

VIDEO, PHOTO UPLOADS: WORKFLOWS THAT WORK

> You've bought an iPhone 6 Plus or Samsung Galaxy S5, the apps you need to take fantastic photos and videos, and the software on a desktop or laptop to manage a soon-to-be burgeoning media library. Now what?

These tools are useless unless you have a workflow that optimizes the process of capturing photos to either upload them to social media or publish them on your website. This month, we provide you with these best practices.

Prep Your Phone

Before we jump into workflow, let's prep your smartphone for life on the road.

The first step is to delete silly apps or games that are hogging your smartphone's storage. On an iOS device, hold down the app onscreen until the icons wiggle. Delete the app by tapping the "x" in the top corner. On Android, click the settings icon, then "App." Click on the app you want to delete, then click "Uninstall."

Next, accept that you absolutely will drop this expensive piece of equipment, and buy a sturdy plastic smartphone case for about \$15 to \$20 to provide basic protection. If you have a few more dollars, get a battery case for \$80 to \$120 to give you even more battery life.

On the Road

One useful workflow technique you'll want to master is capturing media on the road and uploading it online, on the spot.

Although all social media apps can snap photos or capture video within the app, it's a good idea to use the apps we recommended last month: ProCamera 8 and FiLMiC Pro (iOS) or Camera FV-5 and Cinema FV-5 (Android). These apps allow you full control to capture the best possible shots, which are then stored to your smartphone's default media library untouched. (Many apps, such as Instagram, apply filters to photos prior to posting within the app, which of course alters the photo.)

Post to Social Media

If you're only on Facebook, you can then open the app, import the photo from the smartphone media library and post from there. On multiple social media sites? Consider using Instagram as your pri-

mary app to post to Foursquare, Twitter and Facebook selectively or simultaneously if you have these accounts.

To set up this process, open the Instagram app, click the profile icon (lower right) and then the cog icon (upper right). In "Options," click "Linked Accounts," and then input your relevant social media login information.

Twitter recently struck a deal with Google so that tweets are now searchable by Google. By getting on Twitter and Instagram, you'll populate Google search results with tweets and posts to Facebook as well.

Workflow at the Shop

Another workflow technique you'll need to become comfortable with involves taking photos, downloading them to your desktop and then uploading them to your websites.

Because of the storage capacity required for photos and videos, we recommend having a dedicated computer with an external hard drive, such as the LaCie d2 USB 3.0 Thunderbolt 2 series 6TB version (\$500). In addition, if you need to use another computer, you can move the external drive and plug it in to the new PC or Mac. The LaCie Thunderbolt 2 interface also gives extremely speedy connections for Mac users.

Consider purchasing a 24-inch monitor (\$200) so you can zoom in to photos or display several at the same time.

Once you plug in the drive, you'll need to store all your media on this device. On a PC, use your digital camera import program to copy all the files on the external hard drive. (Google's Picasa, the program we recommended, will automatically find these files when you open the program.)

On a Mac, create a new iPhoto library by going to File > Switch to Library > Create New and placing the new library on the external hard drive. (Apple will soon release a new program called Photos to replace iPhoto. We'll update you on any new processes in a future article.)

Tag and Post

After you download all photos and videos, delete them from your smartphone so it's ready for the next event; most PC import

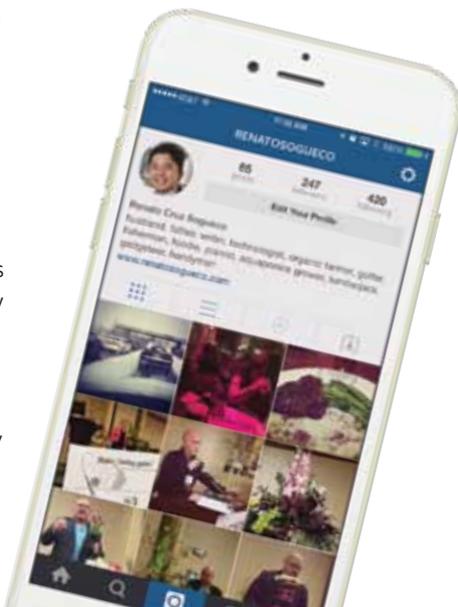


programs and iPhoto/Photos will prompt you to do this and will automatically categorize photos chronologically. Tag photos by color, flower, event or venue so you can find the right photos quickly.

Although you may have posted to social media on the road, you may want to post a previously downloaded photo. iPhoto has built-in features to post to Facebook, Twitter and Flickr. For Picasa, you'll need to download and install Picasa Uploader for Facebook.

If you're a social media-, photo- and video-posting newbie, this may seem overwhelming at first, but you need to start thinking of this as an essential marketing task. The workflow will become more efficient as you do it more often; by the end of the month, it should be second nature. 🌸

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