



A Wider Audience for your Photography

Solihull Photographic Society March 2019 - Rhys Jones

If possible, connect to the local WiFi

A Wider Audience for your Photography

What are Social Media?

How the Society uses Social Media

What you can do to gain an audience

How much does it cost?

Examples

What are Social Media?

Social media are forms of electronic communication, such as websites for social networking, through which users create online communities to share information, ideas, messages, and content, such as photos, documents, and videos.

Examples are:

- Blogs
- Websites
- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn



How the Society uses Social Media

Main website www.solihullphotographicsociety.co.uk

Open Exhibition website www.solihullopenexhibition.co.uk

Facebook www.facebook.com/solihull.photographic.society

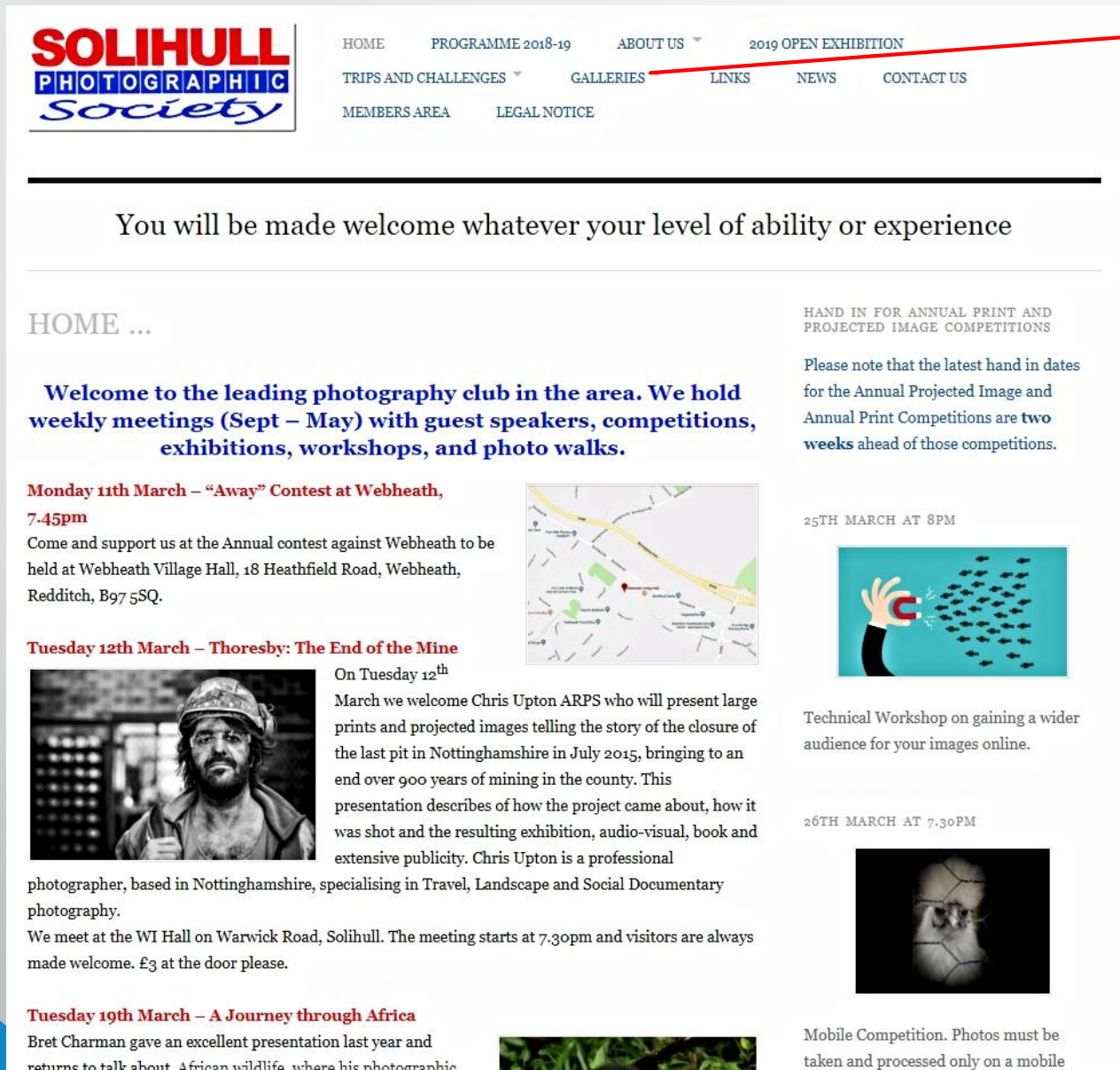
Twitter www.twitter.com/SolihullPhotSoc

Instagram www.instagram.com/solihullphotosoc (Better on phone App)

The main website and the Facebook Page offer opportunities to members to show their images in galleries.

Both society websites also use YouTube.

Main Society Website



The screenshot shows the homepage of the Solihull Photographic Society. The header includes the society's logo and a navigation menu with links to Home, Programme 2018-19, About Us, 2019 Open Exhibition, Trips and Challenges, Galleries, Links, News, Contact Us, Members Area, and Legal Notice. A red arrow points from the 'GALLERIES' link in the header to a detailed view of the galleries page on the right. The main content area features a welcome message, a list of upcoming events for March, and a technical workshop announcement.

SOLIHULL PHOTOGRAPHIC Society

HOME PROGRAMME 2018-19 ABOUT US 2019 OPEN EXHIBITION
TRIPS AND CHALLENGES GALLERIES LINKS NEWS CONTACT US
MEMBERS AREA LEGAL NOTICE

You will be made welcome whatever your level of ability or experience

HOME ...

Welcome to the leading photography club in the area. We hold weekly meetings (Sept – May) with guest speakers, competitions, exhibitions, workshops, and photo walks.

Monday 11th March – “Away” Contest at Webheath, 7.45pm
Come and support us at the Annual contest against Webheath to be held at Webheath Village Hall, 18 Heathfield Road, Webheath, Redditch, B97 5SQ.

