

20

SOCIAL MEDIA

Content Ideas

For photographers



20 Social media content ideas

BEHIND THE SCENES:

Share photos or videos of your setup, including lighting, equipment, and candid moments during a shoot.

BEFORE AND AFTER:

Post side-by-side comparisons of your raw images and the final edited versions to showcase your editing process.

TIPS AND TRICKS:

Share photography tips, such as composition techniques or camera settings for different lighting conditions.

PHOTO CHALLENGES:

Start a photography challenge with a specific theme and encourage your followers to participate.

20 Social media content ideas

CLIENT SPOTLIGHTS:

Feature images from recent client shoots, highlighting the story behind each session.

GEAR REVIEWS:

Share your thoughts on the latest photography gear or accessories you've tried out.

TIMELAPSE VIDEOS:

Capture a time-lapse of a photoshoot, showing the process from start to finish.

INSPIRATIONAL QUOTES:

Pair your favorite photography quotes with your images to inspire your audience.

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PHOTO OF THE WEEK:

Highlight one standout photo each week and explain why it's special to you.

EDUCATIONAL CONTENT:

Create carousel posts with mini-tutorials on different photography techniques or styles.
OR tips for geared towards clients, such as style tips.

Q&A SESSIONS:

Invite your audience to ask questions about photography, then answer them in your stories or a dedicated post.

PERSONAL STORIES:

Share anecdotes or lessons learned from specific shoots or experiences in your photography journey
OR a funny thing that happened at a shoot/wedding.

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USER GENERATED CONTENT:

Encourage followers to share their photos you took of them using a specific hashtag related to your brand, then share their post.

LOCATION FEATURES:

Highlight unique or interesting locations where you shoot, providing tips for other photographers OR clients looking for a location for their session.

THEMED SERIES:

Start a series focused on a specific subject, like "Street Photography Sundays" or "Wedding Wednesdays."

COLLABORATION POSTS:

Team up with other photographers or creatives for collaborative shoots and share the results.

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PHOTOGRAPHY MEMES:

Lighten the mood with humorous photography-related memes or jokes.

EDITING PROCESS:

Share screen recordings of your editing process, explaining your choices along the way.

PHOTO STORIES:

Create a series of images that tell a story or convey a theme, accompanied by captions that add context and emotion.

FLASHBACK POSTS:

Share a favorite photo from your early days as a photographer, reflecting on your growth and what you've learned since then.



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