

PLANN

THE ULTIMATE PHOTOGRAPHER'S GUIDE

Grow your social media portfolio like a pro!





Introduction

Photography and social media: they go together like peanut butter and jelly, or cheese and carbs! Your social media channels — particularly Instagram — are the perfect online portfolio for showcasing your incredible work. In fact, when clients and brands are looking to hire a photographer or content creator, Instagram is often the first place they check out. Even before your website.

But, as important as marketing on social media is, chances are, you became a photographer because you love being out in the world and getting creative. NOT because you wanted to spend all your time staring at the screen of your phone, responding to comments or fussing about your follower count!

The good news is, it's possible to grow your social media presence without sacrificing your time, sanity and creativity. With the right tools and strategies up your sleeve, you can turn your photos into a powerhouse online portfolio that almost grows without you!



READ ON FOR OUR TOP TIPS FOR GROWING YOUR SOCIAL MEDIA FOLLOWING AS A PHOTOGRAPHER, THE EASY WAY!



STAY IN TOUCH
THROUGH INSTAGRAM

Contents

Automate your imports.....p4

Create your collections.....p5

Streamline your strategy.....p6

Edit the easy way.....p7

Elevate your images.....p8

Kickstart your captions.....p9

Put your socials on autopilot.....p10

**HAVE YOU TRIED ALL
THESE STRATEGIES?**

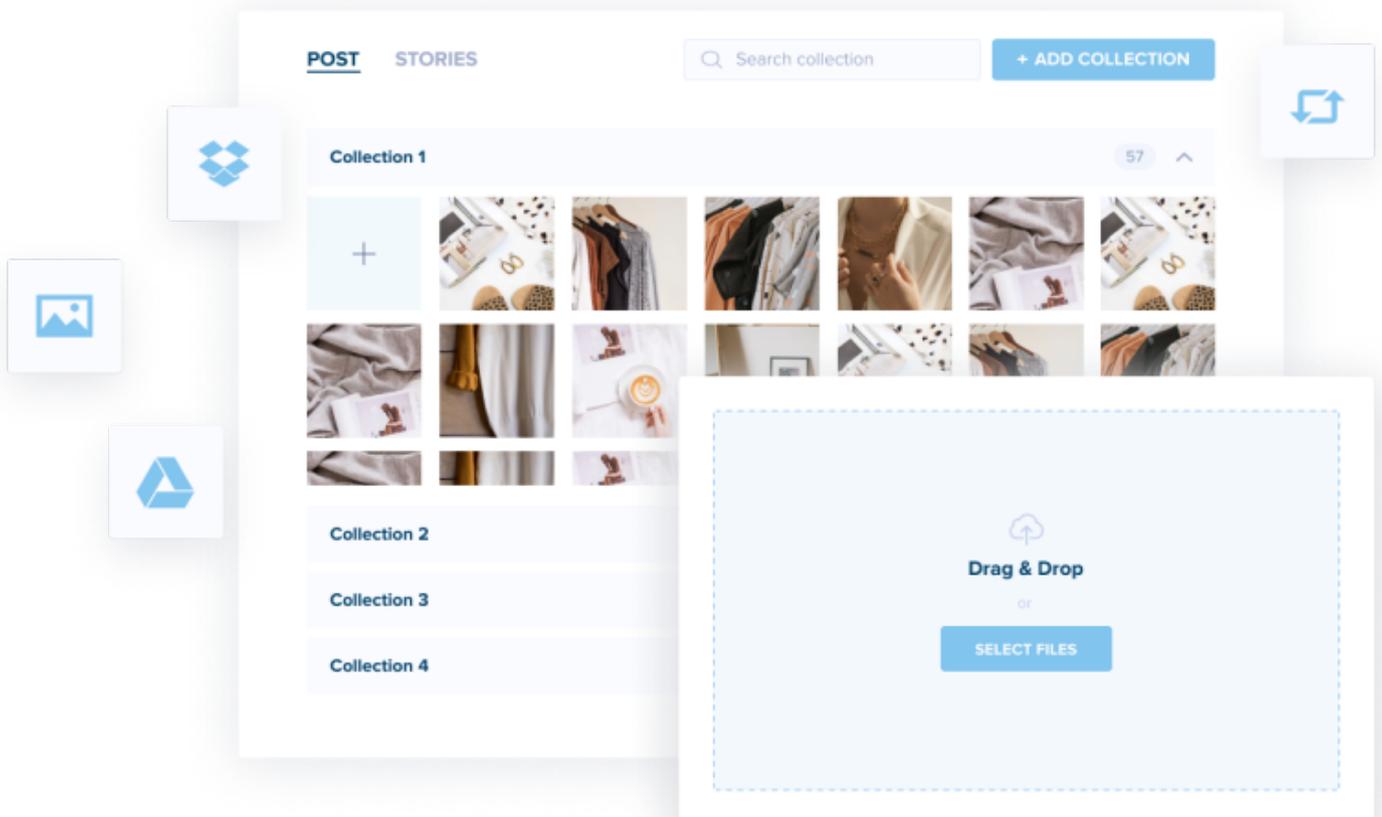
Automate your imports

AUTOMATE YOUR IMPORTS

There's nothing more frustrating than having to export your image from Lightroom, Photoshop or another editing software to your desktop, then manually upload it into Plann to schedule. Not only is it time-consuming, but it clogs up your desktop with thousands of megabytes. Thankfully, there are far more streamlined ways of getting your images onto your feed.

With our media tool, you can sync up your Google Drive, Google Photos and Dropbox account. That means all of your mega-sized images can live in your cloud-based software of choice, and you can pick and choose from them as you please (or, add them as collections, as we'll touch on in the next section) No more bloated computer begging you to clear some disk space!

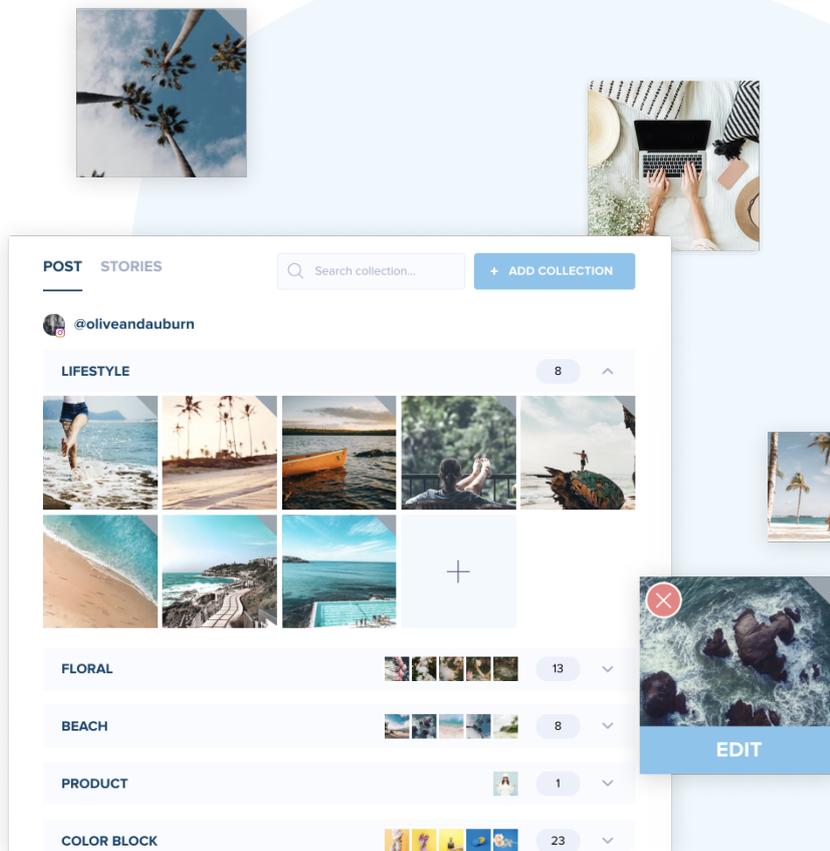
Even more conveniently, you can also send images from Lightroom mobile, Snapseed or other image editing software of your choice, straight to your Plann account! If you're on an iOS device, just select 'share to' when you export, and select Plann from the menu. Voila, it will send your edited photo right to your Plann account. Gamechanger!





