



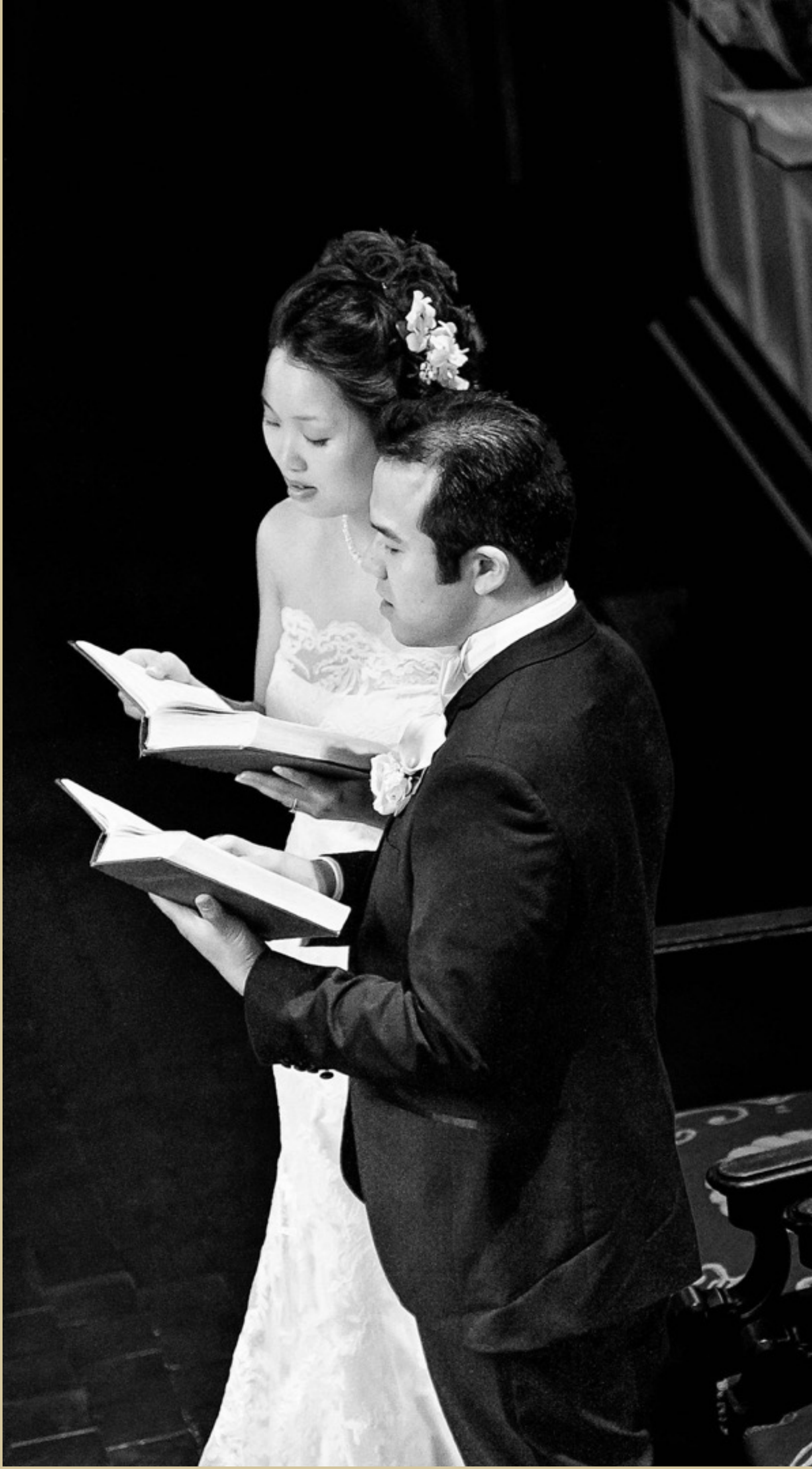
THE
WEDDING SCHOOL
SALES AND MARKETING

SOCIAL MEDIA



FINDING YOUR VOICE

- ▶ What will you share
- ▶ What won't you share
- ▶ Politics, religion, your kids, your spouse
- ▶ How will your voice further your brand
- ▶ Why I excel at social media
- ▶ Why I do not excel at social media
- ▶ Who are you sharing FOR?



PERSONAL FACEBOOK

- ▶ Friends, and only friends
- ▶ Hamilton, memes, cat videos, recipes, Hamilton, Broadway, Hamilton, and Lin-Manuel Miranda
- ▶ Never for business
- ▶ Never for clients, unless they become friends!
- ▶ Never for other vendors, unless they become friends!