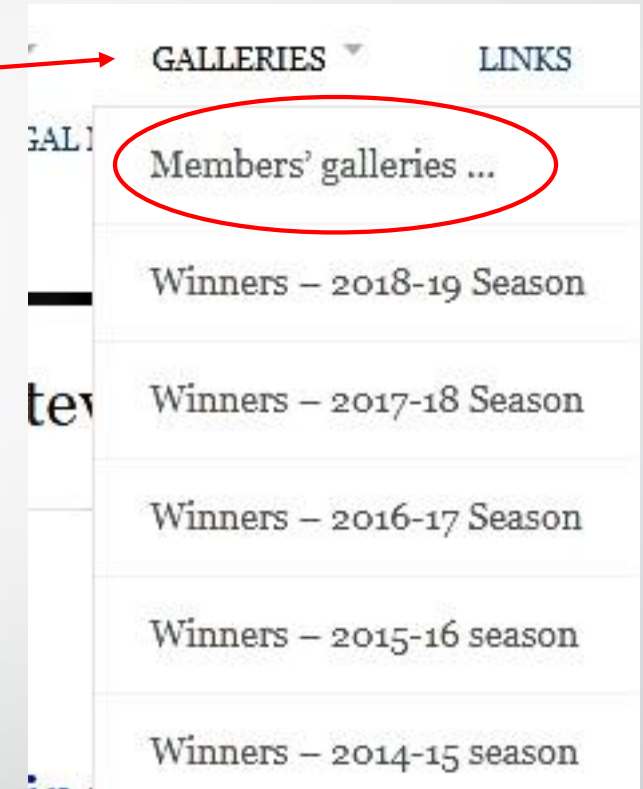
Tuesday 12th March – Thoresby: The End of the Mine
On Tuesday 12th March we welcome Chris Upton ARPS who will present large prints and projected images telling the story of the closure of the last pit in Nottinghamshire in July 2015, bringing to an end over 900 years of mining in the county. This presentation describes of how the project came about, how it was shot and the resulting exhibition, audio-visual, book and extensive publicity. Chris Upton is a professional photographer, based in Nottinghamshire, specialising in Travel, Landscape and Social Documentary photography.
We meet at the WI Hall on Warwick Road, Solihull. The meeting starts at 7.30pm and visitors are always made welcome. £3 at the door please.

Tuesday 19th March – A Journey through Africa
Bret Charman gave an excellent presentation last year and returns to talk about African wildlife, where his photographic

HAND IN FOR ANNUAL PRINT AND PROJECTED IMAGE COMPETITIONS
Please note that the latest hand in dates for the Annual Projected Image and Annual Print Competitions are **two weeks** ahead of those competitions.

25TH MARCH AT 8PM
Technical Workshop on gaining a wider audience for your images online.

26TH MARCH AT 7.30PM
Mobile Competition. Photos must be taken and processed only on a mobile



The screenshot shows the 'GALLERIES' page of the Solihull Photographic Society website. The 'GALLERIES' link in the header is circled in red. The page lists several galleries, including 'Members' galleries ...', 'Winners – 2018-19 Season', 'Winners – 2017-18 Season', 'Winners – 2016-17 Season', 'Winners – 2015-16 season', and 'Winners – 2014-15 season'.

GALLERIES LINKS

Members' galleries ...

Winners – 2018-19 Season

Winners – 2017-18 Season

Winners – 2016-17 Season

Winners – 2015-16 season

Winners – 2014-15 season

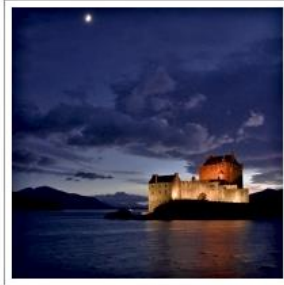
Promotes the Society and its Members

www.solihullphotographicsociety.co.uk

Typical Member Gallery

Browse: [Home](#) » [Galleries](#) » [Members' galleries ...](#) » [David Venables](#)

DAVID VENABLES



Up to 12 images

Shown as thumbnails

Expand when clicked

Can be updated at any time (within reason)

Contact Rhys Jones to create or update a gallery

Click on an image and navigate using the left and right arrows.

Society Facebook Page - Header



Solihull Photographic Society



 Rhys

Home

Create













 Liked

 Following

 Share



Contact Us

 Send Message

 Write a post...

 Tag Friends

 Check in



Create Post

 Write a post...

