



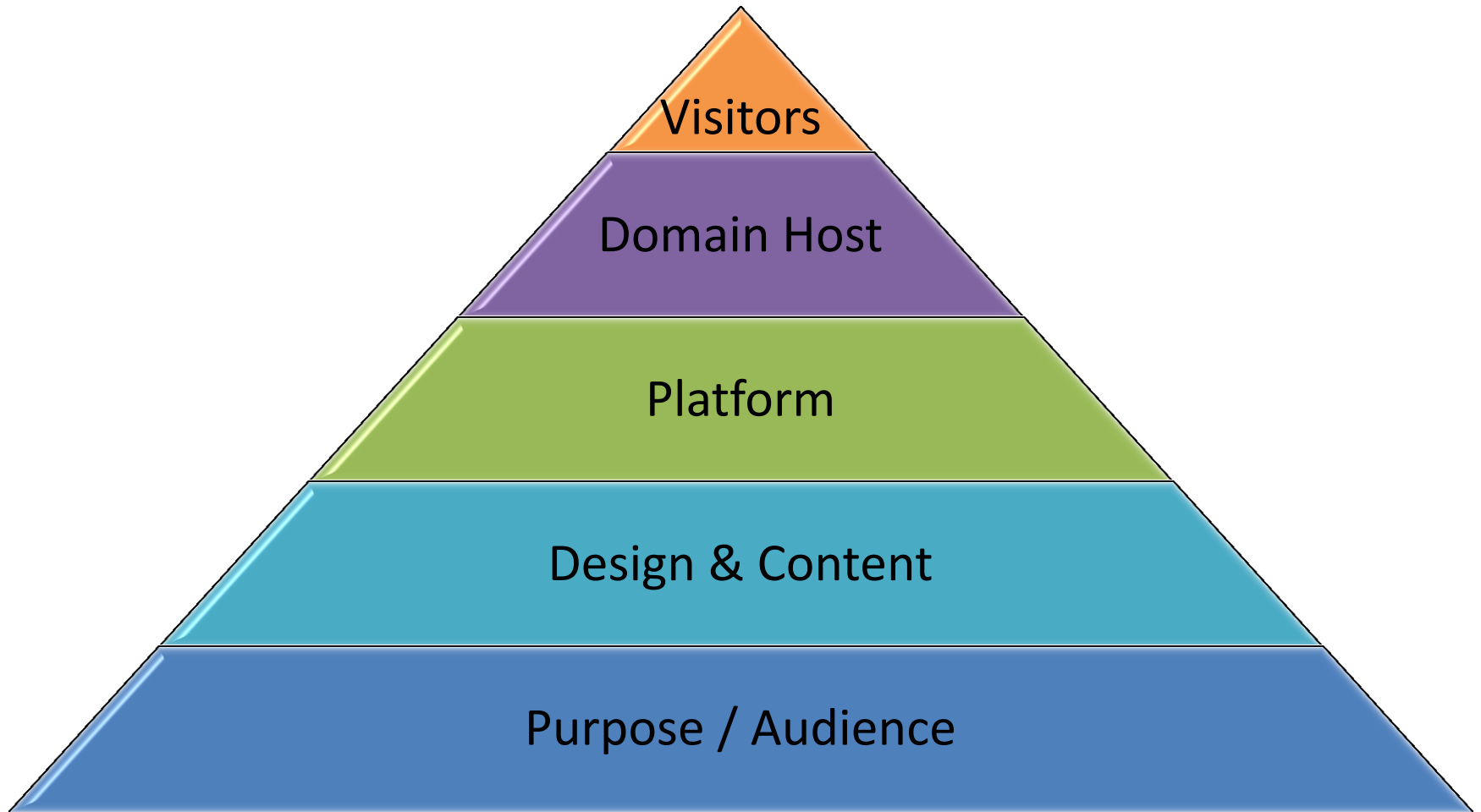
Photographers: Your Web & Social Media Brand

