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## Facebook photography page

Creating a Facebook Photography Page: A Guide to Building Your Audience and Promoting Your Work Facebook offers a powerful platform for photographers to showcase their work, connect with fans, and build a community around their brand. In this article, we will walk you through the process of creating a Facebook photography page and provide tips on how to use it to its fullest potential. ### Choosing the Right Category When registering your fan page, select the "website" category instead of "public figure." This is because having 10,000 fans can limit your growth, and this rule may change with new features like subscriptions. ### Optimizing Your Page for Search To ensure that your Facebook photography page appears in Google search results, include relevant information in the About section. Edit your profile picture to represent your business and use it to attract new visitors. ### Choosing a Profile Picture Select a photo that best represents your services as a photographer. Use this space to display an image or text that will enable people to learn more about you. Consider adding a logo icon to build your brand. ### Additional Tips \* Edit the About section to tell people about who you are and what you do. \* Use the profile picture to attract new visitors viewing the Facebook page for the first time. \* Add relevant keywords in the description of your page to improve search visibility. \* Post high-quality content regularly to engage with your audience. When creating a Facebook page, the cover photo is crucial in attracting viewers. Choose an eye-catching image that complements your profile photo, whether it's photographic, text-based, or a combination of both. You can even opt for a video cover if you want. Aim to create something unique and captivating while keeping it visually appealing without being overwhelming. If you're using a logo as your profile picture, consider a different design for your cover. Experiment with themes that tie in with your profile and cover photos by using similar color schemes or displaying related images. Make sure to provide visual information without going overboard. Make a Facebook page for your portfolio and ensure all your photography pages have access to it. Some may worry about sharing their photos on Facebook, but as long as you take proper care, there's little risk of theft or misuse. Learn how to professionally share your photos online and pay attention to posting guidelines for a Facebook page. Don't forget about image sizes and color profiles to ensure all images display correctly. Consider adding a watermark if you're concerned about photo theft: a small watermark in the corner is usually sufficient. Choose only your best photos when creating a Facebook page, as poor-quality images can detract from your strongest ones. Remove redundant photos and stick to the most interesting ones to keep viewers engaged. Post regularly to keep your audience interested. Select your 30 best images and post one each day of the month. Even a single captivating image can spark curiosity about your work, leaving viewers impressed and wanting more. You need to keep posting pictures on your Facebook page regularly to engage with your audience and get their feedback. If you stop interacting, specific pages may disappear from your newsfeed even if you've liked them. To maintain interest, post new photos consistently. When creating a Facebook fan page, aim to attract clients by making it easy for them to like and follow you. Add a Call to Action button, such as "Sign-up," which directs users to your website where they can sign up with their email in exchange for a free video or introduction to your services. This makes it easy for potential clients to get involved and view your services. If you don't make it easy, they might like the page but move on without further interaction. Choose and claim your username wisely, using capital letters to make it recognizable by Facebook. Use relevant keywords in your title, including "photography," to help with internet marketing. To increase interaction, connect your page to Twitter or use a social plugin if you have a website. This can improve reader engagement and direct users to your website. Creating a Facebook Page for Your Photography Business Can Boost Customers and Fans When creating a Facebook page for your business, your profile picture plays a crucial role in representing your brand. Choose an image that accurately reflects your services and appeals to your target audience. Don't let poor-quality photos bring down your Facebook page. When sharing images, remember that a weak photo can distract from stronger ones. Only include high-quality photos that will grab attention and interest. I recently attended a friend's wedding BBQ and took over 700 photos, but only 156 made the cut. The key is to showcase variety without overwhelming viewers with repetitive or poorly exposed shots. Remove redundant images and focus on posting your best work. Post regularly to keep fans engaged and interested in your page. I update my Facebook wall frequently to encourage interaction and feedback. Don't let your page fall silent, as this can lead to lost fans. Keep the conversation going by sharing new photos and content. When creating a Facebook fan page, make it easy for clients to like and follow you. Add a Call To Action button that prompts visitors to take action. On my Expert Photography Facebook Page, the button says "Sign-up," which directs users to my website where they can receive exclusive content. This encourages deeper engagement and increases the chances of converting fans into clients. Finally, choose and claim your username once your page is set up. With a little effort, you should be able to attract 25 likes or more and gain access to custom URLs. Claim your username by using capital letters to make it easily searchable. When I set my URL to ExpertPhotography, Facebook recognizes the capital letters and reverts it to www.facebook.com/ExpertPhotography, making it look better. Keep your title relevant and include "photography" for effective internet marketing. Share Your Page to Increase Interaction: Connect your page to Twitter to improve reader interaction. Use a social plugin like the official Facebook plugin on your website to gain new fans. My page is currently growing by 1,000 new fans a month, which I attribute to this plugin. Don't miss this step! Finally, share your page on your personal Facebook and ask friends to like it to boost your numbers and avoid looking amateurish. This will get you started and help produce a page that gets more customers for your photography.

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