



# PHOTOGRAPHY

## INSTAGRAM CONTENT CALENDAR

This content calendar is made to be customized to your unique photography needs! The goal is to make your beautiful photos have more meaning and relatableness to your audience. Look at your statistics in Instagram (3 lines on right side, insights, audience, scroll down to followers) to figure out the best day/ time to post.

How to make it yours- many of these captions are set up in paragraphs. Choose emojis that fit to separate the paragraphs. Or maybe you are more into \*, ♥, •, ☺, etc. Whatever fits you and your brand.

PHOTO	CAPTION	INSTAGRAM STORY
A photo of you overcoming this failure (ie. if you made a mistake with taxes take a flatlay photo of your desk, if it was forgetting something important for detail shots on a wedding day, use a photo of your favorite detail shot, etc.)	<p>Interrupting your scroll to share one of my biggest business FAILURES to date.</p> <p>☹️ (SHARE IT) ♥️</p> <p>I'm sharing this because I believe learning from your mistakes is crucial to your success. And that hiccups will happen in your life, but they don't define you.</p> <p>👍</p> <p>To celebrate overcoming this, here is a photo of... (something applicable, if you can't think of anything then delete this sentence and end with a question or encouragement).</p>	Video yourself saying "if you want to see one of my biggest failures in business go check out my latest post. It happens to everyone, but I just want to encourage you today that it doesn't define you...."
A photo that depicts this style	<p>Light, airy, and timeless. That is my formula for what I do and how I achieve a consistent look in my images. I constantly ask myself when shooting, culling, and editing, is this something the couple will want haning on their wall in 10 years, 25 years, 50 years?</p> <p>My goal as a photographer is to...</p> <p>What is something you look for in a photographer? What is most important to you that he/ she captures?</p>	Get your face in front of the camera and give a sneak peek of what you look for when taking images and then ask them what they look for in a photographer (and use the question sticker on your last slide).
Rainy or snowy shoot	<p>Are you terrified for rain on your wedding day?</p> <p>☔️</p> <p>My friend, I know how badly you want everything to go perfectly, but there are some things you need to just embrace and the good news is with these tricks, you can learn to love the rain the day of your wedding and maybe even be thankful for it!</p> <ol style="list-style-type: none"> <li>1. Buy clear umbrellas for each of your bridesmaids (and you) they look GREAT in photos!</li> <li>2. Alot more time for everything - photos may take a little longer as we wait for the giant rain cloud to pass, but trust me, when you get the photos back you WILL be happy!</li> <li>3. Rank family photos in order of importance - hopefully we will be able to get through them all before the ceremony, but just in case we can't and we have to shoot some indoors at the reception, we have the ones you will hang on your wall done.</li> </ol> <p>If you are already married, what was the "worst" thing that happened on your wedding day? I am guessing you remember and most likely you look back on it with a smile. I will share mine in the comments below!</p>	"Friends I am sharing 3 tips with you today on my feed of how to prepare for what I hear my brides say is one of the worst things to happen... rain! Do you agree this is the worst thing that could happen on a wedding day? What do you think would be the biggest wedding day disaster?" (put the question sticker on this slide)



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Engagement session	<p>Why are you on Instagram?</p> <p>.</p> <p>As you spend hours (if you're anything like me) scrolling through Instagram everyday, do you ever analyze WHY you are doing it? When I moved to a new state I longed for instant deep connections (if this isn't applicable, leave out), but can I just get an Amen that making friendships as an adult is HARD?! I went to this little app to form a community and since have developed relationships with clients who have genuinely become friends. It all starts out with their engagement photos, but leads to SO MUCH MORE.</p> <p>.</p> <p>So I would love to know, why are you here? What do you hope to get out of my page? What do you want to see more/ less of? My goal with this little community is for it to be just that, a COMMUNITY, so I want to know what you want to see more of!</p>	Poll them on your stories too. Ask them would you rather see my day-to-day life or just weddings? Are you here for the inspiration for your wedding or just the pretty photos?
A photo of you behind the scenes (editing, shooting a session, etc.)	<p>(LOOK AT CALENDAR AND FEATURE A FUN DAY. FOR EXAMPLE:)</p> <p>Today is National Have fun At work Day! From my experience if you love what you are doing everyday is have fun at work day! I can tell you, though there are a few moments at work that stand out as being the MOST FUN... What's your most fun work moment to date?</p>	Videos of you having fun at work (can be past photos of some of your favorite adventures)

IF YOU HAVE ANY QUESTIONS AT ALL, PLEASE REACH OUT TO  
BEKAH@REBEKAHREADCREATIVE.COM

IF YOU WANT A FULL MONTH'S-WORTH OF THIS, CHECK OUT THE ONLINE  
SHOP AT [WWW.REBEKAHREADCREATIVE.COM/STORE](http://WWW.REBEKAHREADCREATIVE.COM/STORE)