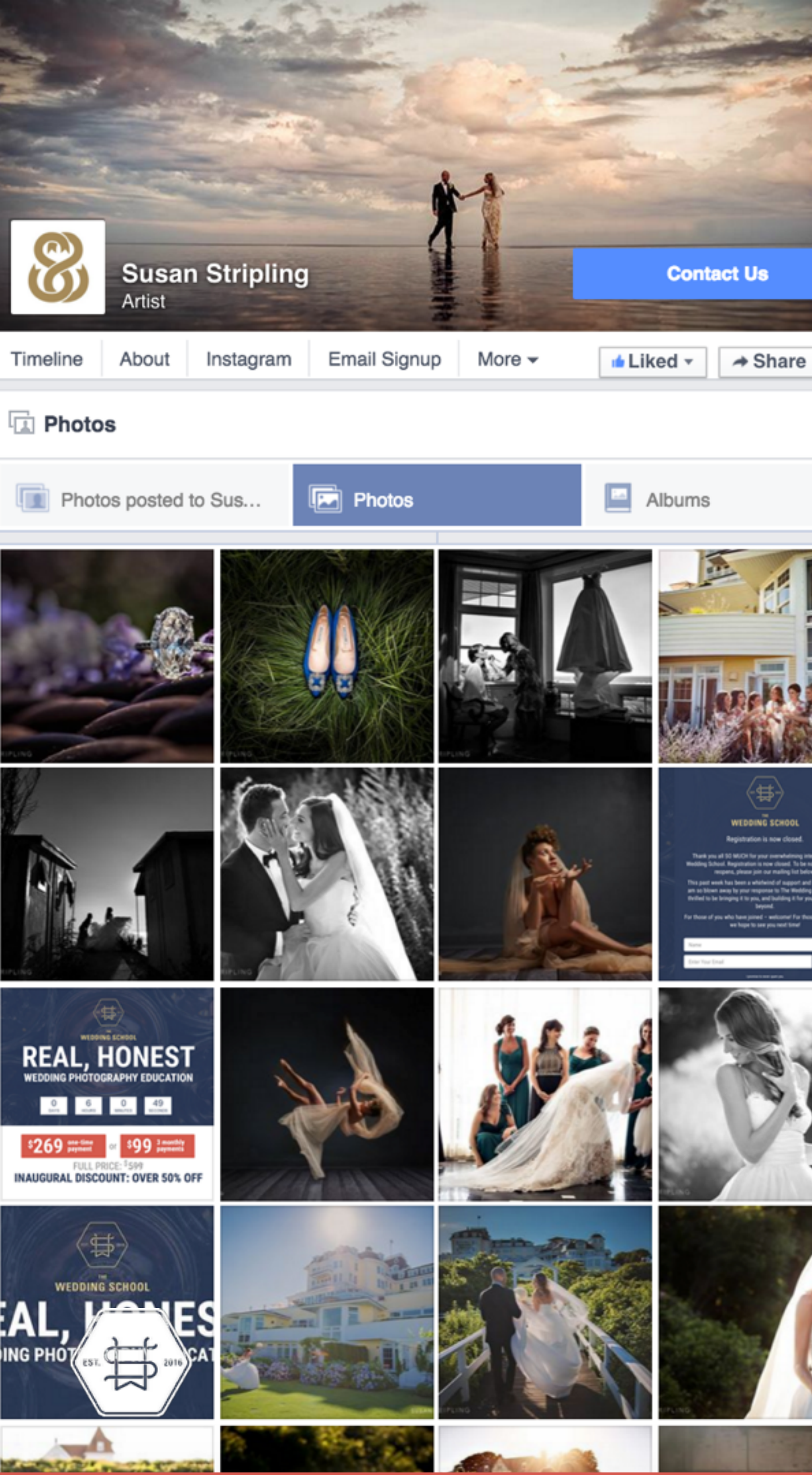




THE

WEDDING SCHOOL

SOCIAL MEDIA MARKETING : MARCH 2016



WHY SOCIAL MEDIA?

- ▶ Allows you to engage with your customers
- ▶ Therefore, you learn more about your clients
- ▶ Increases traffic to your site
- ▶ Increases your professional network
- ▶ Establish yourself and your business as a trusted resource to the industry and your clients
- ▶ Allows customers a peek behind the scenes of your business and life

WORD OF MOUTH



MILLENNIAL SHOPPERS

- ▶ Modern word of mouth
- ▶ They learn about products and companies from shares, likes, and re-posts
- ▶ Millennials are not buying just because they see something on social media; there has to be a real-life reason
- ▶ Social media is for research
- ▶ Keep it brief, be entertaining, and help solve problems



FIND YOUR VOICE



WHO ARE YOU ONLINE?

- ▶ What will you share?
- ▶ Religion, politics, your family, your kids?
- ▶ Are you your target market? Are you trying to be?
- ▶ If you put yourself out there, you have to be ready for people to have opinions about you
- ▶and to feel like they know you
- ▶and to pass judgement on you



FACEBOOK



YEAH, WE GET IT

- ▶ Cats
- ▶ Memes
- ▶ Recipes
- ▶ Humblebrags
- ▶ Pictures of your kids
- ▶ Insane political rants
- ▶ BuzzFeed quizzes

 **Susan Stripling Mautner**
February 20 at 6:04pm ·  





Um. No. Nope.



'American Horror Story' Murder House Available for Airbnb Rental


Fans of "American Horror Story" can now spend a night in Murder House... for a price... The home at the center of the first season of FX's horror anthology series can now...

VARIETY.COM | BY JACOB BRYANT

 Like  Comment  Share  Buffer

Lara Jade Coton, Tessa Marie Archer, Helen Roberts and 24 others like this.

View 5 more comments

 **Jaime Emery** Let's do it! I'm sleeping in [Alecia Hoyt's](#) bed with her though. And she is not to leave me alone under any circumstances.

Like · Reply ·  1 · February 20 at 8:25pm

  **Alecia Hoyt** replied · 1 Reply

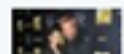
 **Leigh Miller** I'm in!

Like · Reply · February 20 at 10:29pm

 **Justine Ungaro** I already tried, the listing has been taken down.

Like · Reply · February 20 at 10:49pm

  **Susan Stripling Mautner** replied · 4 Replies

 **Justine Ungaro** I wish I could have bought that joint.

Like · Reply · February 20 at 10:50pm





FACEBOOK FOR BUSINESS

- ▶ Business page, not personal page
- ▶ Set a schedule and stick to it
- ▶ What are you posting, and why?
- ▶ Know who your audience is
- ▶ Help your audience learn and solve problems
- ▶ Become a trusted resource
- ▶ Engage in the comments
- ▶ Grow organic likes, do not buy likes!

TARGETED POSTS

- ▶ Know your target client!
- ▶ Gender : Male? Female?
- ▶ Relationship Status : ENGAGED!
- ▶ Education : Does it matter?
- ▶ Location : Think about this one!
- ▶ Why don't you include weddings or wedding planning as an interest?
- ▶ Won't you mis-target some people?



CREATE A CUSTOM AUDIENCE



Manage Ads

Account Settings

Billing

Power Editor ↗

Tools ▾

Ad Account: 10153120893946714 (USD)

Audiences

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

Audience Name

NYC Weddings

Potential Audience:

Potential Reach: 140,000 people



Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Audience Details:

- Location - Living In:
 - United States: Atlantic City (+50 mi), Cape May (+50 mi), Newark (+50 mi) New Jersey; Fire Island (+50 mi), Montauk (+50 mi) New York; Philadelphia (+50 mi) Pennsylvania
- Age:
 - 23 - 38
- Gender:
 - Female
- People Who Match:
 - Relationship Status: Engaged

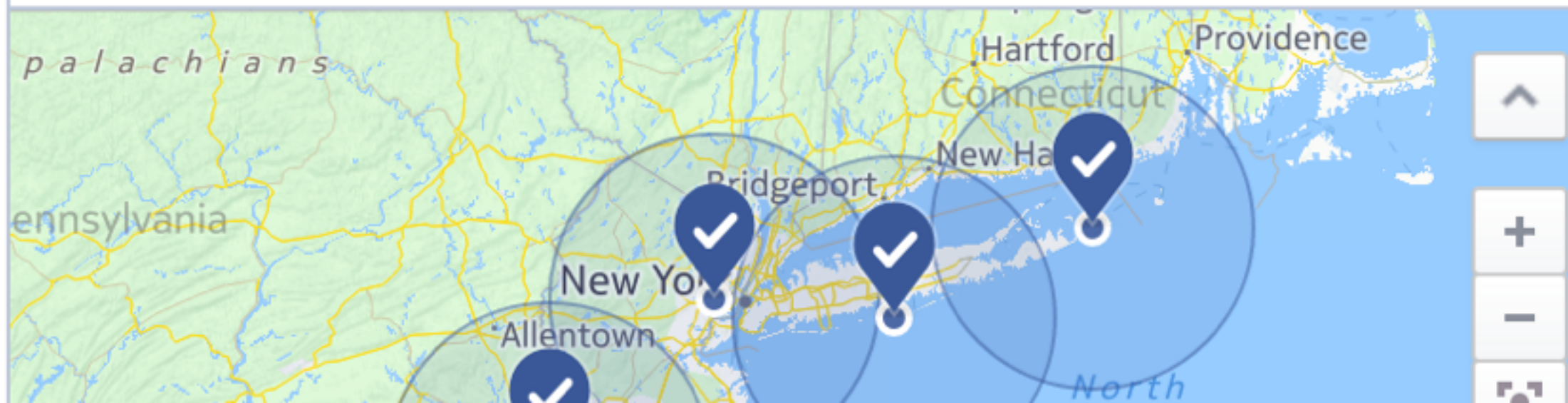
Locations ⓘ

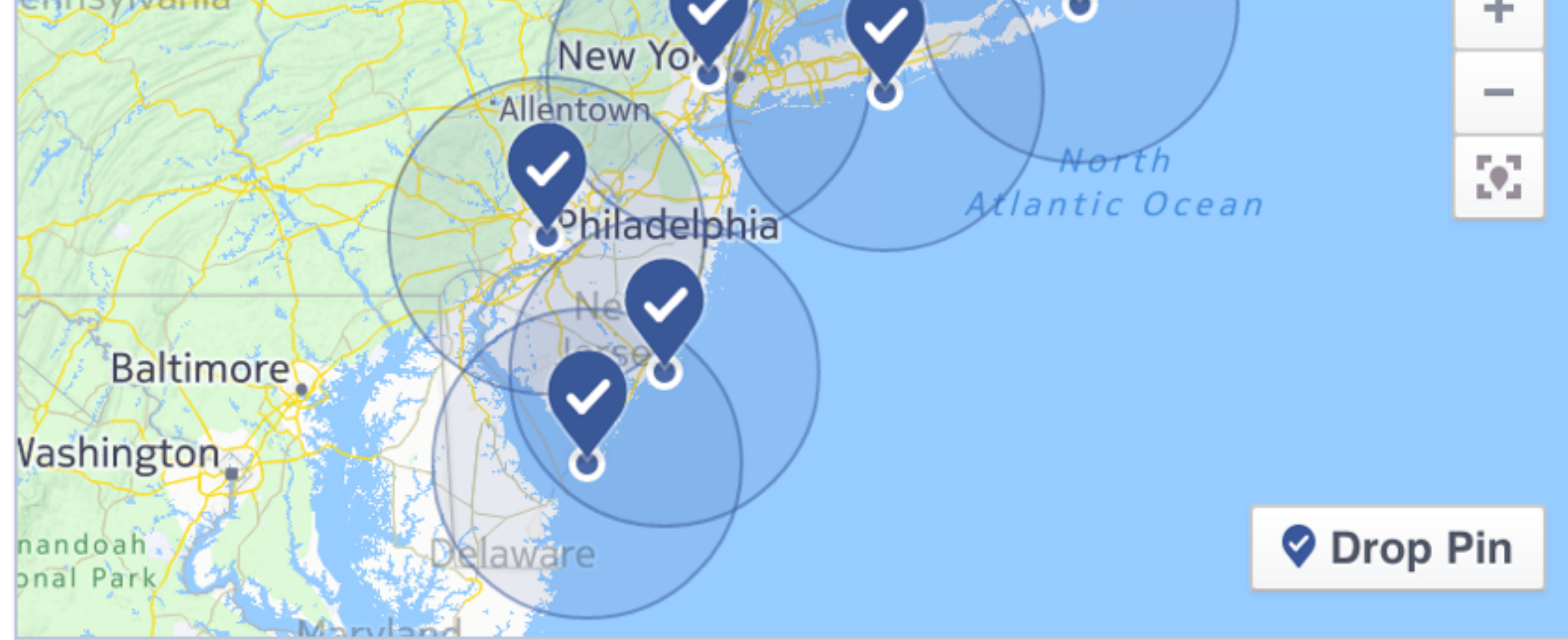
Everyone in this location ▼

United States

- 📍 **Atlantic City, New Jersey** + 50mi ▼
- 📍 **Cape May, New Jersey** + 50mi ▼
- 📍 **Fire Island, New York** + 50mi ▼
- 📍 **Montauk, New York** + 50mi ▼
- 📍 **Newark, New Jersey** + 50mi ▼
- 📍 **Philadelphia, Pennsylvania** + 50mi ▼

📍 Include ▼ | Add a country, state/province, city, DMA, ZIP or address





Age *i*

23 ▾ - 38 ▾

Gender *i*

All Men **Women**

Languages *i*

Enter a language...

Detailed Targeting *i*

INCLUDE people who match at least ONE of the following *i*

Demographics > Relationship > Relationship Status

Engaged

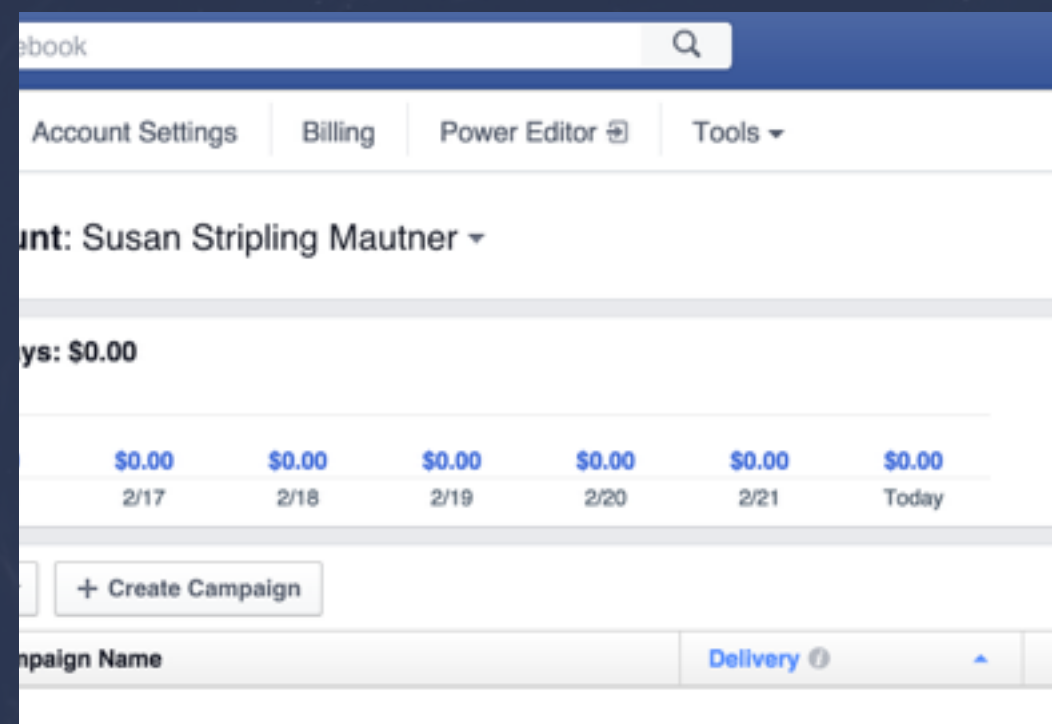
Add demographics, interests or behaviors

Suggestions

Browse

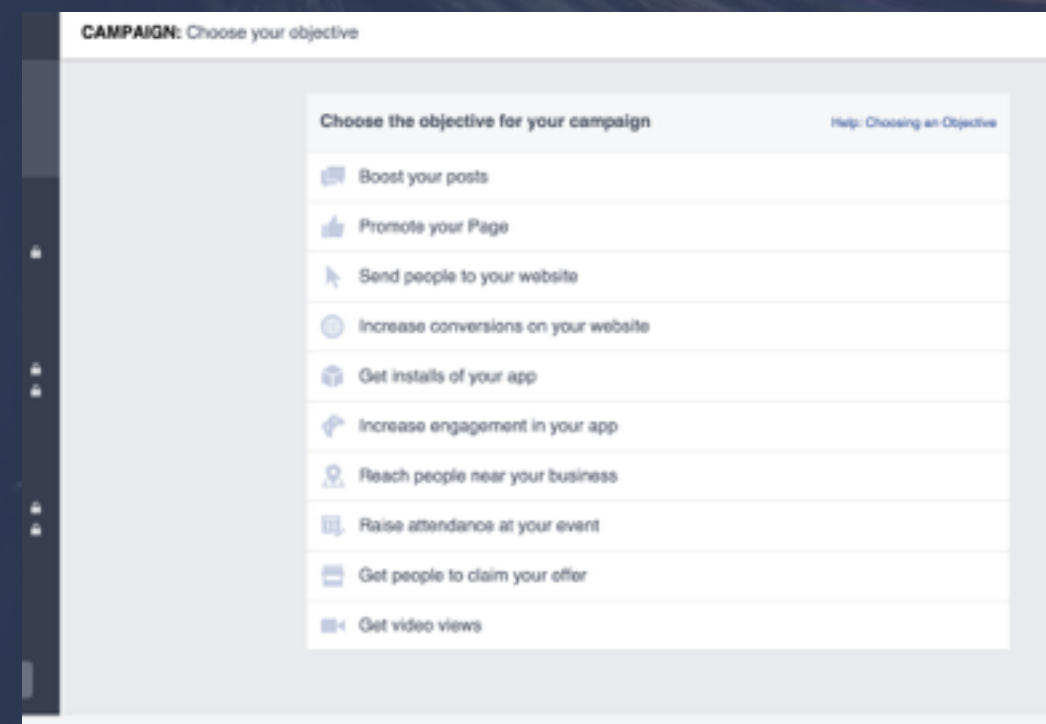
Exclude People or Narrow Audience

BOOST YOUR POST



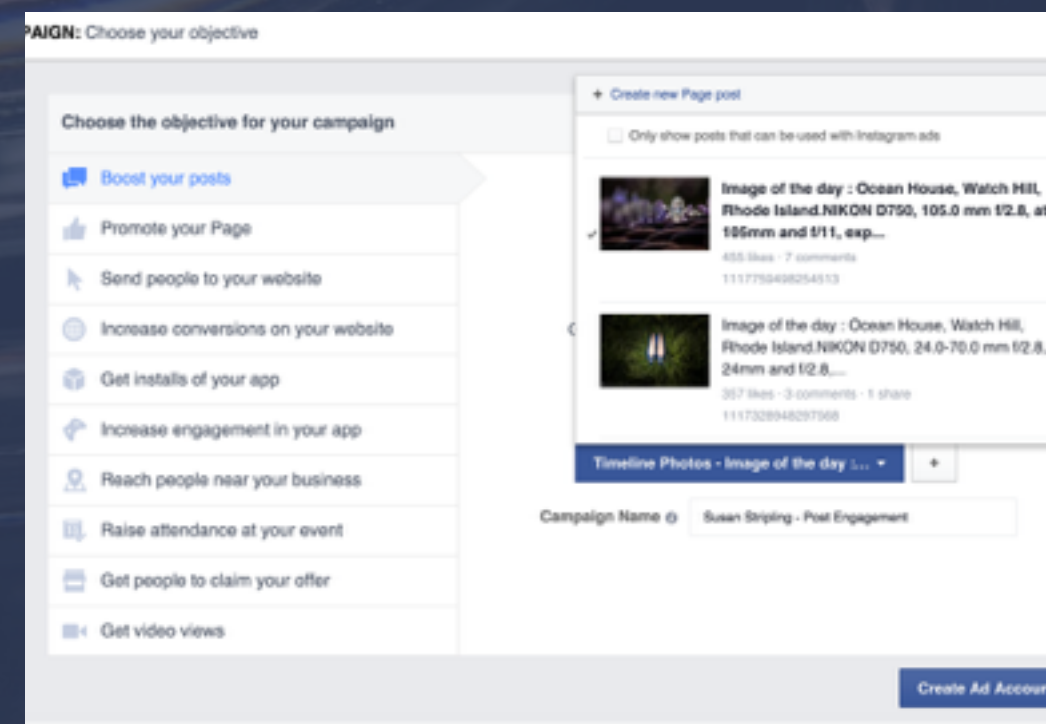
Facebook account page for Susan Stripling Mautner. The page shows account settings, billing, and a table of campaign budgets. A '+ Create Campaign' button is visible at the bottom.

Days	2/17	2/18	2/19	2/20	2/21	Today
Budget	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



Campaign objective selection screen. The 'Boost your posts' option is highlighted.

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

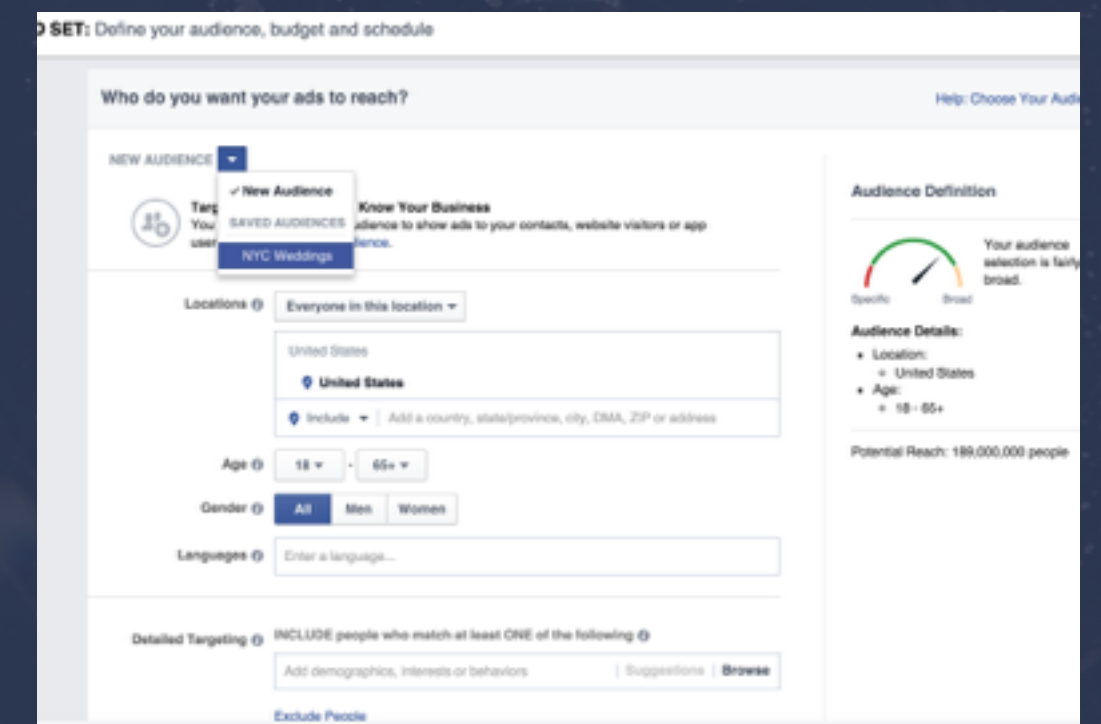


Campaign setup screen showing a preview of the post to be boosted. The campaign name is 'Susan Stripling - Post Engagement'.

Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON D750, 105.0 mm f/2.8, at 1/60mm and f/11, exp...

Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON D750, 24.0-70.0 mm f/2.8, at 2/4mm and f/2.8...

Campaign Name: Susan Stripling - Post Engagement



Audience targeting and budget settings screen. The 'United States' location is selected, and the potential reach is 180,000,000 people.

Who do you want your ads to reach?

Locations: Everyone in this location

United States

Age: 18 - 65+

Gender: All

Potential Reach: 180,000,000 people



Account: Susan Stripling Mautner ▾

Spent Last 7 Days: \$0.00

\$0.01							
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	2/16	2/17	2/18	2/19	2/20	2/21	Today

All Campaigns ▾

+ Create Campaign

Campaign Name

Delivery ⓘ

Results ⓘ

CAMPAIGN: Choose your objective

Choose the objective for your campaign [Help: Choosing an Objective](#)

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
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- Get video views

CAMPAIGN: Choose your objective

Choose the objective for your campaign

- Boost your posts
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- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

+ Create new Page post

Only show posts that can be used with Instagram ads

Image of the day · Ocean House, Watch Hill, Rhode Island
NIKON D750, 105.0 mm f/2.8, at 105mm and f/11, exp...

455 likes · 7 comments

1117750402041513

Image of the day · Ocean House, Watch Hill, Rhode Island
NIKON D750, 24.0-70.0 mm f/2.8, at 24mm and f/2.8...

327 likes · 3 comments · 1 share

1117328940201908

Timeline Photos · Image of the day ...

Campaign Name: Susan Stripling - Post Engagement

[Create Ad Account](#)

AD SET: Define your audience, budget and schedule

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE: New Audience

Targeting: Know Your Business (reference to show ads to your contacts, website visitors or app users)

Locations:

Country:

Age:

Gender: All Men Women

Languages:

Detailed Targeting: INCLUDE people who match at least ONE of the following

[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)

[Exclude People](#)

Audience Definition

Specific Broad

Your audience selection is fairly broad.

