

# CONTENT PLANNER

JAN 2024



Pepperstorm



01 2024

# JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	 1 New Years Day	 2 Favorite venues in [City/State]	 3 Photography Term: Aperture	 4 National Trivia Day	 5 Engagement shoot tips	 6 Client Testimonial
 7 Recent Shoot Highlight	 8 How to Hire a Wedding Planner	 9 Photography Term: Bokeh	 10 Behind the Scenes Post/Story	 11 Client Testimonial	 12 Kiss a Ginger Day	 13 Recent Shoot Highlight
 14 FAQ's I Get as A Wedding Photographer	 15 Martin Luther King Jr. Day	 16 Recent Shoot Highlight	 17 Museum Selfie Day	 18 Get to Know Your Customer Day	 19 Photography Term: Golden Hour	 20 How to Pick your Wedding Photographer
 21 Client Testimonial	 22 Traditional Wedding vs Elopement	 23 Recent Shoot Highlight	 24 When to Start Planning Your Wedding	 25 What to Do If It Rains on Your Wedding Day	 26 National Spouses Day	 27 Recent Shoot Highlight
 28 Where to Get Married in [City/State]	 29 Client Testimonial	 30 Photography Term: Focus	 31 National Hot Day			

## COLOR CODE:



HOLIDAYS



REVIEWS



EDUTAINMENT



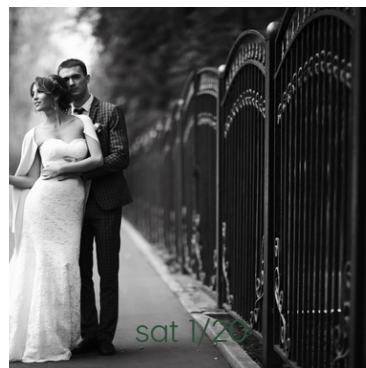
RECENT SHOOT HIGHLIGHT

## TIPS, TRICKS, & BEST PRACTICES

- You do not need to post every day
- Take advantage of social media features to make the biggest impact (i.e., carousals, reels, trending audio, captions, stickers, etc)
- Don't forget to share to Stories!
- Use links where applicable
- Use effective CTA's with every post
- Tweak captions to your tone and vibe
- Reply to comments
- Connect your Instagram to your Facebook account for easier posting across platforms
- Be patient and be consistent



# INSTAGRAM GRID INSPO







# INSTAGRAM GRID INSPO



mon 1/15



sun 1/14



sat 1/13



fri 1/12



thurs 1/11



weds 1/10



tues 1/9



mon 1/8



sun 1/7



sat 1/6



fri 1/5



NATIONAL TRIVIA DAY

thurs 1/4



weds 1/3



tues 1/2



mon 1/1





# POST

## planner

POST: NEW YEARS DAY

POST DATE: 1/1/24

### CAPTION

Happy 2024, my friends! 🥂

☀️ Reflecting on 2023: The last year was a whirlwind of emotions, laughter, and unforgettable memories. One of my favorite experiences of 2023 was [insert unique story about a special wedding moment or personal experience].

🌈 This coming year, can't wait to see the new love stories and magical moments that unfold before my camera lens.

💬 Question for You: Are you newly engaged? What is your vision for your dream wedding? [insert the best way to contact you, i.e., link in bio, email address, website, or DM]. I'm always excited to meet new amazing couples and help them bring their dreams to a reality! 💍🌟

🥂 Cheers to a year filled with love, laughter, and countless moments that take our breath away. Here's to 2024!

### HASHTAGS

#LoveCaptured  
#NewYearNewMemories  
#WeddingPhotographerDreams2024  
#WeddingMagic  
#DreamWeddingPlanning  
#NewBeginnings  
#HappyNewYear  
#CheersToLove  
#NewYear  
#HappyNewYear2024

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: FAVORITE VENUES IN [CITY/STATE]

POST DATE: 1/2/24

### CAPTION

As a photographer, I've had the incredible privilege of capturing timeless moments in some of [City/State]'s most stunning venues. 💍 Today, I want to share a glimpse into a few of my favorites! 📷✨ [If carousel] Swipe left to see the magic unfold. 🏡

1. [Venue Name] 🌸 Nestled in [brief description], this venue boasts [unique feature]. Imagine saying 'I do' surrounded by [distinctive element]. Pure romance!

2. [Venue Name] 🏡 With its [characteristic], [Venue Name] is a dream for couples seeking [style]. The [specific detail] adds a touch of [atmosphere]. A photographer's paradise!

3. [Venue Name] 🌿 Nature lovers, rejoice! [Venue Name] offers a serene escape with its [greenery or natural setting]. Ideal for couples seeking an ethereal connection with nature.

4. [Venue Name] 🏙️ For those wanting the city lights as their backdrop, [Venue Name] provides a sophisticated ambiance with its [urban features]. Picture-perfect moments await!

