hilarious meme? For such occasions, try Text on Photo. With stickers that remind you of Snapchat filters and quirky fonts to go with it, this app makes editing fun and easy. If goofy collages are your thing, try PicStitch (only for IOS users). Alternatively, why not try Prisma and find out how Van Gogh or Picasso would paint that exact scene in your photo? Editing doesn't always have to be exhausting. With these apps, you're bound to have a good time sharing your unique creations with your friends.

By Adiba Mahbub Proma

Instagram is said to globally rank second only to Facebook in terms of a social media network. The ever-growing popularity of Instagram has been steadily increasing in numbers since it was first launched around 2010.

LS NOTE

Insta-Fame for dummies!

One can only imagine how some users went from single to 5 or even 6-digit number followers to becoming "Instagram Influencers". As an attempt to convince my supervisor how she needed to join Instagram and become the next big thing, I decided to send her a mail explaining it was high time to quit with the candy crush requests and jump onto the double-tap game.

Dear Boss Lady,
Apparently, Instagram has a really high engagement rate for which reason we see brands and other advertisers flocking towards those who have massive followings. Truth be told, in real-time Queen Sheba, the number of people you know socially and professionally can easily outlive my numbered days working here after you read this letter. Nonetheless, it is high time to translate that onto your virtual space-Instagram!

The first step starts with you remembering the password of that Instagram account you opened but never bothered doing much with. Then we can move on to the sort of content you want to create. Your talents and interests honestly know no bounds and are constantly changing, and at times, it can be compared to that of a kid high on sugar. So, your contents of interest should not be more than two or three (at max), correlated and relevant to the audience you want to attract, like experimenting with food and how many ways a table can be set.

Define your own style from the way your photo is taken, to how it is edited and then posted. You already do have a knack for the rustic, simple but classy/traditional taste-ful stylings, which is very evident from the china I have seen you use when entertaining guests to how you dress yourself (buttering much?). Maintain that same aesthetic in the photos as well. The objective is to attract followers when they visit your profile that has an overall professional look and attracts other brands to collaborate with you.

When starting off, put a concise description under each photo followed with funny, new and as many relevant hashtags as you can. The more hashtags you have, the higher your engagement rate is, #creativejuicesflowing. As the number of followers increases, you will see that you won't need that many hashtags as you initially did but then again, many still do so. The hashtag game is all about trials and errors to figure out how many is too many or not to increase your engagement.