Audience Details

- Location: United States
- Age: 18 - 65+

Potential Reach: 189,000,000 people

Objective

AD ACCOUNT

Create New

AD SET

Audience

Budget & Schedule

AD

Media

Text and Links

Choose the objective for your campaign

[Help: Choosing an Objective](#)

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Facebook

Account Settings | Billing | Power Editor | Tools

Account: Susan Stripling Mautner

Budgets: \$0.00

Day	2/17	2/18	2/19	2/20	2/21	Today
Budget	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

[+ Create Campaign](#)

Campaign Name: Delivery:

PAIGN: Choose your objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

[+ Create new Page post](#)

Only show posts that can be used with Instagram ads

Image of the day · Ocean House, Watch Hill, Rhode Island. NIKON D750, 105.0 mm f/2.8, at 1/60mm and f/11, exp...

455 likes · 7 comments

1117750402054513

Image of the day · Ocean House, Watch Hill, Rhode Island. NIKON D750, 24.0-70.0 mm f/2.8, at 24mm and f/2.8...

327 likes · 3 comments · 1 share

111732894207908

[Timeline Photos · Image of the day ...](#)

Campaign Name:

[Create Ad Account](#)

AD SET: Define your audience, budget and schedule

[Help: Choose Your Audience](#)

Who do you want your ads to reach?

NEW AUDIENCE

New Audience

Saved Audiences

Know Your Business

Target Your User:

Locations:

Country:

Include:

Age: -

Gender: All Men Women

Languages:

Detailed Targeting: INCLUDE people who match at least ONE of the following

[Suggestions](#) [Browse](#)

[Exclude People](#)

Audience Definition

Specific Broad

Your audience selection is fairly broad.

Audience Details:

- Location: United States
- Age: 18 - 65+

Potential Reach: 189,000,000 people

 Boost your posts

 Promote your Page

 Send people to your website

 Increase conversions on your website

 Get installs of your app

 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event

 Get people to claim your offer



Image of the day : Ocean House, Watch Hill, Rhode Island.NIKON D750, 105.0 mm f/2.8, at 105mm and f/11, exp...

455 likes · 7 comments
1117759498254513



Image of the day : Ocean House, Watch Hill, Rhode Island.NIKON D750, 24.0-70.0 mm f/2.8, at 24mm and f/2.8,...

357 likes · 3 comments · 1 share
1117328948297568

Timeline Photos - Image of the day : ...



Campaign Name ⓘ

Susan Stripling - Post Engagement

Facebook Account Settings | Billing | Power Editor | Tools

Account: Susan Stripling Mautner

Days	2/17	2/18	2/19	2/20	2/21	Today
Cost	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

+ Create Campaign

Campaign Name | Delivery

CAMPAIGN: Choose your objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

SET: Define your audience, budget and schedule

Who do you want your ads to reach?

NEW AUDIENCE: Target Your User

SAVED AUDIENCES: NYC Weddings

Know Your Business: Audience to show ads to your contacts, website visitors or app users.

Locations: Everyone in this location

United States

Age: 18 - 65+

Gender: All

Languages: Enter a language...

Audience Definition: Potential Reach: 188,000,000 people



Target Audience

✓ New Audience

SAVED AUDIENCES

NYC Weddings

Know Your Business

audience to show ads to your contacts, website visitors or app audience.

Locations ⓘ

Everyone in this location ▼

United States

✓ United States

✓ Include ▼ | Add a country, state/province, city, DMA, ZIP or address

Age ⓘ

18 ▼

- 65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Audience Definition



Specific

Broad

Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 189,000,000 people

Facebook

Account Settings | Billing | Power Editor | Tools

Account: Susan Stripling Mautner

Balance: \$0.00

\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2/17	2/18	2/19	2/20	2/21	Today

+ Create Campaign

Campaign Name | Delivery

CAMPAIGN: Choose your objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

CAMPAIGN: Choose your objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Timeline Photos - Image of the day ...

Campaign Name: Susan Stripling - Post Engagement

Create Ad Account

CAROUSEL ADS



...CAROUSEL ADS?

- ▶ “A carousel of products.” - Facebook
- ▶ Three products
- ▶ Each has an individual description
- ▶ Each has an individual image
- ▶ Each can have an individual destination
- ▶ Website, blog, contact page
- ▶ Website, contact page, Facebook URL



Choose the objective for your campaign

Help: Choosing an Objective



Boost your posts



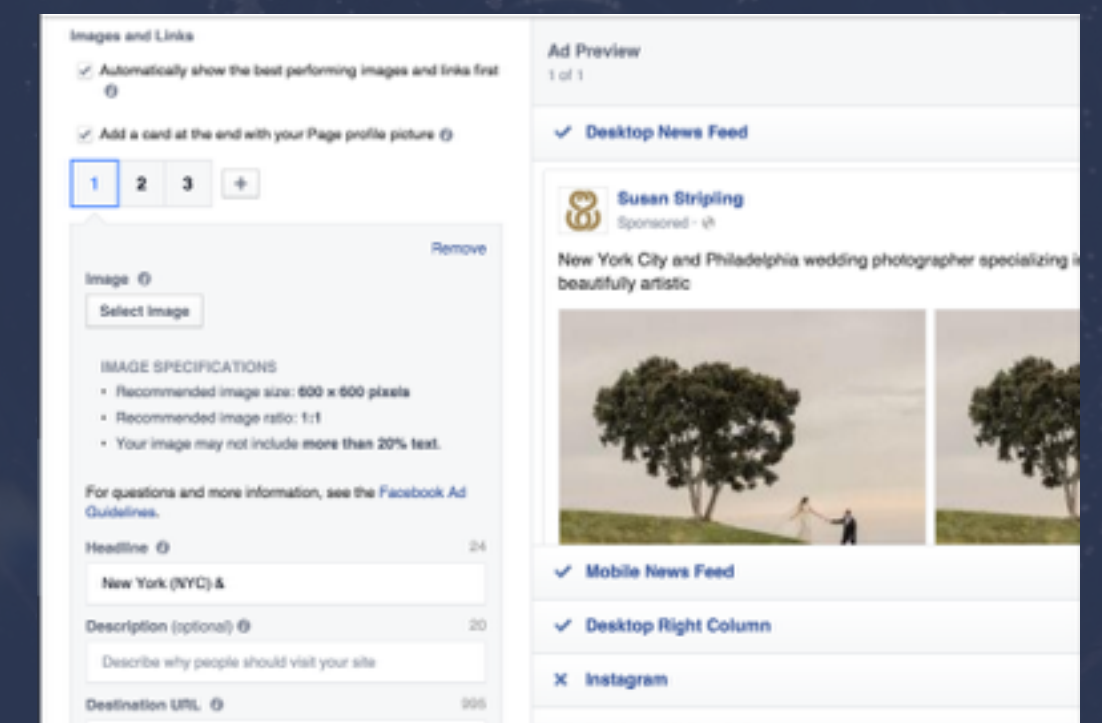
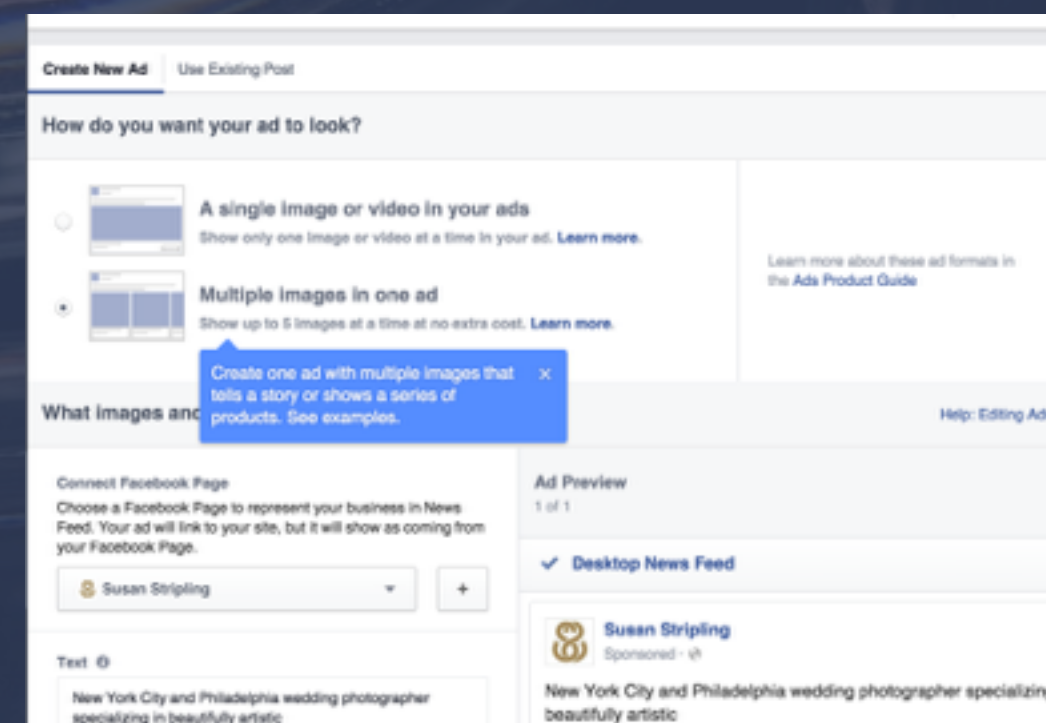
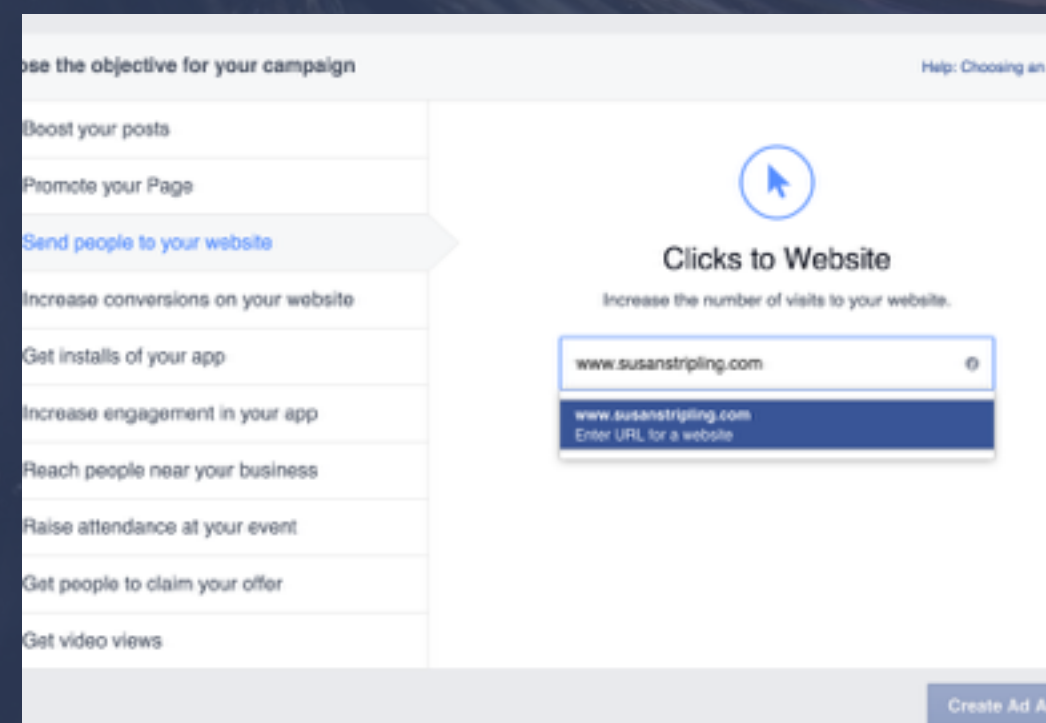
Promote your Page



Send people to your website



Increase conversions on your website



Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app


Reach people near your business

Raise attendance at your event



Clicks to Website

Increase the number of visits to your website.

www.susanstripling.com 

www.susanstripling.com
Enter URL for a website

1.50 s

Choose the objective for your campaign Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Create New Ad Use Existing Post

How do you want your ad to look?

- A single image or video in your ads
Show only one image or video at a time in your ad. [Learn more.](#)
- Multiple Images in one ad
Show up to 5 images at a time at no extra cost. [Learn more.](#)

What images and videos do you want to use?

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Susan Stripling

Ad Preview
1 of 1
Desktop News Feed

Susan Stripling
Sponsored · 1h

New York City and Philadelphia wedding photographer specializing in beautifully artistic

Images and Links

- Automatically show the best performing images and links first
- Add a card at the end with your Page profile picture

1 2 3 +




Image 


IMAGE SPECIFICATIONS

- Recommended image size: 600 x 600 pixels
- Recommended image ratio: 1:1
- Your image may not include more than 20% text.

For questions and more information, see the Facebook Ad Guidelines.

Headline  24
New York (NYC) &

Description (optional)  20
Describe why people should visit your site

Destination URL  006

Ad Preview
1 of 1

- Desktop News Feed
- Mobile News Feed
- Desktop Right Column
- Instagram

Create New Ad

Use Existing Post

How do you want your ad to look?



A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)



Multiple images in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

Learn more about these ad formats in the [Ads Product Guide](#)

Create one ad with multiple images that tells a story or shows a series of products. See examples.



What images and

[Help: Editing Ads](#)

Choose the objective for your campaign Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Choose the objective for your campaign Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Clicks to Website
Increase the number of visits to your website.

www.susanstripling.com

www.susanstripling.com
Enter URL for a website

Create Ad Account

Images and Links

- Automatically show the best performing images and links first
- Add a card at the end with your Page profile picture

1 2 3 +

Image

IMAGE SPECIFICATIONS

- Recommended image size: 600 x 600 pixels
- Recommended image ratio: 1:1
- Your image may not include more than 20% text.

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline 24

New York (NYC) &

Description (optional) 20

Describe why people should visit your site

Destination URL 006

Ad Preview

1 of 1

- Desktop News Feed
- Mobile News Feed
- Desktop Right Column
- Instagram

Susan Stripling
Sponsored · US

New York City and Philadelphia wedding photographer specializing in beautifully artistic

- 1
- 2
- 3
- +

Remove

Image i

Select Image

IMAGE SPECIFICATIONS

- Recommended image size: **600 x 600 pixels**
- Recommended image ratio: **1:1**
- Your image may not include **more than 20% text.**

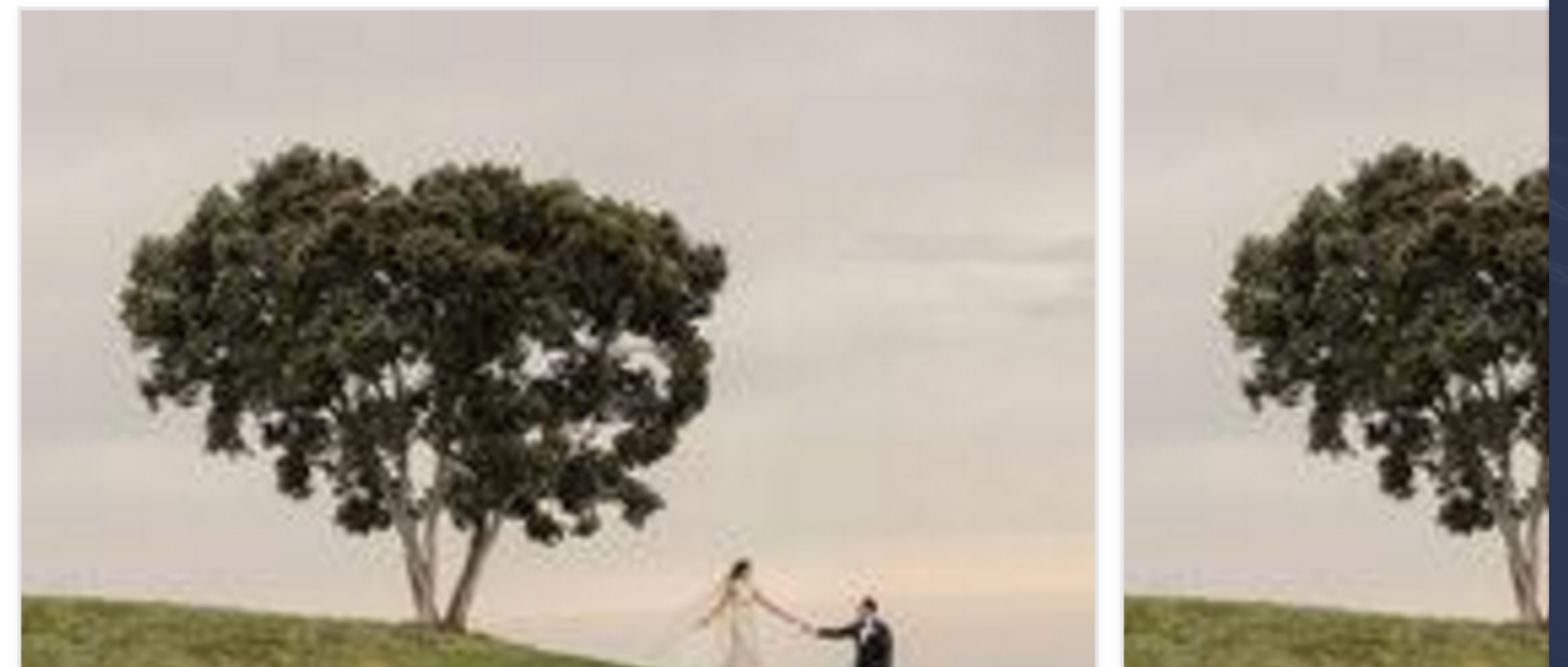
For questions and more information, see the [Facebook Ad Guidelines.](#)



Susan Stripling

Sponsored ·

New York City and Philadelphia wedding photographer specializing in beautifully artistic



Choose the objective for your campaign Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer

Choose the objective for your campaign Help: Choosing an Objective

Boost your posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer

Get video views

Clicks to Website

Increase the number of visits to your website.

www.susanstripling.com

www.susanstripling.com

Enter URL for a website

Create Ad Account

Create New Ad Use Existing Post

How do you want your ad to look?

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- Multiple images in one ad
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What images and videos can you use? Help: Editing Ads

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Susan Stripling

Ad Preview

1 of 1

Desktop News Feed

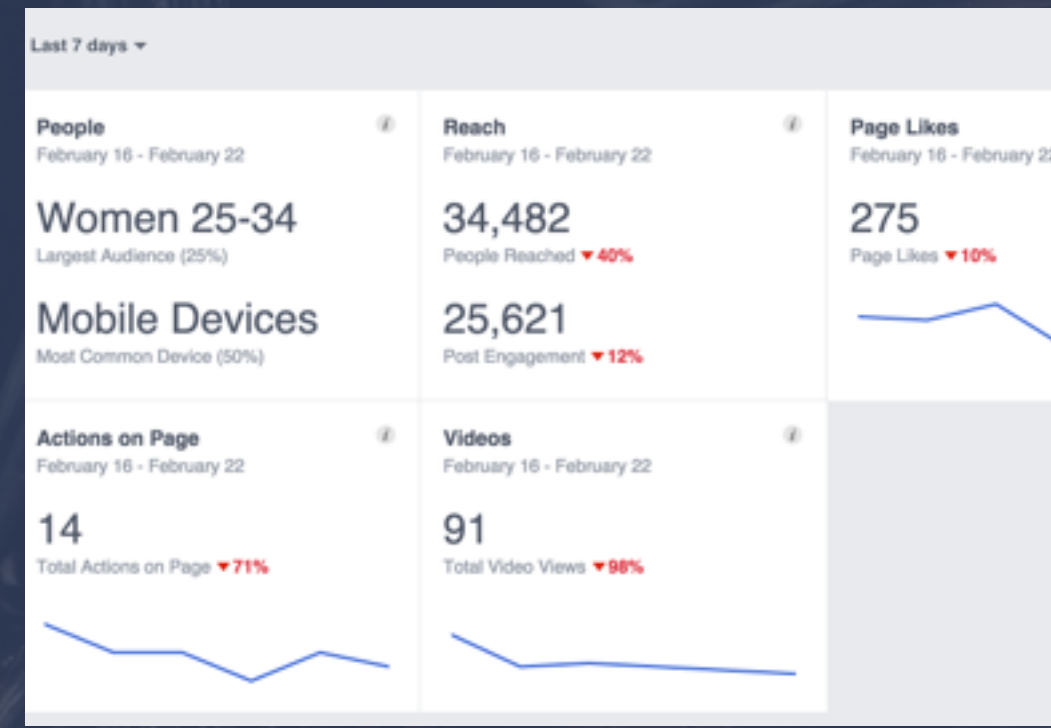
Susan Stripling

Sponsored ·

New York City and Philadelphia wedding photographer specializing in beautifully artistic

UTILIZE YOUR ANALYTICS





Most Recent Posts

Post	Type	Targeting	Reach	Engagement
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	13.8K	1.4K 520
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	11.8K	1.1K 372
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	11.8K	1.1K 412
Hey photographers - I'm looking for shiny black studio flooring that	Text	Global	7.3K	760 38
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	10.8K	1.2K 370

See All Posts

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Page	Total Page Likes	From Last Week	Posts
Susan Stripling	51.3K	▲0.5%	
Ryan Brenizer Photogra...	42.4K	▲0.2%	
Samm Blake Photograp...	7.3K	▲0.2%	



Susan Stripling
Artist

Contact Us

Timeline

About

Instagram

Email Signup

More

Share



Search for posts on this Page

Status Photo / Video Offer, Event +





Most Recent Posts

Reach: Organic / Paid Post Clicks Likes, Co

id	Post	Type	Targeting	Reach	Engagement
6	Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Public	13.8K	1.4K 520
6	Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Public	11.8K	1.1K 372
6	Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Public	11.8K	1.1K 412
6	Hey photographers - I'm looking for shiny black studio flooring that	Text	Public	7.3K	760 38
6	Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Public	10.8K	1.2K 370

See All Posts

Pages to Watch

are the performance of your Page and posts with similar Pages on Facebook.

Add Pages

	Total Page Likes	From Last Week	Posts
Susan Stripling	51.3K	▲0.5%	
Ryan Brenizer Photogra...	42.4K	▲0.2%	
Samm Blake Photograp...	7.3K	▲0.2%	

Reach

Page Views

Actions on Page

Posts

Videos

People

People i

February 16 - February 22

Women 25-34

Largest Audience (25%)

Mobile Devices

Most Common Device (50%)

Reach i

February 16 - February 22

34,482

People Reached ▼40%

25,621

Post Engagement ▼12%

Page Likes i

February 16 - February 22

275

Page Likes ▼10%

Actions on Page i

February 16 - February 22

14

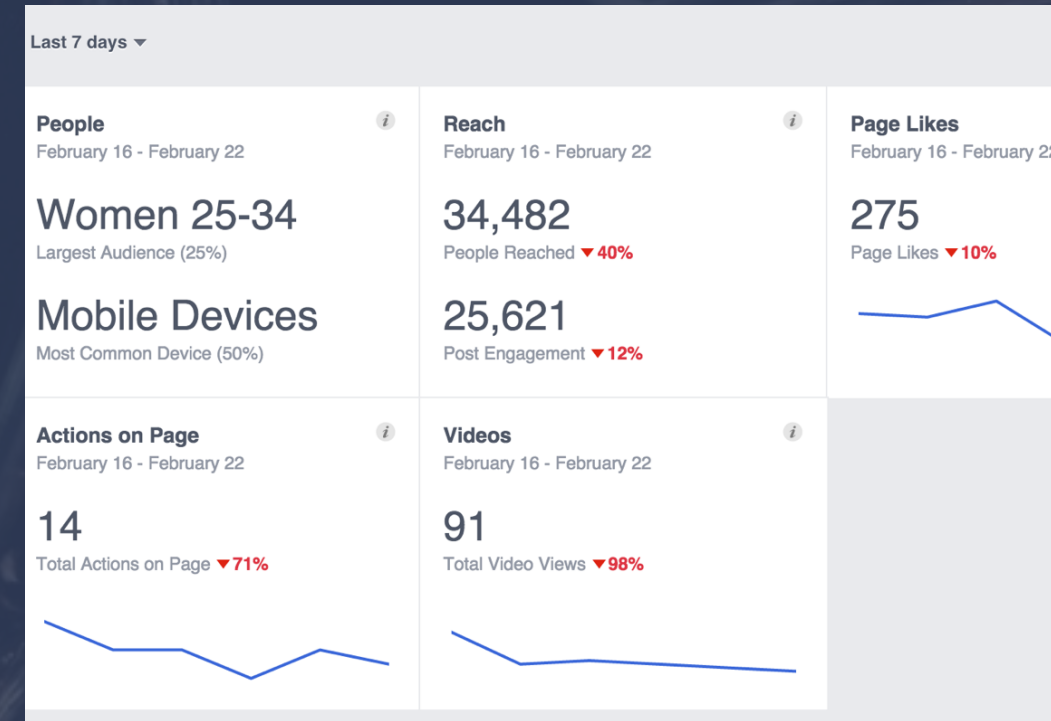
Total Actions on Page ▼71%

Videos i

February 16 - February 22

91

Total Video Views ▼98%



Pages to Watch

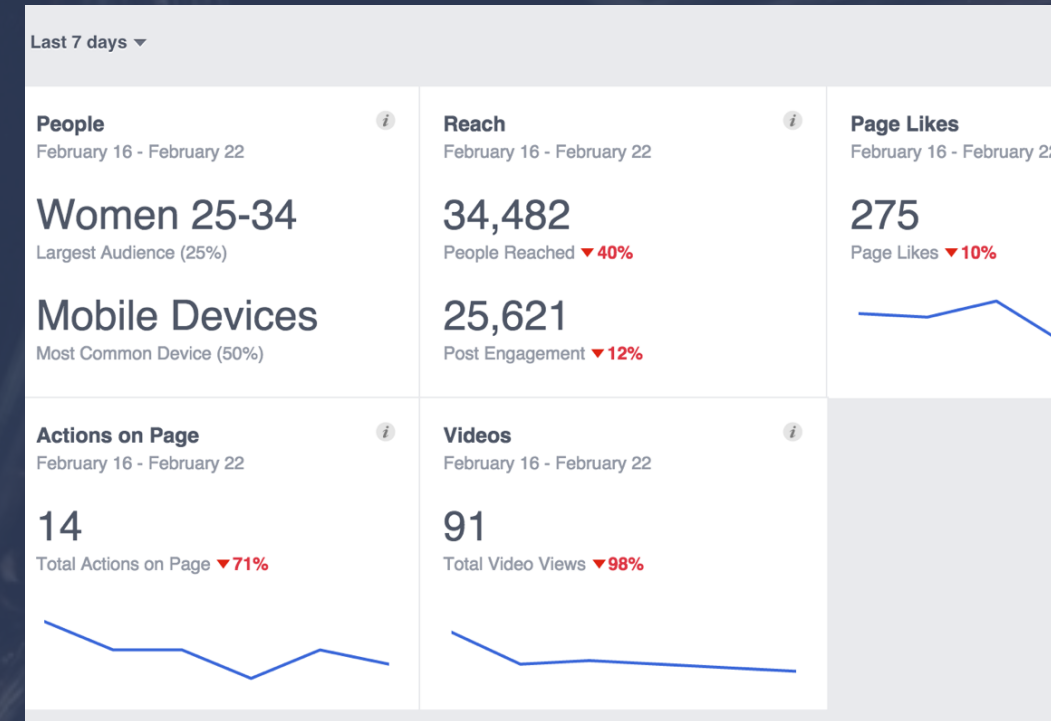
Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

	Total Page Likes	From Last Week	Posts
Susan Stripling	51.3K	▲0.5%	
Ryan Brenizer Photogra...	42.4K	▲0.2%	
Samm Blake Photograp...	7.3K	▲0.2%	

Actions on Page		Your 5 Most Recent Posts						
Posts		■ Reach: Organic / Paid ■ Post Clicks ■ Likes, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote		
02/22/2016 9:00 am				13.8K	1.4K 520	Boost Post		
02/21/2016 1:30 pm				11.8K	1.1K 372	Boost Post		
02/20/2016 10:00 am				11.8K	1.1K 412	Boost Post		
02/19/2016 4:17 pm	Hey photographers - I'm looking for shiny black studio flooring that			7.3K	760 38	Boost Post		
02/19/2016 9:00 am				10.8K	1.2K 370	Boost Post		

[See All Posts](#)



Most Recent Posts

Post	Type	Targeting	Reach	Engagement
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	13.8K	1.4K 520
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	11.8K	1.1K 372
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	11.8K	1.1K 412
Hey photographers - I'm looking for shiny black studio flooring that	Text	Global	7.3K	760 38
Image of the day : Ocean House, Watch Hill, Rhode Island. NIKON	Image	Global	10.8K	1.2K 370

See All Posts

Reach

Page Views

Actions on Page

Posts

Videos

People

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Likes, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 Susan Stripling	51.3K	▲0.5%	7	2.4K
2 Ryan Brenizer Photogra...	42.4K	▲0.2%	8	1.2K
3 Samm Blake Photograp...	7.3K	▲0.2%	1	40

TWITTER





Susan Stripling

@susanstripling

Wedding photographer. Portrait shooter.
Educator. Writer. Broadway junkie.
Foreign horror movie fanatic. Sleeps with
the lights on.