Ready to turn these venues into the backdrop of your love story? Let's chat about capturing your special day! Whether you choose one of these beauties or have a different venue in mind, I'm here to help make your wedding photography dreams come true.

[Conclude with applicable CTA] and let's start planning your picture-perfect day!

### HASHTAGS

#ApplicablevenueNames  
#city/state  
#DreamVenue  
#CityWeddings  
#Naturewedding  
#OutdoorWeddings  
#citywedding  
#UrbanElegance  
#WeddingPhotography  
#CapturingLove  
#EngagedCouples

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel or a reel featuring each venue so take advantage!
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.





# POST

## planner

POST: PHOTOGRAPHY TERM: APERTURE

POST DATE: 1/3/24

### CAPTION

Hey budding photographers! I'm always excited to share info about my passions. Today, let's dive into the fascinating world of photography and explore the term "APERTURE." 📷📸

🔍 What is Aperture?

Aperture refers to the opening in your camera's lens through which light passes to enter the camera body. It's measured in f-stops (e.g., f/2.8, f/5.6) and plays a crucial role in controlling the amount of light that hits the camera sensor. But that's not all! Aperture also affects the depth of field, influencing how much of your photo is in sharp focus.

🧠 Creative Control with Aperture:

Understanding aperture gives you the power to unleash your creativity! A wider aperture (lower f-number) creates a shallow depth of field, perfect for dreamy portraits, while a smaller aperture (higher f-number) captures more details, ideal for sweeping landscapes.

💡 Pro Tip: Experiment with different apertures to add storytelling elements to your photos. Create magical bokeh backgrounds or capture the entire scene with crystal-clear sharpness.

🗨️ Have questions or want to learn more about photography terms? Comment below or DM me and let me know which photography terms you would like to learn more about.

### HASHTAGS

#Photography101  
#WeddingPhotography  
#ApertureMagic  
#LearnPhotography  
#PhotographyTips  
#ShutterbugJourney  
#AskMeAnything  
#PhotographyEducation  
#CaptureTheMoment

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

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# POST

## planner

POST: NATIONAL TRIVIA DAY

POST DATE: 1/4/24

### CAPTION

📸✨ Happy National Trivia Day! Did you know that capturing the perfect wedding moment is an art? 🎨 Let's celebrate with some wedding photography trivia! 🤔💍

💖 Question 1: What's the most important factor to consider when choosing a wedding photography style? Comment below! 🙋

💖 Question 2: In the world of wedding photography, what's the key to creating timeless images that last a lifetime? Share your thoughts! 💬

💖 Question 3: Can you guess the average number of photos taken during a wedding shoot? Take a guess and let me know!

Engage with these trivia questions and drop your answers! 😊✨ Feel free to tag friends who are passionate about photography or planning their big day. 🌸

Remember, I'm here to help you with any wedding photography inquiries you may have! Whether it's about capturing candid moments or choosing the perfect backdrop, I've got you covered. 😊❤️

Feel free to DM me or comment below if you have more questions or just want to chat about your dream wedding photos! Let's make your special day unforgettable!

### HASHTAGS

#NationalTriviaDay  
#WeddingPhotography  
#CaptureTheLove  
#PhotographyTrivia  
#EngagementSeason  
#LoveInFocus  
#AskMeAnything

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.





# POST

## planner

POST TYPE: ENGAGEMENT SHOOT TIPS

POST DATE: 1/5/24

### CAPTION

Planning your engagement shoot is an exciting step toward capturing this magical chapter in your love story. I'm here to share some of my top tips to make your engagement session truly unforgettable!

🌿 **Location:** Choose a setting that resonates with your unique love story. Whether it's a scenic park, the city streets, or the place where you first met, a meaningful location adds a personal touch to your photos. [Other tips regarding city/state specific locations.]

👗 **Wardrobe:** Coordinating outfits can enhance the visual harmony of your photos, but don't get too matchy-matchy. Opt for complementary colors and textures that reflect your personalities instead. [Other tips about what to avoid or what to include]

🌟 **Timing:** The soft light during sunset works wonders for creating a romantic ambiance. Schedule your shoot during this magical time for stunning, ethereal photos. [Other tips for best times to shoot in your city.]

❤️ **Be You:** Incorporate personal touches like props or activities you both love. It could be a shared hobby, your pet, or even a picnic. [Additional tip on how couples can add their personal touch to photos]

Ready to turn these tips into timeless memories? [CTA to reach out]

### HASHTAGS

#EngagementShoot  
#LoveCaptured  
#PhotographyMagic  
#EngagementPhotoTips  
#WeddingPhotography  
#CaptureTheMoment  
#LoveStory  
#EngagementPhotographer #  
[YourCity]Photography  
#SayIDoWith[YourName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.