Mike Anthony & Martin Cregg

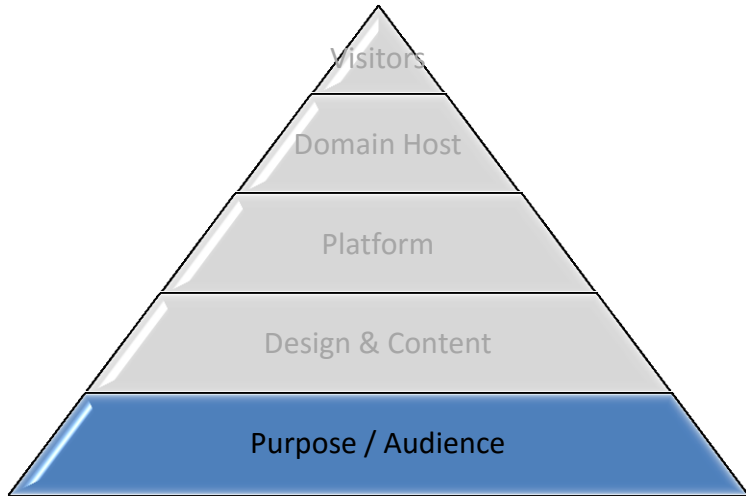
BPG Roundtable
3 July 2018



Website Hierarchy



Purpose & Audience



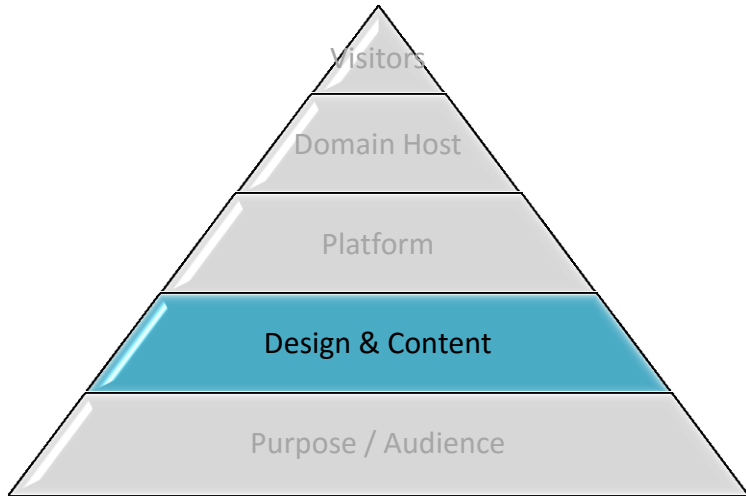
BPG Website Purpose:

- Existing members
 - Informational
 - Portfolio
- Prospective members
 - Portrays activity and ability

- Portfolio?
- Commercial?
- Informational?
- Educational?
- Blog component?
- Just because!

Will SEO be necessary?

Design & Content

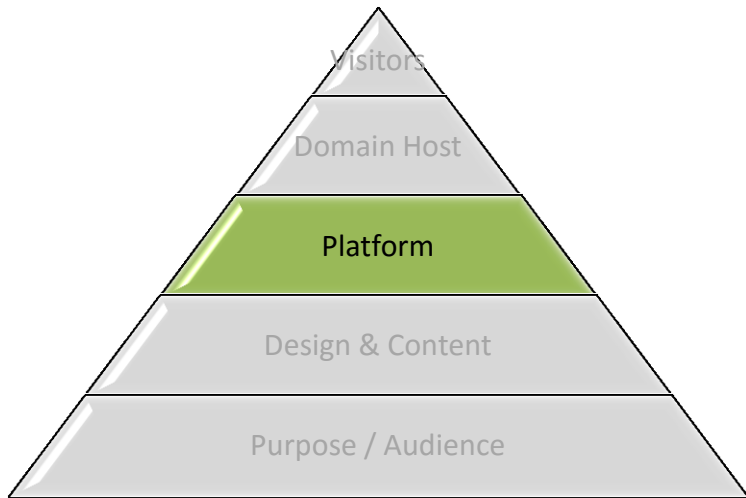


BPG Website Design & Content:

- Five different designs considered
 - Solicited feedback
 - Iterative process
- Content changes frequently
- Responsive

- Driven by the purpose and audience
- User Experience – UX
 - Responsive (PCs and devices)
- Is content easy to find?
- Will content change:
 - Frequently
 - Periodically
 - Rarely
- Easy to update and maintain?

Platform

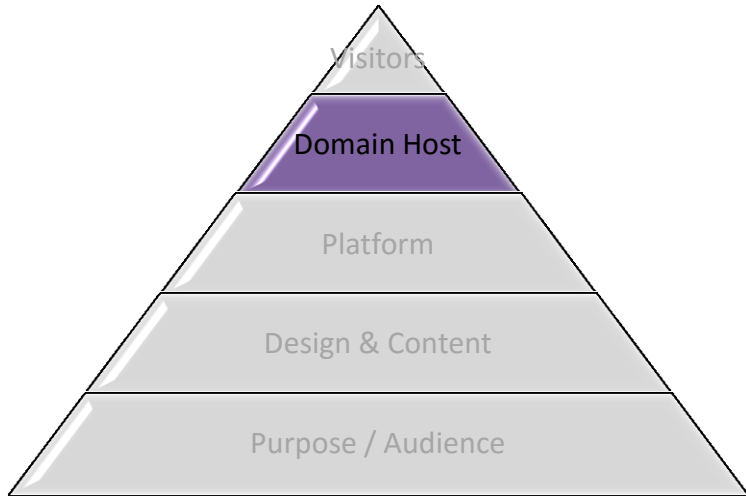


- WordPress
- Website Builders
 - WIX
 - Squarespace
- Template
- Easy to maintain

BPG Website Platform:

- WordPress
 - Elementor Builder
 - Plugins
 - Galleries
 - Events
 - SEO
 - Backups

Domain Host

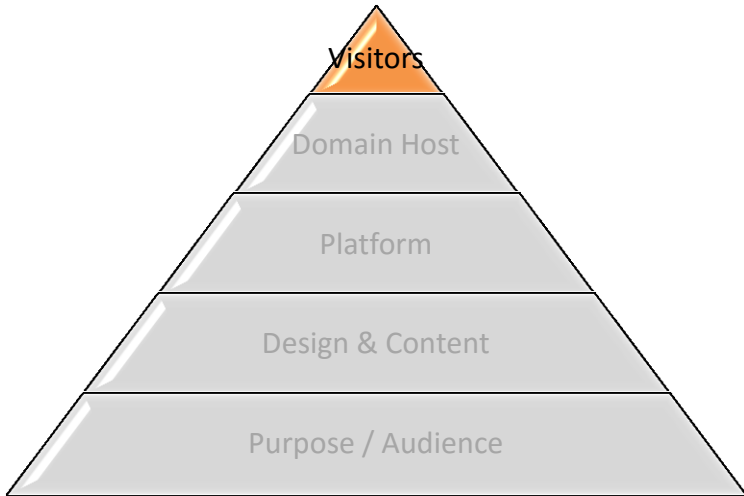


BPG Website Domain Host:

- GoDaddy
 - Historical
 - Provides everything we need
 - Good support
 - Unlimited Storage

- Providers
 - GoDaddy
 - 1&1
 - Bluehost
- Support
- Redundancy / uptime
- Traffic volume
- Storage
- Email

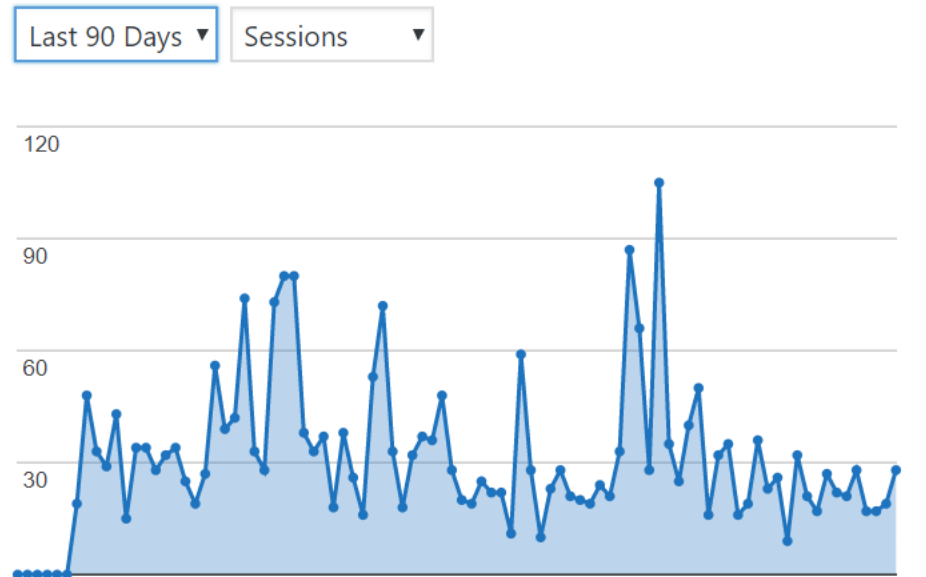
Visitors



BPG Website Visitors:

- Key events should drive visitors
 - Sam Abel
- Rinse and repeat
 - Purpose / Design

Google Analytics Dashboard



Sessions 2,790	Users 1,194	Page Views 9,003
Bounce Rate 46.13%	Organic Search 353	Pages/Session 3.23
Time on Page 00:01:16	Page Load Time 7.67	Session Duration 00:02:50

A Good Man to Know

June 8, 2018 by Ed Batsel



Al Wood is a good man to know! You don't have a chance to meet many people like Al Wood, who is extremely creative, totally aside from his photography. Over the years, he has been into wood carving, sculpture, working in bronze and even into some "serious" woodworking. For a period of 10 years, he ... [Read more](#)

Working Together Wins Every Time

April 27, 2018 by Ed Batsel



Your grandmother wasn't the originator of the expression "two heads are better than one." It first appeared in a book of collected English colloquial sayings, first printed in 1546, put together by John Heywood. We all know it makes sense and works in most situations. Today, we use the word "syncretistic" to describe an environment ... [Read more](#)

Confessions of a YouTube Junkie

May 25, 2018 by Ed Batsel



I spend a lot of time on the web. I subscribe to about 25 YouTube channels, and regularly check out 25 or so other pages—a couple of them daily. More than once I have encountered the idea that I probably should spend less time reading and sitting at my computer and go out and shoot. ... [Read more](#)

"Your Camera Doesn't Make Pictures...You Do"

