



Take Home TIPS

CONNECT with Content • March 9

PHOTOGRAPHY

Stephen J. Bailey - With a PH Digital  @withaphdigital

1. Always **take more photos than you need**. Your photo library is your biggest asset.
2. **Photograph to inspire**: breaking news, kindness, people, connection, and more.
3. **Don't be intimidated** by expensive cameras. Your best friend is a smart phone and a filter.

Andrew Karn - Freelance Photographer  @jack_of_the_arts

1. **Tell a story** - the less it looks like an ad the better.
2. **Get people active and involved** - repost and retweet content you are tagged in.
3. **Focus on your strengths** and post to fit your business.

CONTENT CREATION

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1. **Reserve time on your calendar time for brainstorming ideas and content creation.** Deciding what you want to post is a very different exercise than actually *developing* content—writing and shooting photos or video, that is. Give each its due and reserve the appropriate time on your calendar. These tasks are much more likely to get done if you prioritize them instead of waiting for “extra time” to magically appear.
2. **Consider “theme” days.** You can make the job a little easier and built rapport with your audience if you use recurring themes. “Throwback Thursday,” “Quick Tip Tuesday,” or even a monthly feature like a customer spotlight—it’s all about creating momentum and avoiding the need to always start from scratch. Just make sure your effort is sustainable and aligned with your audience’s needs.
3. **Create a content calendar to guide your efforts.** Your content calendar incorporates what you plan to share and when you’ll share it. The alternative—posting whatever content seems appropriate on a given day—might seem like less work, but it’s actually much more labor intensive. In addition, it’s ultimately less effective, since opportunities are often missed and gaps between posts are more likely to increase as social media managers scramble to find something to post (and as they often settle for uninspired content). If it seems daunting, start with one month only, adding high-priority events, holidays, and posts aligned with recurring themes as described above. Then, fill in with lower-priority content ideas for each channel and audience. Once that month is built out, work on subsequent months.

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