# POST

## planner

POST: CLIENT TESTIMONIAL

POST DATE: 1/6/24

### CAPTION

Another beautiful love story captured, and we're over the moon with the kind words from [Client's Name]! 📸✨ [If applicable] Swipe left to see some of their gorgeous shots after you read what they had to say about their unforgettable day!

🥂👤 [Client's Name] & [Partner's Name], it was an honor to be part of your special day! 🥂

Ready to turn your moments into lasting memories? 📸 Let's chat about your dream photoshoot! [Applicable CTA to get in touch]

### HASHTAGS

#HappyClients  
#LoveStories  
#Testimonials  
#WeddingPhotography  
#CaptureTheMoment  
#ClientAppreciation  
#HappilyEverAfter  
#WeddingMagic  
#MemoriesInFocus  
#SayIDoWith[YourBusinessName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
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# POST

## planner

POST: RECENT SHOOT HIGHLIGHT

POST DATE: 1/7/24

### CAPTION

Just had the most magical photoshoot, and I can't wait to share the highlights with you! 📷  
[If carousel] Swipe to immerse yourself in the timeless beauty of [couple's names]! From enchanting landscapes to intimate moments, every frame tells their unique love story.  
[Insert a brief story or detail about the photoshoot and clients]  
Grateful to work with amazing couples like [Couple's Names] who trusted me to capture their special day. 🙌❤️

✂️ Behind the Lens: [Share a personal insight or interesting fact about the photoshoot, i.e., "Fun fact: [Couple's Names] chose [specific detail] to incorporate into their shoot, making it uniquely theirs!"]

Feeling inspired? I'd love to hear about your dream wedding or engagement ideas! 😊  
Whether it's a rustic barn wedding or a chic cityscape engagement, every love story deserves to be told.

💬 Let's Chat! Drop me a message if you're dreaming of your own fairytale photoshoot or simply want to say hello. I'm here for all your photography needs!

### HASHTAGS

#LoveInTheLens  
#MagicalMoments  
#WeddingPhotography  
#EngagementShoot  
#LoveStory  
#PhotographerLife  
#DreamWedding  
SayIDo  
#Photographyby [YourName]  
#InstaWedding

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
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# POST

## planner

POST: HOW TO HIRE A WEDDING PLANNER

POST DATE: 1/8/24

### CAPTION

📸 Planning your dream wedding? Let's talk about the unsung heroes of the big day – Wedding Planners! Here are a few quick tips on how to hire the perfect one for your special day:

**1** Define Your Vision: ✨ Before diving in, clarify your wedding vision. What's your style? What vibe are you going for? Having a clear vision will help you find a planner who aligns with your dreams.

**2** Check Their Portfolio: 📷 Look for a planner whose style resonates with yours. Every wedding planner has a unique touch – make sure it matches your aesthetic!

**3** Budget-Friendly: 💰 Make sure your planner can work within your budget. It's all about creating a dream day without breaking the bank.

**4** Communication is Key: 🗣️ Find someone who listens and understands YOUR vision. Effective communication is the secret sauce to a stress-free wedding journey.

**5** Reviews Speak Volumes: ⭐ Check reviews and testimonials. Past clients can give you insights into what it's really like to work with a planner.

Looking for great planners in [city/state]? Here are a few of my favorites! [Tag or shoutout your favorite wedding planners]

### HASHTAGS

#WeddingPlanning  
#DreamWedding  
#WeddingPhotography  
#WeddingPlanner  
#LoveStoryCaptured  
#EngagementPhotoshoot  
#WeddingTips  
#WeddingShoot #SayIDo  
#MemoriesInTheMaking  
#WeddingGoals

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

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# POST

## planner

POST: PHOTOGRAPHY TERM: BOKEH

POST DATE: 1/9/24

### CAPTION

It's time to chat photography terminology, friends! Today, we're learning about Bokeh.

Ever wondered about the enchanting blur in photos? It's called Bokeh! 🌟 It's that dreamy, out-of-focus background that makes your subject pop.

📷 Capturing the Magic: Creating Bokeh To achieve that magical bokeh in your photos, open up your aperture (use a lower f-stop number) and get close to your subject. The result? Gorgeous, soft backgrounds that make your subject pop!

💑 Why does Bokeh matter in wedding photography? Imagine the bride and groom sharing a sweet moment, surrounded by a canvas of beautiful bokeh. It adds a touch of romance and elegance to your shot, making those special moments even more magical.

👉 Your turn! What's the next photography term you want to learn about? Tell me in the comments.