May 11, 2018 by Ed Batsel



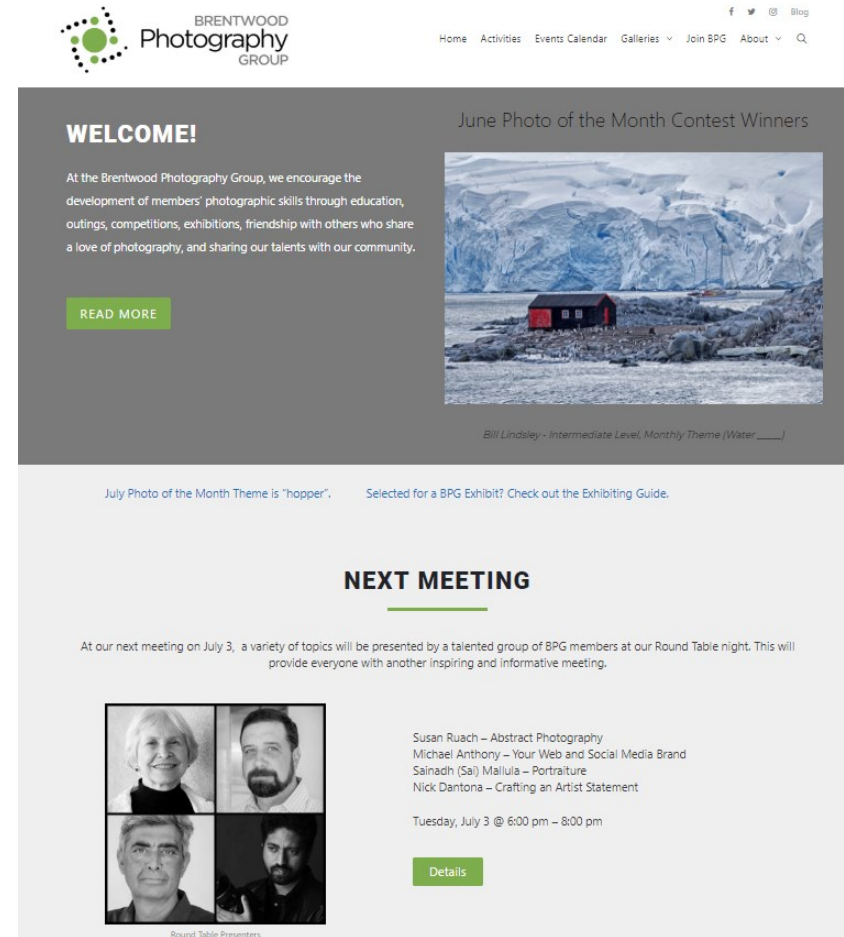
Those words are so true! They remind me of my years-ago, now basic photography course at Nashville State Community College. The teacher invited us out into the hall to look at some framed pictures on display. They were interesting, well-done pictures, and professional-looking images. When we came back in, he asked us what cameras we ... [Read more](#)

Blog

- Need dedicated resource
 - Ed Batsel
- Regular articles
- Google sees activity
- Ranking
- Post to social media

A Few Things You Can Do

- Visit the BPG website:
 - www.brentwoodphotographygroup.org
- View the blog written by Ed Batsel
 - Comment
 - Helps with Google Ranking
- Provide ideas for improvement
 - Information you'd like to see
 - Ability to find what you're looking for



The screenshot shows the Brentwood Photography Group website. At the top left is the logo, which consists of a cluster of green dots of varying sizes forming a partial circle, followed by the text "BRENTWOOD Photography GROUP". To the right of the logo are social media icons for Facebook, Twitter, and Instagram, and a "Blog" link. Below these are navigation links: "Home", "Activities", "Events Calendar", "Galleries", "Join BPG", and "About".

The main content area has a dark grey background. On the left, it says "WELCOME!" in bold. Below that is a paragraph: "At the Brentwood Photography Group, we encourage the development of members' photographic skills through education, outings, competitions, exhibitions, friendship with others who share a love of photography, and sharing our talents with our community." Underneath is a green button that says "READ MORE".

On the right, there's a section titled "June Photo of the Month Contest Winners". It features a photograph of a red cabin on a rocky shore with a large, blue-tinged glacier in the background. Below the photo is the caption: "Bill Lindsay - Intermediate Level, Monthly Theme (Water.....)".

Below the main content area, there are two links: "July Photo of the Month Theme is 'hopper'." and "Selected for a BPG Exhibit? Check out the Exhibiting Guide."

The next section is titled "NEXT MEETING" in bold, underlined. Below it is a paragraph: "At our next meeting on July 3, a variety of topics will be presented by a talented group of BPG members at our Round Table night. This will provide everyone with another inspiring and informative meeting."

Below this paragraph is a grid of four black and white headshots of the speakers. To the right of the grid is a list of names and topics: "Susan Ruach - Abstract Photography", "Michael Anthony - Your Web and Social Media Brand", "Sainadh (Sai) Mallula - Portraiture", and "Nick Dentona - Crafting an Artist Statement". Below this list is the date and time: "Tuesday, July 3 @ 6:00 pm - 8:00 pm". At the bottom right of this section is a green button that says "Details".

At the very bottom of the page, centered, is the text "Round Table Presenters" above the grid of headshots.

Social Media - Guidelines

- Know your objectives
- Use the right tools for those objectives
- Consistently publish fresh, high quality content
- Actively participate in social communities with comments, shares, likes, replies

Social Media

- What are your objectives?
 - Share my images with friends/family/other photographers
 - Get inspiration from other photographers
 - Follow/share in a photography niche
 - Showcase my portfolio for galleries, potential buyers
 - Generate business (weddings, seniors, headshots, commercial, etc)

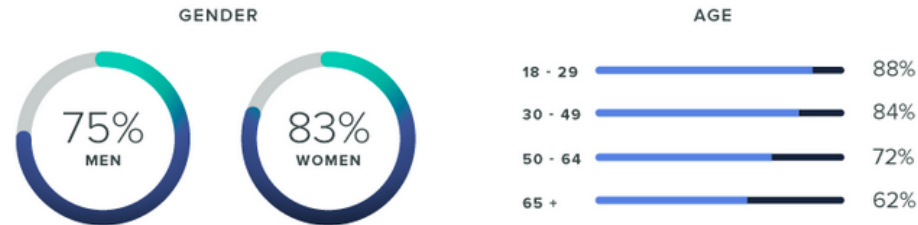


Social Media - Facebook

- Launched 2004 – aimed at college students
- 2.2B active monthly users
- 1.5B daily active users (accessed 8x per day)
- \$34B advertising revenue
- Most activity on weekday afternoons
- 60M business profiles
- 300M photo uploads daily
- Average visit is 20 minutes