 Tag Friends

 Check in



Photos



 5.0

5 out of 5 · Based on the opinion of 10 people



ABOUT SOLIHULL PHOTOGRAPHIC SOCIETY

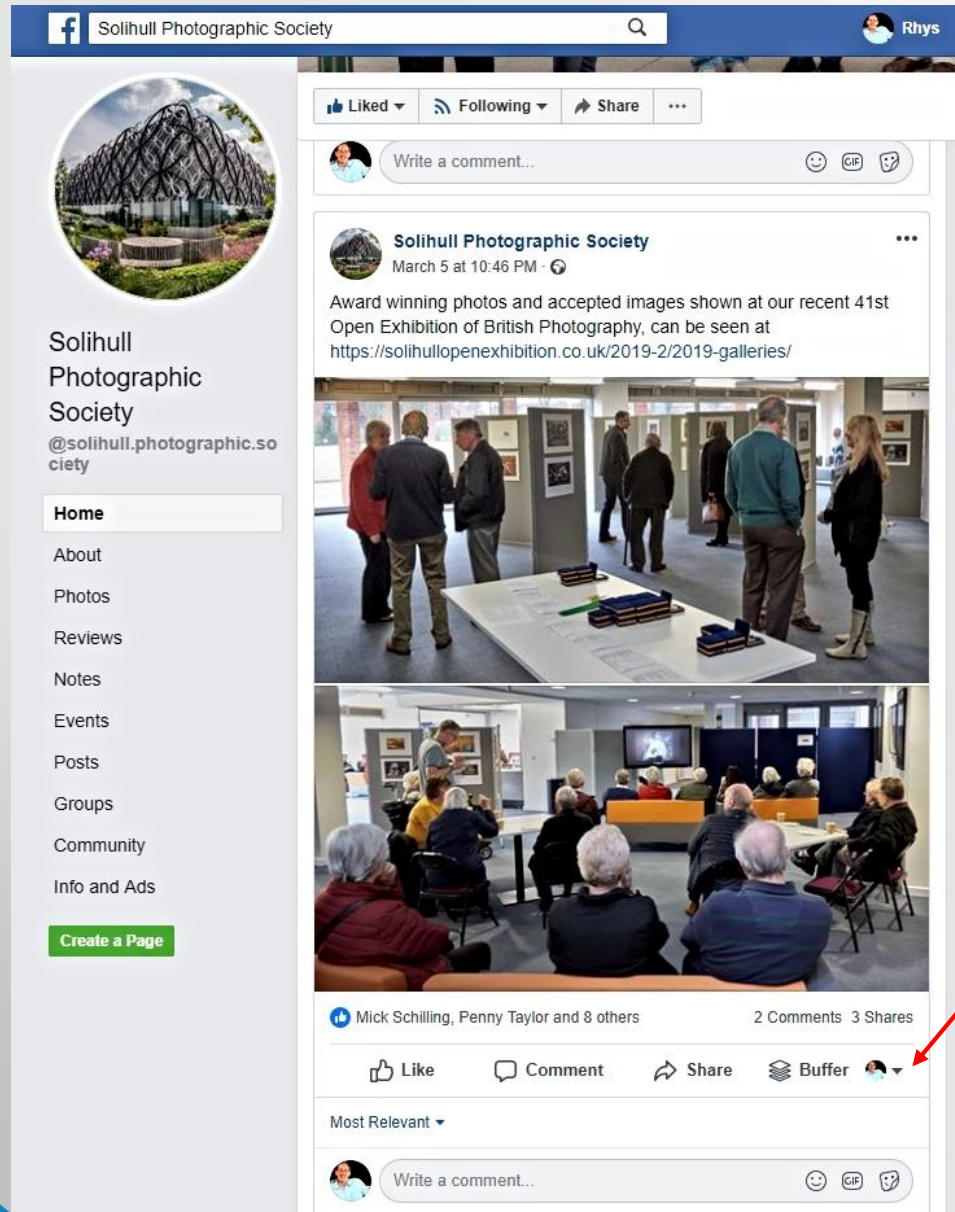
Our Story

We have weekly meetings, except in the summer, with a lively and informative programme of external s...

See More

Over 860
people
follow our
page

Society Facebook Page - Posts



We use posts to promote meetings, competition results, events, etc.

Most of our posts reach 300-400 people

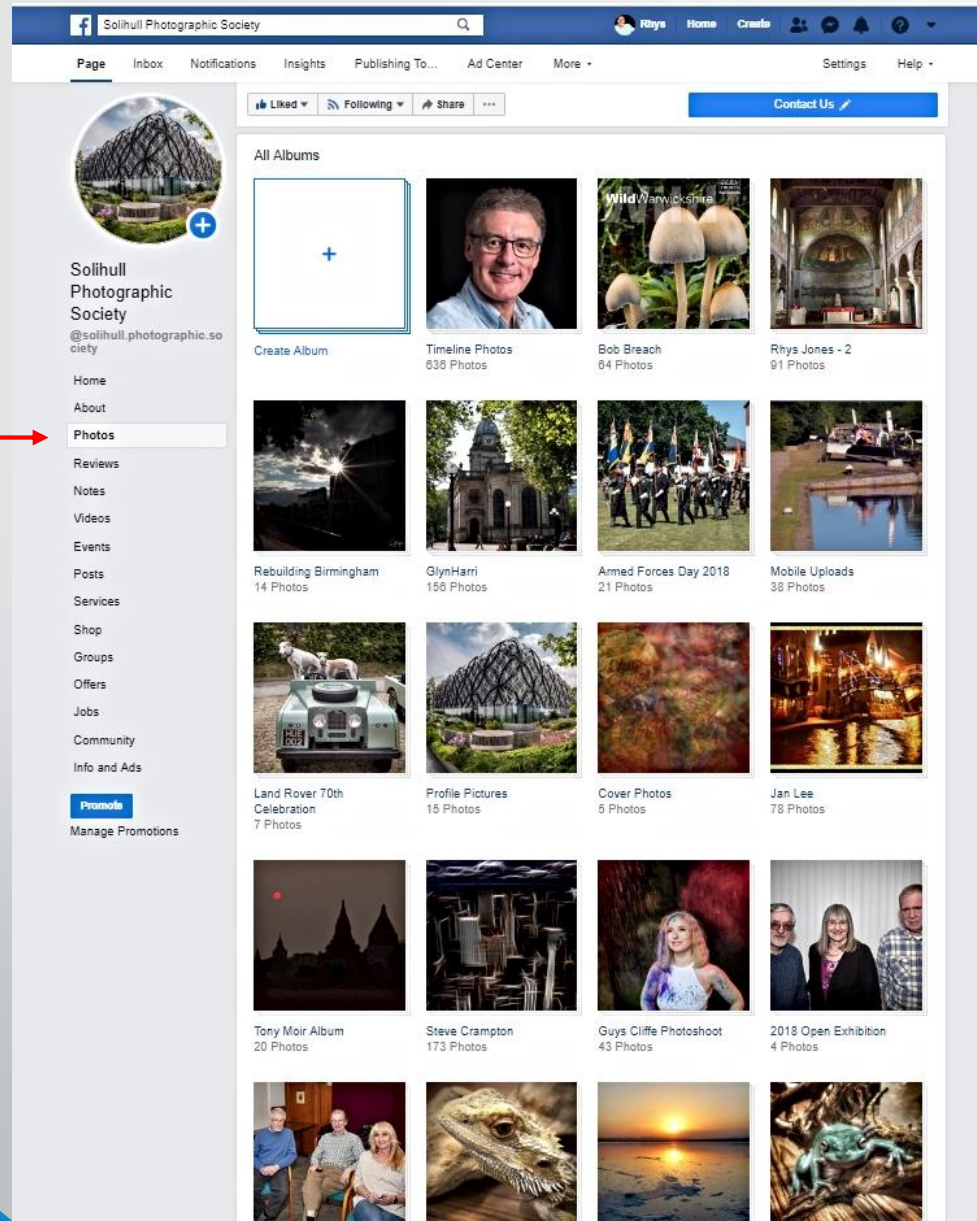
You can help to increase the audience by “Liking”, Commenting, or Sharing. If you are an Editor on our Page, change this dropdown to yourself.

With a combination of Sharing, Liking, etc some of our posts have reached nearly 1,100 people (at no cost).

A recent £100 promotion enabled us to reach over 9,000 people.

Society Facebook Page - Albums

Click on
Photos →
to see the
Albums



Every Member is entitled to an Album on our Facebook Page.

Photos on posts soon move down the “timeline” as newer posts appear.

Placing photos in an Album enables them to be found easily.

Contact Rhys Jones to become an Editor and create an Album.

