



# Hi, I'm Steph Forrer!

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Writer + Photographer + Content Creator + Social Media Consultant + Events Promoter + Food (and Wine) Stylist + Influencer & Influencer Consultant

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## Inexpensive (and FREE) Apps I Use For Social Media

**Lightroom Mobile** - photo editing - FREE

**linktr.ee** - link landing page - FREE (\$72/year for upgraded version)

**InShot** - user friendly video editing - FREE (\$14.99/year for upgraded version)

**Canva** - simple design platform - FREE version (\$119.99/year for upgraded version)

**Lightleap** - special animating features + sky background tool \$23.99/year

**FaceTune** - photo editing (specializing in people/faces), removing unwanted background images - \$35.99/year

## Getting Started on Instagram:

- Make sure your Instagram account is set to a business account (so you can access analytics).
- Complete your profile and make sure there is a link to your website or (preferably) your linktr.ee.





## Apps + Scheduling Methods

Drafts in Instagram app - Meta Business Suite - Facebook app - Google Document (cut and paste) - Planoly - Hootsuite - Later

## Smart Phone Tricks

portrait mode + time lapse + cinematic view (video) + panoramic shots + slow motion

## Social Media Photography 101



Your Smart Phone is Your Best Friend! - Top Down and Portrait Head On Shots - Clean your lens first - Find the right light (and re-use it) - Use the MANY tools on your phone's camera - Try creating multiple pieces of content from one event or product - Find Accounts You Love (And Use Them for Inspo!)

## More Instagram Tips:

- Drop links in your stories! (swipe up when creating a story to access this feature).
- Purchase a tripod.
- Show you and/or your staff!
- Social Media is a learn -as-you go task! Find what works for you!