Social Media - Facebook



3. People Aged 18-29 Are the Most Prevalent Facebook Users (65+ Is the Least)

The age groups on Facebook break down by use as such:

- 88% of those 18-29
- 84% of those 30-49
- 72% for those 50-64
- 62% for those 65+

Despite being the smallest age group on the platform, Facebook seems to be the best option for reaching older users on social media when compared to other networks. Here's a breakdown of social media usage of 65+ year olds on other networks:

- 8% use Instagram
- 10% use Twitter
- 20% use LinkedIn
- 16% use Pinterest
- Less than 10% of 50+ year olds use auto-delete apps like Snapchat



Social Media - Facebook

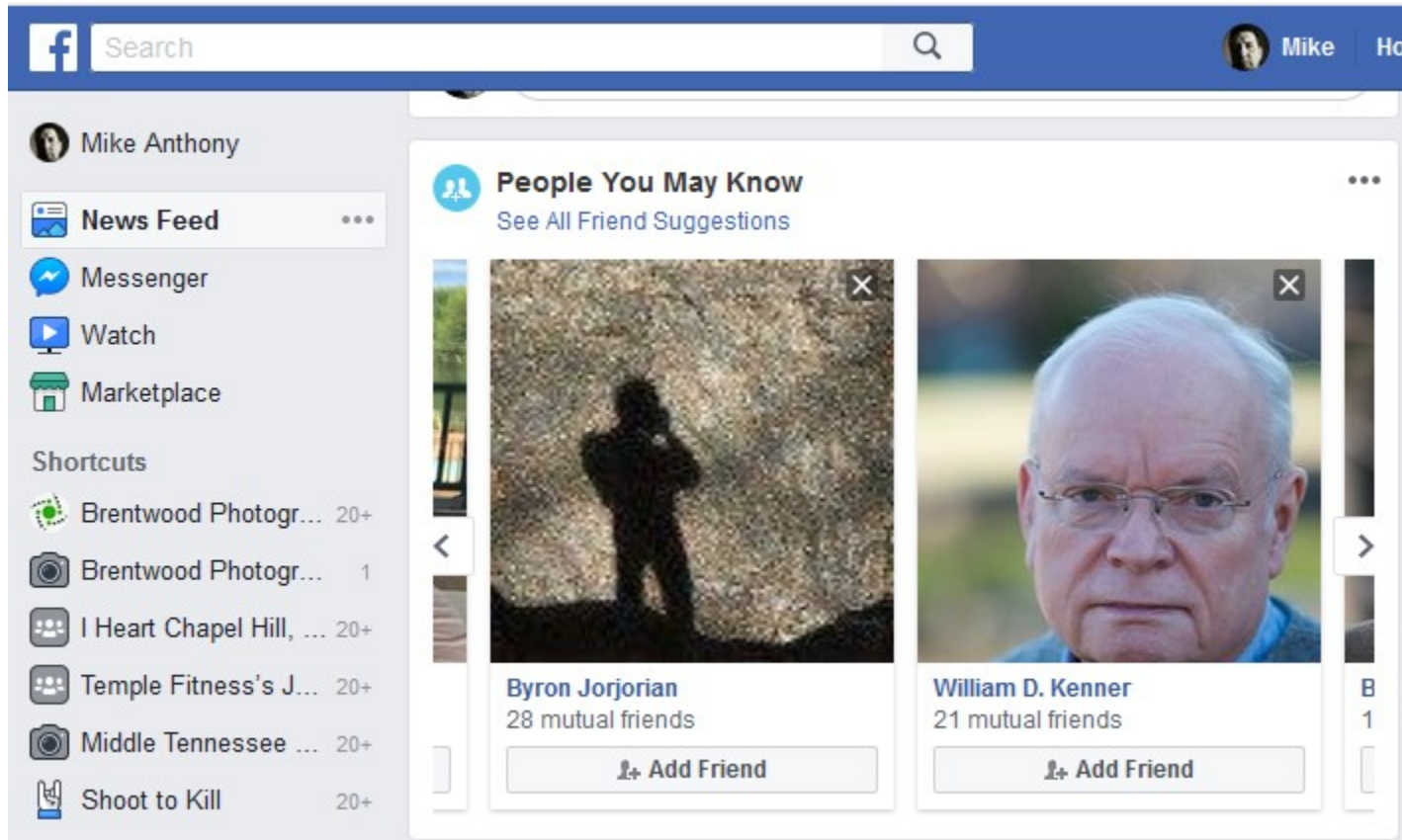
- Profile (Individuals)
 - Add friends, follow business pages, post updates, share photos/videos, join groups, interact with other profile or page posts
 - Newsfeed interface based on preferences, likes/follows and algorithm of active interactions
 - Review your Privacy Settings
 - Messenger