**Promotes the
Society and its
Members**

Society - Twitter

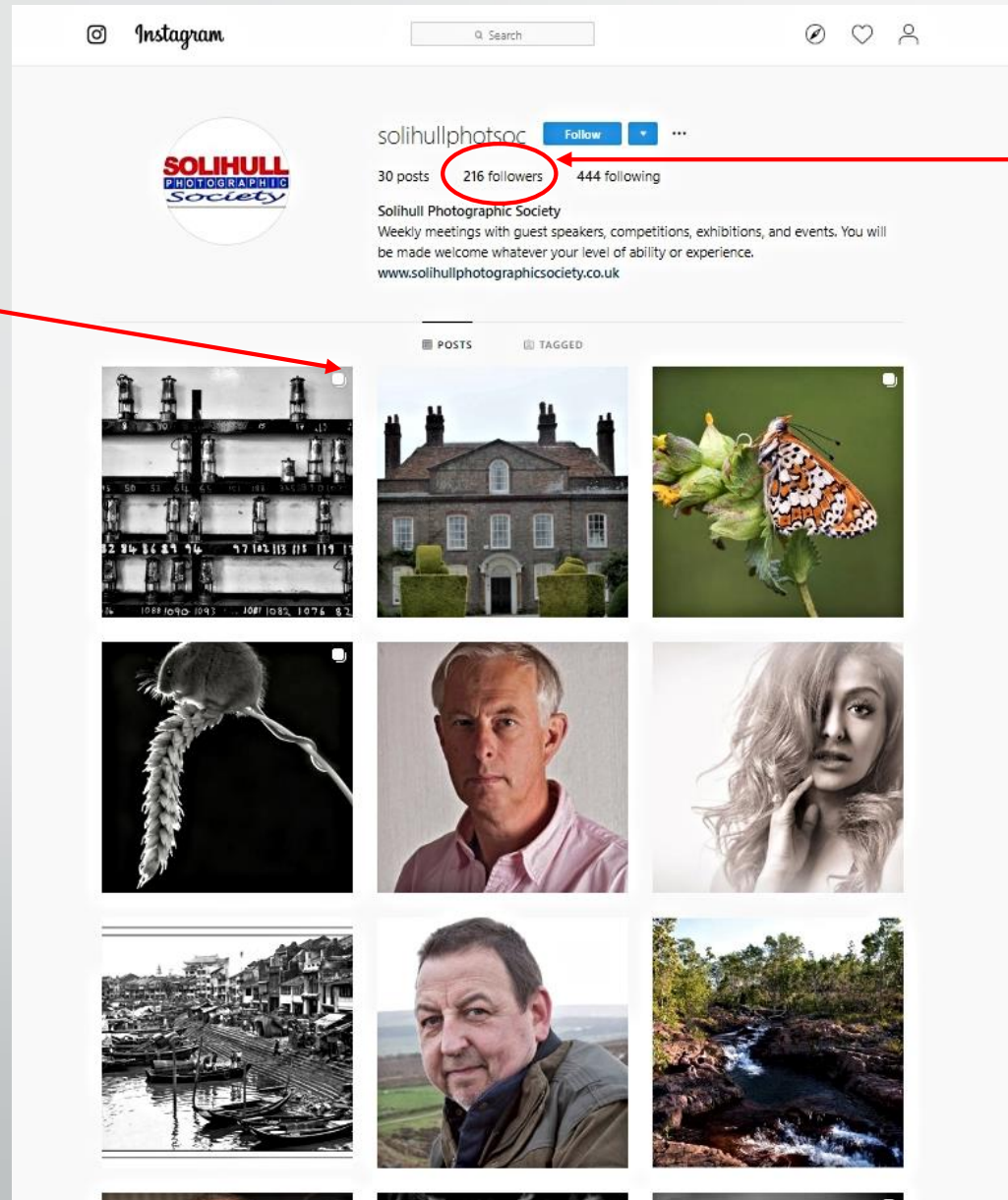
Header image is different on the phone App

We have nearly 2,800 followers

Shows: Comments Re-tweets Likes Analytics

Society - Instagram

Indicates
multiple
images



After just a few weeks
and only 30 posts, we
have over 210 followers

All photos are square,
presented in rows of 3, with the
most recent at the top.

Clicking an image will reveal its
description and any comments.

What you can do to gain an audience

Use any, or all, of the following. And there are plenty of others!

- **Blogging** – Free. Ideal for words and pictures. Like a diary. Gather “Followers”
- **Your own website** – Costs vary. Your “Shop Window”. Infinite scope
- **Facebook** – Free. Ideal for words and pictures. Gather “Friends”
- **Twitter** – Free. “Micro blogging”. Ideal for words. Gather “Followers”
- **Pinterest** – Free. Like an infinite set of pin-boards. Ideal for pictures
- **Instagram** – Free. Ideal for pictures. Designed for mobile phones
- **LinkedIn** – Free. Designed to make “business” connections. Make connections.

Blogging

Like a public diary. Many blogging sites. Most popular are:



Wordpress – www.wordpress.com



Blogger – www.blogger.com

Gather followers, and follow other bloggers.

Pros

- Free
- Easy
- Ideal for photos, words, or both
- Choice of Themes (layouts)

Cons

- Inflexible
- Need to blog regularly to maintain interest
- Space limitations (photos use up space)
- Advertising inserted in your blog