[Conclude with an applicable CTA to get in touch with you]

#### HASHTAGS

#BokehMagic  
#PhotographyTerms  
#WeddingPhotography  
#CaptureTheMoment  
#BokehLove  
#EngagementPhotos  
#BehindTheLens  
#PhotographyTips  
#LoveInFocus  
#LetsCaptureYourStory

#### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

#### TIPS & TRICKS

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# POST

## planner

POST: BEHIND THE SCENES POST/STORY

POST DATE: 1/10/24

### CAPTION

Today, I'm taking you behind the scenes of one of the most magical moments I've ever captured behind the lens.

👩 [Insert Couple's Names], your love story still gives me all the feels! From the laughter throughout the venue to the quiet moments shared between shots, every second was a testament to the unique connection you two share. 🥂

📷 It's moments like these that remind me why I do what I do.

One of my absolute favorite moments was when [insert a memorable detail, i.e., the groom nervously adjusting his tie or the bride wiping away happy tears]. It's these candid, genuine expressions that make each shoot so uniquely beautiful. 💑❤

If you're dreaming of your own picture-perfect moments, whether it's a wedding or engagement shoot, I'd love to hear from you! [Conclude with appropriate CTA]

### HASHTAGS

#LoveStory  
#BehindTheLens  
#MagicalMoments  
#WeddingPhotography  
#EngagementPhotographer  
#MemorableShoot  
#CaptureTheMoment  
#LoveInTheAir  
#PhotographyPassion  
#DreamWedding  
#SayIDoWith[YourName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

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# POST

## planner

POST: CLIENT TESTIMONIAL

POST DATE: 1/11/24

### CAPTION

Thrilled to share the love and gratitude from my incredible clients, [Client's Name] and [Partner's Name]! 💍✨

Their words truly warm our hearts! 😊📷 [If carousel] Make sure you swipe left to see more of their magical moments.

Ready to book a photographer for your own special day? Let's chat! [Applicable CTA to get in touch]

### HASHTAGS

#ClientLove  
#HappilyEverAfter  
#RealMoments  
#LoveInTheLens  
#CaptureYourStory  
#WeddingPhotography  
#GratefulHeart #ClientStories  
#SayIDoWith[YourBusinessName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.



# POST

## planner

POST: KISS A GINGER DAY

POST DATE: 1/12/24

### CAPTION

🔥 PUCKER UP, FOLKS! 💋 Today is National Kiss a Ginger Day, and I'm here to celebrate the fiery allure of redheads! 🔥 As a wedding photographer, I can't get enough of capturing the unique beauty that red hair brings to my photos. 📷✨  
From the vibrant hues to the sizzling personalities, redheads light up every frame!

Fellow photographers drop a comment if you've got a favorite memory from a photoshoot with a stunning redhead. 📌

And for all you engaged lovebirds out there, imagine the magic we could create with your fiery love story!

Ready to turn your special day into a picture-perfect masterpiece? [Conclude with CTA of your choice if applicable]

### HASHTAGS

#KissAGingerDay  
#RedheadRadiance  
#CapturingLoveInColor  
#WeddingPhotographyMagic  
#SayIDoInStyle  
#GingerLove  
#Redheads  
#EngagementPhotography  
#PicturePerfectMoments

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

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# POST

## planner

POST: RECENT SHOOT HIGHLIGHT

POST DATE: 1/13/24

### CAPTION

Another unforgettable photoshoot in the books, and I am excited to share a sneak peek with you all! [If carousel] Swipe to see a few highlights from [Couple's names] special day. From stolen glances to laughter echoing through the air, every moment was pure magic. ❤️  
🌟 Their love story unfolded against the backdrop of [Describe the setting – i.e., a sun-kissed beach, a quaint garden, or a city skyline].

- [Highlight 1]: [Brief description of a standout moment or image from the shoot]
- [Highlight 2]: [Another memorable detail or moment]
- [Highlight 3]: [One more captivating aspect, maybe a candid shot or a special detail]

Ready to create your own magical memories? Let's talk about turning your dream into a reality! [CTA to get in touch with you]

### HASHTAGS

#LoveCaptured  
#WeddingMagic  
#EngagementPhotography  
#CherishedMoments  
#BehindTheLens  
#DreamyCouples  
#PicturePerfectLove  
#InFocusLove  
#Weddingphotos  
#YourPhotographer  
[YourName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.



# POST

## planner

POST: FAQs I GET AS A WEDDING PHOTOGRAPHER

POST DATE: 1/14/24

### CAPTION

I've received some fantastic ?s lately, so I thought I'd take a moment to address a few FAQs about my wedding photography. 🎉

1. "Describe your photography style?" I specialize in capturing [your unique style and preferences]. Whether it's candid laughter, emotional tears, or those sweet stolen glances, my goal is to freeze those precious moments in time.

2. "What's included in your wedding packages?" Each package is crafted with love and typically includes [mention key elements]. But hey, every couple is different, so let's chat about your dream package! 🥰

3. "How do you make us comfortable in front of the camera?" Creating a relaxed atmosphere is my specialty! [Describe your unique technique].