Social Media - Facebook



A screenshot of a Facebook news feed. At the top, there's a search bar and a user profile for 'Mike'. The main content is a post by 'Janis Tomanek' from 4 hours ago. The post text reads: 'Beaver (enjoying an early breakfast) Many of the folks who frequent this area say that this is the very first year that the beaver have allowed themselves to be seen, they are usually very secretive and all you see is their dams. We came very early one morning, and I think we got lucky!'. Below the text is a close-up photograph of a beaver's head as it eats a piece of wood in a stream. The beaver has thick brown fur and prominent whiskers. The water is clear with some green algae. Below the photo are interaction buttons for 'Like', 'Comment', and 'Share'. Underneath, it shows that Susan Hay, Willette Yvonne DuPree, and 17 others liked the post. There are three comments: Kathleen Brebes says 'Love it!!', Diane Curchoe says 'Dam it, It's beautiful! Get it?', and Kim Ross says 'I am falling in love with these critters!'. The left sidebar contains navigation options like 'News Feed', 'Messenger', 'Watch', 'Marketplace', and various shortcuts and explore options.

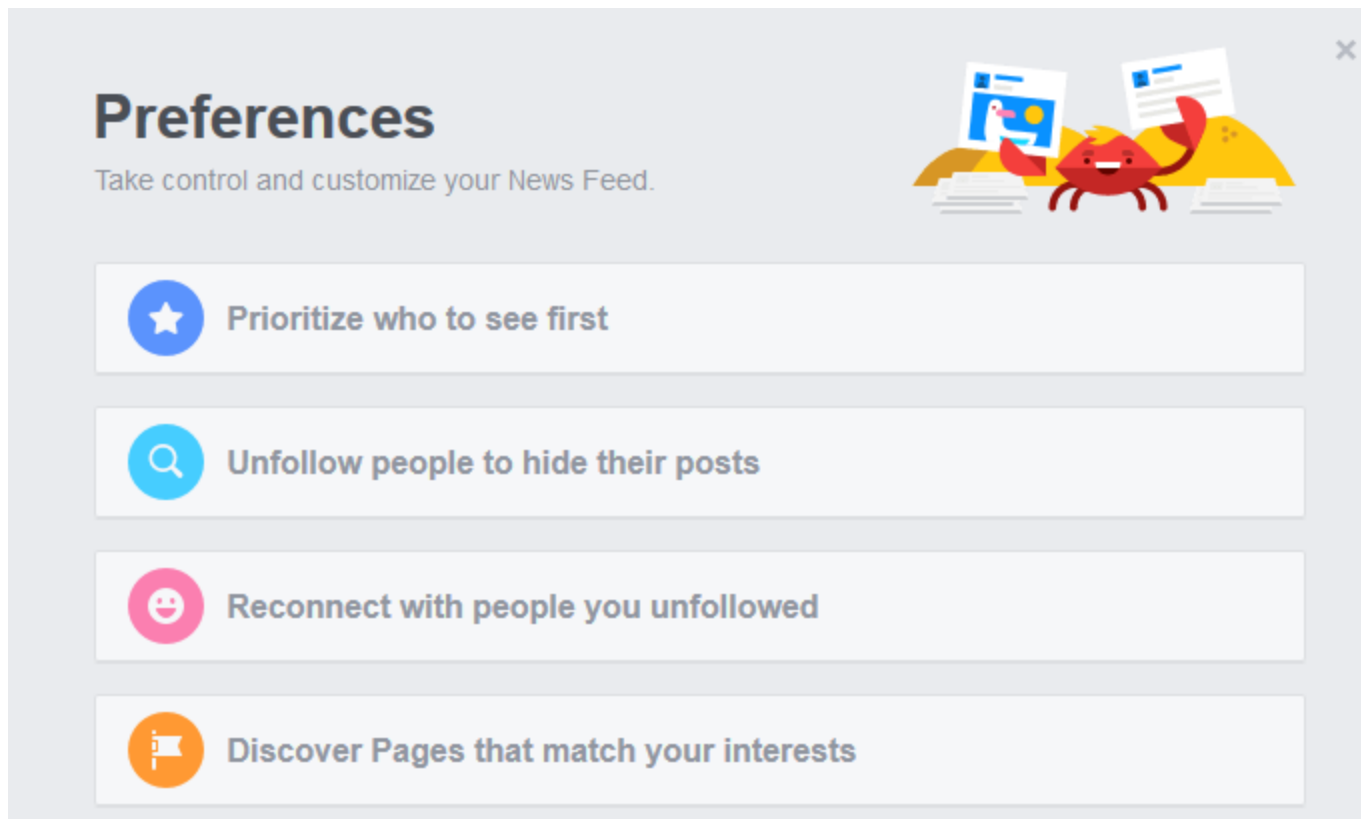
Social Media - Facebook





Social Media - Facebook

- Newsfeed Preferences



Social Media - Facebook



- Privacy Settings

<ul style="list-style-type: none">GeneralSecurity and LoginYour Facebook InformationPrivacyTimeline and TaggingLocationBlockingLanguageFace Recognition	<h3>Privacy Settings and Tools</h3> <table border="1"><tr><td rowspan="3">Your Activity</td><td>Who can see your future posts?</td><td>Friends</td><td>Edit</td></tr><tr><td colspan="2">Review all your posts and things you're tagged in</td><td>Use Activity Log</td></tr><tr><td colspan="2">Limit the audience for posts you've shared with friends of friends or Public?</td><td>Limit Past Posts</td></tr><tr><td rowspan="5">How People Find and Contact You</td><td>Who can send you friend requests?</td><td>Everyone</td><td>Edit</td></tr><tr><td>Who can see your friends list?</td><td>Friends</td><td>Edit</td></tr><tr><td>Who can look you up using the email address you provided?</td><td>Friends</td><td>Edit</td></tr><tr><td>Who can look you up using the phone number you provided?</td><td>Friends</td><td>Edit</td></tr><tr><td>Do you want search engines outside of Facebook to link to your profile?</td><td>No</td><td>Edit</td></tr></table>	Your Activity	Who can see your future posts?	Friends	Edit	Review all your posts and things you're tagged in		Use Activity Log	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts	How People Find and Contact You	Who can send you friend requests?	Everyone	Edit	Who can see your friends list?	Friends	Edit	Who can look you up using the email address you provided?	Friends	Edit	Who can look you up using the phone number you provided?	Friends	Edit	Do you want search engines outside of Facebook to link to your profile?	No	Edit
Your Activity	Who can see your future posts?		Friends	Edit																							
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	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts																								
How People Find and Contact You	Who can send you friend requests?	Everyone	Edit																								
	Who can see your friends list?	Friends	Edit																								
	Who can look you up using the email address you provided?	Friends	Edit																								
	Who can look you up using the phone number you provided?	Friends	Edit																								
	Do you want search engines outside of Facebook to link to your profile?	No	Edit																								



Social Media - Facebook

- Pages
 - Business or Organization