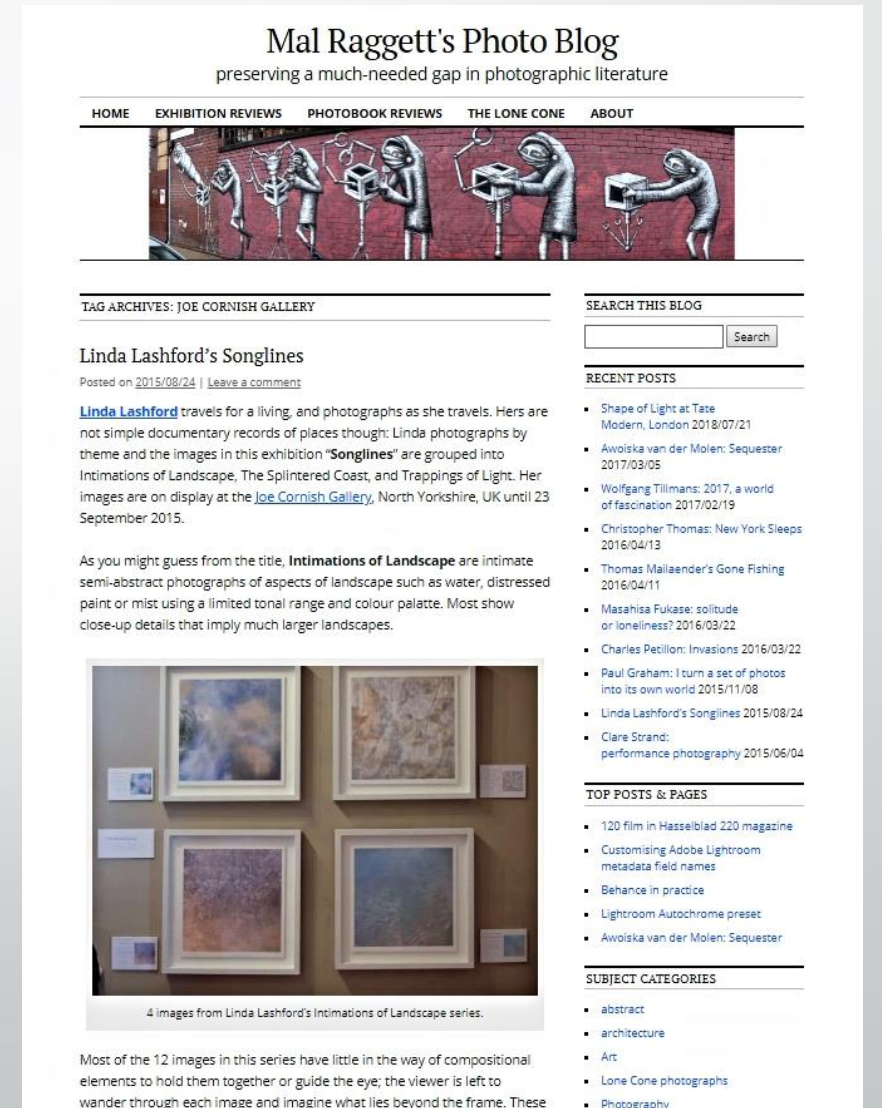
Can pay to gain more space, remove advertising, and get nearer to looking like a website.

Blogging - Examples

www.markushuth.com



www.mraggett.wordpress.com



Your own Website

Costs can vary considerably. Professionally created websites cost many £thousands.

Could use specialist providers offering templates suitable for photographers.

Online Picture Proof charge £20+VAT per month (£288 per year)

Smugmug (inc Flickr) charge from \$48+Tax to \$360+Tax per year (£45 - £330 per year)

Wix charge from £0 (with adverts) to £22+VAT per month (£320 per year)

Zenfolio charge from £5+VAT to £25+VAT per month (£20 to £360 per year)

Much coding is done for you and held on their sites, so your website is not portable.
Some provide an associated email address; some do not.

To do it yourself, you will need:

- **A domain** eg *knowlephotography.co.uk* would cost £7 per year
- **A host** eg Tsohost will host 1 website for £18 per year
- **Web development tools** eg WordPress on Tsohost costs nothing

Tsohost includes email addresses on the same domain.

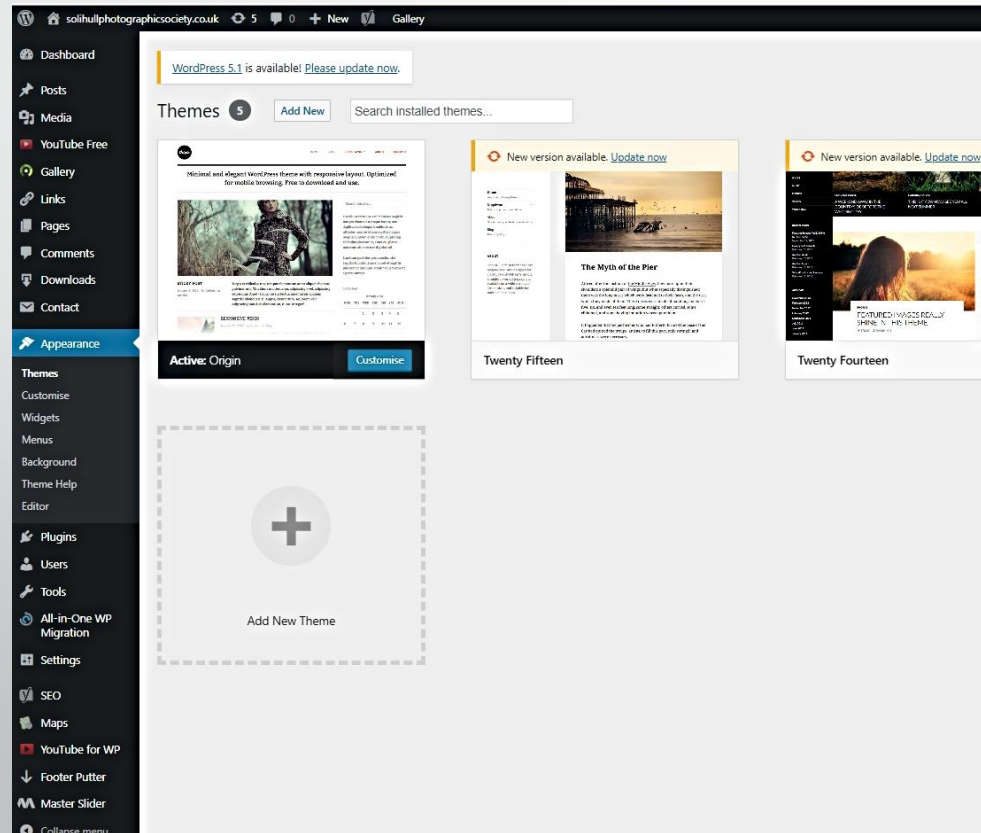
Beware sites that offer cheap first year hosting, that becomes much more expensive later.

Your own Website - Flexibility

Both Society websites were created using WordPress hosted on Tsohost. Rhys has created his own photography website at www.photomaestro.co.uk, maintains www.droitwichartsnetwork.org, and is re-developing www.middledeck.co.uk [here](#).

WordPress offers a variety of free Themes (appearance) and Plug-ins for specialist functions, controlled from the Dashboard:

Options to define the appearance, add Plugins, set up Widgets, and control Menus



Editing is either “visual” (place text, images, etc as required), or using HTML.

Your own Website - Summary

Professional photographers need a professional looking website. Cost?

An amateur photographer website needs to balance appearance and cost. Often “good enough” is good enough!

Content is King, but the audience is Queen. It's no good having a wonderful website if nobody knows about it.

