





## Creating Jewelry Social Content Cheatsheet

*Together with last night's panel, we compiled a checklist to help your social media content truly sparkle*

### **DO:**

- ✔ Clean the jewelry - Polish diamonds, remove fingerprints, and eliminate any fluff before shooting.
- ✔ Use good lighting - Natural lighting is best for showcasing brilliance and detail.
- ✔ Have a fresh manicure - Well-groomed hands are essential when jewelry is the focus.
- ✔ Develop your own style - and evolve it. Authenticity and growth over time build stronger engagement.
- ✔ Check the entire frame - A clean, uncluttered background keeps the jewelry front and center.
- ✔ Shoot in 4K or higher resolution - Quality matters, especially for intricate designs.
- ✔ Capture multiple takes - It often looks perfect in the moment but less so when you review. More footage gives you better options.
- ✔ Move slowly - Whether showcasing a ring, bracelet, or necklace, slow, intentional movement makes jewelry sparkle on video.
- ✔ Be authentic - Let your personality shine. Audiences connect with genuine voices.
- ✔ Vary your content - Unless you focus on a specific niche (like engagement rings), showcase a range of pieces to keep your audience engaged.

## **DON'T:**

-  Show your personal jewelry - Keep the focus on the brand you're featuring.
-  Leave tags visible - Remove or conceal price tags or SKU labels where possible.
-  Engage with negativity - Don't waste energy on trolls or haters.
-  Bash the industry or competitors - Stay focused on your strengths and positive story telling.

## **Final Note:**

*There's no one-size-fits-all formula. Sometimes, unpolished content outperforms curated campaigns, and the algorithm can be unpredictable. The most important thing is to post consistently, experiment thoughtfully, and stay true to your evolving voice.*