 - Publishes content relevant to audience that follows the page
 - Can allow or restrict comments on page posts
 - Followers can react to and/or share posts

Social Media - Facebook



Brentwood Photography Group

Mike Home Find Friends

Page Inbox Notifications 26 Insights Publishing Tools Settings Help

Liked Following Share

+ Add a Button

See All Page Tips 1

54% response rate, 3 days response time
Respond faster to turn on the badge

886 likes +1 this week
Kristin Anthony and 39 other friends

863 follows

See Pages Feed
Posts from Pages you've liked as your Page

Boost "BPG Senior..." for \$3
This post is performing better than 75% of your posts. Boost it to reach up to 1,300...

366 post reach this week

Community See All

Janis Tomanek and 39 other friends like this

Invite Friends

886 people like this

863 people follow this

About See All

Send Message

http://www.brentwoo... Promote Website

Community Organization

Brentwood Photography Group

Plan to attend our June meeting on Tuesday, June 5 where photographer David Robert Farmerie will be our guest speaker, with the focus on personal photography projects.

For directions and details, see this page:
<https://brentwoodphotographygroup.org/next-meeting-2/>

Social Media - Facebook



Facebook interface for the Brentwood Photography Group. The page header shows the group name, search bar, and navigation options like Home, Find Friends, and Settings. The main content area features a post titled "8 Elements That Make Great Photography" by Brentwood Photography Group, published on May 28 at 7:17 AM. The post includes a photo of a hand holding a rock and a link to the content. The post has 182 people reached and 2 shares. The right sidebar contains a boost recommendation, community information (886 likes, 863 followers), and website promotion options.



Social Media - Facebook

- Groups
 - Open or Restricted Membership
 - A community of people with a common interest
 - BPG Members Only – share images, articles, opportunities, encourage fellow members
 - Black & White
 - Square Format
 - Women's Portraits

Social Media - Facebook



Brentwood Photography Group Members

Brentwood Photography Group Members
Closed Group


About
Discussion
Members
Events
Photos
Group Insights
Manage Group

Search this group

Shortcuts
Brentwood Photogr... 20+
Brentwood Photography...
I Heart Chapel Hill, ... 20+
Temple Fitness's J... 20+
Middle Tennessee ... 20+
Shoot to Kill 20+

Martin Cregg
May 18

Great photography outing last Saturday to Burgess Falls. In an attempt to capture as much dynamic range as possible this image is combined from two shots at f/14, ISO 100: one at -2 stops (1/13 secs) and +2 stops (1.3 secs). I used HDR Merge in Lightroom and then processed to taste. I had to use Photoshop to remove a person standing at the top and also remove a few burnt out areas. I always appreciate encouragement, but would really like some feedback on the composition, processing, etc... and suggestions as to what to try next time in order to improve.



Like Comment

Russ Tomanek, Willette Yvonne DuPree and 12 others
Seen by 73

View 2 more comments

Dick Dougall Thanks for sharing, Martin. Our lunch bunch table topic will deal with sharpness in an image - enough or not enough. Running water - as in water falls - would be interesting for that topic. The green areas speak to me of spring time - and I love this special time of year. [Dick Dougall](#)



Social Media - Facebook

- Best Practices
 - Post regularly with your best content
 - Use photos and/or videos to capture views
 - Integrate with other social channels (ex: Instagram, Twitter)
 - Engage followers with dialog
 - Use Insights for analysis
 - Separate personal and professional identity



