

Photo & Video Strategy Checklist

Photo Tools and Resources Guide



Goal: Use video and photos to boost your credibility and professionalism on social sites.

Plan: On your upcoming travels, please take photos that depict the essence of the destination and provide an insider's view or behind the scenes glimpse. Here are some ideas of types of photo content that have shown successful social reach.

- Sunsets
- Beaches
- Photos with you and the ship's captain or other professional staff.
 - Make sure you're nicely dressed and limit the shots of you with cocktails in hand.
- Photos 'behind the scenes'
 - Galley tour on a cruise
 - Tour of the bridge
 - Hotel kitchen tour
 - Cooking classes in a unique setting and destination
 - Photos of yourself with hotel or resort general manager or sales manager
- Seek out unique settings or viewpoints
- Use unique angles and lighting to your advantage
- Capture quirky scenes and local signage
- Groups of people who look like your typical client
- If escorting a group, take group photos of people
 - Participating in a Cooking class or wine tasting,
 - In front of a landmark
 - Enjoying an activity or relaxing moment
- Unique activities
 - Zip-lining
 - Cycling, hiking, rafting
 - Action shots
- Food; plated and buffets
- Capture rapture at local events and festivals
- Table décor
- When attending a conference focus on shots of you and the supplier representative along with a brochure or prop. Check the background setting for a professional look.

Try to Avoid:

- Photos of you and your family
- Swimsuit photos
- Any photos of yourself you wouldn't want your grandmother to see

See below for the rest of the checklist....



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About Catherine

As a travel and hospitality professional, Catherine speaks your language, understands your unique issues and knows how to help you take your business to the next level. She is a recognized leader in the use of social media as a networking and marketing tool for the industry. Her popular workshops and seminars earn rave reviews and drive results that clients can see in their marketing ROI.

Let's connect to see if there may be a fit to bring this message to your next meeting, convention or in-house training session.

Marketing Solutions

Let us do the work for you!

Know you need social media? No time? Here's the solution.

Many travel pros and industry leaders find they don't have the time or talent to allocate to develop their social media marketing platforms. The fact is that while social media marketing is an indisputable leader in awareness, engagement and opportunity, many don't understand the strategy or the ways to incorporate this key element into their business plan.

Customized Management Solutions can help. Strategy, Design, Implementation, Analysis, Consultation. We'll **build your social sites** (Facebook, Twitter and/or LinkedIn). That's not all....we'll also **post directly to your sites for you!** All this for a reasonable investment.

We do the work for you! <http://bit.ly/SMpkgs> and <http://bit.ly/SMforTAs>

Advanced Strategy

- Create Audio & video **recordings**
 - Interview ship staff, hotel management or supplier representative
 - Interview clients on your group tour
- Make your **photos** stand out by using image editing tools
- Create a **Powerpoint** slide show and include your social addresses
- Create a short photo **video** using You-Tube, Animoto, Prezi or other tools
 - You can upload your still photos and create a short video using the above tools.
- Use micro-video like **Vine and Instagram video** to captivate in short segments

Image editing tools

Canva	Image editing and creation
Industry Resources	www.cmsspeaking.com
PicMonkey	Image editing and creation
Pinstamatic	Image creation
Quozio	Image creation

Photo Sources

Supplier Image Galleries	Check with your top suppliers to gain access to their photo and video libraries
Fotolia.com	Dreamstime.com
Stock.xchng http://www.sxc.hu/	EncirclePhotos.com and contact Dick Ebert < ebert@encirclephotos.com >



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Note: This guide is by no means complete as social media is an ever-changing field. Please keep in touch with me and pass along tools that you find useful as they become available.

You're invited to follow my blog for more updates and quick tips specifically for the tourism and hospitality industry. <http://www.cmsspeaking.com/blog/>

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