Not only can we link up with your cloud-based software, but we can also BE your cloud. Our collections tool is one of our most popular features with photographers, thanks to their ability to neatly organize your images into themed folders!

So, if you're a wedding photographer, you might have one collection for BTS moments, another for locations, dresses and finer details and so forth. Import the relevant images from your Dropbox, Google Drive, Google Photos or just from your desktop, and you'll always have them to choose from to complement each of your content pillars (more on that next!)



Streamline your strategy

STREAMLINE YOUR STRATEGY

Ever struggle with knowing what to post on social media? You're not alone! This is the number one struggle of many creatives, business owners and even marketers. That's why we built a tool in the Plann app that literally creates your social media strategy for you. This helps ensure you're posting a well-balanced mix of content that's going to engage, educate and entertain your audience.

Living inside the 'strategy' tab in Plann, our content prompts include nine content themes based specifically on your industry. By adding this to your grid, all you need to do is fill in the blanks with your images (already saved in collections), captions and hashtags. This will shave so much time off your content creation process!

And, the best part is, we have loads of pre-designed content prompts specifically for our shutterbug pals! Simply type 'photographers' into content prompts and it will pull up the different types, from brand and portrait to food and event. We've got it all covered!



CONTENT PROMPTS ✕

Photographer ✕

SHOW-CASE CLIENT SHOOT	BTS FROM A SHOOT	FLATLAY OF CAMERA GEAR	BTS PIC OF EVENT	PIC OF FOOD FROM AN EVENT	HAPPY PEOPLE AT EVENT	TIPS FOR STYLING FOOD	PIC OF SHOOT LOCATION	AERIAL VIEW PIC OF FOOD
SHOW-CASE PHOTO TO PRINT	REVIEW FROM HAPPY CLIENT	SHOOT TIMELAPSE	PIC OF EVENT VENUE	TIPS FOR SHOOTING EVENTS	CLIENT TESTIMONIAL	QUOTE ABOUT FOOD/EATING	BTS PIC OF YOU SHOOTING	CLIENT TESTIMONIAL
FLATLAY PRODUCT SHOT	FAVE BRANDS SHOUTOUT	PRODUCT SHOOT TIPS	BTS EVENT SHOOT	PEER YOU ADMIRE	DESTINATION EVENT PIC	FEATURE PAST CLIENT	STEP-BY-STEP PHOTO TO SET UP	PIC OF SOMEONE EATING
Brand			Events			Food		
<input type="button" value="SELECT"/>			<input type="button" value="SELECT"/>			<input type="button" value="SELECT"/>		
BTS PIC AT SHOOT	MATERIAL TEXTURE CLOSE-UP	FINISHED CLIENT SHOOT	PERSONAL TRAVEL SHOT	PRINT OF AN IMAGE IN SITU	VACAY IDEAS	WEDDING LOCATION	CLOSE-UP OF WEDDING BANDS	REMOTE WEDDING / SCENIC
PIC OF MACHINERY	BTS PIC OF YOU SHOOTING	SAFETY ON SHOOT TIPS	HIDDEN LOCATIONS	TRAVEL ACTIVITY	REMOTE LOCATION	WEDDING DRESS SHOOT	"FEATURED IN"	FAMILY WITH BRIDE+GROOM
CLIENT REVIEW	STORY BEHIND A PHOTO	MAGAZINE FEATURE	"FEATURED IN"	STEP-BY-STEP PHOTO TO SET UP	CAROUSEL STORY	BACKSTORY/PERSONAL	COUPLE PHOTO	NATURE COUPLE SHOT
Industrial			Travel			Wedding		
<input type="button" value="SELECT"/>			<input type="button" value="SELECT"/>			<input type="button" value="SELECT"/>		

