

# EDITING







# BLOG AND SOCIAL MEDIA

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- ▶ Edit within a week of the wedding. Send to vendors
- ▶ Upload one per day to Instagram. Tag everyone and everything! Choose the location. Add hashtags
- ▶ Repeat the same process with Facebook, but swap the order of the images. Share, share, share.
- ▶ Blog 15-35 images within three weeks. Share with vendors, pump up with keywords
- ▶ Set aside competition and portfolio images



# EDITING : LIGHTROOM

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- ▶ Import keepers into Lightroom
- ▶ Generate previews overnight
- ▶ Edit one at a time, not relying on presets
- ▶ There is no magic bullet to precision
- ▶ Nailing your exposure really helps
- ▶ Better photography makes for faster editing
- ▶ Export JPEG files to precise folders

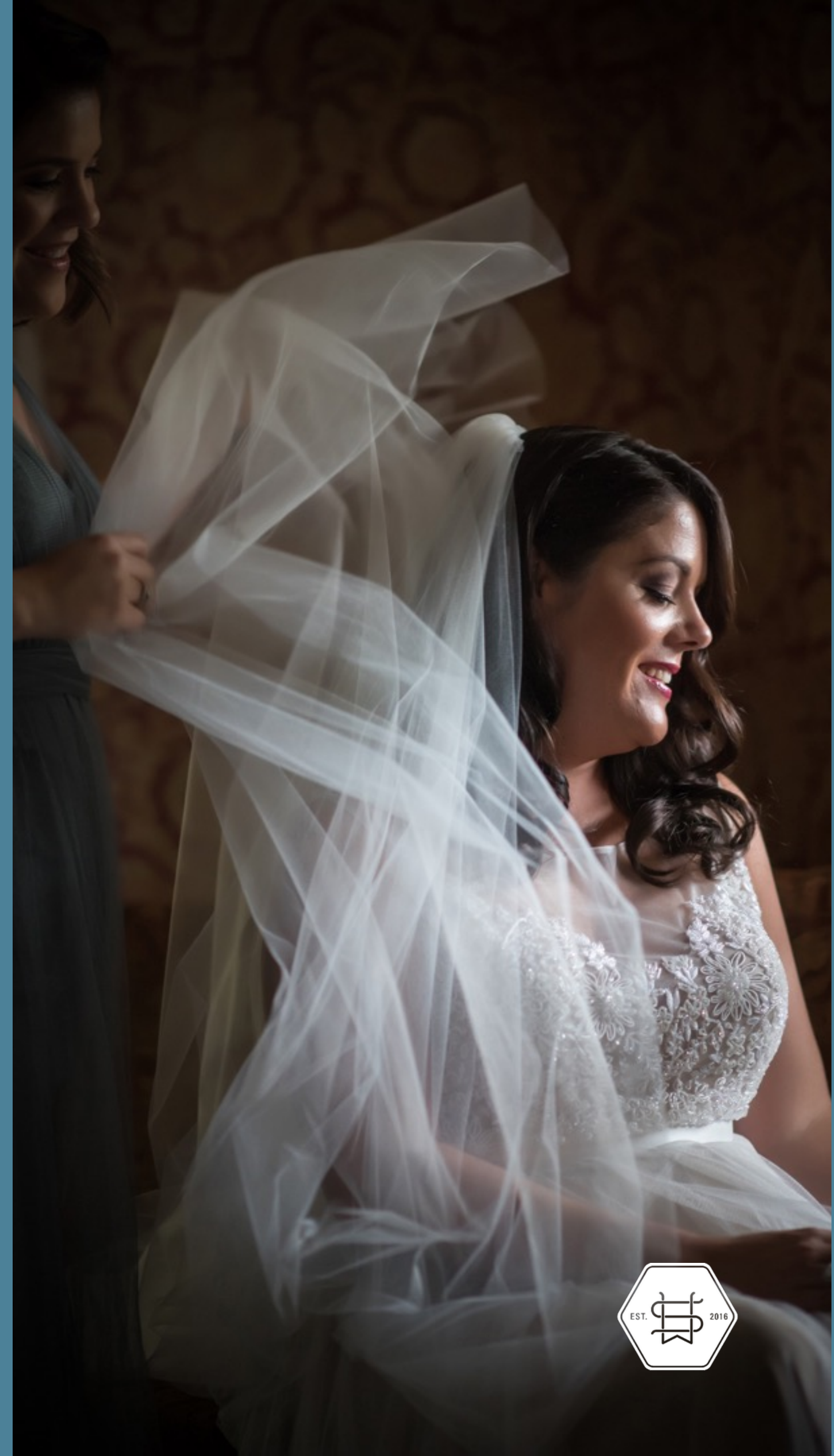




# EDITING : PHOTOSHOP

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- ▶ Run a batch of Portraiture on all of the images
- ▶ Open a small handful for more attention
- ▶ I've already opened some for blogging and posting
- ▶ Keep your Photoshop time to a minimum
- ▶ "Should I Photoshop that?"
- ▶ It's easy to get carried away!



# OUTSOURCING

- ▶ How to know when it's time to outsource
- ▶ How much time do you spend editing? How many weddings do you shoot? What would it cost to outsource? Could you earn more in that time?
- ▶ How to know where to outsource
- ▶ Be careful of "editing houses"
- ▶ Company vs. employee
- ▶ Interview potentials carefully. Do THEY outsource?