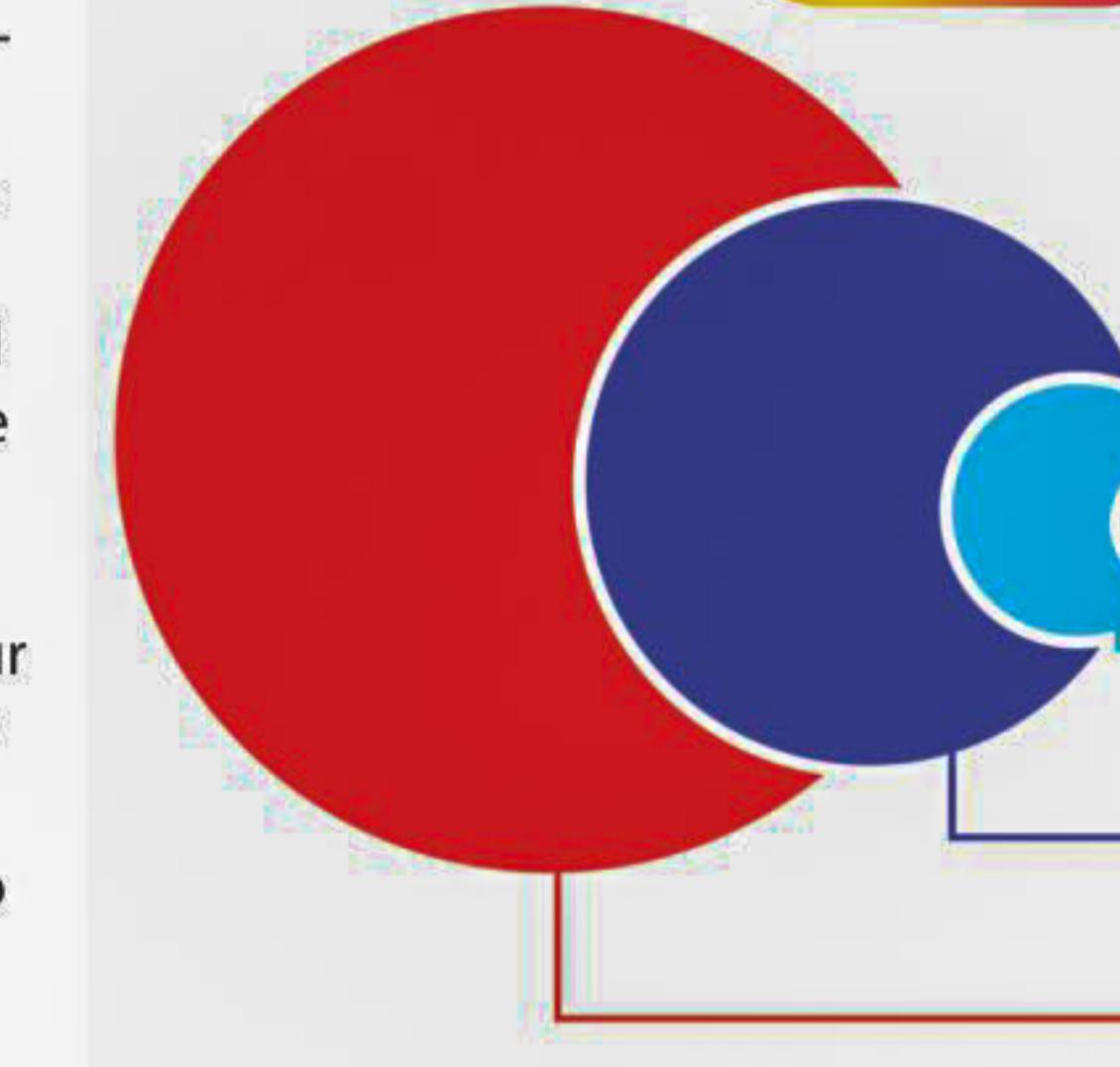
Just like your weekly 'well-deserved' outbursts to your employees, Queen of North you must be equally consistent with your posts on Instagram as well. Posting daily can be hectic but try to post every alter-

native day. Remember, the more you post, the better opportunities to engage and increase the number of followers you have.

Instagram paves the way for you to interact with actual celebrities and divas on a more personal level; not just your inner ones. Comment and follow other accounts of not just your favourite Tamil Actor but also other Influencers whose content is similar to the ones that you create and post as well. Regardless of whether they comment on your posts or not, when it comes to your own posts, always reply to the comments others make. Engaging is not just about visibility but also about building a relationship with your existing followers. Sometimes even just a 'like' or "emoji" is sufficing for the effort lies in acknowledging the comment more that is returned as loyalty by your followers. Formulating a strong bond with your followers will make you come across more as a friend than just an Instagram Influencer in this virtual arena.

Last but not least, don't forget to have fun (torturing me does not count as one). Use the different filters that Instagram offers to not just upload photos but videos and stories as well.

Be your quirky loving self that your employees have come to love the most about you. In addition, please accept this as my formal request for a raise.



Facebook		43 084 (public search)
Twitter		171 321
Instagram		371 325
YouTube		565 592

Your Faithful Minion,
Supriti Sarkar
Photo: Collected

Dear Minion,

I regret to inform you that the following Tuesday is your farewell BASH at my rooftop! It will be aesthetically captured by my darling photographer and written by my prized correspondent for an elaborate LS spread --- 'On how to FLAWLESSLY kick a nag, in Tamil style'; unless of course you graciously volunteer to start managing my Insta account for me and make sure it's the hit that you babbled on about. STAT!

Regards,
Boss Lady