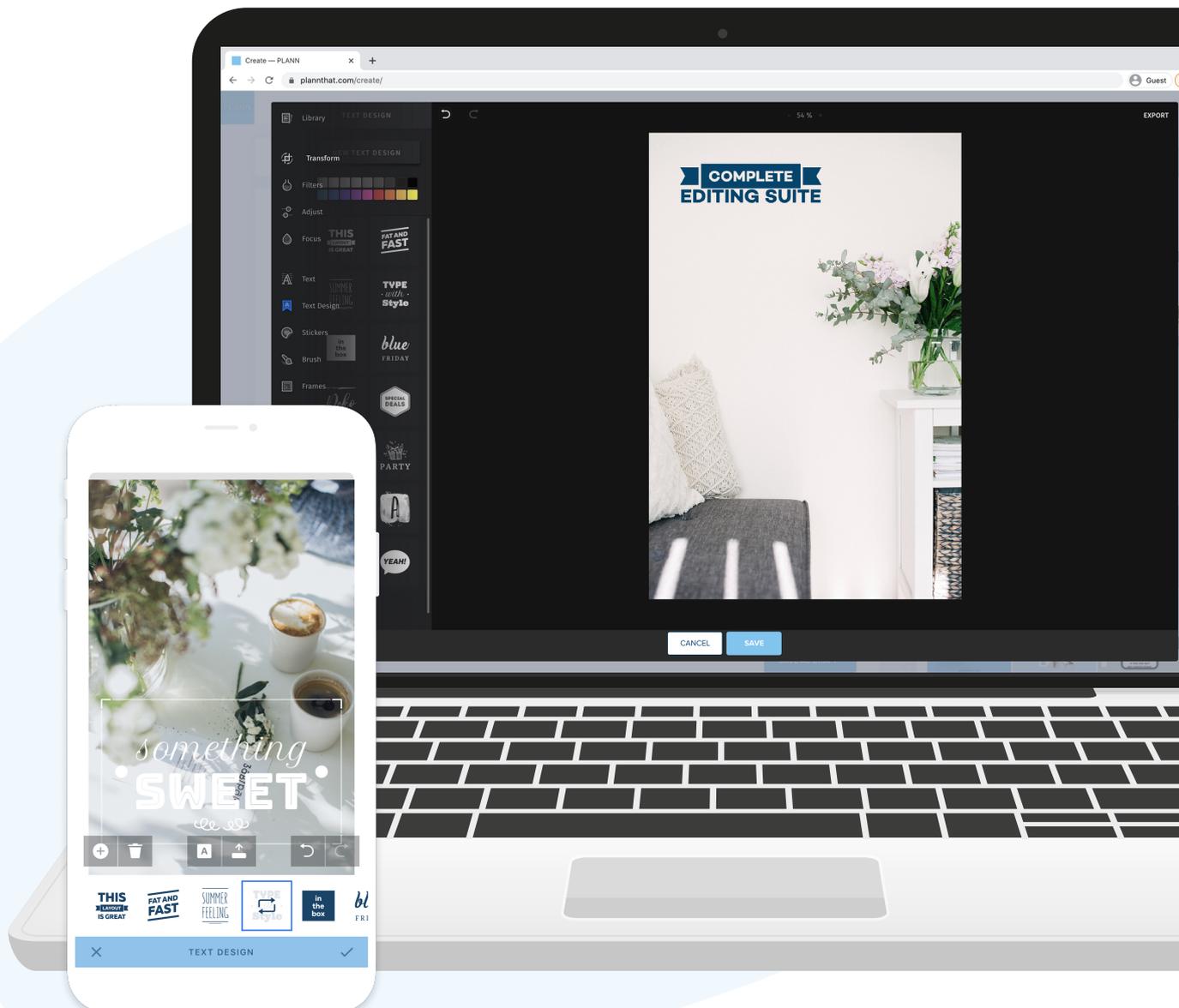
6.

Edit the easy way

EDIT THE EASY WAY

As a photographer, you know that great editing can quickly take an image from 'good' to 'oh my GOODNESS, that belongs in an art gallery.' But, you don't necessarily have to use complex, professional editing tools every time to get a great result. Sometimes, you just want to make a few minor corrections and get the photo up! That's where Plann's simple, in-built editing tools come in.

With your post selected, click on the little magic wand in Plann to bring up our editing menu. Here, you can adjust, crop and transform your image to your heart's content. You can also adjust the focal points of your images and use our brush tool to fix up any imperfections. Similar to presets, there's also a menu of filters you can use to quickly give your images a certain aesthetic, whether it's a vintage feel or smooth, crisp look.