📍 Brooklyn NY & Philadelphia, PA

🔗 susanstripling.com

📅 Joined May 2007

📷 266 Photos and videos

HAVE A HAPPY



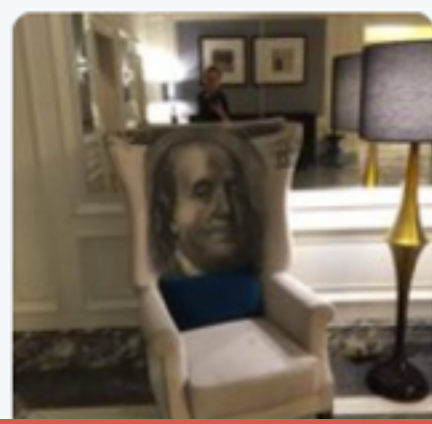
BIRTHDAY

IG PHOTOGRAPHER SURV

BY SUSAN STRIPLING



ON CREATIVE LIVE



WHY IS IT RELEVANT?

- ▶ It's not - most people use Twitter for breaking news
- ▶ Real-time interaction with brands and customers
- ▶ Share stories as they happen
- ▶ Make sure your bio is relevant and unique
- ▶ Add your location
- ▶ Add your website
- ▶ Is it easy to know who you are?



TWEETS **10.8K** FOLLOWING **636** FOLLOWERS **12.6K** LIKES **10** LISTS **1**

Edit profile

Tweets Tweets & replies Photos & videos Your Tweet activity

Susan Stripling (@susanstripling)

Portrait of the day : @hamiltonmusical's Bullet, otherwise known as @arianadbose. Light from... [instagram.com/p/BCDrIFalz7s/](https://www.instagram.com/p/BCDrIFalz7s/)

Account home

Tweet impressions: 24.2K ↑18.0%

Profile visits: 1,249 ↓11.0%

Mentions: 41 ↑13.9%

Followers: 12.6K ↑65

Top mention: B&H Photo Video

Top mention earned 56 engagements

Betsy Struxness (@BetsyStrux) - Jan 23

@susanstripling nailing it again! pic.twitter.com/PFcL8GuxjD

Top media Tweet earned 161 impressions

@Lin_Manuel pic.twitter.com/VUuICSXszD



Susan Stripling
View profile

Lists

Help

Keyboard shortcuts

Twitter Ads

Analytics

Settings

Log out



TWEETS
10.8K

FOLLOWING
636

FOLLOWERS
12.6K

LIKES
10

LISTS
1

Edit profile

Tweets

Tweets & replies

Photos & videos

Your Tweet activity

Thumbnail showing the top of Susan Stripling's profile page, including the navigation bar, profile picture, and bio.

Thumbnail showing the Twitter Analytics dashboard for Susan Stripling. It displays various metrics such as Tweet impressions (24.2K, +18.0%), Profile visits (1,249, -11.0%), Mentions (41, +13.9%), and Followers (12.6K, +65). It also includes a 'Top mention' section and a 'FEB 2016 SUMMARY' table.

Metric	Value	Change
Tweet impressions	24.2K	+18.0%
Profile visits	1,249	-11.0%
Mentions	41	+13.9%
Followers	12.6K	+65

Thumbnail showing a tweet by Susan Stripling (@SusanStripling) mentioning @BetsyStruxness. The tweet includes a photo of a couple and text about a wedding. It also shows a 'Top mention' section and a 'JAN 2016 SUMMARY' table.

Metric	Value
Tweets	28
Profile visits	1,572
New followers	95

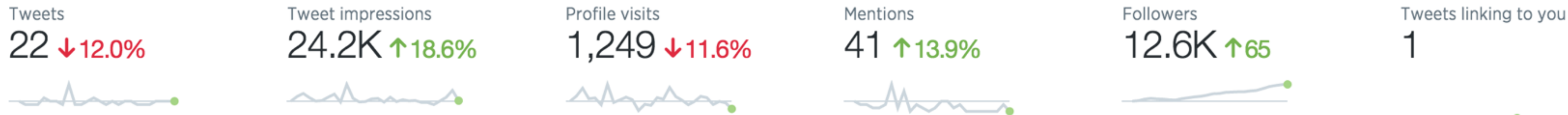


Account home

Susan Stripling @susanstripling

Page updated daily

28 day summary with change over previous period



Feb 2016 • 22 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,756 impressions

Climbing the walls with @arianadebose from @hamiltonmusical and danceonfox.

Amazing dancer,...

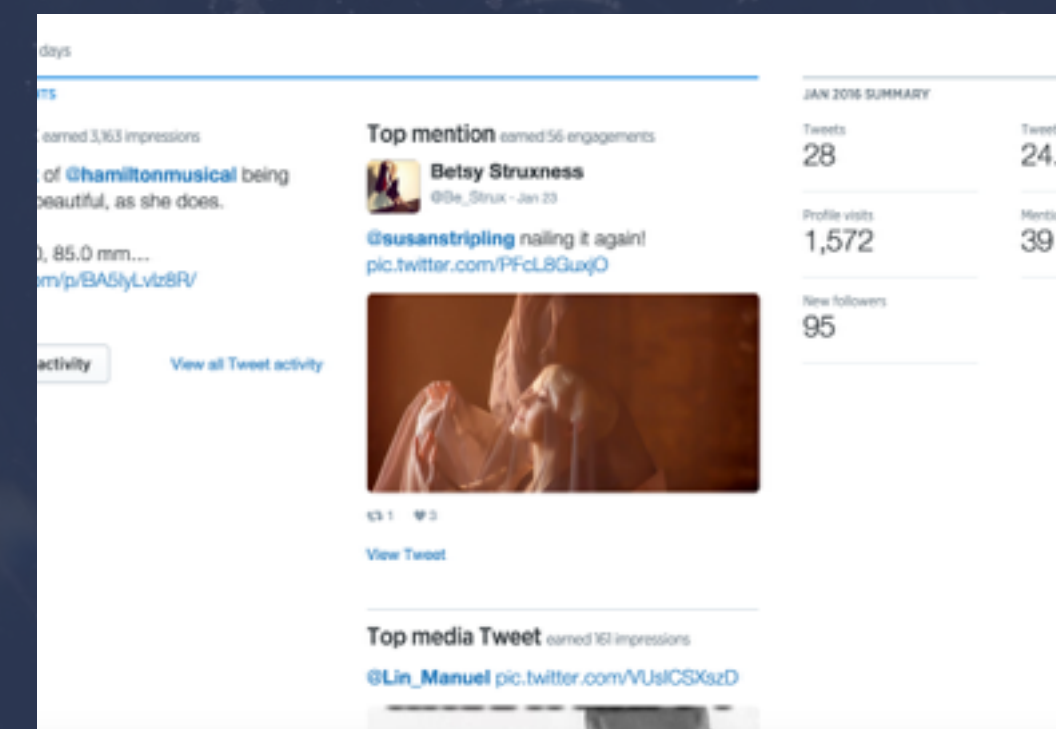
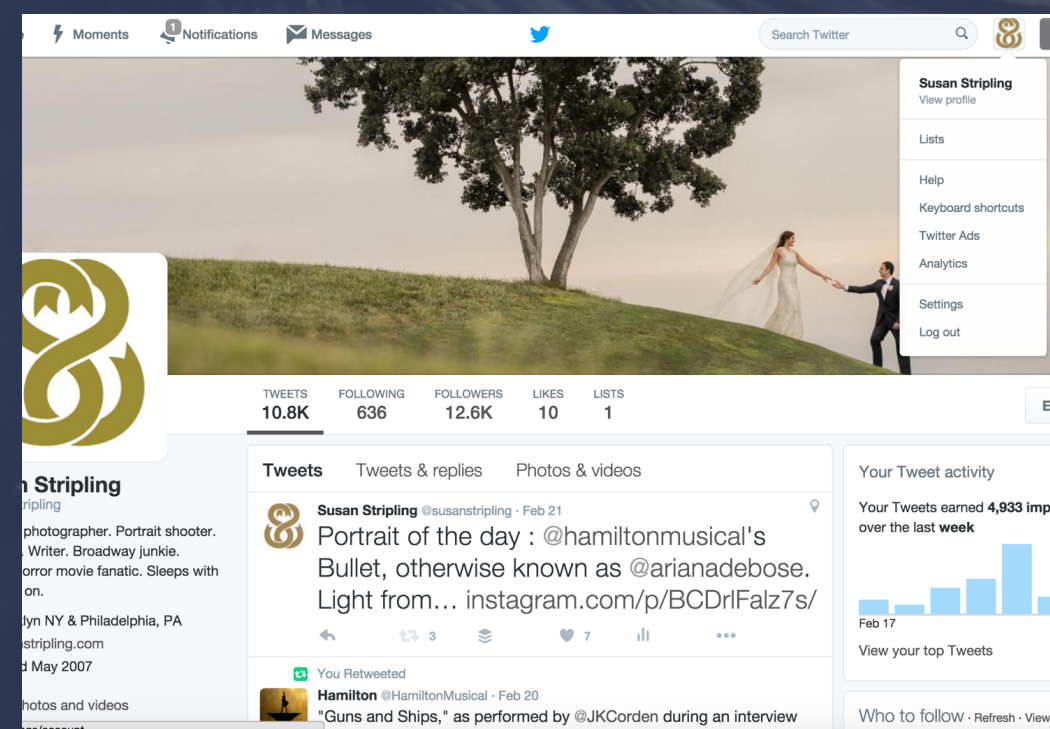
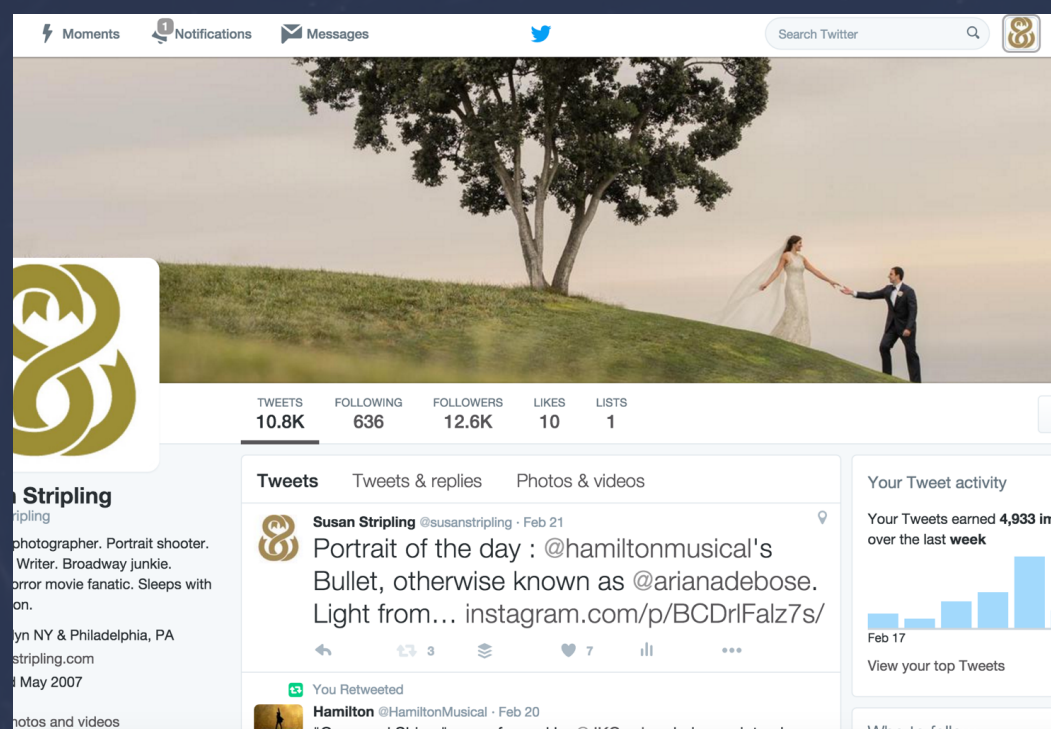
instagram.com/p/BDriFalz7s/

Top mention earned 113 engagements



How To Start Your Wedding Photography

FEB 2016 SUMMARY



Jan 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,163 impressions

. [@be_strux](#) of [@hamiltonmusical](#) being brilliant and beautiful, as she does.

NIKON D810, 85.0 mm...
[instagram.com/p/BA5lyLvz8R/](https://www.instagram.com/p/BA5lyLvz8R/)

↻ 1 ❤️ 9

View Tweet activity

View all Tweet activity

Top mention earned 56 engagements



Betsy Struxness

@Be_Strux · Jan 23

[@susanstripling](#) nailing it again!
pic.twitter.com/PFcL8GuxjO



↻ 1 ❤️ 3

JAN 2016 SUMMARY

Tweets

28

Profile visits

1,572

New followers

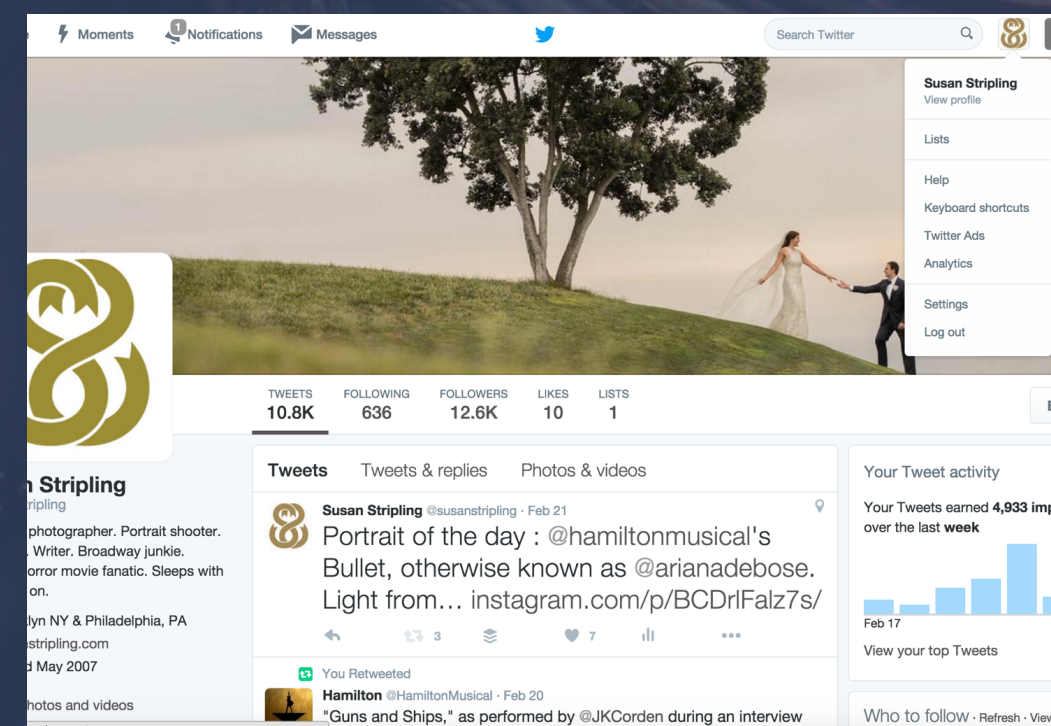
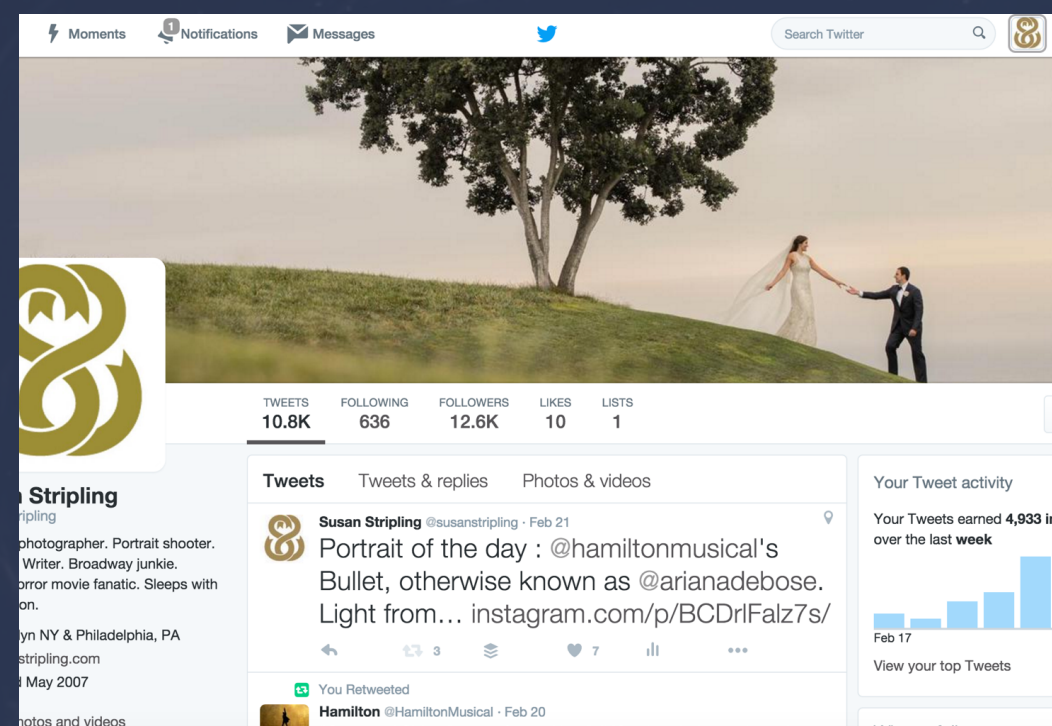
95

Tweet impressions

24.9K

Mentions

39



PINTEREST





Susan Stripling Photography

Brooklyn and Phila... · www.susanstripling.c...

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

61
Boards

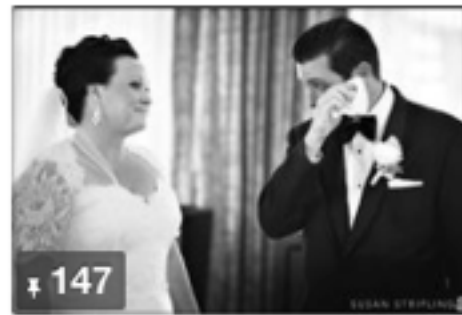
2.7k
Pins

1
Like

27.2k
Followers

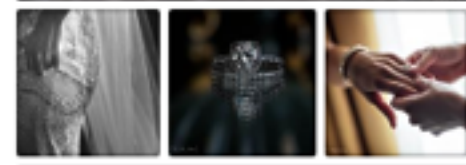
5
Following

Wedding Moments



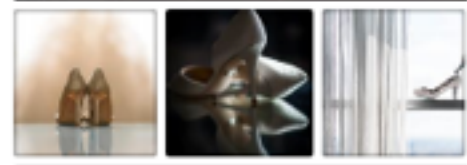
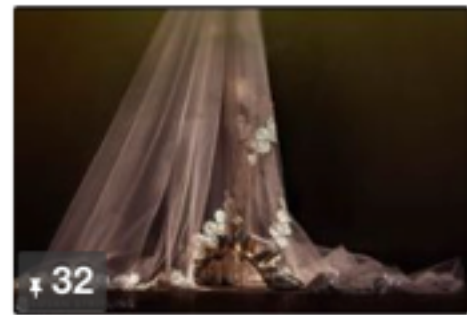
Edit

Wedding Rings



Edit

Wedding Shoes



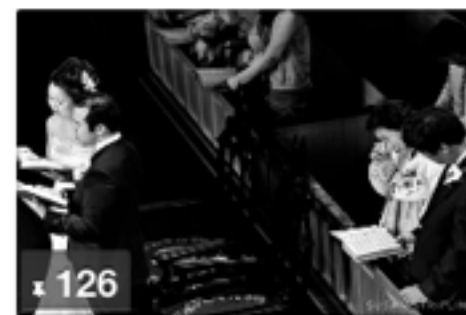
Edit

Wedding Family Portr...



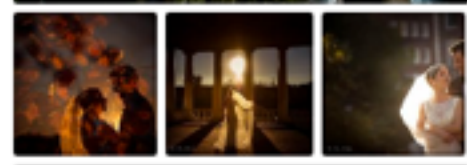
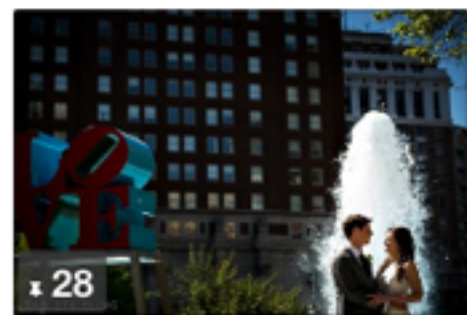
Edit

Wedding Ceremonies



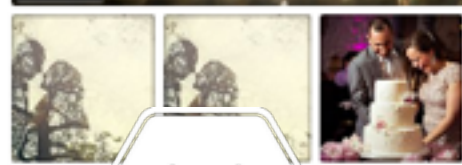
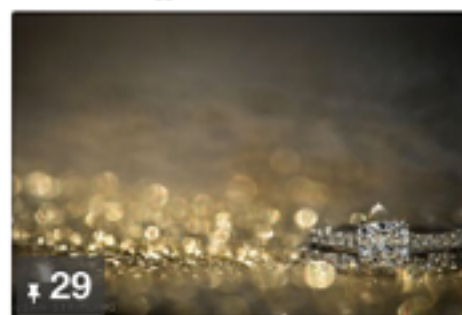
Edit

Philadelphia Wedding ...



Edit

Weddings at the Bro...



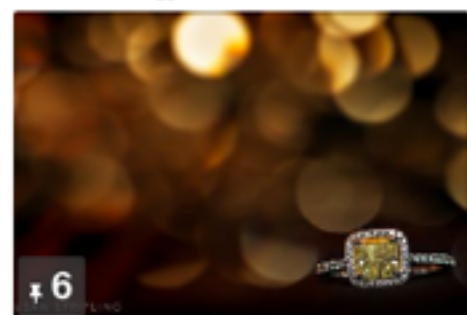
Edit

Weddings at Le Meridi...



Edit

Weddings at Gotham ...



Edit

Weddings at Belle Mer

Weddings at the Pleas...

Weddings at Oheka C...