Drive visits to your website by placing links in social media posts.

Facebook



To join Facebook go to www.facebook.com

Create a profile with a Name, using your email address and a password. A photo is optional but does help people recognise you.

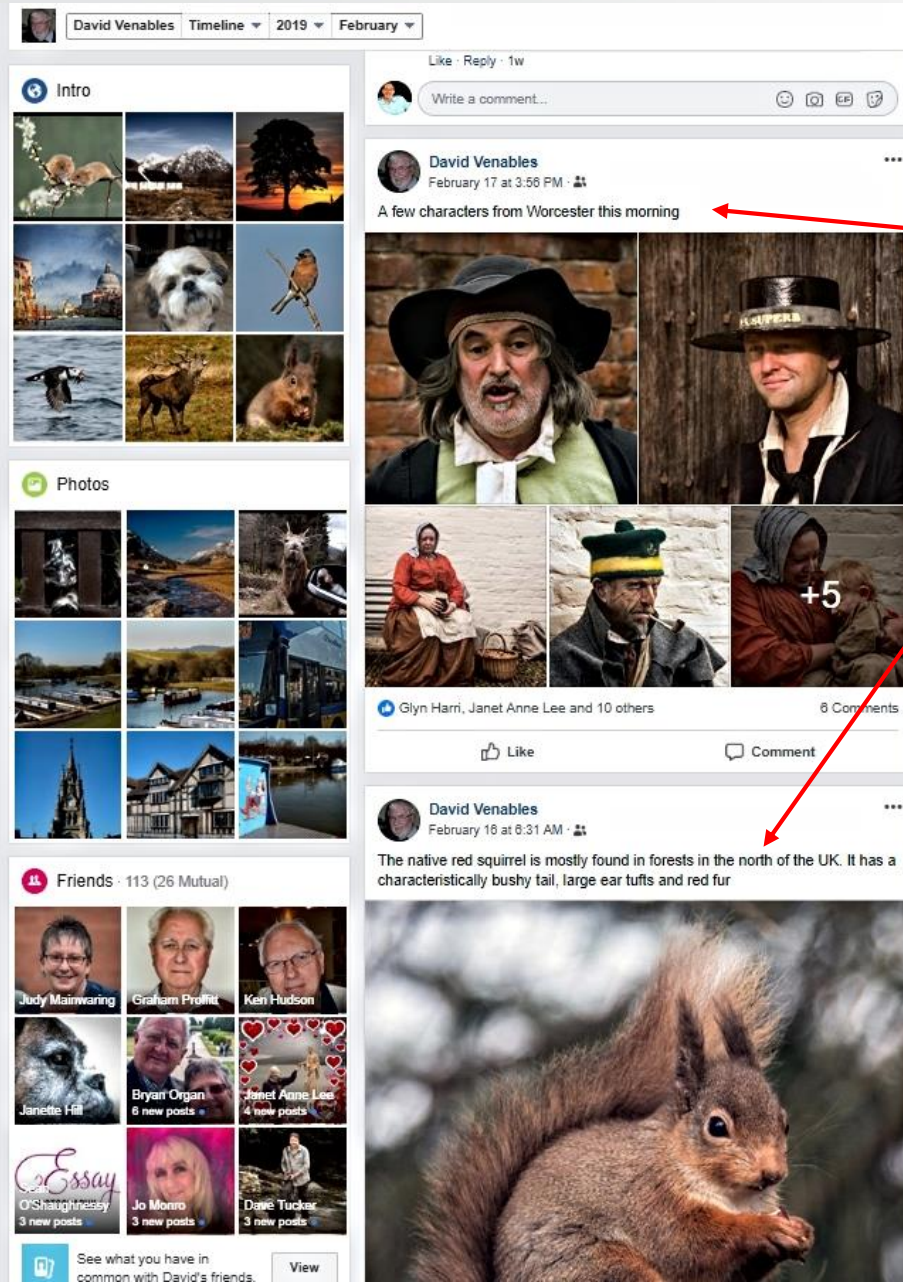
Be cautious about the information you publish. You never know where it will end up. Never enter your address, bank details, holiday dates, etc. You can control who sees your details and your posts.

Terminology:

- **Profile** is your “page”. You post to it. You can decide who else can post to it.
- **Pages** are used by businesses or organisations. The Administrators decide who can post to the page. All posts appear in the name of the Page.
- **Groups** are for people who share a common interest. The Administrators decide who can join. Posts appear in the name of the individual.

Facebook - Example

Good gallery of photos



Posts contain a small number of photos accompanied by interesting text.

Post little and often. People can't be bothered to look at a large number of photos.

Shows skill and capability without any hard sell.

Facebook - Promotions

You can pay Facebook for 3 kinds of promotions:

- Encourage people to visit your website
- Encourage people to “Like” (follow) your Facebook page
- Place one of your posts onto the timelines of other people.

You can define the target audience by geographic area, by interest, by gender, by age range, etc.

You can set a budget, monitor the results, change the target audience, or stop the promotion at any time.

Twitter



To join Twitter go to www.twitter.com

Create a profile with a Name, using your email address, a password, a banner picture, and a photo. Your Twitter Name and photo becomes your “brand”.

“Tweets” can be a maximum of 280 characters and can include a photo. The text may include links. Best to keep tweets shorter than the maximum length.

