

# 5 Selfies You Need to Take for Your Business



Think selfies are just for teenagers and attention seekers? Well think again.

Selfies are gaining in popularity among adults and businesses, as well. They are a great way to give your customers and potential customers a “behind the scenes” look at your business. They're also an effective way of telling your business story, including your company history.

In addition to selfies, photo bombs can be lots of fun, as they are extremely shareable content. Photo bombs start off as regular pictures, similar to selfies, but the person in the foreground is upstaged by what’s going on behind him or her.

Here are 5 types of selfies/photo bombs you should take for your business and post to your social streams:

## **Your History**

A selfie of the business owner in front of something historic about the business or the year it opened. Good ideas include standing in front of an old picture of the business from way back when, standing in front of a former owner’s portrait, or the first dollar made in the business. If you founded the business yourself, recreate a picture of you taken when you first opened and display them side by side.

## **What Makes You Unique (and the same)**

This picture is all about showcasing your personality, but remember it’s for business, too. Try taking a shot in front of a favorite collection or hobby, a picture of you in your favorite spot in town, or you enjoying your favorite meal.

When you post it ask a question of your audience. That way, even though it appears to be about you, you're opening it up to a greater connection with them. Have fun with it. For example, take a picture of yourself in the morning with your coffee in your favorite mug. The caption could read, "You should've seen me before I had my first cup. Anyone else unapproachable before their morning coffee?"

## **You and Your Right Hand**

This selfie is a picture of you and the person (or people) who helps you beyond measure. It could be someone who works for you, or a vendor partner, your entire team, or your best customer. The point of this selfie is anything but self-serving. Show some appreciation on a grand level and talk about how thankful you are for that person or persons.

## **Answer the Most Common Question Asked of Your Business**

This selfie is a unique way of answering the most commonly-asked question you hear in your business. For instance, if you are always asked your office hours, take a picture of yourself "Vanna White style" showcasing your open sign and listing your hours. Make it funny and you're more apt to see shares.

## **Show the Busy-ness**

This idea is more of a photo bomb than a selfie but sneak up on your employees hard at work, or sneak into a meeting and take a picture of yourself with them in the background.

The key to this shot is the caption you use when posting it. Something funny like, "This team is always hard at work, regardless of what I'm doing." It makes people laugh. Let's face it, people identify with jokes about hard-working employees and their bosses.

Selfies and photo bombs lend a humorous air to your social media shares. They entertain your audience and show a fun side of your business.

Remember, all social media posts should either educate, entice or entertain. With selfies, you have the last one covered brilliantly.