UGH, PINTEREST

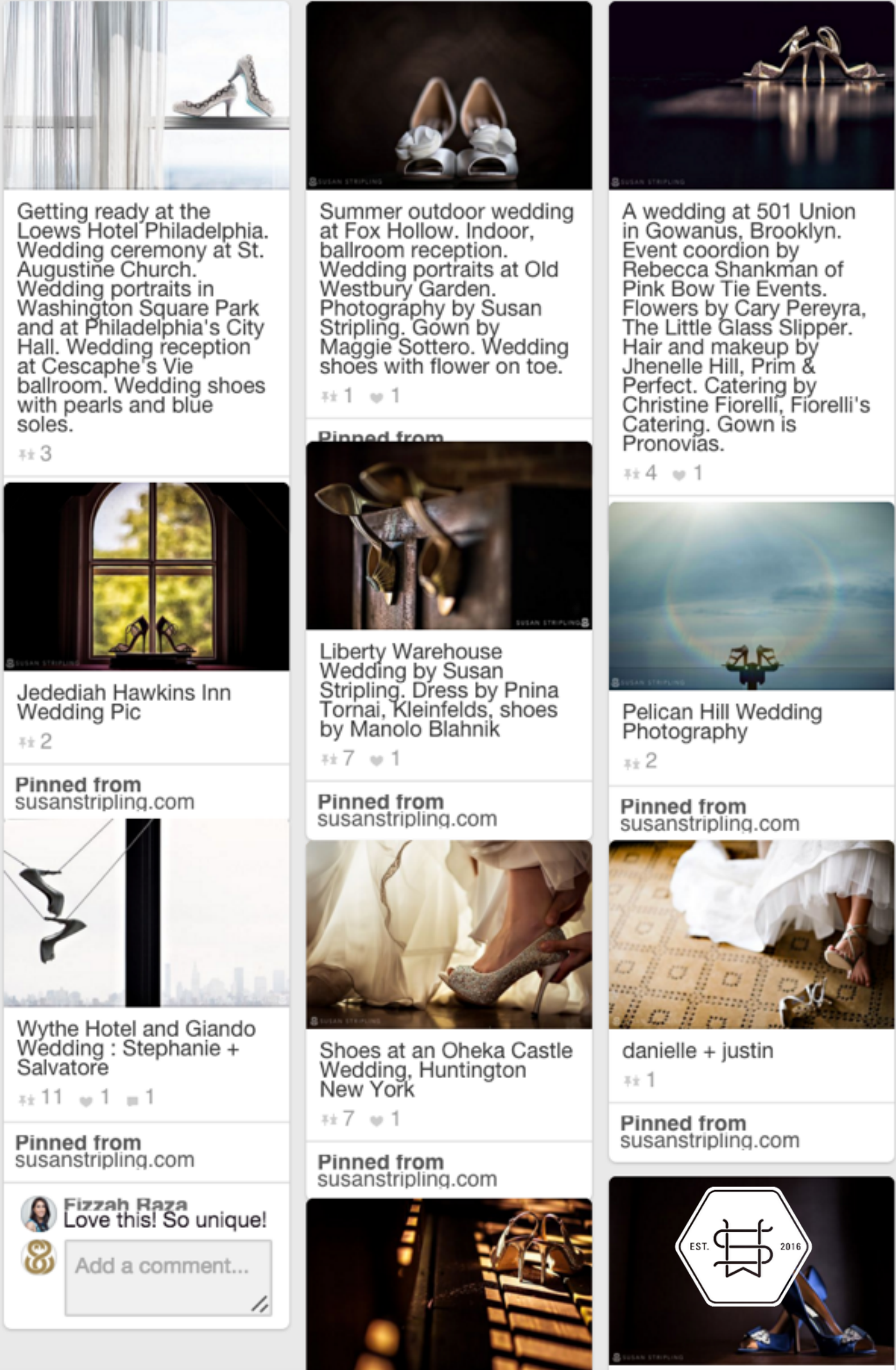
- ▶ I know, trust me, I know
- ▶ Each pin provides a link back to your site...but it's a "nofollow", so it's not really going to help with SEO
- ▶but each pin provides a link back to your site!
- ▶ Specialty boards : rings, shoes, dresses, decor
- ▶ Venue-specific boards : Weddings at _____
- ▶ I only pin my own work

WHY BOTHER?

- ▶ Use keywords in your captions and descriptions
- ▶ Use keywords in the descriptions of your boards
- ▶ Use common and uncommon keywords
- ▶ Keep an eye on your comments, and stay engaged with your audience
- ▶ I send boards to clients for inspiration : engagement outfits, portrait locations
- ▶ Why not?

Wedding Shoes
Wedding shoes as photographed by Susan Stripling. www.susanstripling.com

32 Pins 5.5k Followers



Getting ready at the Loews Hotel Philadelphia. Wedding ceremony at St. Augustine Church. Wedding portraits in Washington Square Park and at Philadelphia's City Hall. Wedding reception at Cescaphe's Vie ballroom. Wedding shoes with pearls and blue soles. ** 3

Summer outdoor wedding at Fox Hollow. Indoor, ballroom reception. Wedding portraits at Old Westbury Garden. Photography by Susan Stripling. Gown by Maggie Sottero. Wedding shoes with flower on toe. ** 1

A wedding at 501 Union in Gowanus, Brooklyn. Event coordion by Rebecca Shankman of Pink Bow Tie Events. Flowers by Cary Pereyra, The Little Glass Slipper. Hair and makeup by Jhenelle Hill, Prim & Perfect. Catering by Christine Fiorelli, Fiorelli's Catering. Gown is Pronovias. ** 4

Jedediah Hawkins Inn Wedding Pic ** 2

Liberty Warehouse Wedding by Susan Stripling. Dress by Pnina Tornai, Kleinfelds, shoes by Manolo Blahnik ** 7

Pelican Hill Wedding Photography ** 2

Wythe Hotel and Giando Wedding : Stephanie + Salvatore ** 11

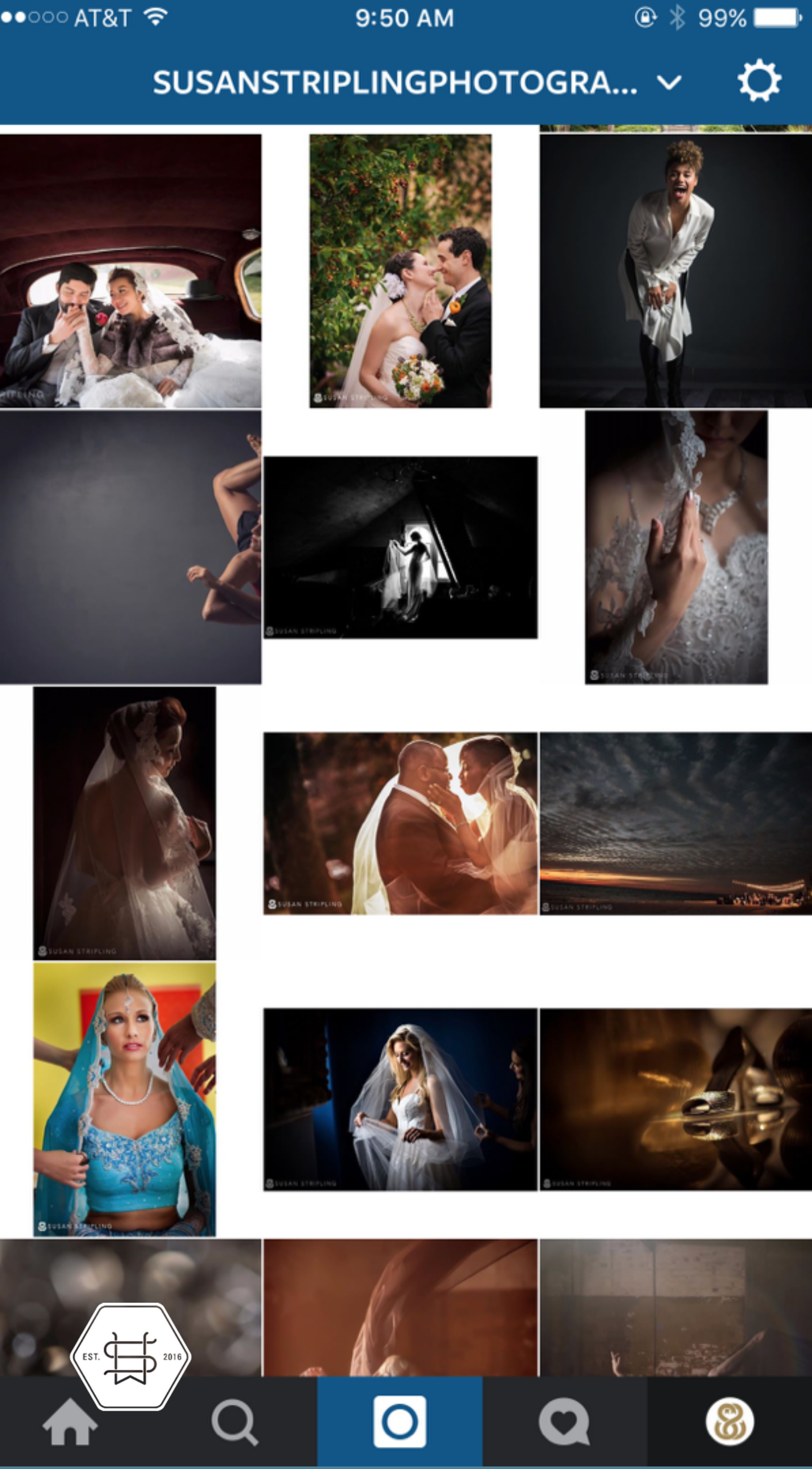
Shoes at an Oheka Castle Wedding, Huntington New York ** 7

danielle + justin ** 1

Fizzah Raza Love this! So unique! Add a comment...

INSTAGRAM





MY FAVORITE, BY FAR

- ▶ What do your clients want to see?
- ▶ iPhone pictures vs. professional images
- ▶ Behind the scenes looks at shoots
- ▶ Sharing your life on Instagram : personal vs. business profiles
- ▶ Crossover between personal and business profiles
- ▶ Have a cohesive vision for your profile



SET UP FOR SUCCESS

- ▶ Have a clear focus
- ▶ Make sure your website is in your bio - and consider using a custom shortened link so that you can track the traffic
- ▶ Monitor your grid for images that don't fit
- ▶ Put an Instagram tab on your business Facebook page
- ▶ Add a link to your Instagram profile on your website contact page

PREPARE TO POST

- ▶ Get a list of the wedding vendors before the wedding
- ▶ Find out the bride and groom's Instagram names...and maybe their bridal party, too!
- ▶ If you're posting on the day of the event, save your caption in a note on your phone
- ▶ If you're posting post-event, save them on your computer

----- VENDORS AND PROFESSIONALS -----

Who will be the bride's hairstylist?

Sample Hair Stylist 

Who will be the bride's makeup artist?

Sample Makeup Artist 


Who will be your videographer?

Sample Videographer 

Who will be your band or DJ?

Sample Musician/DJ 

Where did you get your dress?

Sample Gown Boutique 

Who is your florist?

Sample Florist 

Who is your caterer?

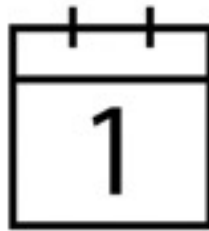
Sample Caterer 

Are there any other special vendors that you would like to let us know about so that we can accurately credit their work?



WHEN TO POST

BEST DAY TO POST



Instagram says Monday.
My own research says Wednesday.
Are you tracking yours?
Do you know when you should be posting?

KNOW THE TRENDS



Look at Webstagram for the top trending hashtags. Currently they are:
#love, #instagood, #me, #follow, #fbt, #cute, #like, #photooftheday, #followme, #tagsforlikes, #happy,

CREATE A BRAND



What would work for you?
Brand keyword : #susanstripling
Product keyword : #susanstriplingweddings
Location specific keyword: #brooklynweddingphotography
Create hashtags specific to your

GET # SPECIFIC



Don't just be generic with your hashtags. Add a few funny or unique ones. For example, a ring shot can be
#brooklynweddingphotography, #susanstripling, #libertywarehousewedding, and

IT MOVES QUICKLY



Your post will be most active in the first two and a half hours. 40% of your likes, comments, and questions will happen in the first hour. Stay on top of your responses! Stay engaged with your audience!

DON'T BUY FOLLOWERS



Just don't. Why would you want to pad your likes and "fans" with people who aren't engaged with your business? Start slow. Grow organically. A handful of faithful fans is worth more than hundreds of paid followers!



Instagram suggests 11am, 2pm, and 5pm.

It really depends on when your clients are online.
Who are your clients?
When are they online?

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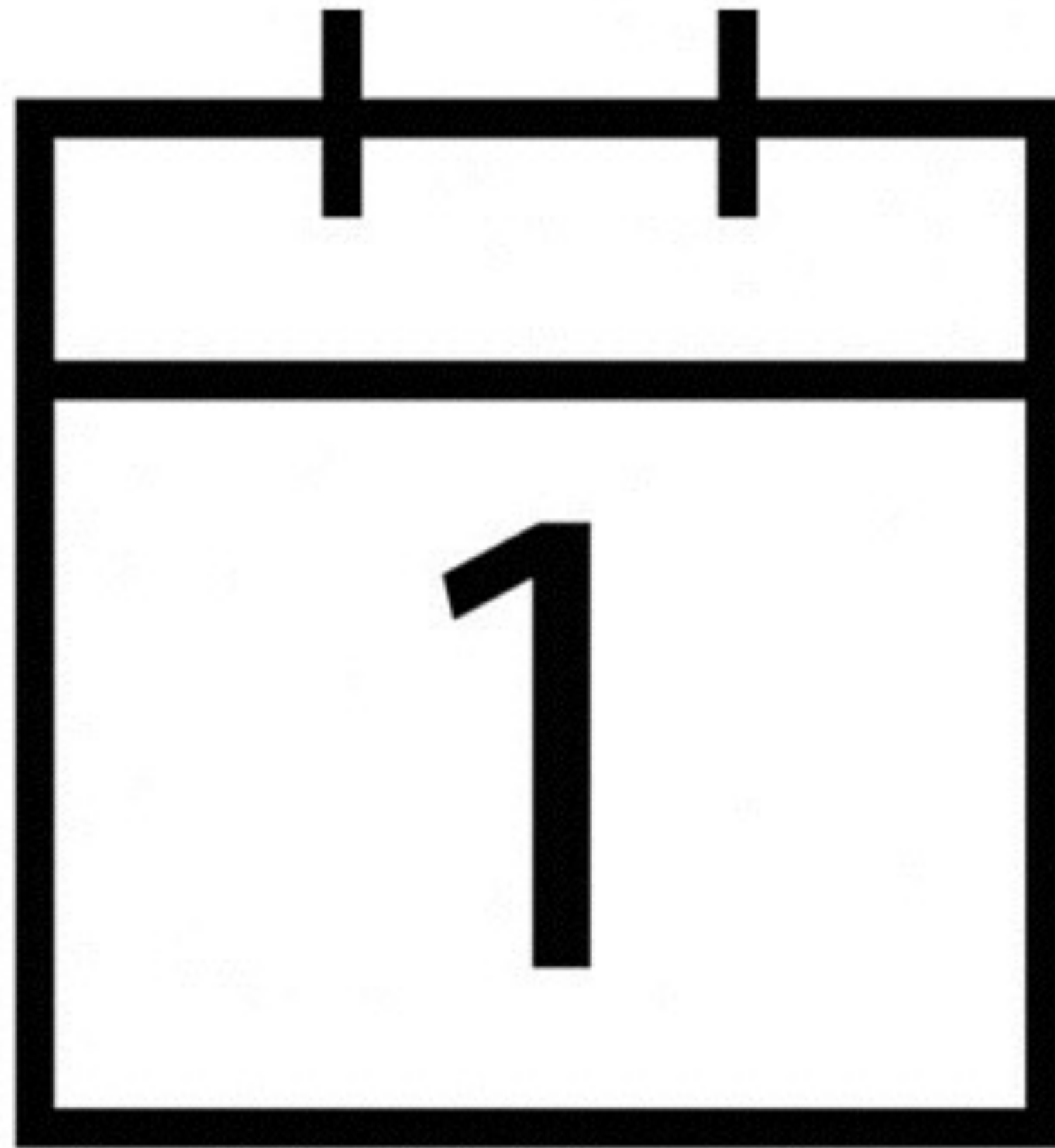
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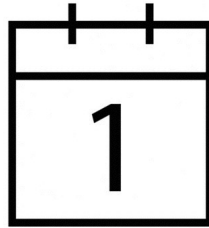
Do you know when you should be posting?

WHEN TO POST



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BEST DAY TO POST



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What would work for you? Brand keyword : #susanstripling Product keyword : #susanstriplingweddings Location specific keyword: #brooklynweddingphotography Create hashtags specific to your

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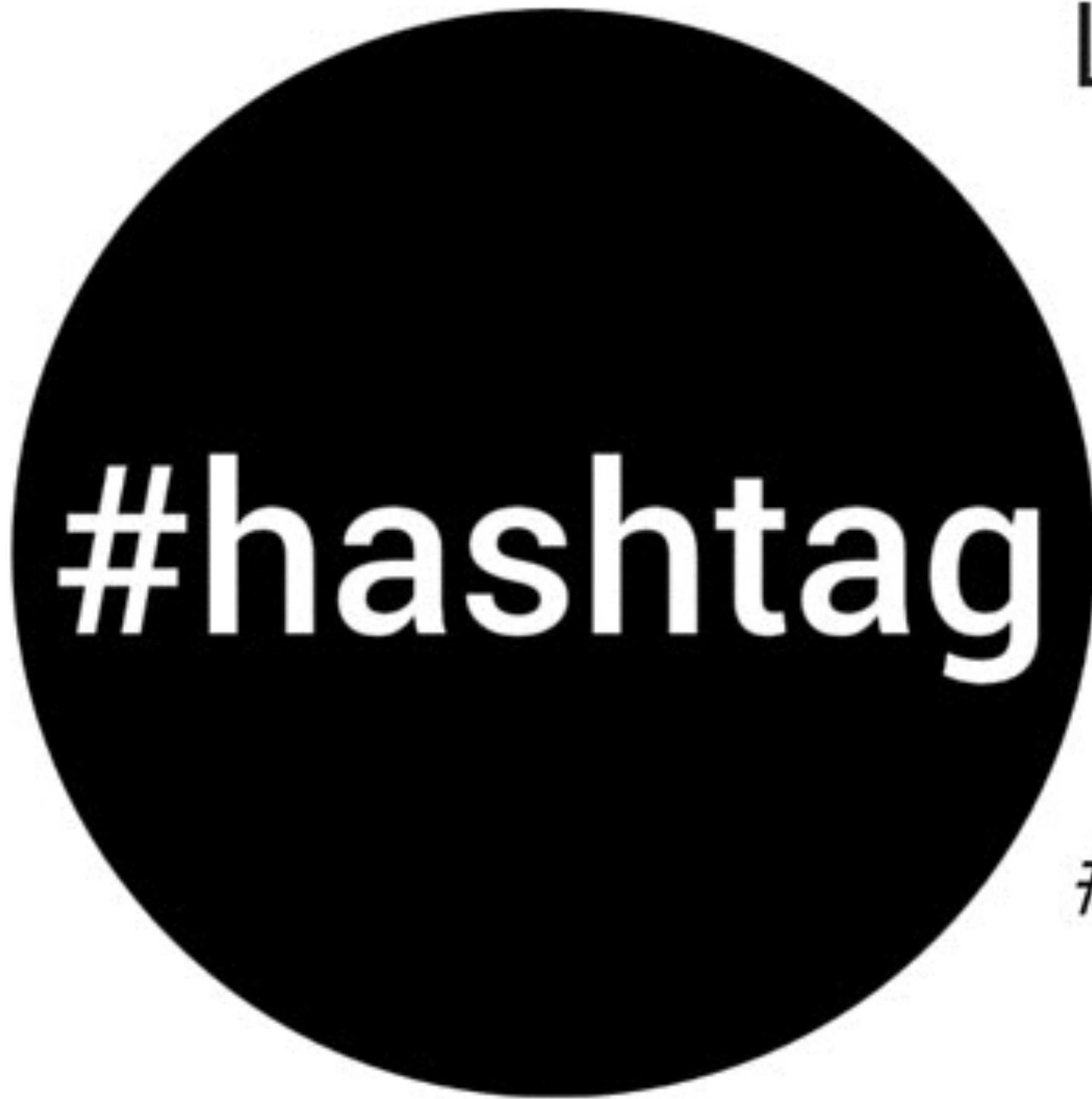
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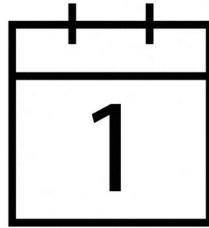
#love, #instagood, #me, #follow, #tbt, #cute, #like, #photooftheday, #followme, #tagsforlikes, #happy, #beautiful, #picoftheday

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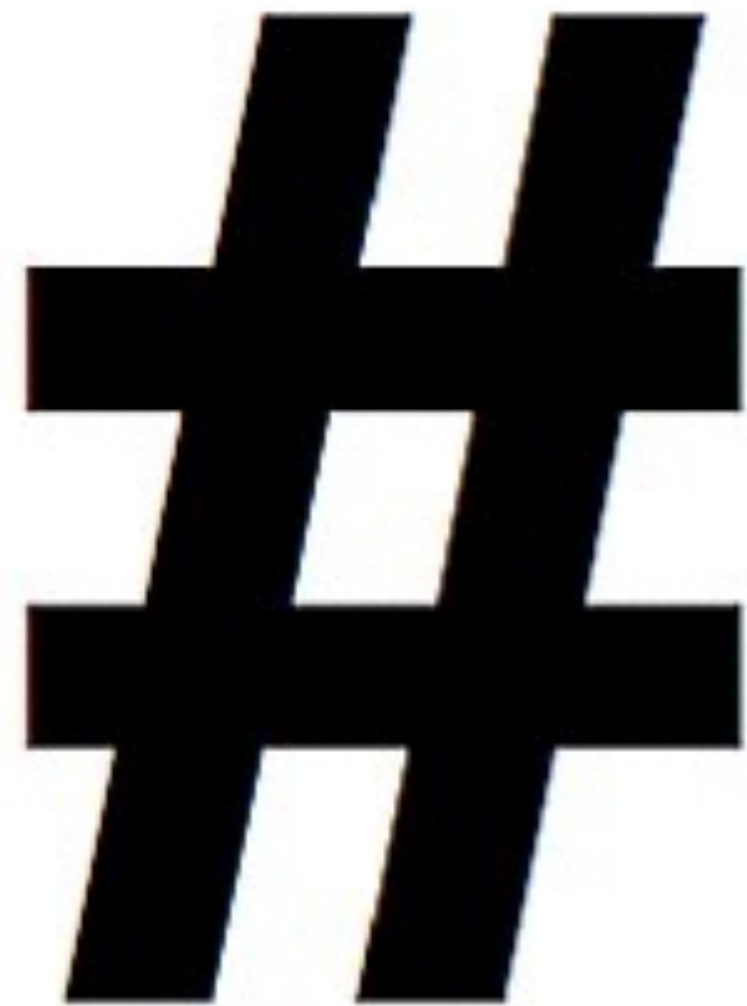
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Product keyword :

#susanstriplingweddings

Location specific keyword:

#brooklynweddingphotography

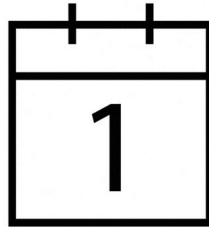
Create hashtags specific to your business!

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BEST DAY TO POST



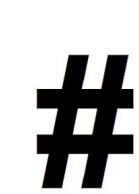
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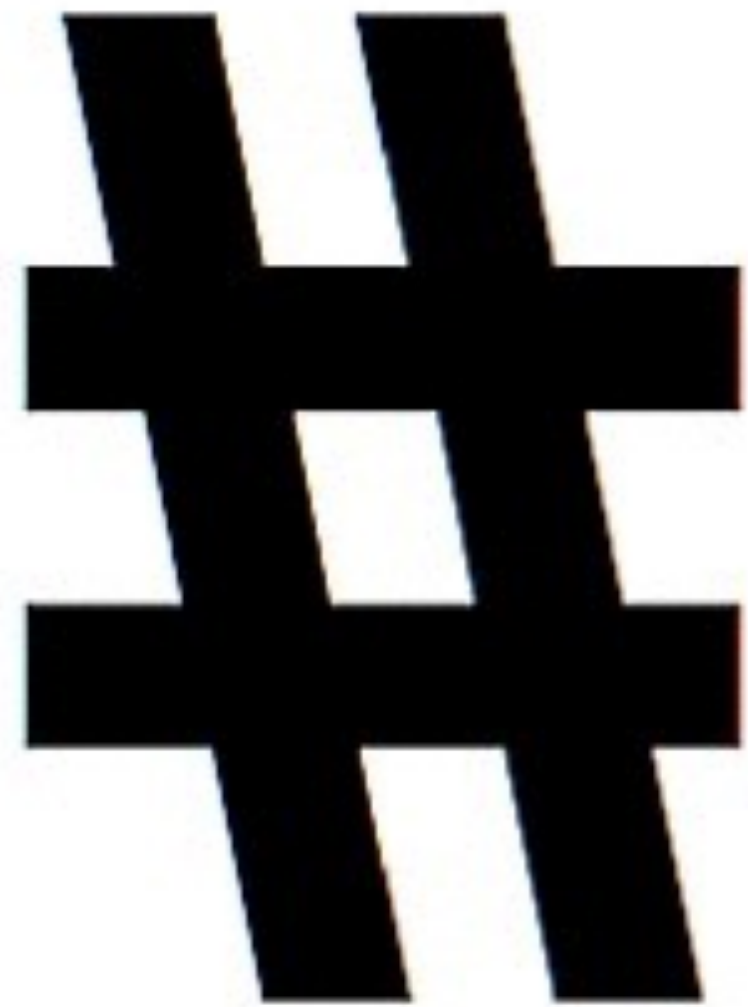
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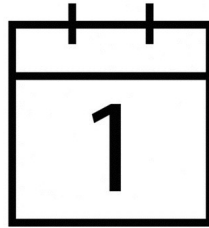
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#brooklynweddingphotography,
#susanstripling,
#libertywarehousewedding, and
also #withthisring #itheewed

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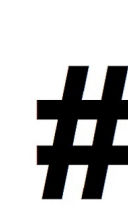
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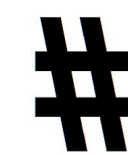
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Create hashtags specific to your business

GET # SPECIFIC



Don't just be generic with your hashtags. Add a few funny or unique ones. For example, a ring shot can be #brooklynweddingphotography, #susanstripling, #libertywarehousewedding, and

DON'T BUY FOLLOWERS



Just don't. Why would you want to pad your likes and "fans" with people who aren't engaged with your business? Start slow. Grow organically. A handful of faithful fans is worth more than hundreds of paid followers!