Twitter names are prefixed by @ - For example @SolihullPhotSoc

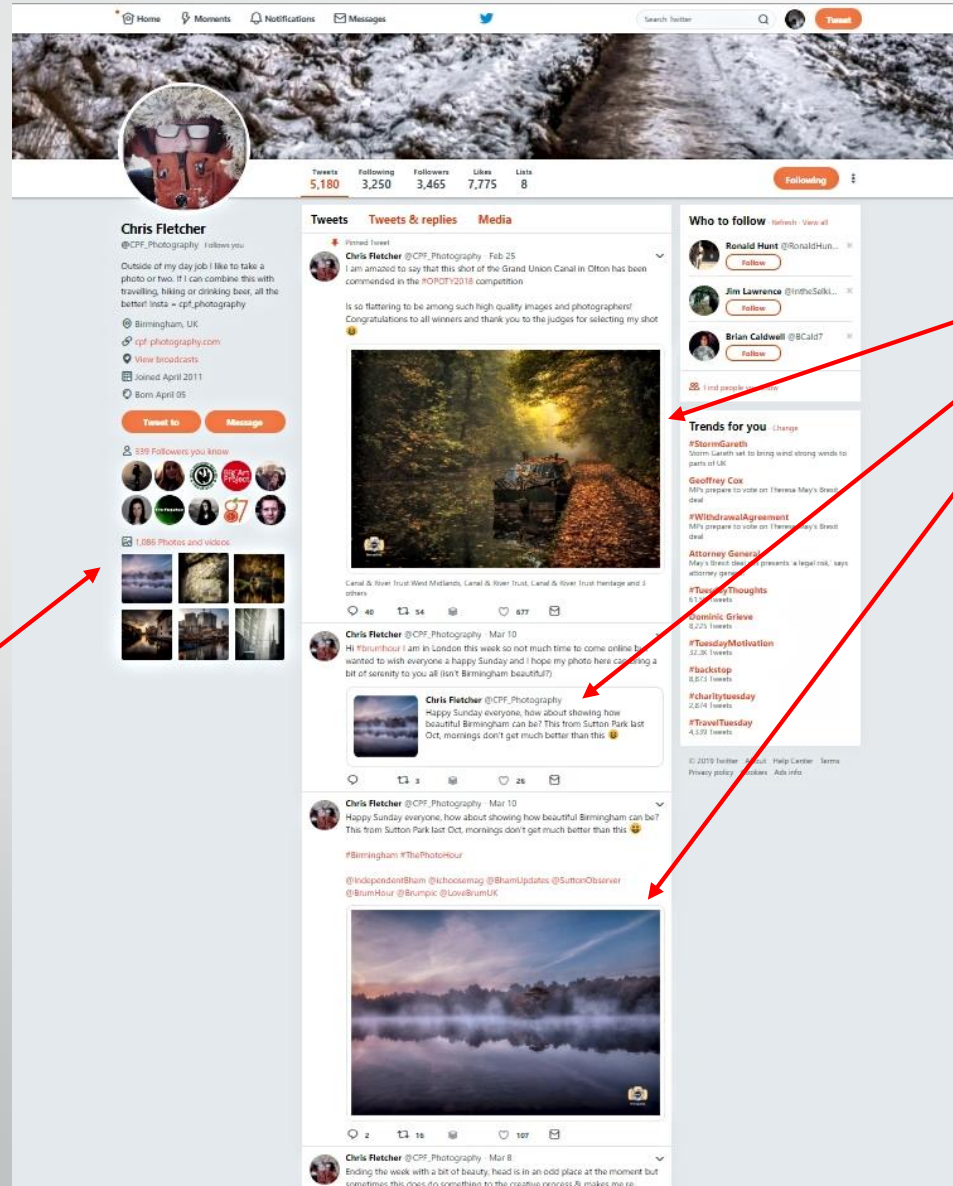
You can mention others in a tweet by using their @name

Twitter - Example

A good example is Chris Fletcher @CPF_Photography

Nearly 3,500
followers

Over 1,000
photos and
videos



Photos included in
tweets and in comments

Over 5,000
tweets in 8
years (Ave of
12 per week)

Pinterest



To join Pinterest go to www.pinterest.co.uk

Create a profile with a Name, using your email address and a password. A photo is optional but does help people recognise you.

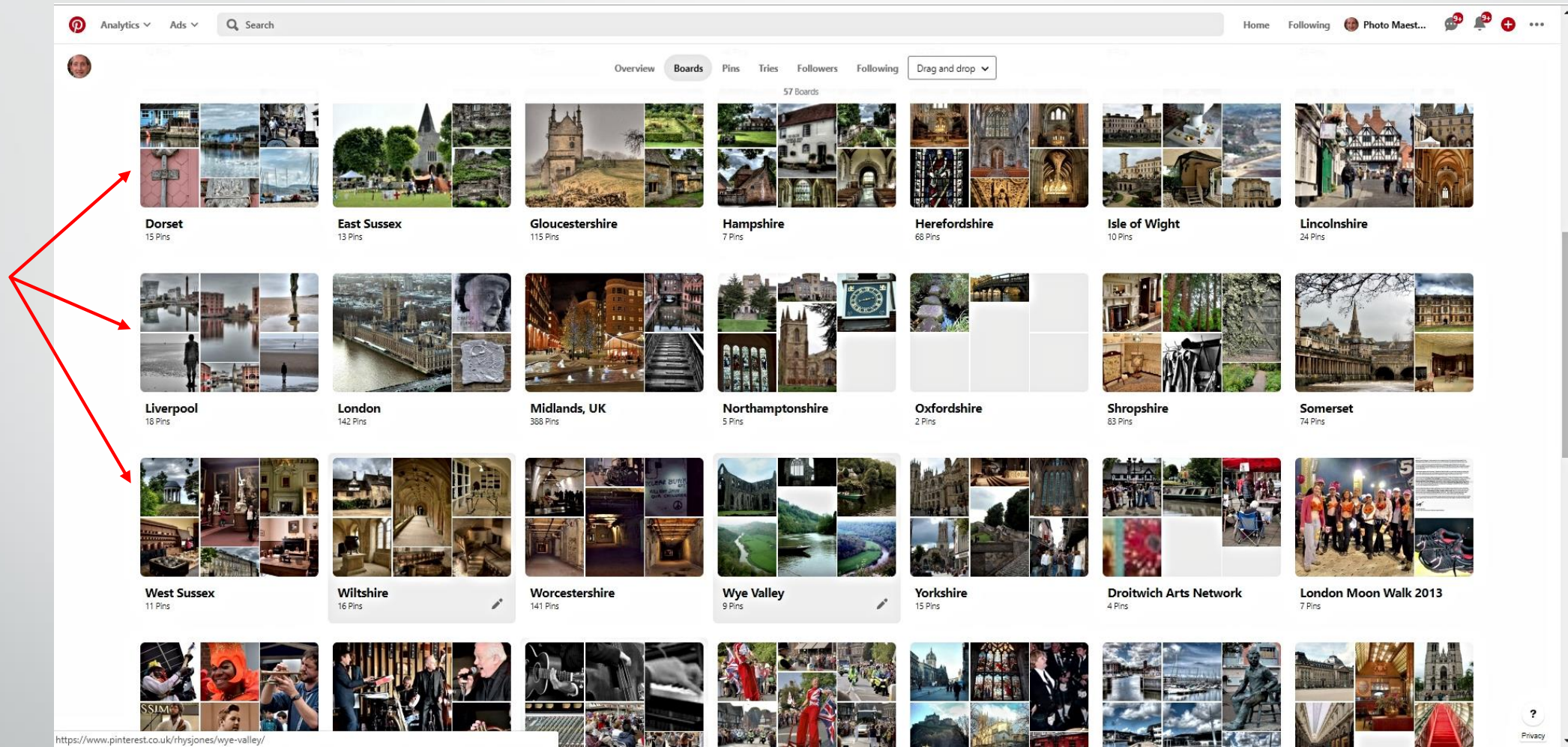
Create Boards and start pinning to the Boards. You can “pin” from anywhere, but Pinterest becomes powerful if you pin from your own website or social media channels, as Pinterest automatically creates a link to the source. That means that anyone who clicks on a photo will be taken to the source of that photo – your website!

