

September 2, 2014

APAG OUTLINE

Online Presence: Websites, Social Media, Communications



DATE: September 6

TIME: 9:30-10:45 (arrive 9:00)

WHERE: International Center of Photography School (6th Ave @ 43rd St)

1. WEBSITE GENERALLY

- Keep things pretty, easy to use and simple. Needs to provide everything a viewer could need in simplest way possible.
- You're lucky! Your content is visual; you have loads of what most sites lack - striking visuals. You can choose to tile images, or go for a more magazine-style large format look, but either way, images need to be well tagged/organized and easy to navigate.

Sample portfolio sites, I like:

www.ericryananderson.com

www.worldinmylens.com

- I deal with photographers regularly for things like publicity images, and print photo shoots. The sites I'm mostly dealing with are straightforward portfolio sites. Simplicity is best.
- Contact page needs real thought. Are there different requirements for different things (licensing, scheduling a shoot, purchasing, etc.).

2. BUILDING SOMETHING

- Keep tabs on sites you like. Find out who designed them (credit info at bottom, or call the photographer. Estate, etc.).
- Wordpress vs. scratch: You'll find that a very large percentage of sites are built using Wordpress. This is an infrastructure a designer (yes, use a designer) can use to create a site more easily than from scratch. Wordpress also provides a fairly robust and elegant backend that makes updates easy for the client (you!). The days of paying a designer/host type hourly for updates in perpetuity are mostly over.

3. WEBSITE AS HEADQUARTERS

- Website are like your online business card. They should have all the basic info your audience should need. They should also clearly point the audience to all the OTHER places you have a presence online. It's all tied together. A website is just one piece of the puzzle.

- I'd strongly encourage accounts with Facebook, Twitter, Google+, and Instagram. A blog of some sort at Tumblr could also be a great fit. Each of these things (and there are many more!) have a unique function and (at least somewhat) separate audience. And, while I encourage business/artist/gallery/collection accounts, I also encourage active personal accounts to help the cause.

4. SOCIAL MEDIA

- If social media is daunting, I think it's best to start with one outlet. Instagram is such a natural for photos. A photo from the archive could be posted weekly. Instagram easily links to Facebook and Twitter. Steady non newsy content is an integral part of interesting feeds.

- The more creative you can be the better. Play to your strengths. If there are historical images that somehow tie in to current events or something timely, use it. If there are seasonal shots that relate to the current weather, use it.

- Connect: find likeminded businesses, artists, people. Connect, tag, retweet, favorite, etc.

- If there is something editorial in nature (some travel images, or food, or ...) consider using Tumblr for something very specific. You can get more into process. And perhaps post images that aren't for sale/available - studies or snap shots, etc. Tell more of a story. And like Instagram, be sure to share the fact that Tumblr is out there on Twitter/FB. All this content should work together.

- I like to have a schedule and stick to it. Tuesdays are days to highlight a new album. Thursdays we share an old review.

5. so ...

- Don't get overwhelmed. One piece at a time. And each piece can be very simple.