BUSINESS FACEBOOK

- ▶ Image of the day, every day, no matter what
- ▶ Who is your audience?
- ▶ To run Facebook ads or not, that is the question
- ▶ Become a trusted resource
- ▶ Help, help, help, sell
- ▶ Make sure that you interact with comments
- ▶ Interaction drives post views





TWITTER

- ▶ Twitter can post to your Facebook page
- ▶ Social media research via Topsy...what are people saying about wedding photography right now?
- ▶ Twitter is not entirely relevant to wedding professionals
- ▶ ...but it's fun
- ▶ Ask questions that need quick answers

INSTAGRAM

- ▶ My personal current favorite
- ▶ Personal vs. business accounts
- ▶ Who are you marketing to?
- ▶ Prepare with vendor information beforehand via the wedding day worksheet
- ▶ Post quickly after the wedding
- ▶ Relevant hashtags
- ▶ Interact with comments





PINTEREST

- ▶ Specialty boards : wedding rings, wedding shoes, etc.
- ▶ Venue-specific boards. “Weddings at This Hotel”
- ▶ Education boards are not just for photographers
- ▶ Group boards to collaborate with other venues and vendors
- ▶ Pinterest analytics for impressions and re-pins
- ▶ Pin everything on your site!



Edit profile



Susan Stripling Photography

Brooklyn and Philadelphia · www.susanstripling.com ·

Wedding and portrait photographer based in Philadelphia and Brooklyn. Sharing images from real weddings, gorgeous wedding details, and real wedding moments.

61 Boards

2.7k Pins

1 Like

27.2k Followers

5 Following

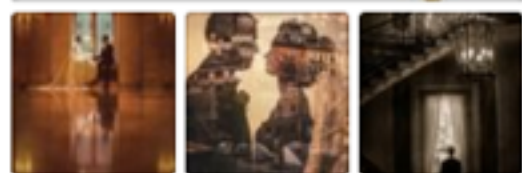


Create a board

Wedding Photography Portfolio

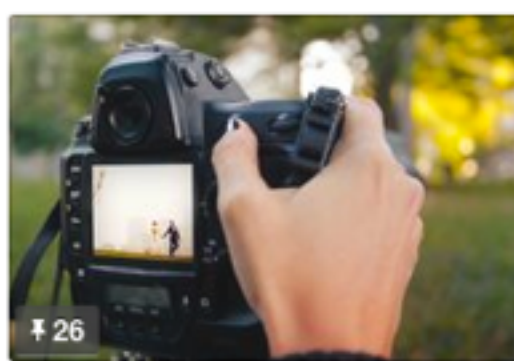


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Edit

Photography Education

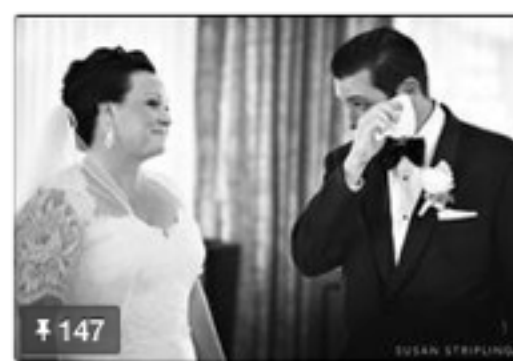


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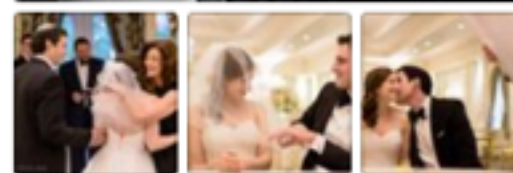


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Wedding Moments



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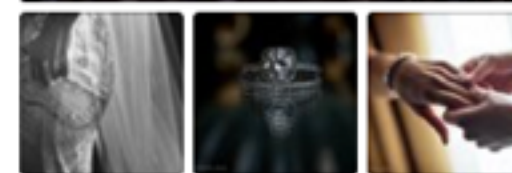


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Wedding Rings

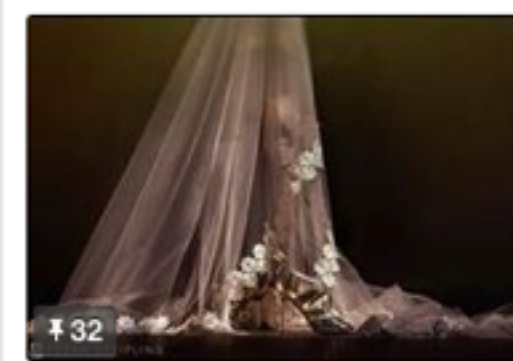


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Wedding Shoes

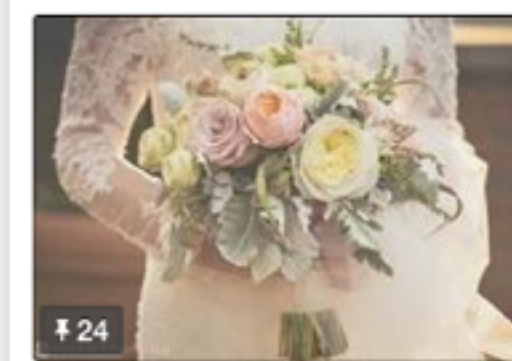


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Wedding Flowers



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Wedding Dresses



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Wedding Getting Ready



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Edit

Wedding First Looks



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Edit

Wedding Portraits



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Edit

Wedding Bridal Party



16



Edit

Wedding Family Portraits



16



Edit

Wedding Ceremonies



126



Edit



SNAPCHAT

- ▶ What purpose would this have for a wedding photography business?
- ▶ Behind the scenes of shoots
- ▶ Behind the scenes at weddings
- ▶ I don't want my clients to think I'm not working
- ▶ Can someone else post for you?