Do you have more questions or want to chat about your wedding or engagement shoot? [Conclude with CTA to contact you]

### HASHTAGS

#SayIDoWith[YourName]  
#BookYourDate  
#WeddingPhotographer  
#LoveStoryCaptured  
#CapturingLove  
#TimelessMoments  
#WeddingPhotographer  
#WeddingPhotographer[City/state]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

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# POST

## planner

POST: MARTIN LUTHER KING JR. DAY

POST DATE: 1/15/24

### CAPTION

Today, we pause to reflect on the profound words and actions of Martin Luther King Jr., a visionary leader who paved the way for equality and justice. As we celebrate his legacy, let's also embrace the power of love and unity in our own lives.

[Insert a brief personal touch or reflection here. Share a connection between MLK Day and your photography journey or your approach to life, love, work, the world, etc.]

In the spirit of unity and celebration, I invite you to share your story with me. How has the legacy of Martin Luther King Jr. impacted your life and your journey? Tell me in the comments.

### HASHTAGS

#MLKDay  
#MartinLutherKingJr  
#LoveAndUnity  
#WeddingPhotography  
#CapturingLove  
#SpecialMoments  
#EngagementPhotos  
#WeddingDreams  
#TimelessMemories  
#CelebrateLove  
#PhotographyJourney  
#MemorableMoments

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

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# POST

## planner

POST: RECENT SHOOT HIGHLIGHT

POST DATE: 1/16/24

### CAPTION

I'm delighted to share a sneak peek from my latest incredible shoot with [couple's names]! [If carousel] Swipe to get a glimpse of the romantic love story of [Couple's Names] unfolding amidst the charm of [Location/Theme]. 🌸💕🌸

- [Highlight 1]: [Describe a key moment or image that encapsulates the emotion of the day]
- [Highlight 2]: [Highlight a unique detail that made this photoshoot extraordinary]

Thank you again to [Couple's Names], for allowing me to be a part of their special day. 🙏

Tying the knot? Your story deserves to be celebrated too! Whether it's an intimate e  
💬 Let's Talk Love! Drop a comment and tell me all about your dream day! [Or other applicable CTA based on your goals].

### HASHTAGS

#LoveCaptured  
#WeddingMagic  
#EngagementPhotography  
#CherishedMoments  
#BehindTheLens  
#DreamyCouples  
#PicturePerfectLove  
#InFocusLove  
#Weddingphotos  
#YourPhotographer  
[YourName]

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.



# POST

## planner

POST: MUSEUM SELFIE DAY

POST DATE: 1/17/24

### CAPTION

📸 Happy #MuseumSelfieDay! Did you know [Museum Name] isn't just for art lovers? Picture your love story against its unique backdrop! 💍

[Personalize Section: Share a quick reason why [Museum Name] is special for weddings.]  
From the grand entrance to the intimate [specific room], every corner tells a story.  
[Highlight a unique feature.]

Ready to turn your wedding into a masterpiece? Let's chat about your dream day at [Museum Name] in [City]! 🗣️ 👤

[CTA: Invite them to share their wedding dreams with you.]

### HASHTAGS

#MuseumWedding  
#ArtfulLove  
#WeddingPhotography  
#UniqueVenues  
#LoveStory  
#DreamWeddingVenue  
#SayIDoInStyle

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: GET TO KNOW YOUR CUSTOMER DAY

POST DATE: 1/18/24

### CAPTION

📸 Happy Get To Know Your Customer Day! ☀️ As your wedding photographer, I believe every love story is unique and deserves to be celebrated. ❤️

I feel incredibly fortunate to have the opportunity to get to know each of my amazing clients on a personal level. From the initial consultation to the final shot, it's the details about you two that truly make the magic happen. Whether it's your favorite love song, the story of how you met, or the quirks that make your relationship one-of-a-kind, every detail contributes to creating timeless memories.

[Share a brief personal experience or insight about a recent client if you're comfortable]

Curious about turning your love story into stunning photos? 🧑🏻‍❤️‍💻☀️ Let's chat about your vision and create something magical together!

[Conclude with applicable CTA to get in touch]

### HASHTAGS

#GetToKnowYourCustomerDay  
#LoveStoriesCaptured  
#WeddingPhotography  
#MemoriesInTheMaking  
#CaptureTheLove  
#EngagementPhotography  
#DreamWedding  
#InFocusLove  
#TimelessMoments  
#YourLoveMyLens

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!





# POST

## planner

POST: PHOTOGRAPHY TERM: GOLDEN HOUR

POST DATE: 1/19/24

### CAPTION

Hey, Photography fam! Ever heard of the term "Golden Hour"? 📷 It's that dreamy period shortly after sunrise or before sunset when the sun casts a warm, golden hue, creating the most enchanting lighting for your photos. ✨

🕒 When is Golden Hour? The magic happens about an hour after sunrise or before sunset.