IT MOVES QUICKLY



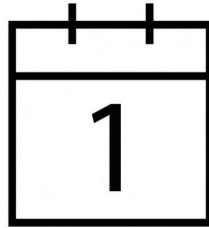
Your post will be most active in the first two and a half hours. 40% of your likes, comments, and questions will happen in the first hour. Stay on top of your responses! Stay engaged with your audience!

WHEN TO POST



Instagram suggests 11am, 2pm, and 5pm. It really depends on when your clients are online. Who are your clients? When are they online?

BEST DAY TO POST



Instagram says Monday. My own research says Wednesday. Are you tracking yours? Do you know when you should be posting?

KNOW THE TRENDS



Look at Webstagram for the top trending hashtags. Currently they are: #love, #instagood, #me, #follow, #tbt, #cute, #like, #photooftheday, #followme, #tagsforlikes, #happy,

CREATE A BRAND

What would work for you? Brand keyword : #susanstripling Product keyword : #susanstriplingweddings Location specific keyword: #brooklynweddingphotography Create hashtags specific to your business

GET # SPECIFIC

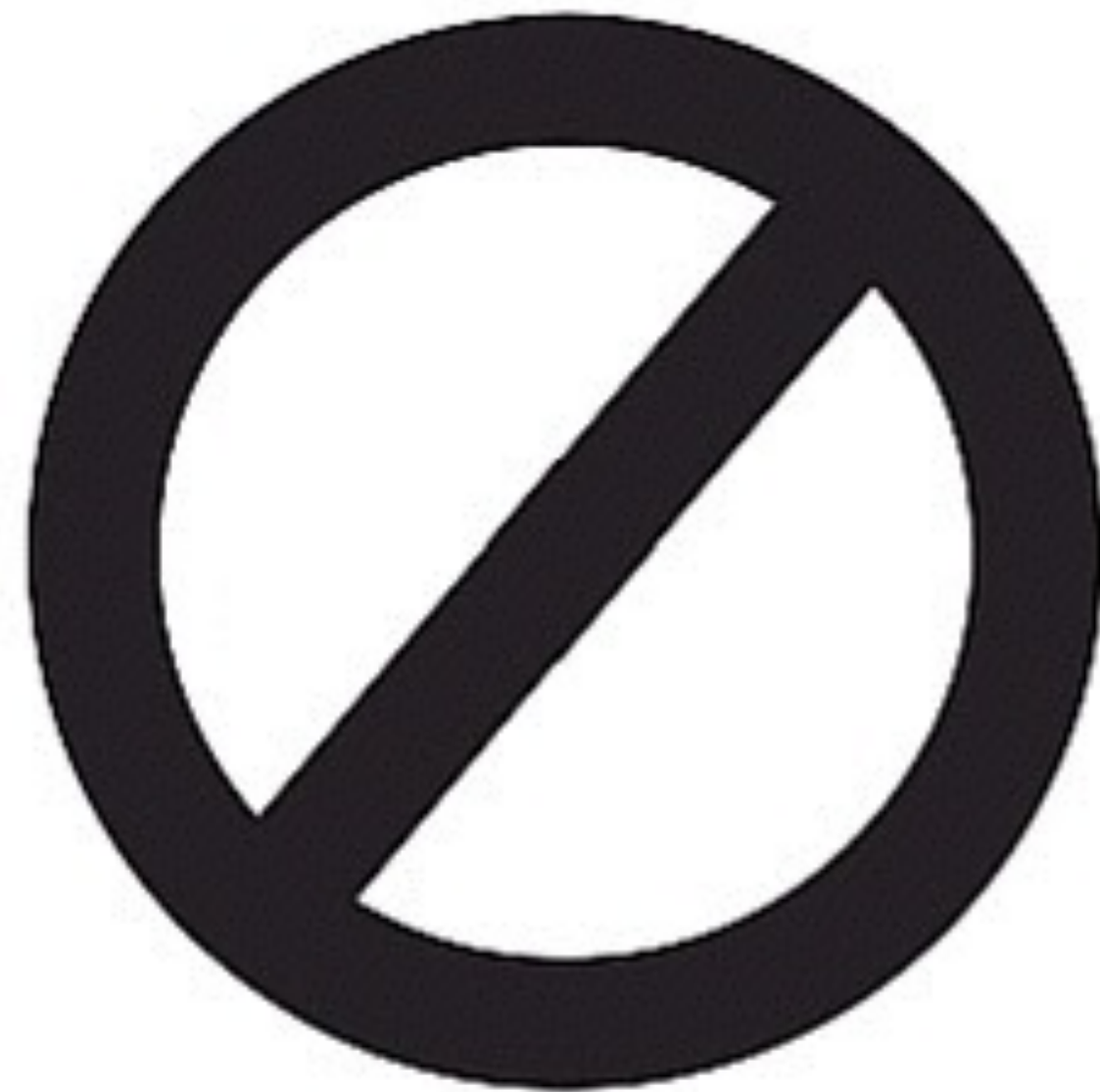
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HASHTAG RESEARCH



ICONOSQUARE



Result for weddingphotography



weddingphotographyselect



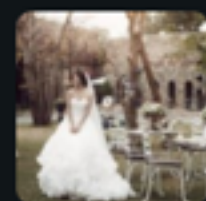
slunaphotography



wedding_photography



wedding_photography_



luciolabridal



weddingphotographych



weddingphotography

weddingphotography 2611460 medias

weddingphotographyturkiye 2512 medias

weddingphotographyegypt 2530 medias

weddingphotographysydney 2099 medias

weddingphotographyjakarta 1692 medias

weddingphotographyusa 2010 medias

weddingphotographybrisbane 1154 medias

weddingphotographymalaysia 1323 medias

weddingphotographymelbourne 1559 medias

weddingphotographyworkshop 880 medias

weddingphotographygreece 1024 medias

weddingphotographypromo 1397 medias

weddingphotographyideas 917 medias

weddingphotography... 602 medias



Feed

My media

My likes

My followers

My followings

Populars

Result for brooklynwedding



brooklyn_wedding



brooklynweddings

- brooklynwedding** 13097 medias
- brooklynweddingphotographer** 3537 medias
- brooklynweddings** 1848 medias
- brooklynweddingplanner** 789 medias
- brooklynweddingphotography** 338 medias
- brooklynweddingvenue** 123 medias
- brooklynweddingphotographers** 82 medias
- brooklynweddingfor2** 55 medias
- brooklynweddingcakes** 39 medias
- brooklynweddingband** 26 medias
- brooklynweddingexpo** 21 medias
- brooklynweddingsalon** 20 medias
- brooklynweddingflowers** 11 medias
- brooklynweddingonabudget** 10 medias

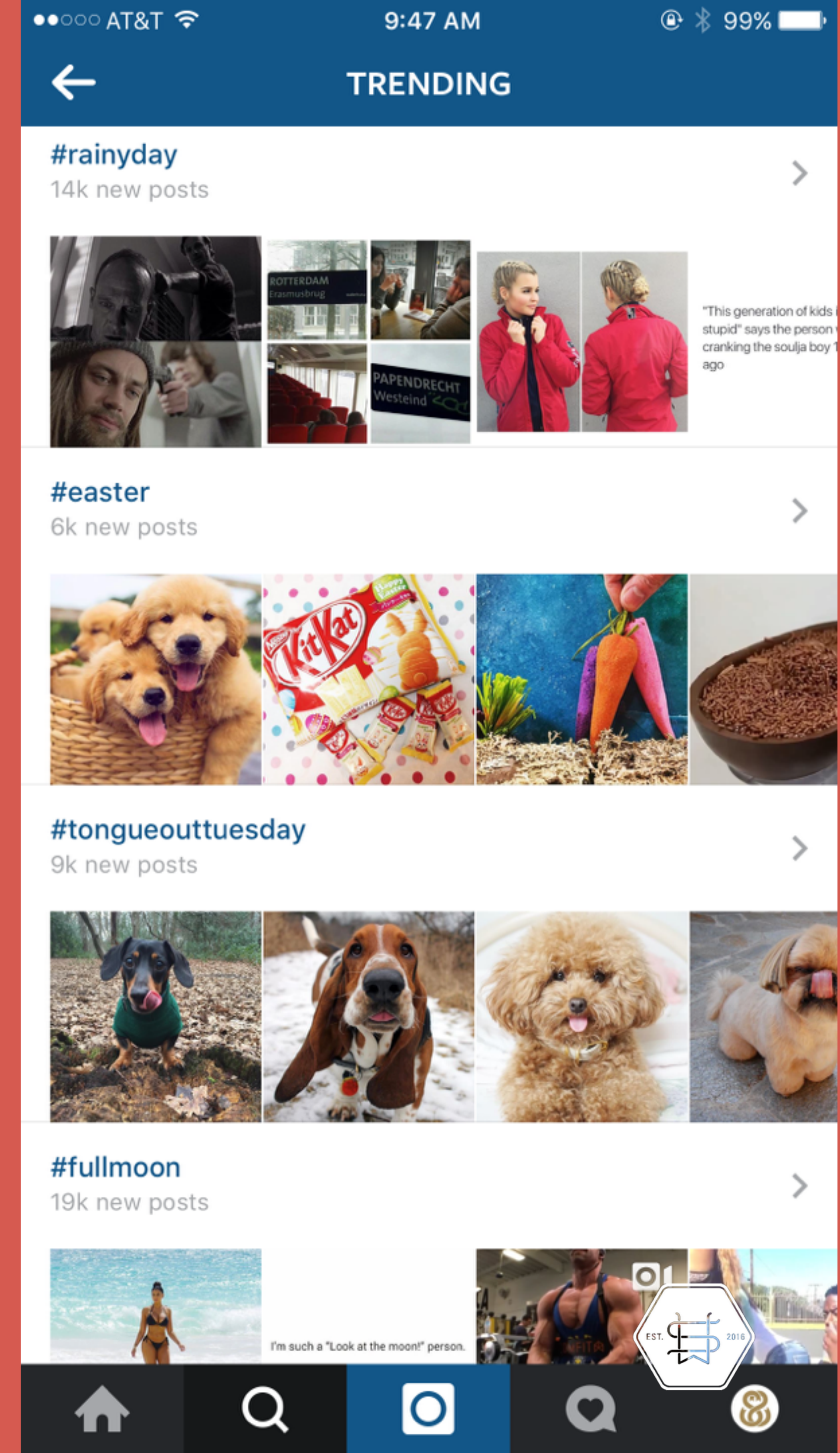


#####

- ▶ Store favorite hashtags in your Notes
- ▶ Store strings of hashtags together
- ▶ Create a shortcut on your phone to allow you to list multiple hashtags at once
- ▶ A Trackmaven study shows that interactions are highest on posts with 11+ hashtags
- ▶ I add my hashtags to the first comment. Why?
- ▶ Don't go #crazy!

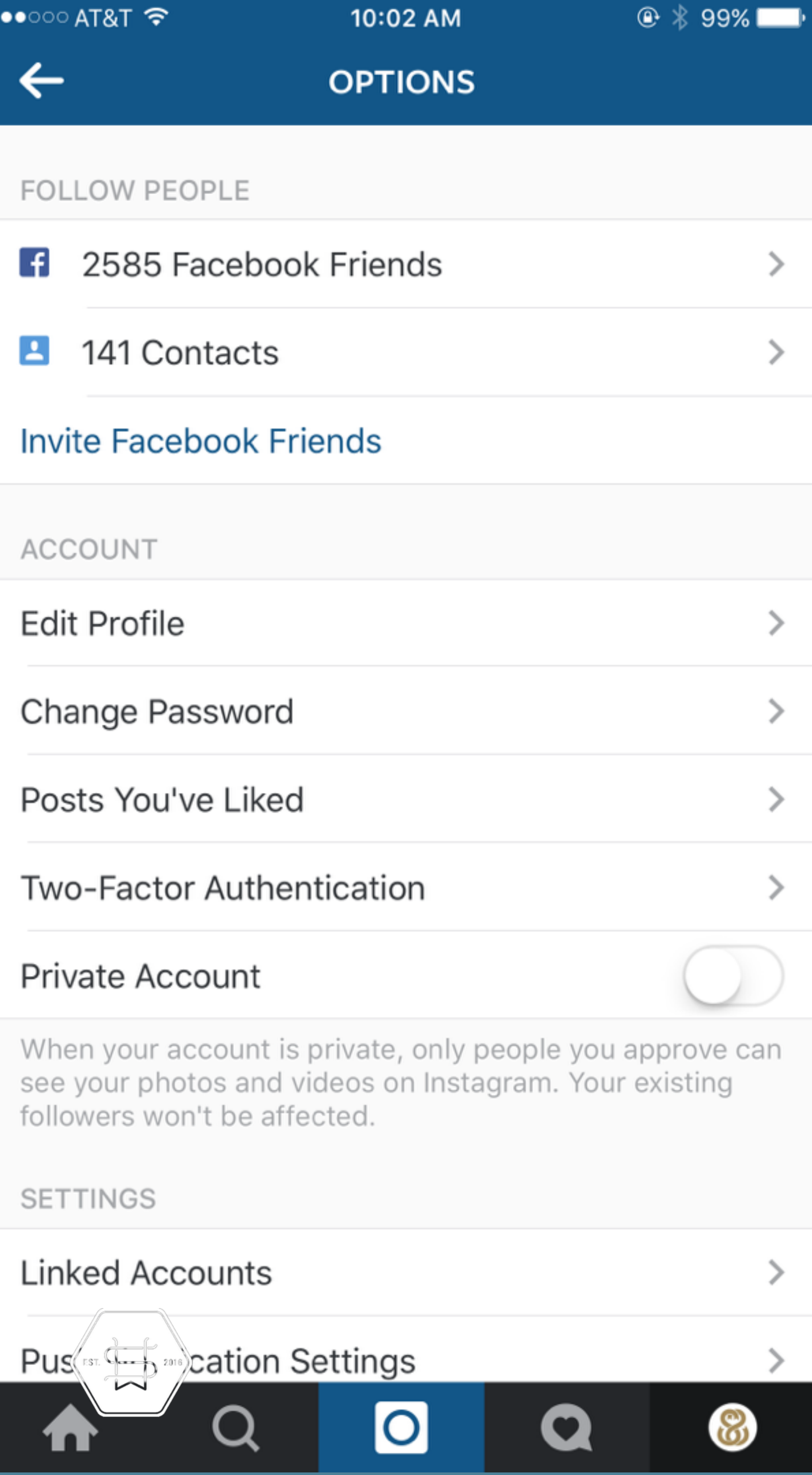
INSTAGRAM EXPLORE

- ▶ Find out what hashtags are trending right now
- ▶ Do you have any posts that are applicable?
- ▶ Don't constantly follow the trends
- ▶ Use them for market research
- ▶ Does following the trend increase interaction?
- ▶ Don't post unless it's genuine



EXPLORING THE POSSIBILITIES



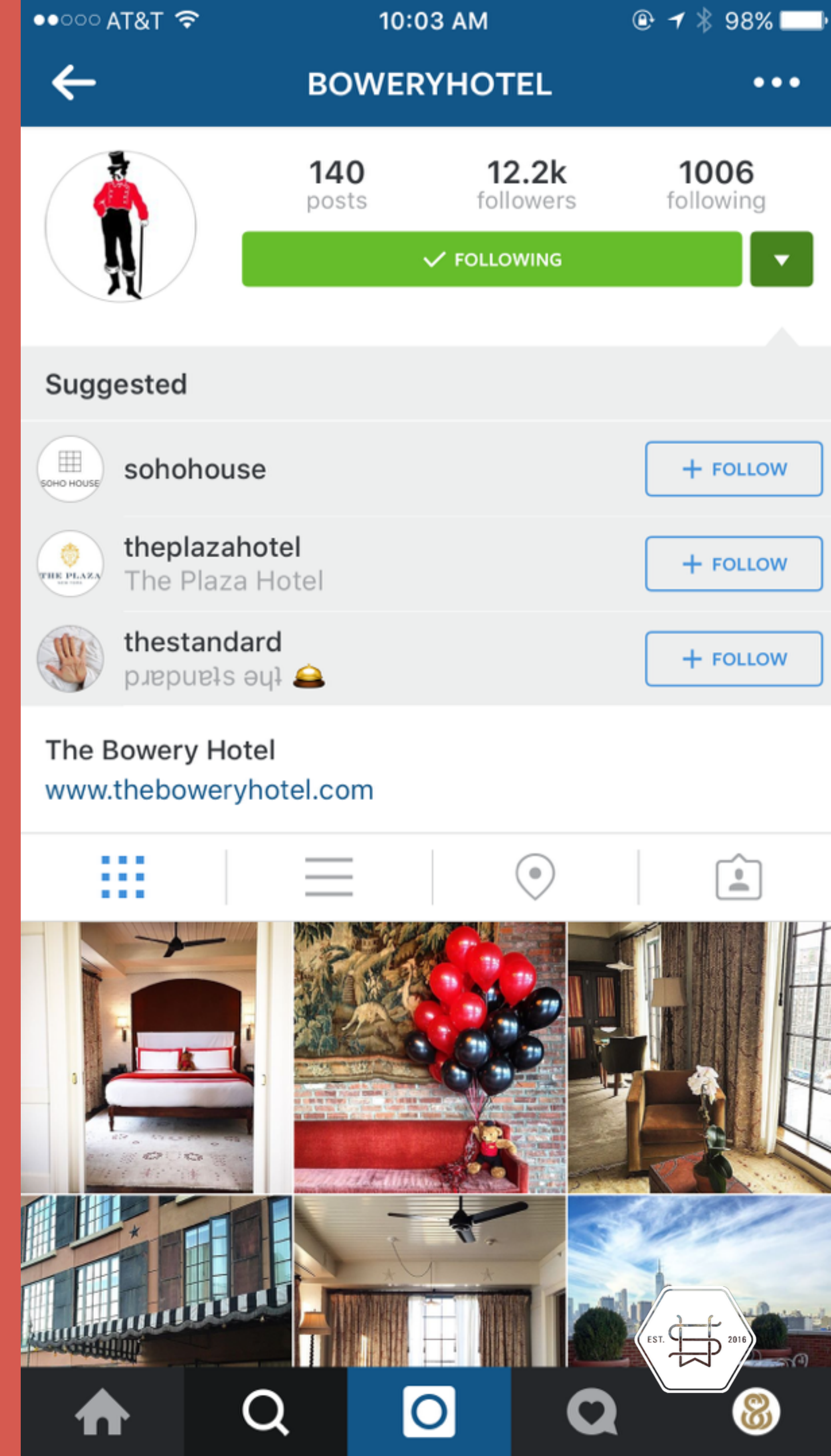


MAKING NEW FRIENDS

- ▶ Obviously, start with the obvious
- ▶ Find and follow suggested users by going into settings/gear/find and invite friends/suggested users.
- ▶ Connect your account with your contacts. Click on the 3 dots button in the top right of your screen. Choose 'find friends' to connect to your email list
- ▶ Search hashtags for vendors and venues

DOWN THE RABBIT HOLE

- ▶ Create a large group to follow
- ▶ Once you identify who has a large audience, click on their profile
- ▶ There will be a drop-down arrow to suggest three relevant accounts
- ▶ Are they relevant to you? If so, follow them and start interacting!



ASSESSING THE COMPETITION

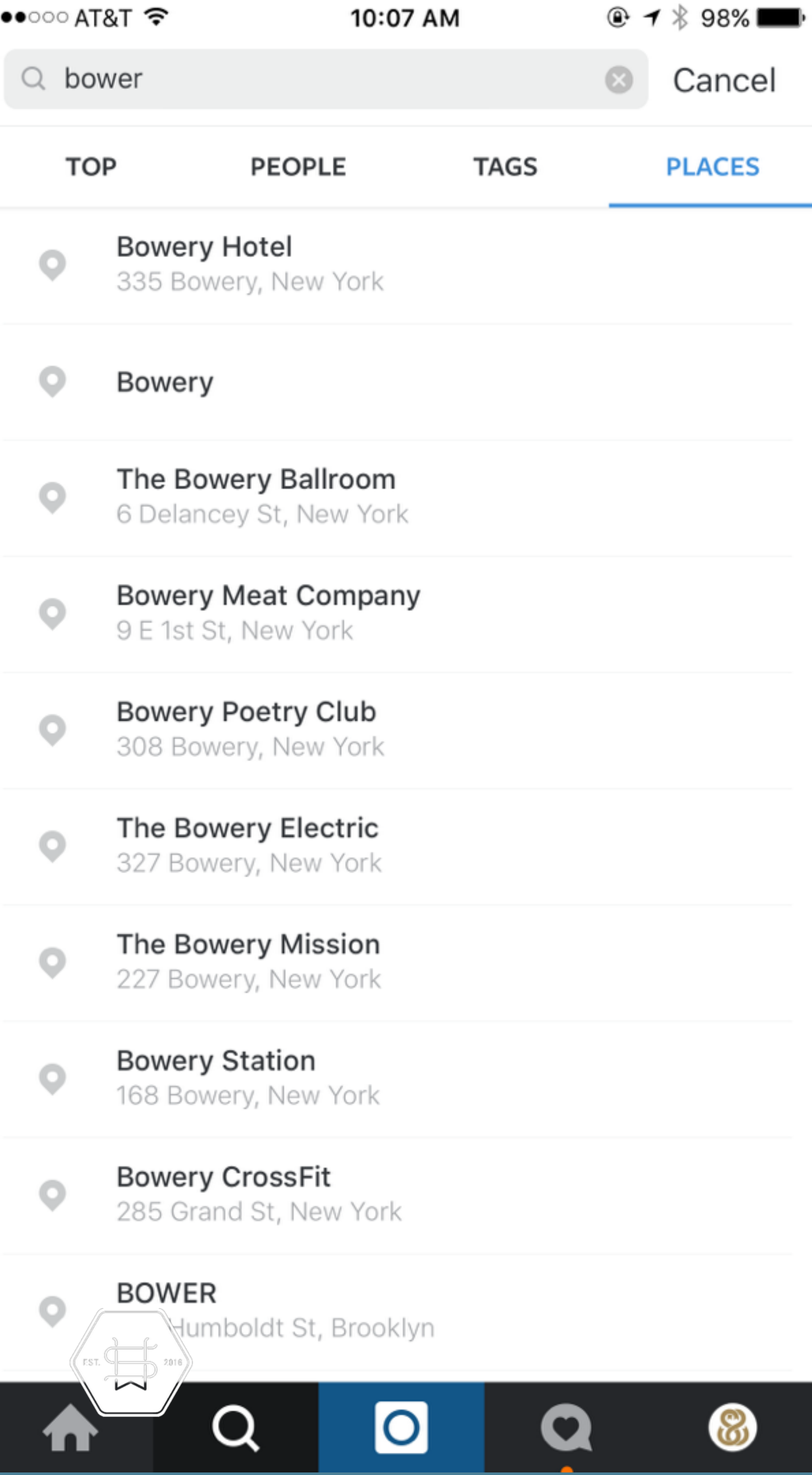




RESEARCH, RESEARCH!

- ▶ Who are your competitors?
- ▶ Who follows your competitors?
- ▶ Who are their most vocal followers?
- ▶ Follow their followers! Interact with them. How do they interact with you?
- ▶ Follow
- ▶ Follow + Like
- ▶ Follow + Like + Comment





WHO WORKS WHERE?