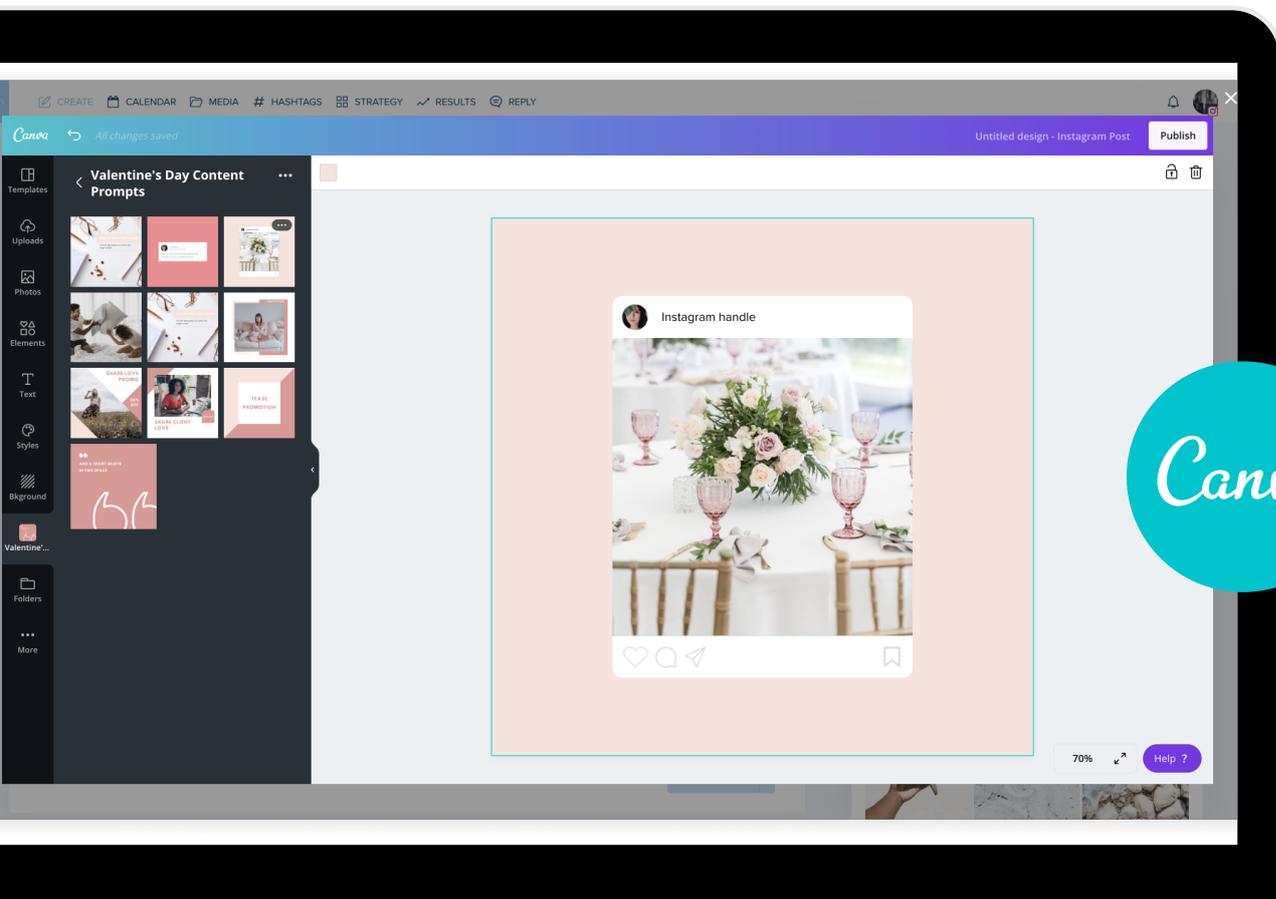


Elevate your images

ELEVATE YOUR IMAGES

They say a photo can speak 1000 words, and that's certainly true. But, you don't always have to let them do all the talking! By using simple design tools, you can transform your amazing images into eye-catching graphics or promotional materials. And the good news is, you don't have to download any expensive tools to do this. We have a couple of handy tools inside Plann to help you quickly whip up graphics on the go!

Inside our editing menu, our text editor tool allows you to instantly overlay professionally-designed typography onto your images. Available in an array of different fonts, colors and backgrounds, there's something for every occasion — whether it's announcing a flash sale on prints, or sharing some of your fave pics from a shoot.