📷 Tips for Capturing the Best Shots:

1. Embrace the Warmth: Let that golden glow enhance the romance in your photos.
2. Play with Shadows: Use the soft, angled light to create depth and drama.
3. Natural Filters: Capture the sky's warm tones for a natural, breathtaking filter effect.

[Add a few of your favorite local spots for capturing gorgeous Golden Hour photos]

Ready to make your special moments glow? [End with applicable CTA to get in touch] Let's create magic together! ✨

### HASHTAGS

#GoldenHourMagic  
#WeddingPhotography  
#CaptureTheMoment  
#SunsetLove  
#GoldenGlow  
#TimelessLove  
#EngagementPhotos  
#PhotographyTips  
#DreamyMoments  
#BookNow  
#CreatingMemories

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
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# POST

## planner

POST: HOW TO PICK YOUR WEDDING PHOTOGRAPHER

POST DATE: 1/20/24

### CAPTION

Planning your dream wedding? Your choice of a photographer can make all the difference! Here are a few tips to help you find the perfect match for your special day:

- Define Your Style: Are you into classic elegance, modern vibes, or a whimsical fairytale? Choose a photographer whose style aligns with your vision.
- Check Portfolios: Dive into the magic of their previous work. Every photographer has a unique touch, and their portfolio will speak volumes about their expertise. [Include here a CTA inviting followers to check out your work and where they can find it.] 📷
- Connect Personally: Chemistry matters! Schedule a meeting or a virtual coffee chat to ensure you vibe well with your photographer. Your comfort will shine through in the photos. 🍰
- Budget Wisely: Wedding planning is a balancing act. Determine your photography budget early and find a skilled professional who aligns with your financial plan. 💰

Ready to make your wedding moments last a lifetime? I'm passionate about capturing love stories in a way that's uniquely yours. Feel free to DM me to discuss your vision and let's create magic together! 🎉🌟

[Your Contact Information/Booking Details]

### HASHTAGS

#WeddingStyle  
#WeddingStyle  
#weddingphotographer  
#Weddingsin[city/location]  
#CaptureTheLove

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: CLIENT TESTIMONIAL

POST DATE: 1/21/24

### CAPTION

Thrilled to share the love and gratitude from my incredible clients, [Client's Name] and [Partner's Name]! 💍✨

Their words truly warm my heart! 😊📷 [If carousel] Make sure you swipe left to see more of their magical moments.

Ready to book a photographer for your own special day? Let's chat! [Applicable CTA to get in touch]

### HASHTAGS

#ClientLove  
#InFocusLove  
#WeddingMagic  
#HappilyEverAfter  
#RealLoveStories  
#CaptureTheFeeling  
#Weddingphotography  
#SayIDoWith[YourBusinessName]  
#PicturePerfectMemories

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.



# POST

## planner

POST: TRADITIONAL WEDDING VS ELOPEMENT

POST DATE: 1/22/24

### CAPTION

Dreaming of your big day but torn between tradition and intimacy? Let's break it down!

Traditional Weddings 💍

From grand entrances to dance-filled nights, these weddings are a celebration with all your loved ones.

Elopements 💕

For those seeking an intimate adventure, elopements are a canvas for personalized love stories. Think breathtaking landscapes and quiet moments just for two.

🔍 How to Decide?

Consider your dreams, desires, and the story you want to tell. Whether it's a grand ballroom or a mountaintop exchange of vows, it's YOUR day.

For me, every click captures the essence of your unique love story. From [mention any specific preferences or styles], I specialize in transforming moments into timeless memories. 📸

Ready to Capture Your Love Story? Let's chat about turning your vision into reality!  
[Conclude with appropriate CTA for them to get in touch]

### HASHTAGS

#WeddingPhotography  
#LoveStory  
#Elopement  
#CaptureTheMoment  
#SayIDo  
#ElopementPhotographer  
#DreamWedding  
#EngagementPhotography  
#CherishedMemories  
#BrideToBe  
#GroomToBe

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post has the potential to be a carousel.
- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.





# POST

## planner

POST: RECENT SHOOT HIGHLIGHT

POST DATE: 1/23/24

### CAPTION

You already know I love sharing beautiful moments with you from recent shoots, and I just wrapped an enchanting photoshoot with [Couple's Names] in the picturesque [Location/Venue]. [If carousel] Swipe to relive some of their magical moments. ✨

✨ Highlights in a Snap:

- [Highlight 1]: [Describe a standout moment that captures their love]
- [Highlight 2]: [Share a candid snapshot radiating warmth and connection]

Heartfelt thanks to [Couple's Names] for allowing me to craft their love story. 🙏❤️

💬 Share Your Love! [Conclude with a CTA for new clients to get in touch with you to learn more about your services]

### HASHTAGS

#LoveUnveiled  
#NewBeginnings  
#WeddingMagic  
#CaptureTheLove  
#EngagementPhotography  
#CherishedMoments  
#Weddingphotographer  
#photograph

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST


## planner

POST: WHEN TO START PLANNING YOUR WEDDING

POST DATE: 1/24/24

### CAPTION

Planning a wedding is an art, and the canvas begins with the first click of the camera. But when is the perfect time for you to start planning your own magical day? Here are my tips for getting started.