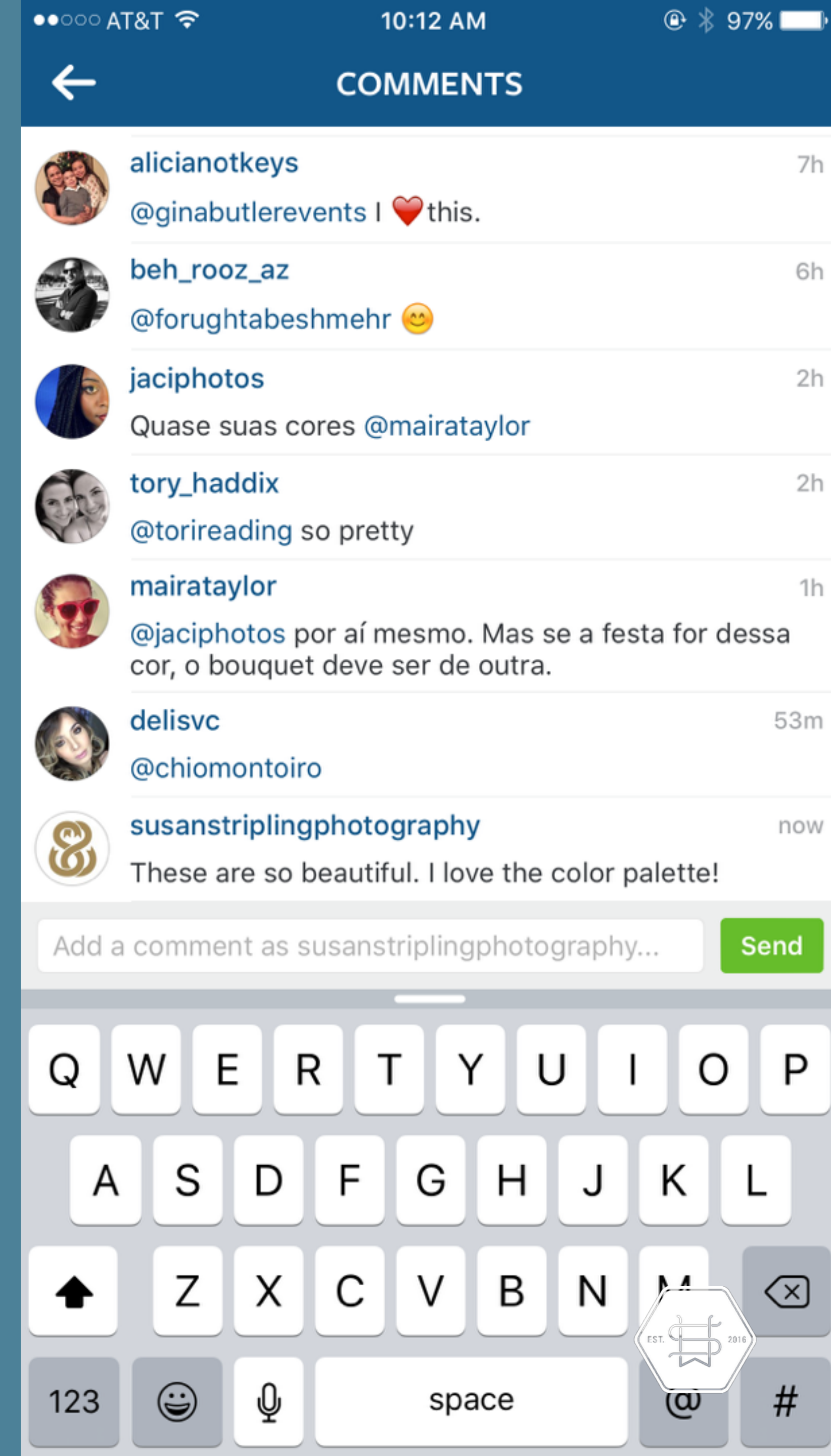
- ▶ Browse location-specific posts and photos
- ▶ Tap the magnifying glass icon at the bottom of your home screen
- ▶ Choose "Places," and type in the name of a place
- ▶ Look at photos taken near your current location - who is shooting weddings and portraits nearby?
- ▶ When you click the search bar at the top, four tabs will show up. Choose "Places," and click "Near Current Location"

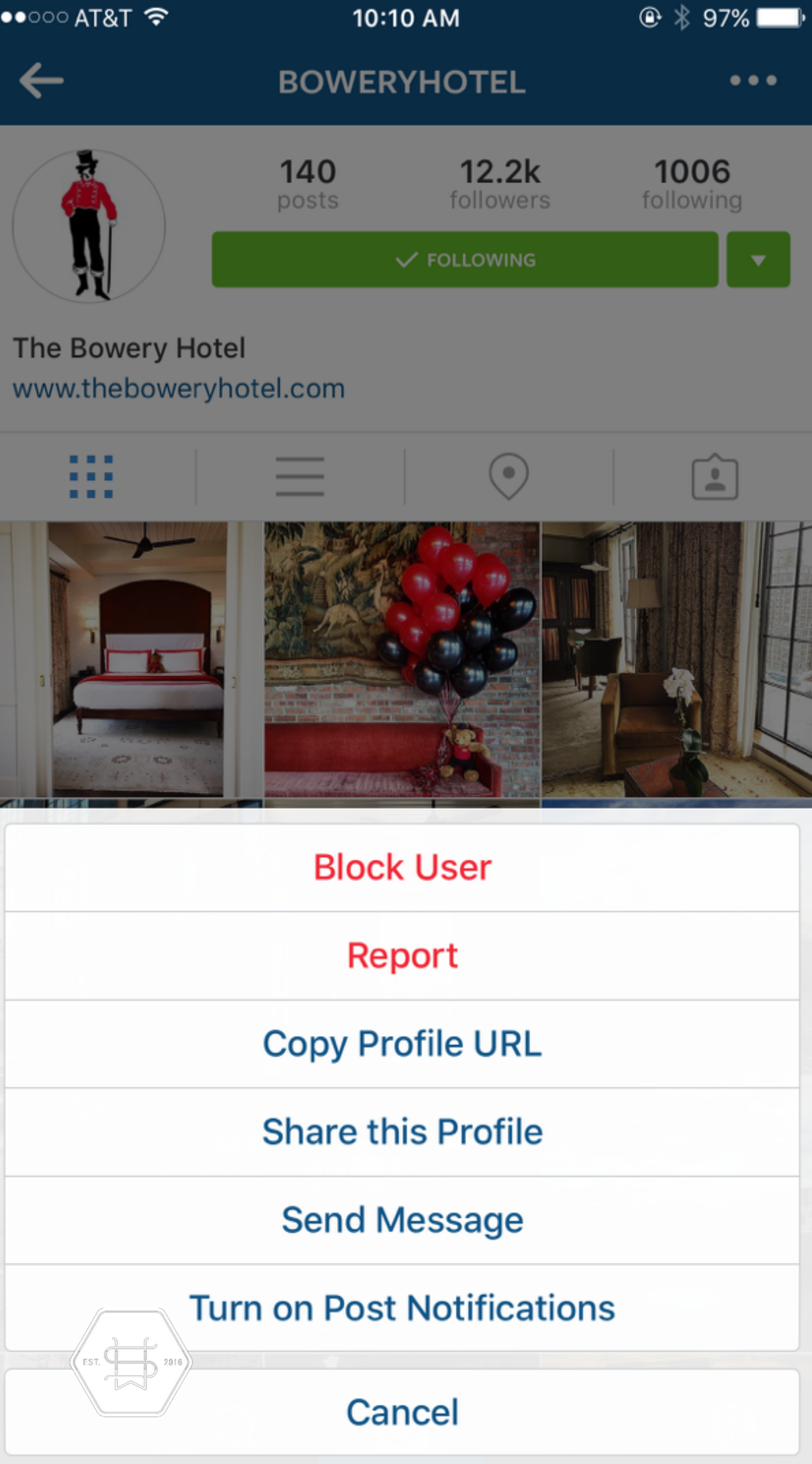
TIPS FOR ENGAGEMENT



LET'S GET ENGAGED!

- ▶ Ask followers to tag a friend
- ▶ Ask direct questions in your captions and comments
- ▶ Create a call to action in your captions. What do you want your viewers to do?
- ▶ Engage with your comments
- ▶ Engage with others. Don't just like or say "Pretty!" Really write out your comments. Make it personal!
- ▶ Randomly like a bunch of pictures. Use the Explore function to find new profiles!



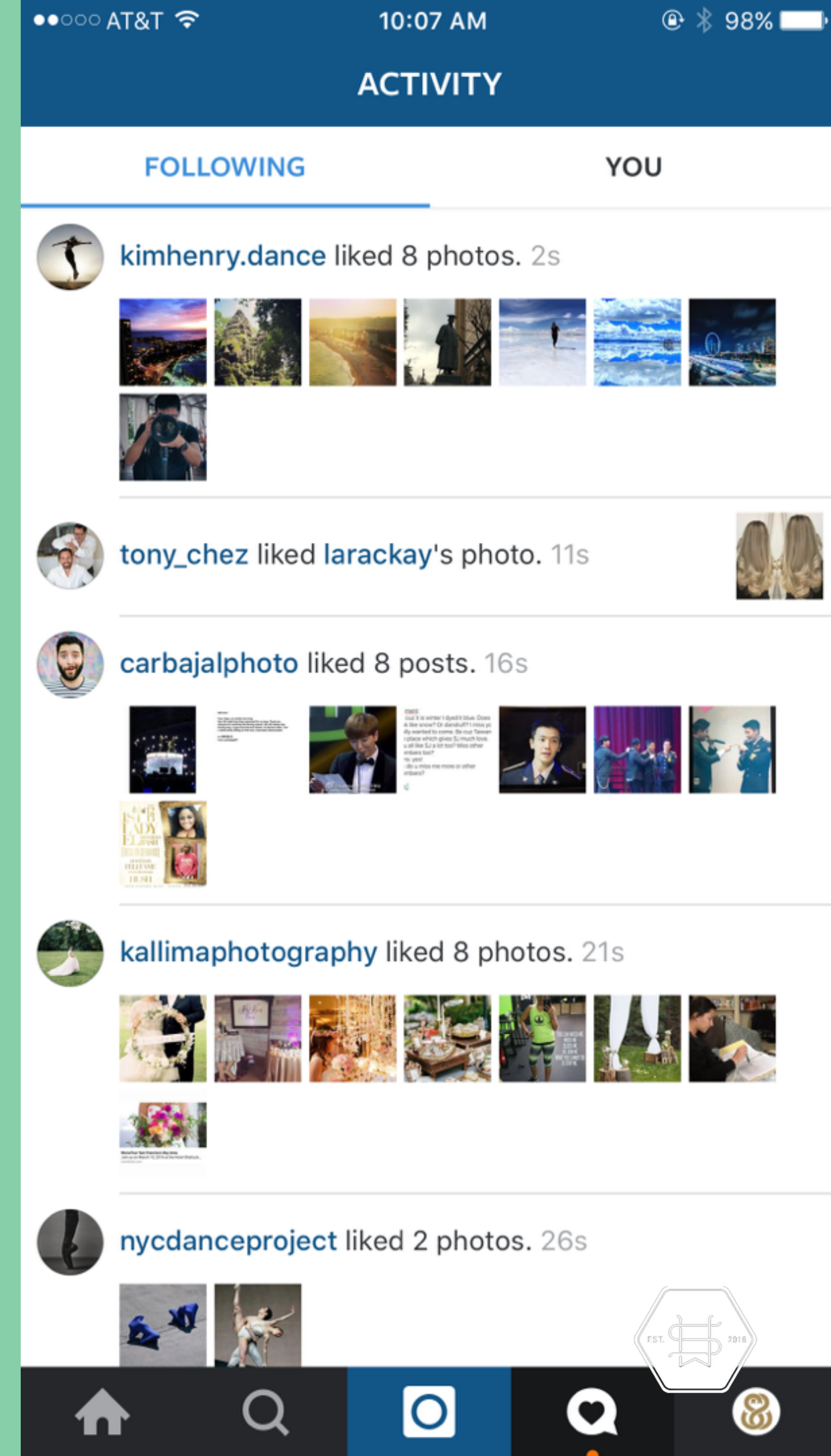


KEEP UP WITH YOUR FAVES

- ▶ Want to stay on top of your favorite profiles?
- ▶ Go to the user's profile page, and click on any post
- ▶ Click the three dots in the bottom right of the post
- ▶ Choose "turn on post notifications"
- ▶ You can also click on the three dots in the top right of their profile page
- ▶ If you have your Instagram notifications turned on, you'll receive notifications about that profile and their posts

TRACK YOUR FOLLOWERS

- ▶ What do your followers like?
- ▶ What other pages are they engaging with?
- ▶ What comments are they leaving on other profiles?
- ▶ Click the heart icon at the bottom of the home screen
- ▶ Click the tab near the top that says "Following."
- ▶ This is excellent market research!



ANALYZE YOUR ANALYTICS



ICONOSQUARE



ANALYSIS FOR THE PERIOD: [Jan 24th - Feb 23rd]

EXPORT

Updated on Feb. 23rd, 8h11.

Content

POSTED **28** | Jan: 29 **-3.45%**

Most used filter:

Most used tag: **#hamiltonmusical**

POP **0** | Jan: 0 **N/A**

Ratio **0%** | Jan: 0 **0%**

Engagement

LIKES **10,223** | Jan: 11,432 **-10.58%**

Avg/media **365** | Jan: 394 **-7.38%**

COMMENTS **277** | Jan: 251 **+10.36%**

Avg/media **10** | Jan: 9 **+14.3%**

MOST LIKED

MOST COMMENTED

- HELP / FEEDBACK
- Overview
- 12 month analysis
- Content
- Engagement
- Optimization
- Community
- Competitors
- Hashtag Performance
- Weekly and Monthly Exports



Content

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MOST LIKED

536	522	517
473	449	

MOST COMMENTED

21	21	17
21	15	15

HELP / FEEDBACK

- Review
- 12 month analysis
- Content
- Engagement
- Optimization
- Community
- Competitors
- Hashtag Performance
- Weekly and Monthly Exports
- Brand Index
- Influencers Index



Post history

Updated on Feb. 23rd, 8h11.

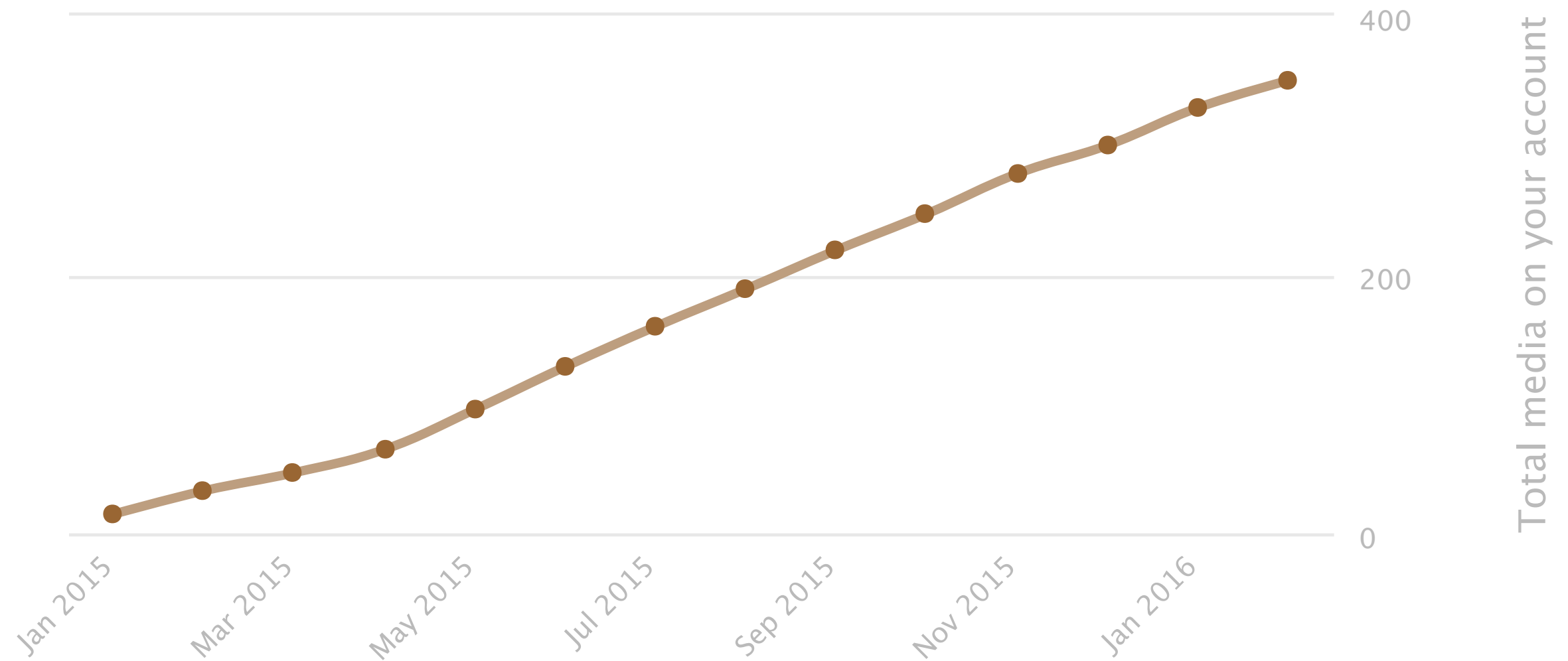
- HELP / FEEDBACK
- Overview
- Monthly analysis
- Content
- Management
- Optimization
- Community
- Competitors
- Hashtag Performance
- Weekly and Monthly Exports



I posted my first media
January 10th, 2015

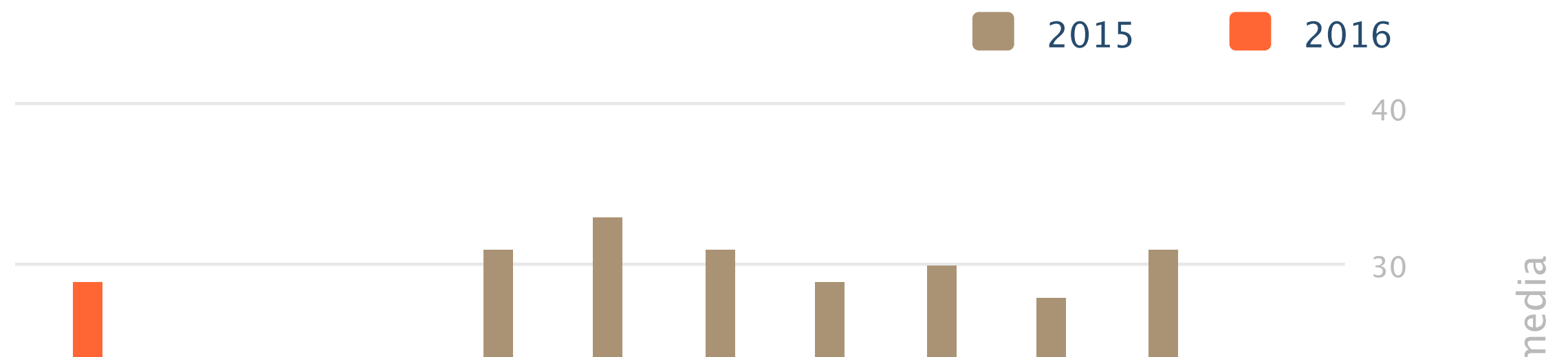
Snapshot

Tweet this



DISTRIBUTION

2015	300
2016	50



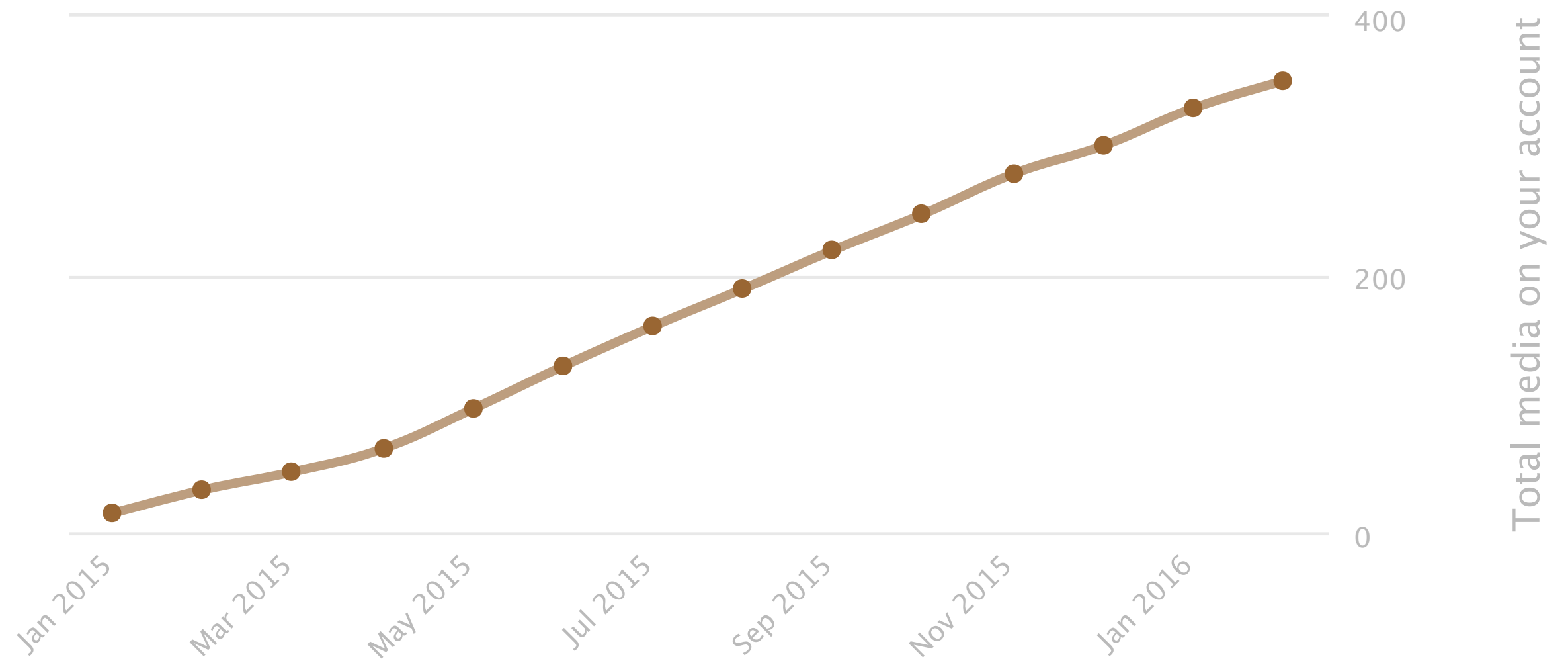
Updated on Feb. 23rd, 8h11.

- HELP / FEEDBACK
- Overview
- Reporting month analysis
- Content
- Management
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Snapshot
 Tweet this



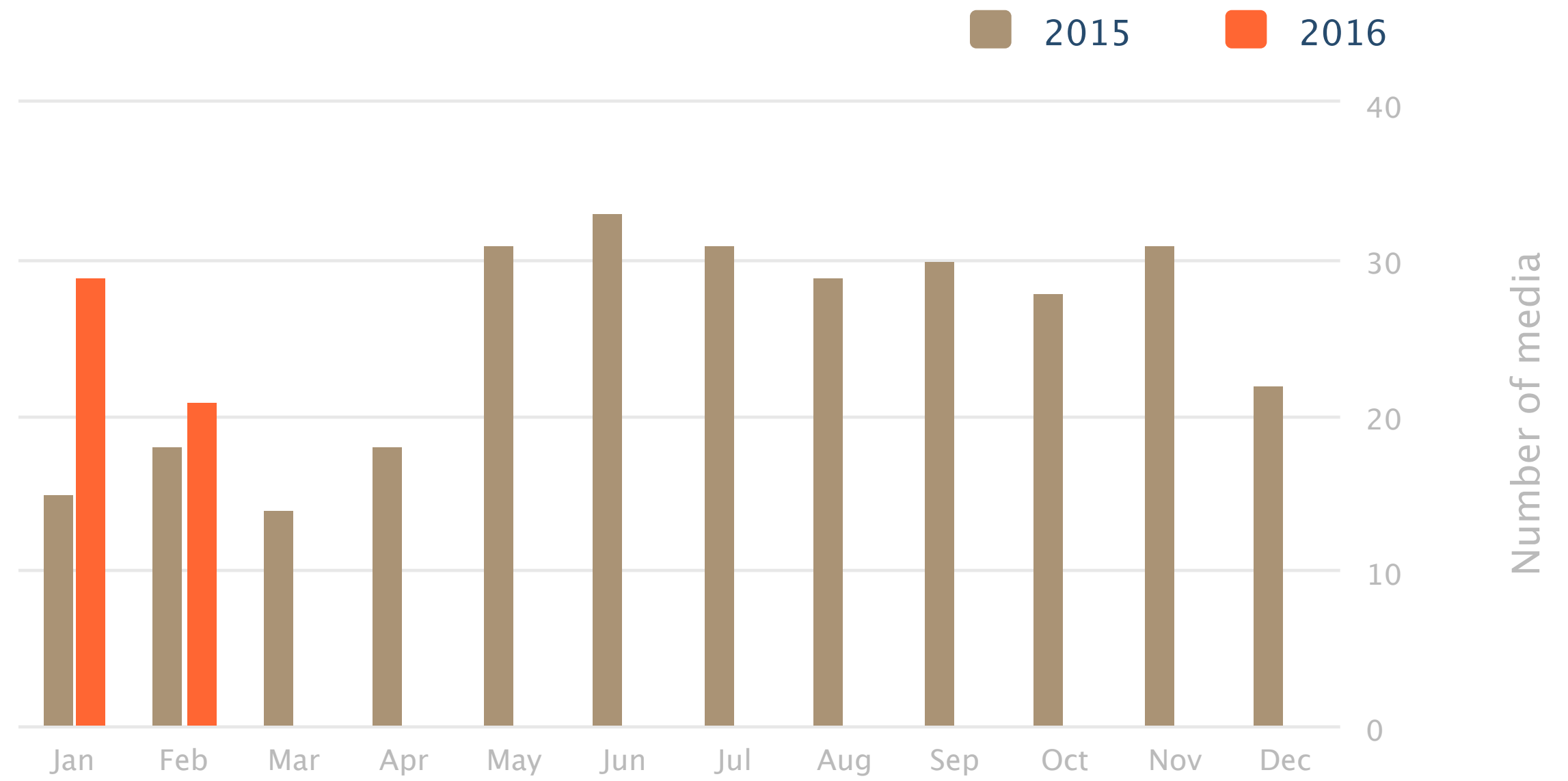
DISTRIBUTION

2015 **300**

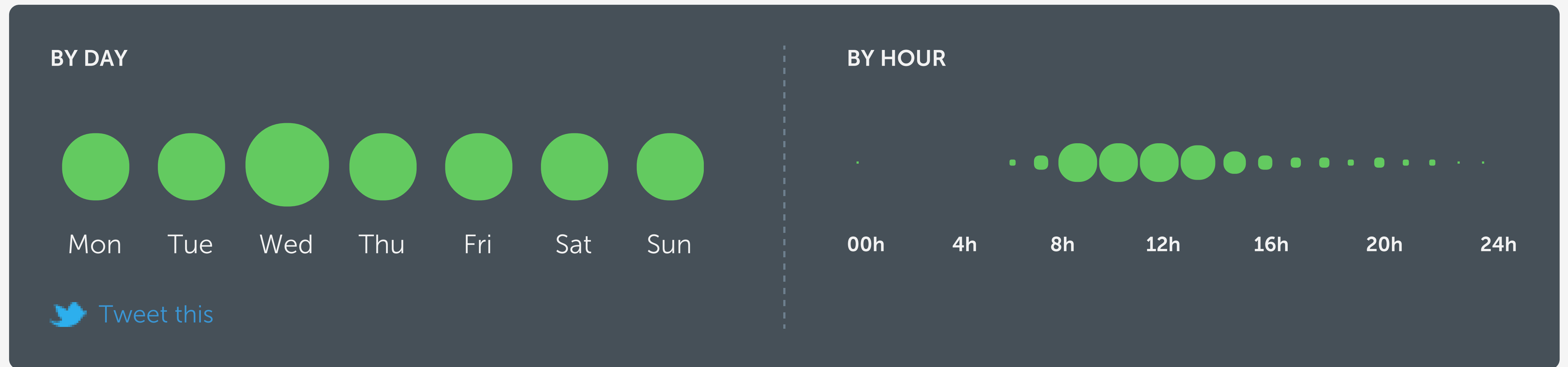
2016 **50**

[Month by month](#)

