## **BUSINESS OF PHOTOGRAPHY**

## **SOCIAL MEDIA**

## **GENERATING ONLINE AWARENESS**

Use this worksheet to plan your social media activity.							
Which social media platforms does your ideal client use?							
Which social media platforms do your competitors use? What do they do well?							
Which social media platforms will you set up? How will you set each one up well?							

How does your ideal client interact with people they follow on social media?							
Are there any	y topics, hashta	ags or images	that they ten	d to interact	 with?		
List some ide	eas for posts th	  nat your ideal (	customer wou		ract with? In	clude a mix	