People search Pinterest for images and may well find your photos,

You follow other people, and other people follow you.

Pinterest - Example

Boards



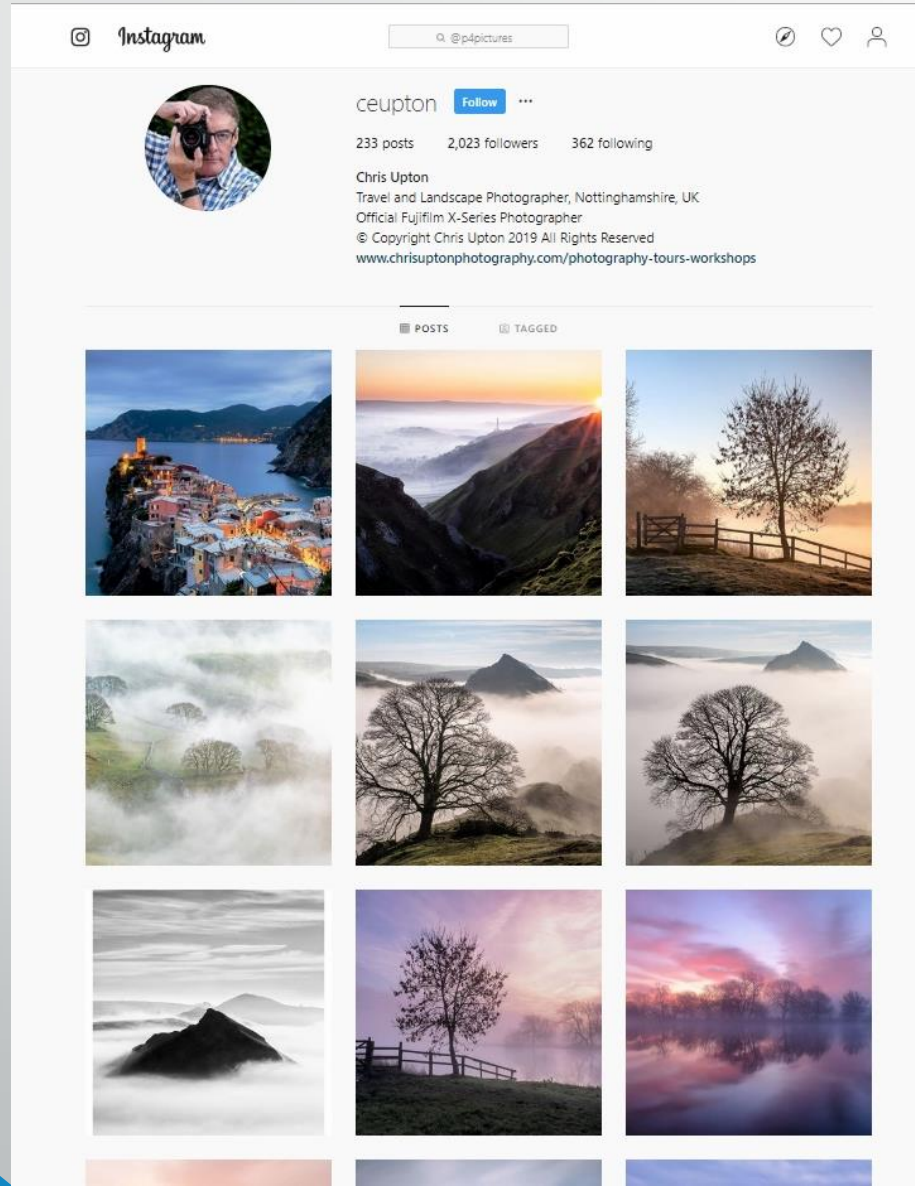
Click on a Board to see the photos.



Instagram - Example

A good example is Chris Upton @ceupton

Over 2,000
followers



Images can be one or more photos, or a video.

Add a caption (description) when posting and include “tags” such as #Italy #landscape #history.

People follow or search on #tags so could find your images.

Follow people and people follow you.

Following similar people with a large number of followers can help to build your audience.

Instagram - Considerations

Instagram is perfect for photographs, particularly for photos taken on a mobile device.

Instagram is designed for mobile phones and tablets. Photos can only be uploaded via the mobile App.

There are various ways to transfer files from your computer to your mobile device, including:

- Synchronising folders (e.g. iPhone Camera Roll with PC or Mac)
- Using Dropbox
- Email yourself



LinkedIn

LinkedIn is a complex networking site for business professionals.

To join LinkedIn go to www.linkedin.com. Create a profile giving your name, your email address, and a password. A good photo is essential. Place key words at the start of your summary. Include links to your website and/or social media in your profile.

You can post photos and text, and/or publish articles. Try posting a photo every day.

“Like” or comment on other people’s posts and articles

Join Groups that match your specialisms and geographic area.

Invite others to connect with you. Do not issue too many invitations!

Tips to work smarter

Trying to keep on top of social media every day is almost impossible. Set aside a block of time to create material for posts and use scheduling.

Posts on a Facebook Page can be scheduled into the future. Click on the dropdown arrow next to “Publish” and set a date and time.

www.socialloomph.com offers scheduling of posts to Twitter, etc.

www.buffer.com offers scheduling to a number of social media sites.

www.hootsuite.com can manage most of your social media accounts.

It is possible to link Facebook and Twitter, Facebook and Instagram, and Instagram and Twitter. But remember the formats are different.

Monitor activity using mobile phone Apps.

Summary

There are no quick wins on social media. It is a slow burn over time.

Start with what you feel comfortable with and keep it simple.

Post little and often.

Include links to your website (or other social media) in your posts.

Keep it going. Post regularly. Keep up to date.

Interact with others and grow your audience.

Review and refine your approach.

Experiment – see what works best for you.



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