[Week by week](#)

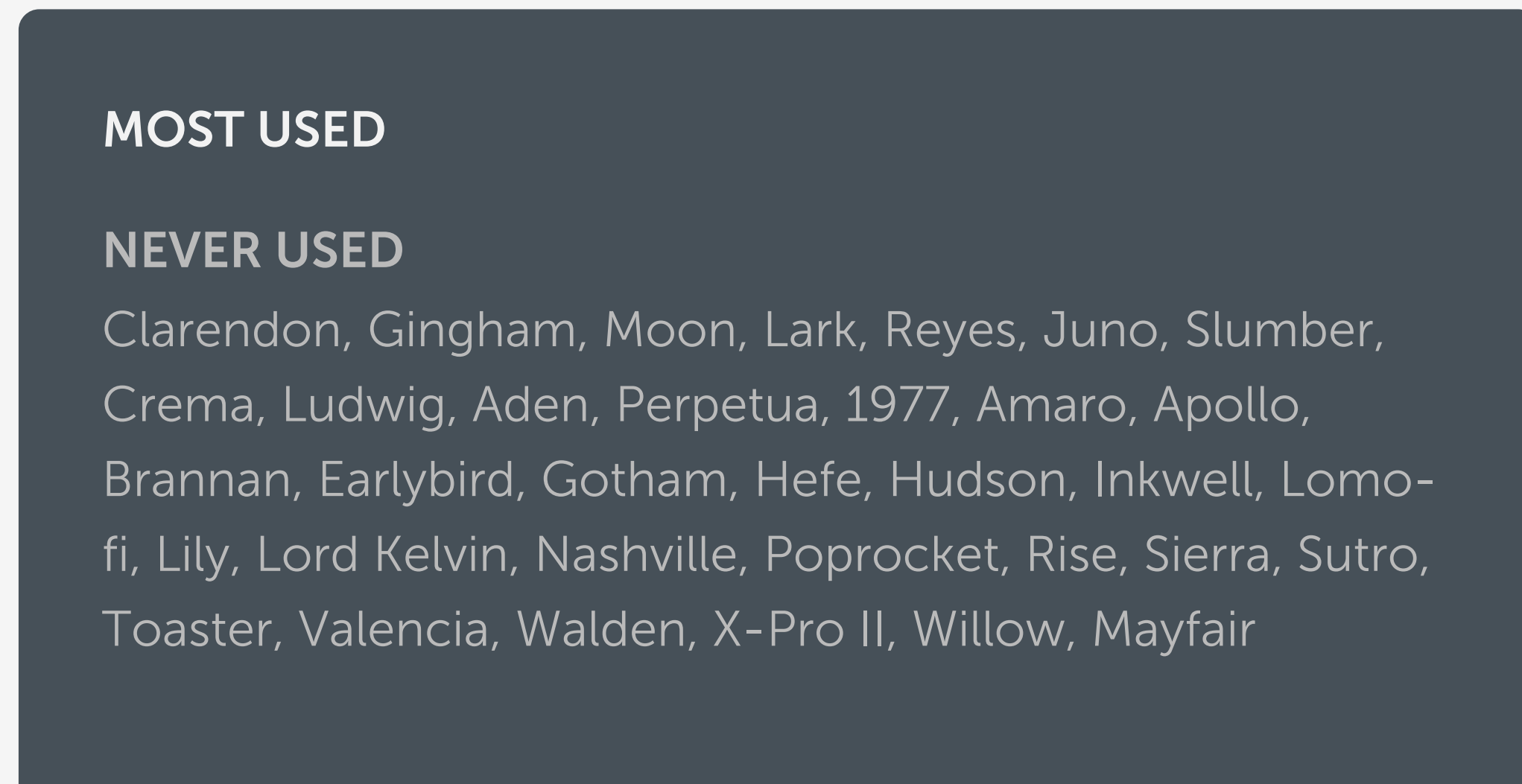


Density

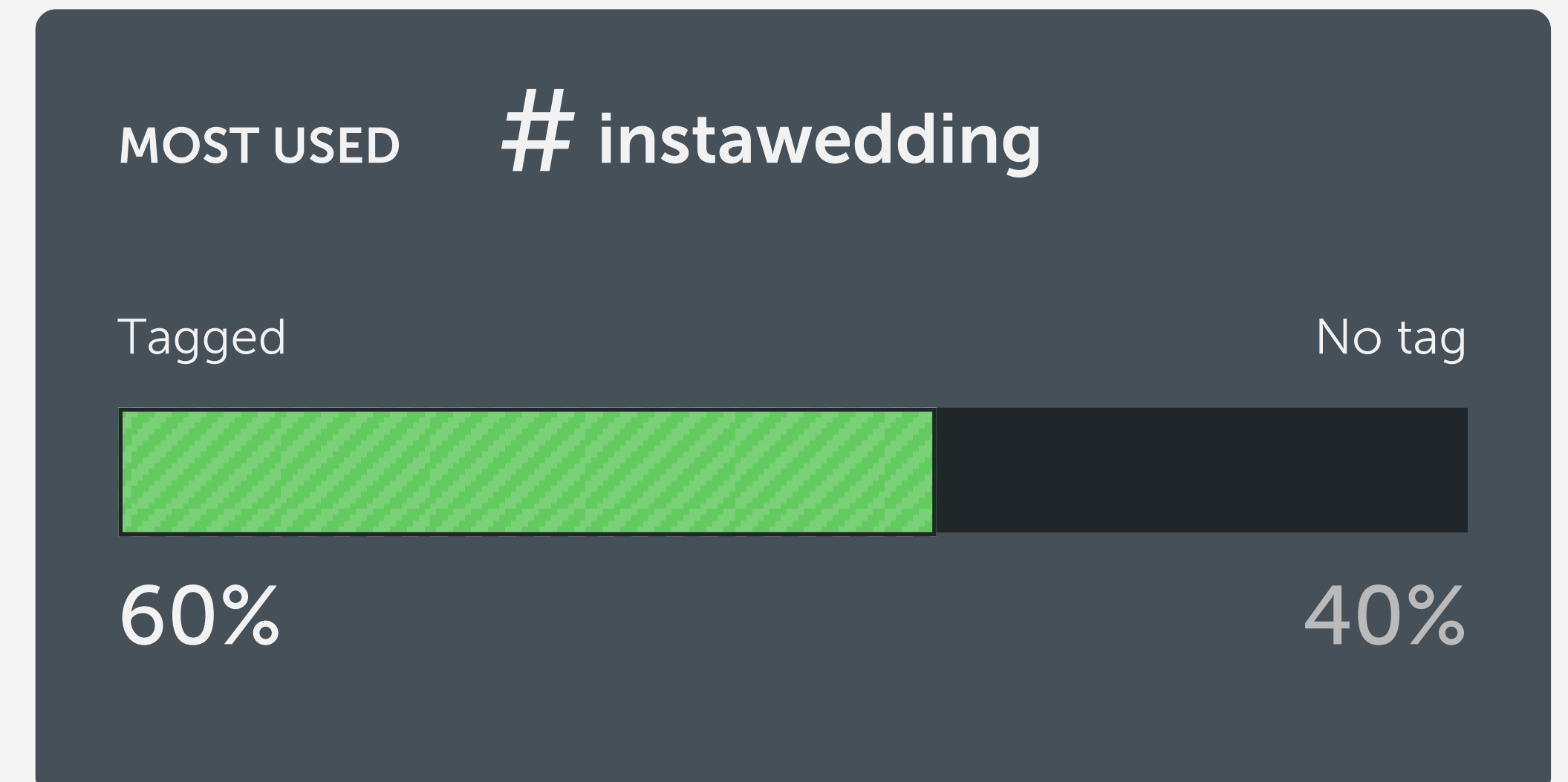


► See how to adapt to your community schedule

Filter usage



Tag usage



► View details and optimize tagging

**I DON'T HAVE TIME
FOR THIS!**



HOW I LOSE MY DAYS

- ▶ Wake up, coffee, kids, dog, breakfast, coffee
- ▶ Diligently get to in-box zero
- ▶ Meticulously begin my workflow to-do list
- ▶ Look at Lin-Manuel Miranda's Twitter account
- ▶ Google "Hamilton musical"
- ▶ Troll YouTube for Hamilton clips
- ▶ Google "Hamilton handwriting" for tattoo ideas
- ▶ Realize five hours have gone by



AUTOMATING FACEBOOK



Thu	Fri	Sa
Oct 1	2	
	Meghan McGlone -... Wedding - McGlone (... 2 more...	Danielle Ingerman W. Wedding - Ingerman. 2 more...
8	9	1
	Girls - M+J	
	• Call Caraline Cr... 10 AM 2 more...	Maria Televantos - W Wedding - Televanto. 2 more...
15	16	1
... 4 PM	Girls - M+J	
		Abby Kingston Wedd Wedding - Kingston (... 2 more...
22	23	2
	Hampton Inn Groton... Mitch Stripling's Birt... 7 more...	Jess Dempsey - Wed Wedding - Dempsey. 2 more...
29	30	3
rus 2 PM	Girls - M+J	
5:30 PM 6 PM		Halloween Halloween
5	6	
3:30 PM	Girls - M+J	

WHY AUTOMATE?

- ▶ I cannot think of a new post every single day
- ▶ What if I'm on vacation?
- ▶ What if I'm at a wedding?
- ▶ What if I'm out living my life?
- ▶ Pre-planning lets me see what weeks and months of content will look like
- ▶ I spend one day a month creating old posts
- ▶ I spend an hour after each wedding updating



Susan Stripling
Artist

Contact Us

Timeline | About | Instagram | Email Signup | More ▾ | Liked ▾ | Share | ...

Search for posts on this Page

51,318 people like this
Cliff Mautner and 1,732 other friends

Invite friends to like this Page

ABOUT >

Status | Photo / Video | Susan Stripling ▾



I am totes going to automate a post here so that I can get back to Googling Hamilton and how I can become best friends with Lin-Manuel Miranda

When 2016 ▾ February ▾ 23 ▾ 10 AM ▾ 00 ▾

Camera | Add | Smiley | Location: Brooklyn x | Clock | Publish ▾

THAT STILL TAKES TIME

- ▶ Automating a post every day is the same as posting every day
- ▶ I want to get back large chunks of time, not just a few minutes here and there
- ▶ Hootsuite, Buffer, and IFTTT will let you schedule posts, but not save those posts for later
- ▶ My choice is Meet Edgar, because it allows you to save a LIBRARY of posts for re-use

Filter by Category:

2014 Year in Review

2015 Year in Review

Images with Exif Data

My Blog Posts

Other Sources

Questions

Quotes

Filter by Category:

2014 Year in Review

2015 Year in Review

Images with Exif Data

My Blog Posts

Other Sources

Questions

Quotes

Recommended Reading Material

Show me yours

The Wedding School Drafts

Use Once

WPPI Print Competition Past Entries

Queue: 2 Weeks 14

Pause Queue

FEBRUARY 23 TUE

EST Time Zone



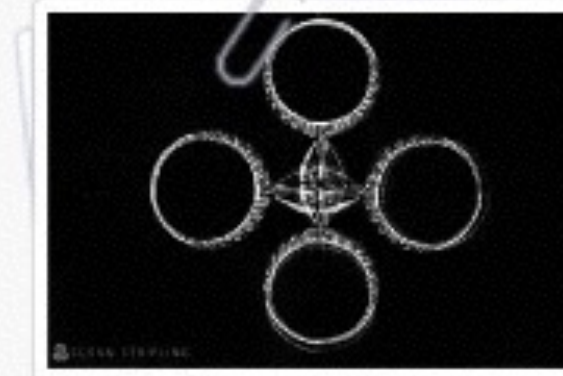
Susan Stripling

Scheduled for: 5:30 pm



Image of the day : Fox Hollow, Old Westbury, New York.

NIKON D750, 105.0 mm f/2.8, at 105mm and f/14, exp comp -2.7, ISO 10000, 1/125 sec



Images with Exif Data

FEBRUARY 24 WED





Susan Stripling


Scheduled for: 12:30 pm




Filter by Account:

 Susan Stripling

 The Dynamic Range

 Susan Stripling

 The Dynamic Range

FEBRUARY 24 WED



Susan Stripling



Scheduled for: 12:30 pm  

Image of the day : Fox Hollow, Westbury, New York.

NIKON D750, 85.0 mm f/1.4, at 85mm and f/1.4, exp comp -1.7, ISO 250, 1/160 sec.



Images with Exif
Data

FEBRUARY 25 THU



Susan Stripling



Scheduled for: 9:20 am  

Image of the day : Liberty Warehouse, Brooklyn, New York.

NIKON D4S, f/11, 1/160 sec, 105.0 mm f/2.8 lens at 105mm, ISO 220.
Aperture priority, exp comp -2.0, no flash.





Susan Stripling

Scheduled for: 9:20 am



Image of the day : Liberty Warehouse, Brooklyn, New York.

NIKON D4S, f/11, 1/160 sec, 105.0 mm f/2.8 lens at 105mm, ISO 220.

Aperture priority, exp comp -2.0, no flash.



Images with Exif
Data

FEBRUARY 26 FRI



Susan Stripling

Scheduled for: 9:00 am



Image of the day : Palace at Somerset Park, Somerset, New Jersey.

NIKON D4S, f/4, 1/160 sec, 24.0-120.0 mm f/4.0 lens at 31mm, ISO 8000.

Aperture priority, exp comp -1.0, no flash.



FEBRUARY 27 SAT



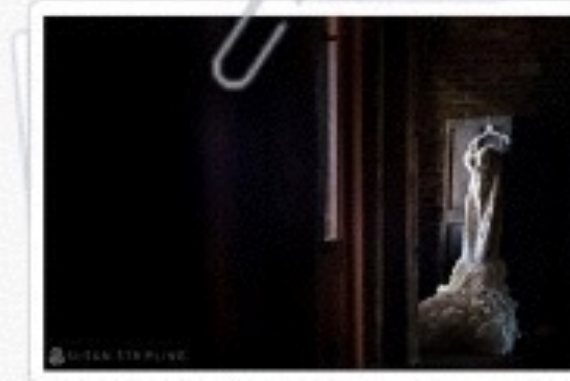
Susan Stripling

Scheduled for: 10:00 am



Image of the day : Liberty Warehouse, Brooklyn, New York.

NIKON D4S, f/2.8, 1/160 sec, 24.0-70.0 mm f/2.8 lens at 70mm, ISO 560.
Aperture priority, exp comp -3.0, no flash.



Images with Exif
Data

FEBRUARY 28 SUN



Susan Stripling

Scheduled for: 1:30 pm



Image of the day : Central Park, New York.

NIKON D810, f/4, 1/400 sec, 70.0-200.0 mm f/4.0 lens at 70mm, ISO 360.
Aperture priority, exp comp -0.0, no flash.



FEBRUARY 28 SUN



Susan Stripling

Scheduled for: 1:30 pm



Image of the day : Central Park, New York.

NIKON D810, f/4, 1/400 sec, 70.0-200.0 mm f/4.0 lens at 70mm, ISO 360.
Aperture priority, exp comp -0.0, no flash.



Images with Exif
Data

FEBRUARY 29 MON



Susan Stripling

Scheduled for: 9:00 am



Image of the day : Louisville, Kentucky.

NIKON D750, f/3.5, 1/320 sec, 105.0 mm f/2.8 lens at 105mm, ISO 100.
Aperture priority, exp comp -2.0, no flash.







CREATE A POST



2 Add Content To Library

* Accounts (1/4)

[Check All](#)

- | | | |
|---|-------------------|-------------------------------------|
|  | Susan Stripling | <input checked="" type="checkbox"/> |
|  | The Dynamic Range | <input type="checkbox"/> |
|  | Susan Stripling | <input type="checkbox"/> |
|  | The Dynamic Range | <input type="checkbox"/> |

* Category:

Images with Exif Data

* Text:

You have a bitly account connected! All links will be shortened.

Add an image

Send at specific time.

Cancel

Save To Library

SET A SCHEDULE



	SUN	MON	TUE	WED	THU	FRI	SAT
12am							
1am							
2am							
3am							
4am							
5am							
6am							
7am							
8am							
9am		9:00am Images with Exif Data 📷📷				9:00am Images with Exif Data 📷📷	
10am					9:20am Images with Exif Data 📷📷		10:00am Images with Exif Data 📷📷
11am							
12pm				12:30pm Images with Exif Data 📷📷			
1pm	1:30pm Images with Exif Data 📷📷						
2pm							
3pm							
4pm							
5pm			5:30pm Images with Exif Data 📷📷				
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							

WALK AWAY - BUT STAY ENGAGED

AUTOMATING TWITTER



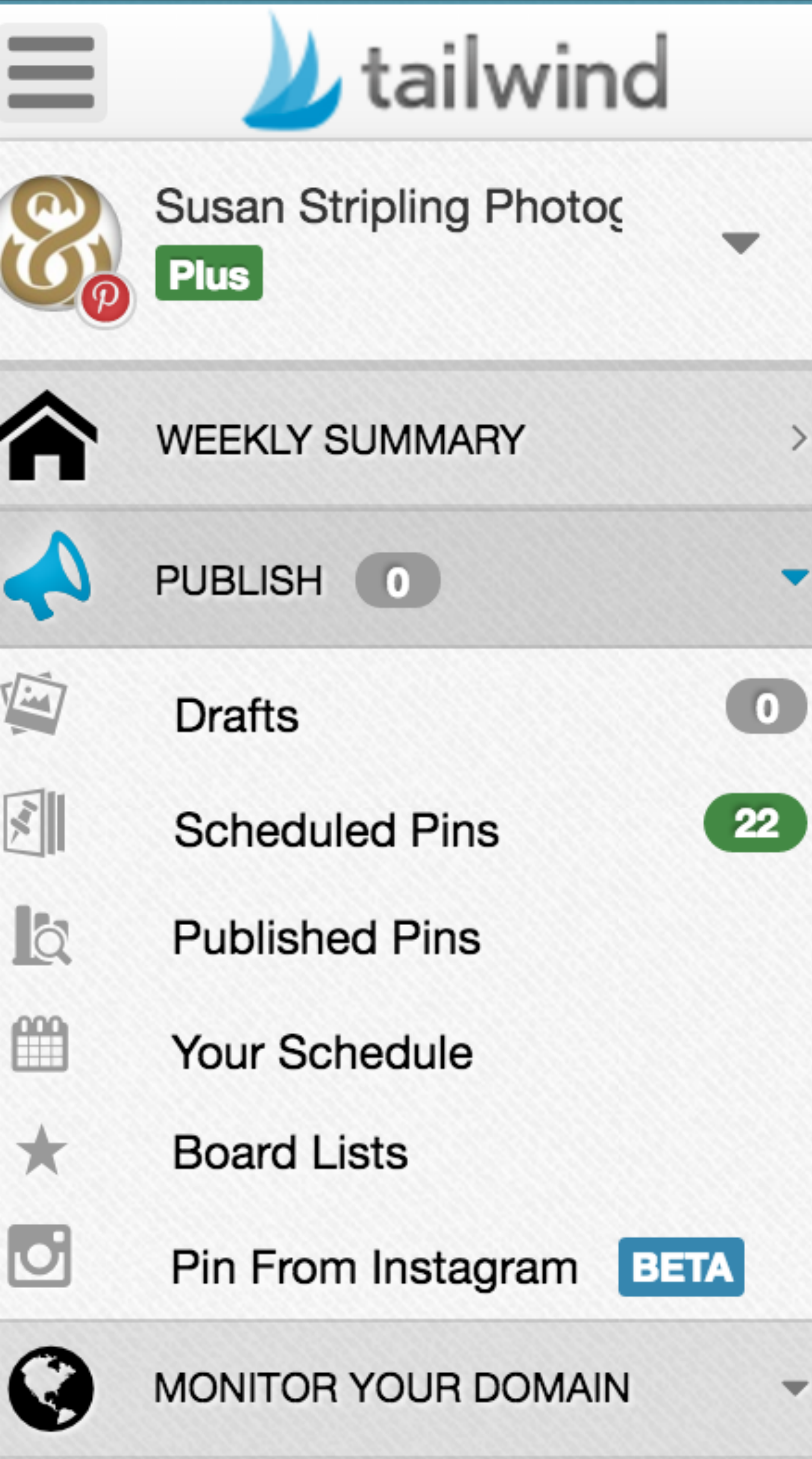
I DON'T.



AUTOMATING PINTEREST



TAILWIND



WHY AUTOMATE?

- ▶ If you pin a whole blog post at once, you'll flood your audience's feed
- ▶ If your audience isn't online when you post, they'll miss everything
- ▶ I want to pin to different boards
- ▶ I want pins to upload every single day
- ▶ Because pinning each individual image takes way, way, WAY too much time
- ▶ Tailwind is \$9.99 per month



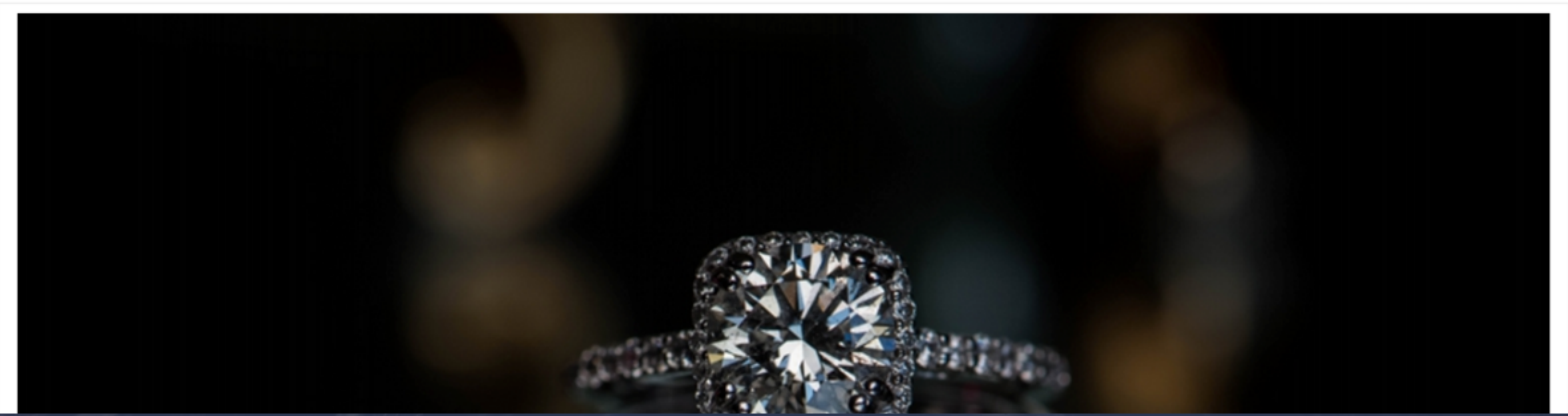
Downtown Club Wedding

30
DEC



When I delivered the images from this **Downtown Club** wedding, the bride immediately emailed me back. "You literally captured every single emotion of our entire day. I remember every moment exactly. I can't believe it." As a wedding photographer, there is nothing better than making your clients happy. It's an honor to document such important events, and this wedding day was an especially brilliant one.

When winter starts to roll around, the sun stops cooperating. No more long, dreamy summer sunsets. Now the sun is racing towards the horizon at a breakneck pace, setting far too early. The clouds block any light we might have, it can't seem to stop raining, and "dreary" is the best word to describe most northeastern late-fall days. Not this day. It was cold and clear, with the most perfect winter light. More, please?