 Save the Dates: Start envisioning your dream wedding [X months/years] ahead. Our couples often tell us that beginning the planning process early allows for ample time to choose the perfect venue, find your dream dress, and savor every moment of the journey.

☀️ Choose your venue: Location plays a major role in the overall vibe of your wedding. We're lucky enough to live in [city/state] where [insert what is special about your area for weddings]

📷 Book your photographer: Remember, your love story is unique. So, whether you're thinking of an intimate elopement or a grand celebration, early booking ensures your photographer has the time to curate a personalized photography experience for you!

💬 Your Story Awaits: Want your love story to unfold like a fairytale? I'm here to make it happen! [Conclude with CTA to get in touch and book your services]

### HASHTAGS

#LoveStoryCaptured  
#DreamWedding  
#WeddingPhotography  
#EngagementPhotoshoot  
#PlanningYourWedding  
#BridetoBe  
#Groomtobe  
#MemoriesInMotion  
#PicturePerfectLove  
#WeddingPhotographer  
#WeddingPhotography

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
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# POST

## planner

POST: WHAT TO DO IF IT RAINS ON YOUR WEDDING DAY

POST DATE: 1/25/24

### CAPTION

☁️ Rainy Wedding Day Contingency Plan! 🌧️

We all dream of perfect weather on our wedding day, but sometimes Mother Nature has her own plans. 🌂 Here's a quick guide on what to do if rain decides to join your celebration:

1. Embrace the Romance: 🌹 Rain can add a touch of magic to your photos! Grab a stylish umbrella and let the raindrops be the backdrop to your love story.
2. Plan B Venue: 🏠 If you have an outdoor ceremony or reception planned, consider having a backup indoor location. This way, your day can still be as beautiful as ever, rain or shine.
3. Cozy Cover-ups: 🧥 Cute boots and a chic umbrella can turn a rainy day into a fashion statement. [Insert fun story of a wedding you shot in the rain]

This experience taught me that love shines in every weather! 🌂❤️

Worried about rain on your wedding day? 📸 Let's brainstorm some creative ideas together. [Conclude with CTA to get in touch and book your services]

### HASHTAGS

#RainyDayLove  
#WeddingWeatherPlan  
#LoveInTheRain  
#WeddingPhotography  
#RainyDayRomance  
#WeatherContingency  
#PlanBWedding  
#WeddingMagic  
#UmbrellaElegance  
#CapturingLove  
#LoveStoryInTheRain

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
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# POST

## planner

POST: NATIONAL SPOUSES DAY

POST DATE: 1/26/24

### CAPTION

🎉 Happy National Spouses Day! 🥰🌟 Today is all about celebrating the beautiful journey of love, and I'm thrilled to share some special moments from my favorite shoots over the years. Swipe left to see the magic! 📷❤️ #NationalSpousesDay #LoveStoryInFrames

[insert story about the first wedding you ever shot, or one of your favorite wedding moments. Also fun to include is a possible anniversary shoot you did for couples celebrating their love. If married, highlight your own spouse and share your own personal wedding photos]

### HASHTAGS

#ForeverUs  
#NationalSpousesDay  
#Weddingphotography  
#Weddingphotographer  
#Spouse  
#Couple  
#Marriedlife  
#Weddingpics  
#Photoshoot  
#Bride  
#Groom

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post should be a carousel or reel highlighting past shoots and some of your favorite moments.
- When using CTAs, use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: RECENT SHOOT HIGHLIGHT

POST DATE: 1/27/24

### CAPTION

Just stepped out of a heartwarming photoshoot with [Couple's Names] and I couldn't wait to share a glimpse of their romance in [Location/venue]. Swipe to soak in the love. ❤️✨

- [Highlight 1]: [Describe a standout moment from the shoot]
- [Highlight 2]: [Highlight a unique detail that made this shoot unforgettable]

Big thanks to [Couple's Names] for trusting me with their love story. 🙏💕

Are you ready to start planning your big day? Whether an intimate engagement or a grand wedding, let's chat about turning your dreams into everlasting memories. [CTA for followers to get in touch with you]

### HASHTAGS

#LoveChronicles  
#FreshLoveTale  
#WeddingMagic  
#CaptureTheMoment  
#EngagementPhotography  
#CherishedMemories  
#Weddingphotography  
#Weddingphotographer

