

Welcome



Introduction to Social Media and Photography

G25040508

with Alex Ignacio

May 2-4, 2025

Hello!

I'm incredibly excited to have you join the Introduction to Social Media and Photography workshop at Ghost Ranch. We will have a great time learning to make your social media marketing as stress-free and fun as possible. Learn how to set up your routines, develop a consistent schedule, and how to use equipment you already have to create amazing visual content. Never have to worry about "What do I post today?" - you'll always be prepared ahead of time! The primary focus will be on Instagram, but most of the techniques and strategies are applicable wherever you share posts like Facebook and TikTok.

You will also learn about photography and video for social media. Find out what your smartphone is capable of, and just as importantly, when it's necessary to go beyond your smartphone to create content. From planning, capturing, editing, to posting, you'll see how to develop your own personal workflow to manage your online marketing.

What should you bring to the workshop?

- A notebook or method for taking notes
- Your smartphone
- A laptop (optional but helpful for accessing third party editing and scheduling apps)
- And if you'd like, your social media accounts to share with everyone so we can follow each other

Sincerely,
Alex Ignacio

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Workshop Itinerary:

Friday

3pm check in starts

5:30-6:30 dinner and brief orientation

Evening session 6:45pm-8:30pm:

- Introduction and background of myself
- Meeting the other participants
- Sharing of participants Instagram accounts for networking and community building
- Brief conversation of the weekend's itinerary and activities

Saturday

Morning Session 9am-noon:

- Creating visual content
- Planning
- Shooting
- Editing
- Posting

Afternoon Session 1:30pm-5pm:

- Developing content
- Describing your audience
- Stating your overall and post specific goals
- Defining your vibe and your value proposition
- Creating a content calendar
- Scheduling your content: frequency and timing
- Different types of posts: reels, posts, stories, and live

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Sunday

9am-11:30am Morning Session:

Morning session: CHECK OUT 10:00 AM (please be prepared, having all personal belongings out of rooms by or before check out time), Class session will continue until 11:30

- Useful programs and apps for content creation
- Brief talk about other social media platforms
- Alternative options, “closed” communities such as Patreon or Kajabi
- Finding inspiration and example accounts
- Recommendations for gear, accessories, and cameras
- Wrap up and questions
- Thinking about social media and online marketing in terms of “energy”
- Gathering feedback from participants about future workshops and classes

****If you plan to stay for lunch, you must pre-purchase it at Friday check in**