Social Media - Instagram

- Launched 2010, now owned by Facebook
- 1B individual users. 500M+ daily active users.
- 25M business profiles
- \$7B advertising revenue
- Average visit is 25 minutes
- Highest interaction rate among social platforms
- 50M+ photos posted daily
- 4B+ posts liked per day
- USA – 26% Male/38% Female Mobile Users have Instagram profiles

Social Media - Instagram



- Mobile photo and video sharing platform (photo filters available)
- Content organized with tags and/or location data
- Follow other users or topics (via hashtags)
- Like, comment, reshare others' posts
- Post single or multiple images in a post
- Push to Facebook profile/page
- Publish Stories (24 hour life)
- Message other users

Social Media - Instagram



Instagram interface showing a post by ascarlati. The post features a black and white photograph of a man (William Gay) sitting in a library, smoking a cigarette and drinking coffee. The caption includes a detailed description of the scene and a list of hashtags. The post has 71 likes and a comment from suzannehobbs365. The right sidebar shows the profile of brentwoodphotographygroup (BPG) and a list of stories from sixstreetunder and jeremycowart.

Instagram interface showing a post by **ascarlati**.

ascarlati William Gay
He chain smoked Marlboro reds and drank his coffee from the same brown stained Styrofoam cup. His prose will keep you up at night, will shake you to your core. Not sure why he crossed my mind today. Maybe its the dark clouds, the smell of wet hay or the scorching heat of summer in the south. #author #southernauthor #williamgay #writer #southernwriter #portrait #fineartportrait #portraitphotography #editorialphotography #editorial #documentryportrait #documentryphotography #bnw #bnwlife #bnwphoto #bnw_demand #bnwportrait

suzannehobbs365 I love this! ❤️
ascarlati @suzannehobbs365 thank you

71 likes

21 HOURS AGO

brentwoodphotographygroup
BPG

Stories Watch All

sixstreetunder
16 HOURS AGO

jeremycowart
16 HOURS AGO


About Us - Support - Blog - Press - API - Jobs - Privacy - Terms - Directory - Profiles - Hashtags - Language

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Social Media - Instagram






Instagram | Search [] [] []




 **ascarlati** Following ...

1,657 posts 2,305 followers 1,332 following

Anthony Scarlati Nashville based documentary/portrait/fine art photographer
prints available at www.scarlati.net

Followed by livinglocalnashville, billsteberphotography, amanda_ciotto_photography + 8 more

Social Media - Instagram



The screenshot shows the Instagram profile of 'ascarlati', a Nashville-based documentary/portrait/fine art photographer. The profile has 1,657 posts, 2,305 followers, and 1,332 following. A red box highlights the '2,305 followers' count, with a red arrow pointing to a 'Followers' modal window. The modal lists several followers with their profile pictures, usernames, and 'Follow' buttons.

Username	Full Name	Action
ventcha	ventcha	Follow
makemesmile_kenya	Make Me Smile Kenya	Follow
magic.of.space	Wonder and Magic of Space	Follow
steveprobstmusic	Steve Probst	Follow
faithinfocus		Follow
g.allerist	The Gallerist	Follow
befigo_	FIGO	Follow
maximumcolor	Vivi	Follow
ballyhooandbedbugs	Eleanor	Follow
sleepyponyinc	Sleepy Pony Inc	Follow
unalomefotografia		Follow



Social Media - Instagram

- Best Practices
 - Separate personal and professional identity
 - Recognizable & searchable account name
 - On brand profile photo
 - Informative, actionable bio w/links to drive traffic outside Instagram
 - Create business profile, use Insights (analytics to tune your presence)

Social Media - Instagram



- Best Practices, cont'd
 - Post ~5x per week
 - Curate your content! Highest quality, consistent look and feel. Tell stories with themes and project-based content.
 - Use hashtags
 - Use Stories with links, polls, calls to action
 - Interact with others
 - Be patient. Build your content and base over time.

Social Media - Tools

- **Later**
 - Upload image, post comments, schedule exact post time in advance
 - Free and premium based plans
 - Integration to Facebook, Instagram, Pinterest, Twitter
 - Computer based post management, supplemented with mobile app
 - Options to auto-post or notify you to manually push



Social Media - Tools

- **Hootsuite** - analytics & scheduling, enablement of multiple editors
- **CoSchedule** – social post scheduling
- **Buffer** – social post scheduling
- **Planoly** – social post scheduling
- **Postify** - social post scheduling
- **Repost** – repost content from other users



Social Media - Tools

- **Union Metrics** – analytics
- **Sproutsocial** – analytics & scheduling
- **Iconosquare** – analytics & scheduling
- **BuyTrueFollowers** – buy an audience

Social Media – Image Editing



- **Lightroom CC for Mobile**
- **Photoshop Express**
- **Photoshop Fix**
- **VSCO**
- **Snapseed**
- **Tadaa**
- **Filterloop**
- **Pixlr**
- **Wordswag**

Photography Communities/Inspiration

- **Tumblr** - Image based, photography niches, hashtag search
- **Pinterest** – Image based, theme search
- **Eyeem** – Inspiration, buy/sell images
- **Behance** – Curated galleries, photography & design
- **Flickr** – Image hosting, follow others, theme search
- **500px** – Inspiration, share images
- **Flipboard** – Collects articles/images across the web
- **Digital Photography School** – Photography articles
- **PetaPixel** – Photography articles

Questions