Select Pins to Schedule

Cancel



848 x 566

Philly Hotel Monaco Wedding

susanstripling.com



594 x 889

Jenny Packham wedding

susanstripling.com



594 x 889

philadelphia wedding photography prices

susanstripling.com



848 x 566

old saint mary's wedding philadelphia

susanstripling.com



594 x 889

wedding photography philadelphia area

susanstripling.com



848 x 566

artistic wedding photography philadelphia

susanstripling.com



848 x 566

modern wedding photography philadelphia

susanstripling.com



848 x 566

best of philadelphia wedding photographers

susanstripling.com



848 x 566

philadelphia wedding photography blog

susanstripling.com



594 x 889

philadelphia wedding photography packages

susanstripling.com



594 x 889

old saint mary's wedding philly

susanstripling.com



594 x 889

philadelphia wedding photographer blog

susanstripling.com



848 x 566

downtown club philadelphia wedding photography

susanstripling.com



848 x 566

wedding photography in philadelphia

susanstripling.com



594 x 889

waterworks wedding philadelphia

susanstripling.com



848 x 566

downtown club wedding philly

susanstripling.com



848 x 566



848 x 566

philadelphia wedding



848 x 566

wedding photography in philadelphia pa

susanstripling.com



848 x 566

photojournalistic wedding photography in philadelphia

susanstripling.com



848 x 566

cescaphe confetti cannon

susanstripling.com



848 x 566

cescaphe wedding pictures

susanstripling.com

Add Board to All:



Type a Board Name

Philly Hotel Monaco Wedding



susanstripling.com

Add to Queue Now



Type a Board Name

Jenny Packham wedding



susanstripling.com

Add to Queue Now



Type a Board Name

wedding photography philadelphia area



susanstripling.com

Add to Queue Now



Type a Board Name

photojournalistic wedding photography in philadelphia



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photography blog



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photography packages



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photography prices



susanstripling.com

Add to Queue Now



Type a Board Name

old saint mary's wedding philadelphia



susanstripling.com

Add to Queue Now



Type a Board Name

old saint mary's wedding philly



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photographer blog



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photographer cost



susanstripling.com

Add to Queue Now



Type a Board Name

philadelphia wedding photographers photojournalism



susanstripling.com

Add to Queue Now



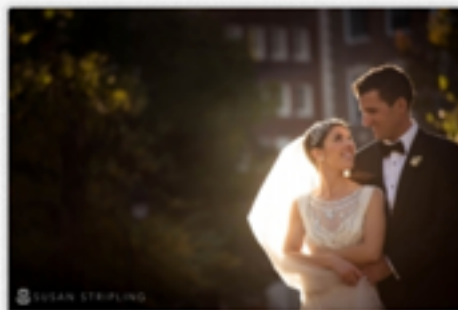
Type a Board Name

artistic wedding photography philadelphia



susanstripling.com

Add to Queue Now



Type a Board Name

modern wedding photography philadelphia



susanstripling.com

Add to Queue Now



Type a Board Name

best of philadelphia wedding photographers



susanstripling.com

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Type a Board Name

downtown club philadelphia wedding photography



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Type a Board Name

waterworks wedding philadelphia



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Type a Board Name

downtown club wedding philly



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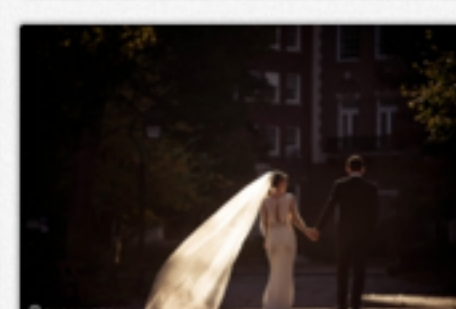
Type a Board Name

wedding photography in philadelphia



susanstripling.com

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Type a Board Name

wedding photography in philadelphia pa



susanstripling.com

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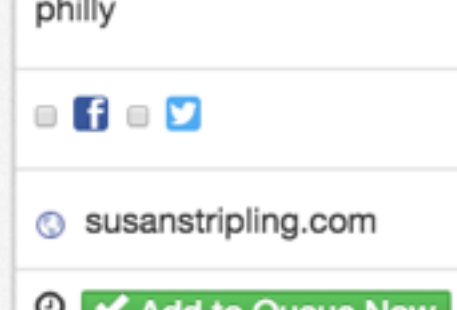


Type a Board Name

cescaphe confetti cannon

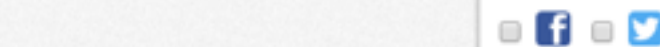


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Type a Board Name

cescaphe wedding pictures



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Drafts 0 Scheduled 22 Published

Chrome Extension

Scheduled Pins

6 Failed Pins Layout: Shuffle Queue

Today (6)

Weddings at the Downtown Club x Select a Different Board ▼ 4:36 PM (EST)

Philly Hotel Monaco Wedding

susanstripling.com

Facebook Twitter Pin Now More Options

Weddings at the Downtown Club x Select a Different Board ▼ 4:45 PM (EST)

Jenny Packham wedding

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Weddings at the Downtown Club x Select a Different Board ▼ 8:55 PM (EST)

philadelphia wedding photography blog

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Weddings at the Downtown Club x Select a Different Board ▼ 9:50 PM (EST)

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Weddings at the Downtown Club x Select a Different Board ▼ 10:17 PM (EST)

philadelphia wedding photography prices

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Facebook Twitter Pin Now More Options

Weddings at the Downtown Club x Select a Different Board ▼ 10:37 PM (EST)

old saint mary's wedding philadelphia

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Facebook Twitter Pin Now More Options

Tomorrow (4)

Weddings at the Downtown Club x Select a Different Board ▼ 5:11 PM (EST)

old saint mary's wedding philly

Facebook Twitter Pin Now More Options

+ Create New Pin

Your Schedule

Today						
Wed, F..						
Thu, F..						
Fri, Fe...						
Sat, F...						
Sun, F...						
Mon, F..						
Tue, M...						
Wed, ...						
Thu, M..						
Fri, Ma...						
Sat, M...						

Add / Remove Time Slots



AUTOMATING INSTAGRAM



LATERGRAMME

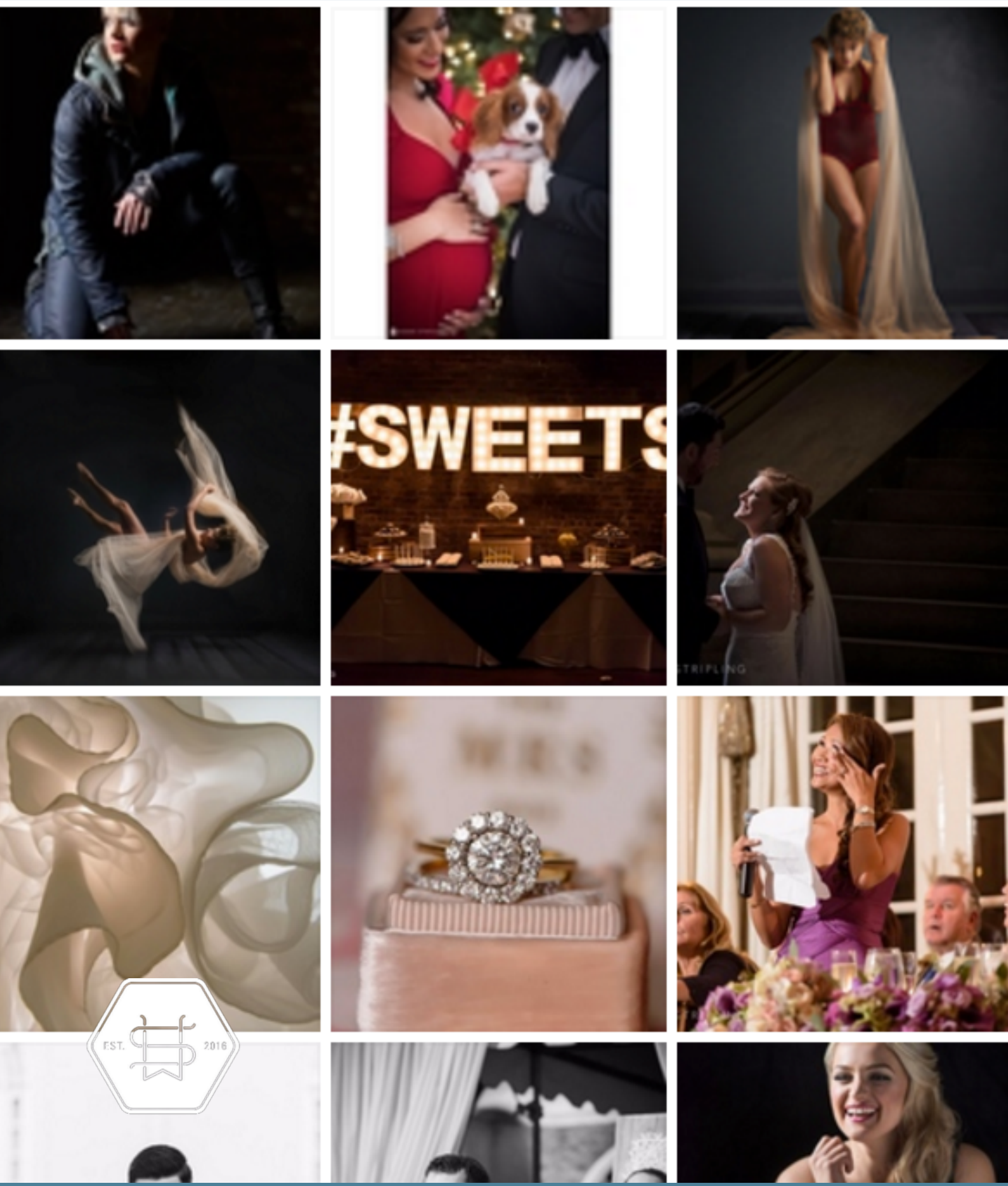


Add New Post

UNSCHEDULED

SCHEDULED

POSTED



WHY AUTOMATE?

- ▶ Typing tiny captions on tiny keyboards causes me great exhaustion...and also rage
- ▶ Copy/paste, copy/email/find/Dropbox/whatever
- ▶ I need to be able to take my posts with me wherever I go
- ▶ I need to break from the schedule if I want to
- ▶ I want a library of posts to consider
- ▶ I want to be able to re-use old posts



Instagram @susanstriplingh...

Calendar

Search & Repost

Add New Post

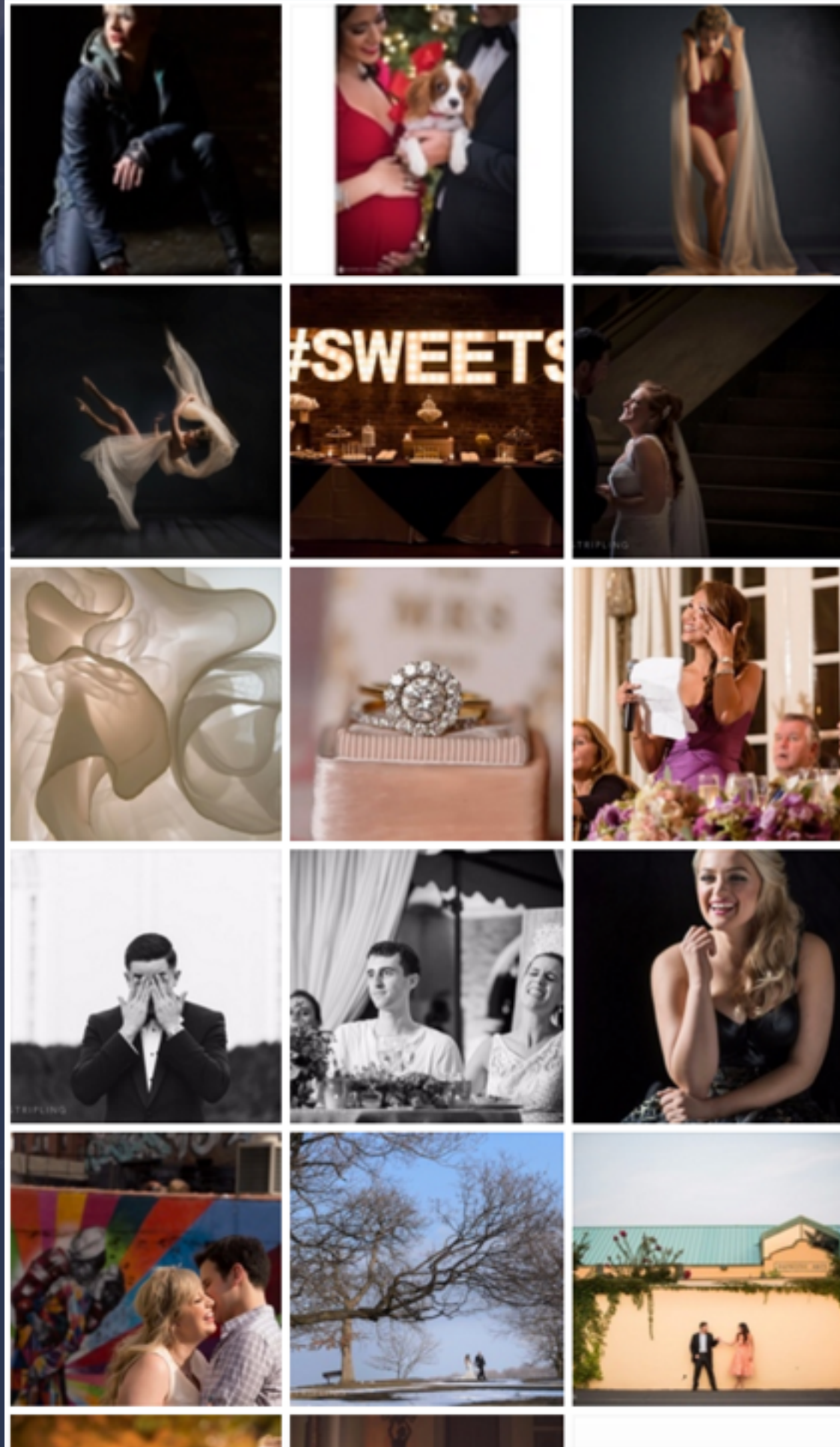
Want to bulk upload your images and videos? Meet the better, faster, smarter way to manage your media.

Try it Today

UNSCHEDULED

SCHEDULED

POSTED



< Home > February 21 - 27, 2016

Preview

Week

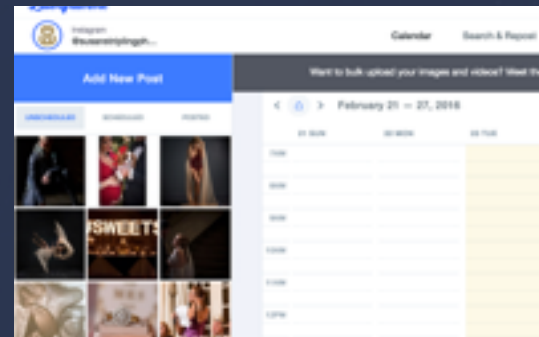
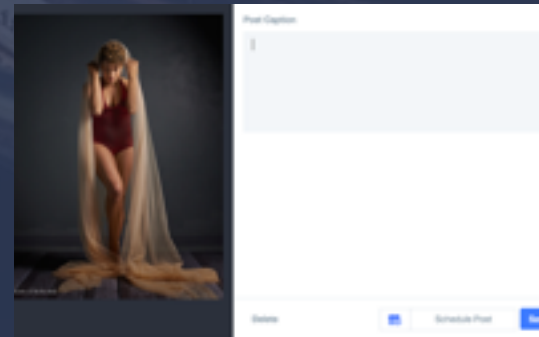
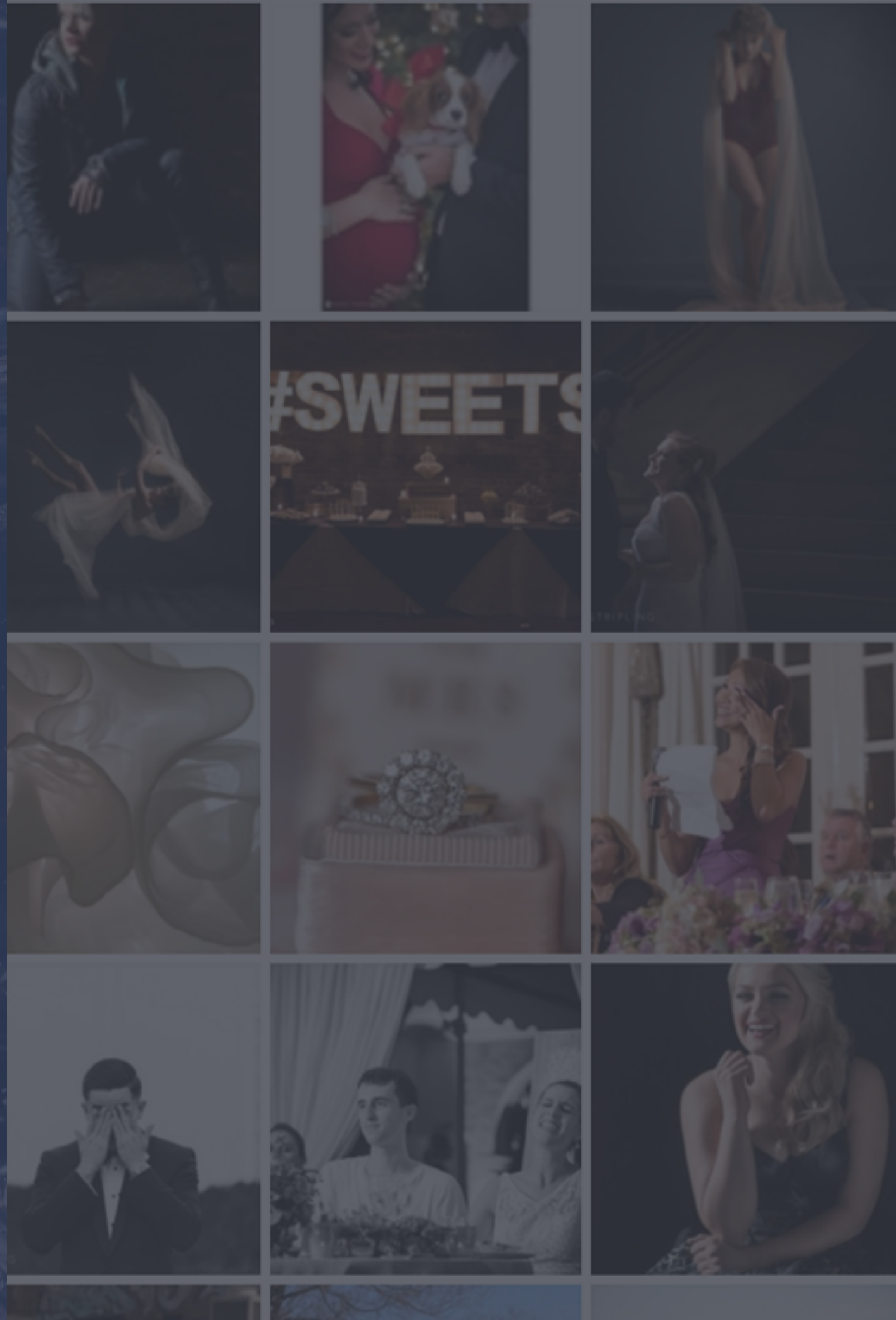
	21 SUN	22 MON	23 TUE	24 WED	25 THU	26 FRI	27 SAT
7AM							
8AM							
9AM							
10AM							
11AM							
12PM							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							

Add New Post

UNSCHEDULED

SCHEDULED

POSTED



Drag & Drop

Image needs to be larger than 640x640px and in
JPG or PNG format

You may upload a video of up to 50MB

 From Computer

 Dropbox

 Google Drive



ADD NEW POST

Drag & Drop

Images need to be larger than 500x500px and in JPEG or PNG format.
You may upload a total of up to 10MB.

From Computer | Dropbox | Google Drive

Post Caption

Post of the Day: I usually cannot get enough of @susanstripling. She's a design & photography and model who is the real deal. DAY LIVES.

NIKON D750, 24-105mm F3.5, at 70mm and F4.5, exp-comp at 1/200, ISO 100, 1/80 sec. Light from one @susanstripling D7 and an @susanstripling D7, with @susanstripling and @susanstripling.

Done | Schedule Post

ADD NEW POST

February 21 - 27, 2018

DATE	ALL MEDIA	STATUS
2/21		
2/22		
2/23		
2/24		
2/25		
2/26		
2/27		

Post Caption

|

Delete

 Schedule Post

Save



Post Caption

Portrait of the day : I basically cannot get enough of @arianadebose, she's a delight to photograph and I could listen to her laugh ALL DAY LONG.

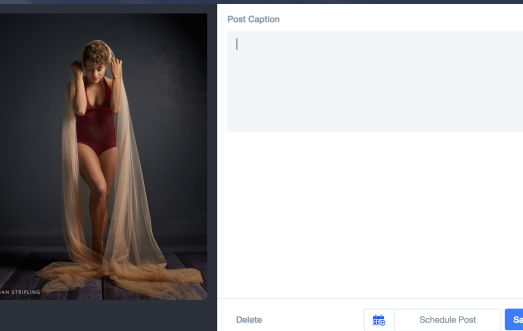
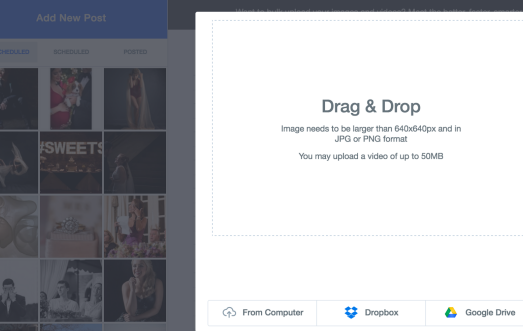
NIKON D750, 24.0-70.0 mm f/2.8, at 70mm and f/4.5, exp comp +0.7, ISO 320, 1/40 sec. Light from one @profotoglobal D1 and an @elinchrom_ltd octa, makeup by @staciefordweddings and retouching by @solsticeretouch

Delete



Schedule Post

Save



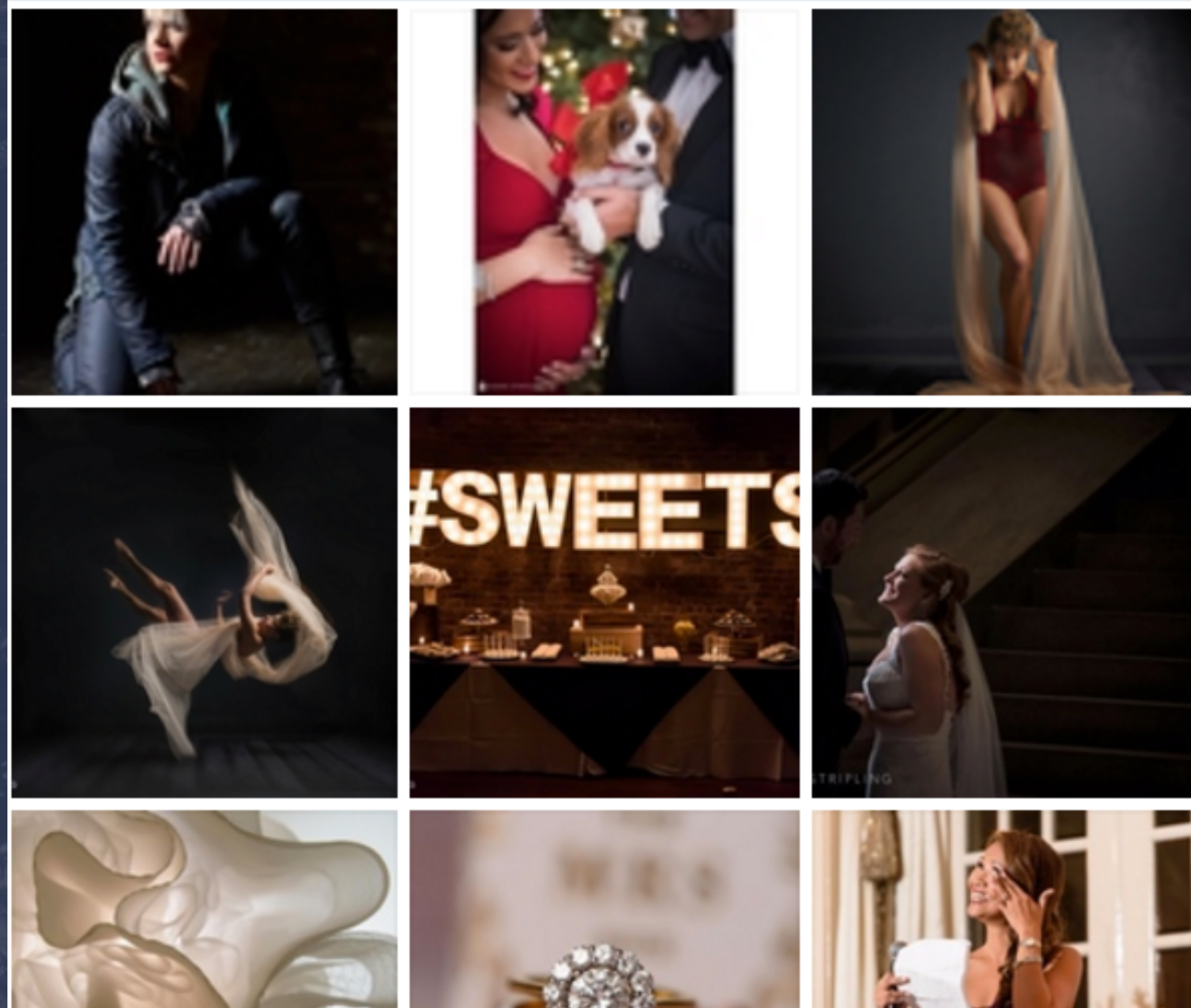


Add New Post

UNSCHEDULED

SCHEDULED

POSTED



Want to bulk upload your images and videos? Meet the



February 21 – 27, 2016

21 SUN

22 MON

23 TUE

7AM

8AM

9AM

10AM

11AM

12PM

not scheduled
Floating and falling with @arianadebose from...



not scheduled
2015, Liberty Warehouse, Brooklyn, New York.



not scheduled
Image of the day : 2015, New Year's Eve, the N...



not scheduled



Floating and falling with @arianadebose from @hamiltonmusical and @danceonfox.

Scheduled

Post Now >

Delete Post

@susanstriplingphotography



Floating and falling with @arianadebose from @hamiltonmusical and @danceonfox.

Open in Instagram

Twitter : susanstripling

Instagram : susanstriplingphotography

Facebook : /susanstriplingphotography

THEWEDDINGSCHOOL.NET



SOURCES

- ▶ Business Insider
- ▶ Winbound
- ▶ Hootsuite
- ▶ eMarketer
- ▶ Heidi Cohen
- ▶ Blog.Wishpond.Com
- ▶ Craig Swanson
- ▶ Facebook
- ▶ Bryan Caporicci
- ▶ Trackmaven
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