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post should be a carousel or reel .
- When using CTAs, use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: WHERE TO GET MARRIED IN [CITY/STATE]

POST DATE: 1/28/24

### CAPTION

🌟 Unveiling Hidden Gems for Your Dream Wedding in [City/State]! 🌿💍

Searching for a wedding venue that's as unique as your love story? Look no further! I have scoured [City/State] to bring you the most extraordinary and underrated spots for your special day. [If carousel] Swipe to discover enchanting backdrops that will turn your wedding into a fairy tale. ✨💑👰

1 [Location 1]: [Description and significance of the location with a hint of mystery]

2 [Location 2]: [Share the charm and allure of this second hidden gem]

3 [Location 3]: [Highlight the uniqueness and romance of this venue]

Remember, your love deserves a setting as exceptional as you are. ❤️✨

Ready to turn your dream wedding into reality? [Conclude with CTA to get in touch with you]

Let's create timeless memories together! 📸✨

### HASHTAGS

#[City/State]Love  
#DreamWeddingVenues  
#LoveInEveryPixel  
#WeddingMagic  
#UniqueVenues  
#CaptureTheMoment  
#SayIDoInStyle  
#EngagementPhotography #  
[YourCity]DreamWedding  
#PhotographyMagic  
#HappilyEverAfter

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post should be a carousel or reel .
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# POST

## planner

POST: CLIENT TESTIMONIAL

POST DATE: 1/29/24

### CAPTION

Hearing from this amazing couple, [Client's Name] and [Partner's Name], fills me with joy! ❤️  
Swipe left to see their stunning photos after you read their heartfelt words about their magical day.

Their love story really unfolded beautifully, and I'm grateful to have been a part of it! 🙌  
Looking to have your special moments captured? Let's chat! [Applicable CTA to get in touch and book your services]

### HASHTAGS

#ClientLove  
#InFocusLove  
#WeddingMagic  
#HappilyEverAfter  
#RealLoveStories  
#CaptureTheFeeling  
#CherishedMoments  
#SayIDoWith[YourBusinessName] #PicturePerfectMemories

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post should be a carousel or reel .
- When using CTAs, use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: PHOTOGRAPHY TERM: FOCUS

POST DATE: 1/30/24

### CAPTION

📸✨ It's Time for Photography Terminology 101 - Focus ✨📸

Hey, aspiring photographers! Today, it's time for another rendition of photography terminology, starring a term we all know and love: "Focus." 📸

Focus: It's not just about sharp images; it's about telling a story through precision and clarity. Achieving the perfect focus involves more than just adjusting your lens—it's about capturing the essence of the moment in a single frame. Mastering focus transforms an image into a timeless piece of art. 🔍✨

[Insert what you love most about using focus or how you've come to master it and the importance of it in wedding photography]

💡 Quick Tip: Experiment with different focus points and depths to add depth and dimension to your shots. Remember, the story is often in the details! 📸✨

[Conclude with CTA to learn more from your website or blog]

#### HASHTAGS

#PhotographyTerminology  
#FocusMatters  
#CaptureTheMoment  
#PhotographyTips  
#AspiringPhotographers  
#ArtOfFocus  
#LearnPhotography  
#PhotographyEducation  
#LensMagic  
#WeddingPhotographer  
#Photography101

#### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

#### TIPS & TRICKS

- Remember to personalize your Calls-to-Action based on your brand voice and the specific services you offer.
- Try to use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!



# POST

## planner

POST: NATIONAL HAT DAY

POST DATE: 1/31/24

### CAPTION

Happy #NationalHatDay!

Today, I'm throwing it back to some unforgettable moments with amazing couples who added a touch of flair to their shoots with - you guessed it - HATS! 🧢

📷 From boho chic to classic elegance, these couples nailed the hat game and brought their personalities to life. ☀️ Swipe to see for yourself! 👉

Would you ever wear a hat on your wedding day? ❤️ Share your own hat stories below! 📌

💍 And if you're ready for your own love story photoshoot, contact me! [Conclude with CTA on how clients can get in touch].

### HASHTAGS

#WeddingPhotography  
#EngagementPhotos  
#LoveStory #HatsOnPoint  
#ClientSpotlight  
#PhotographyMagic  
#DetailsMatter  
#LoveInEveryFrame  
#CaptureTheMoment  
#MemoriesInTheMaking  
#WeddingHats

### POSSIBLE CTA'S

- Let's talk! Drop a comment or send a DM.
- Click the link in bio to schedule a consultation
- Visit my website to learn more.
- Read my blog for more info on [applicable subject]
- Join my mailing list for exclusive offers! Link in Bio!

### TIPS & TRICKS

- This post should be a carousel or reel .
- When using CTAs, use just 1 or 2 CTA's per post.
- Avoid sounding salesy - remember that not all posts require a CTA!