You can also kick it up a notch with our handy integration with Canva! From Instagram stories to collages to show off your favorite snaps, they have thousands of beautiful templates in the perfect dimensions for every social platform. All you need to do is add your own images, customize with your own brand colors and you're ready to schedule it straight to your feed.

Kickstart your captions

KICKSTART YOUR CAPTIONS



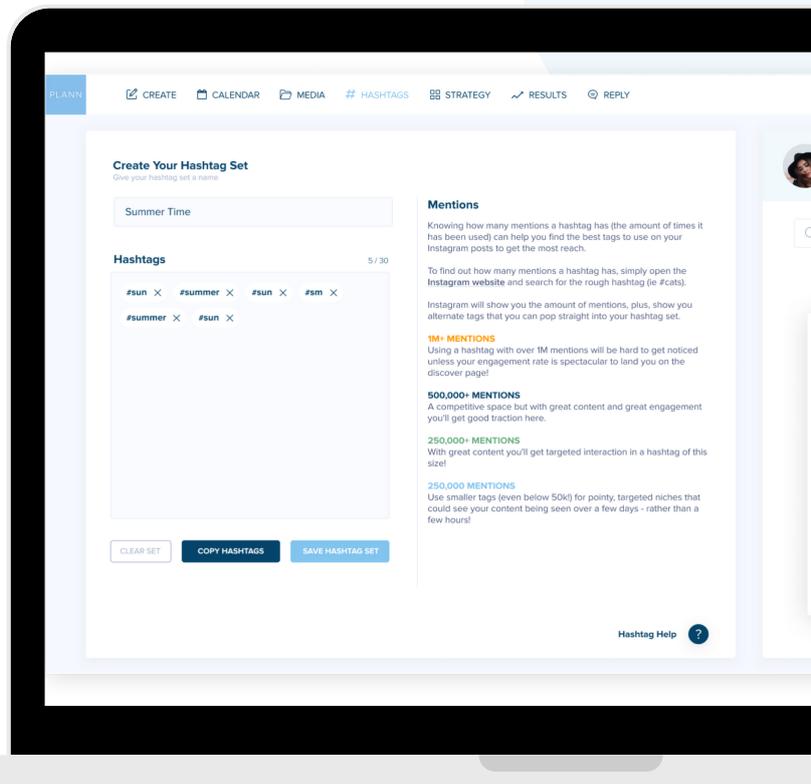
CLICK ME FOR A FREE PHOTOGRAPHY CALENDAR WITH PROMPTS FOR YOUR SOCIALS!

As a photographer, beautiful imagery likely comes naturally to you. But, the caption that accompanies it is just as important! You can use this as an opportunity to tell a story, drawing them into the journey behind the image. Or, you share a little more about the person behind the lens, or share handy tips for other budding photographers. The options are endless!

But, if you find yourself lost for words when you sit down to write a caption, we've just got just the thing for you. We've created this content calendar specifically for photographers. Inside, you'll find 30 days of content prompts to ignite your inspiration and get those words flowing. Consider it your secret weapon against writer's block!

PS. When you're putting together your captions, don't forget your hashtags! These are what's going to get your epic content in front of people who aren't already following you. Thankfully, you don't have to come up with these every time you post. With our hashtag collections, you can save themed sets of these (for example, hashtags about creativity or nature), then pick and choose when you need them.

Need some inspo? Check out some of the [top hashtags for photographers](#).

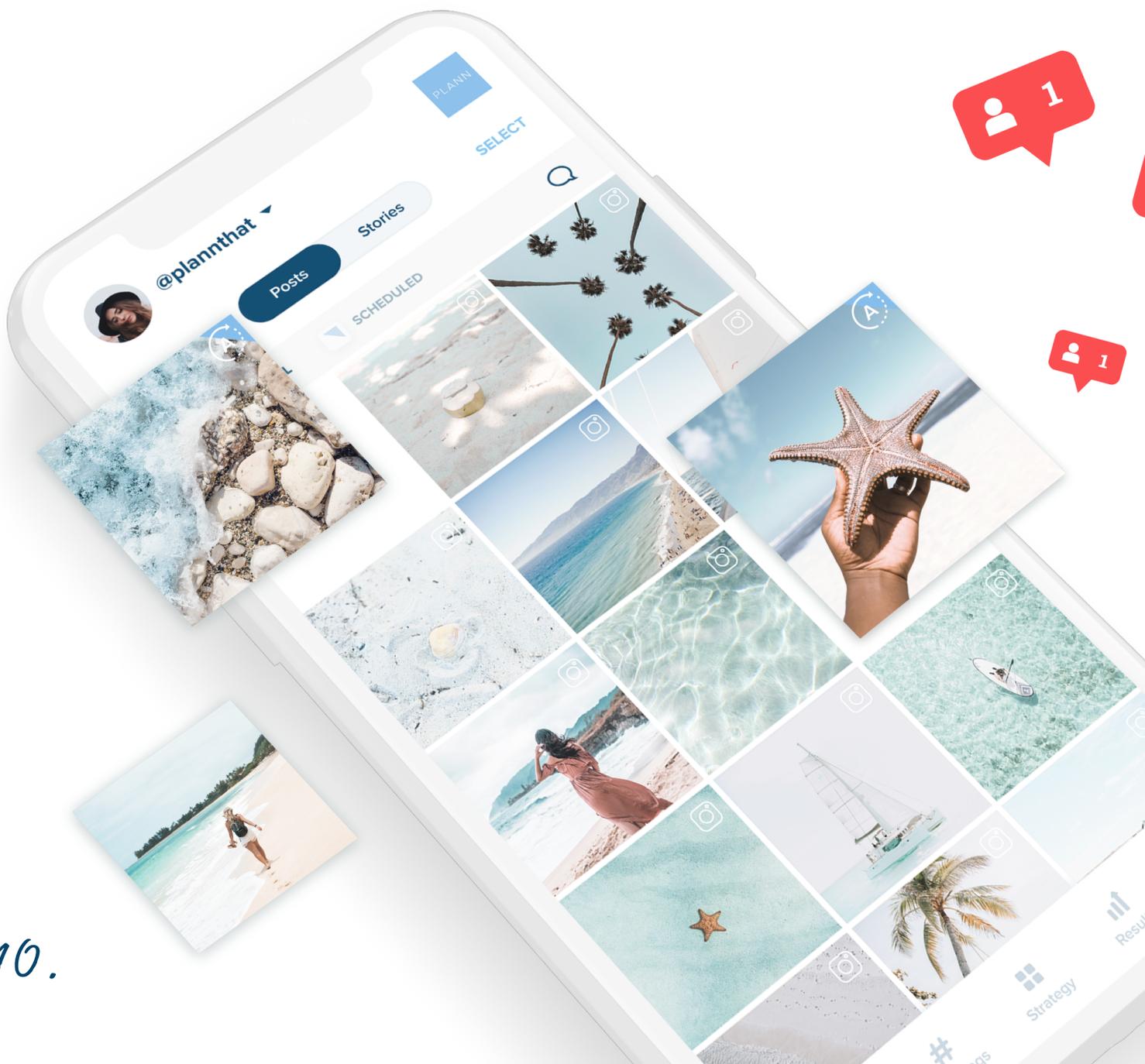


Put your socials on autopilot

PUT YOUR SOCIALS ON AUTOPILOT

Now, you have all the elements for your supercharged Instagram feed — the strategy, the beautiful images, the gorgeous graphics the clever captions and the targeted hashtags — it's time to put it all together, set it and forget it! Plann has tools for putting your social media content on autopilot, so you can get back to doing what you actually love — shooting and creating!

With our recently launched auto posting feature, you can now schedule your Instagram posts and have them automatically go up without you. Perfect for those times when you're out shooting all day, but still want to show up on socials. We also have auto posting for Facebook and LinkedIn, if you want to diversity your content efforts. Plus, you can use our 'recreate' tool you instantly recreate your Instagram content across Facebook and LinkedIn (or vice versa) to reshare.



Ready?
**TO START BUILDING YOUR
OWN INSTAGRAM PORTFOLIO**

And attracting dream clients and customers?
[Log into Plann or start your free trial](#) to experience the magic for
yourself.

