



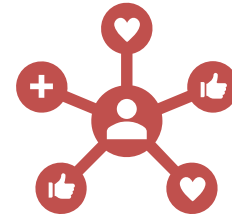
# Photo Chat

Mai 12<sup>th</sup>, 2020

# Before We Begin



**This meeting is being recorded, transmitted live and will be posted on Facebook and on the [blog](#).**



## Today

1. Post-lockdown activities in our group
2. News and resources from the Photo World  
*(documentaries, videos, fun and educational sources)*
3. Luminosity Mask by Jan
4. Instagram from Computer p2: third party
5. Photo Challenge #4

# Post-Lockdown Activities

## Photo Walks

- Thu 28/Mai?
- Where
  - a) Viadukt
  - B) Altstadt to South
  - ?



# Post-Lockdown Activities



- Photo Walks
- Model Sharing
- Used gear Flohmarkt – mid June

# Documentaries, videos & Co.

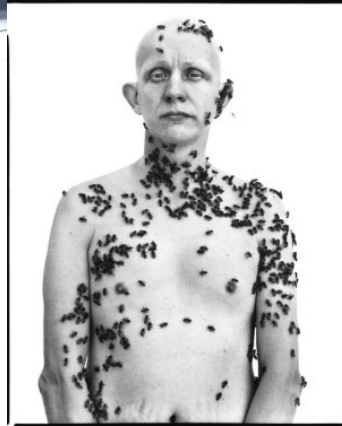


- All sources welcome
  - Streaming services
  - Online “rental”
  - Youtube
  - websites
  - ...
- Contribute: TueCHat@CHaya.photo



# Richard Avedon (1923-2004)

- American photographer
- Advertising and fashion
- Great view of portratiture
  - Pioneered shooting in all situations
- Street photography pioneer
- [Youtube interview](#) (54')



# Free Learning



Tuesday

## May 12th

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9:00AM [PHOTO & VIDEO](#)

### Retouching & Adobe Photoshop Techniques

LINDSAY ADLER

Thursday

## May 14th

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9:00AM [PHOTO & VIDEO](#)

### Adobe Photoshop CC Bootcamp

BLAKE RUDIS

Saturday

## May 16th

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9:00AM [PHOTO & VIDEO](#)

### Essential Compositing Tips & Techniques In Photoshop

JESÚS RAMIREZ

Wednesday

## May 13th

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9:00AM [PHOTO & VIDEO](#)

### Adobe Premiere Pro CC Video Editing: The Complete Guide

ABBA SHAPIRO

Friday

## May 15th

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9:00AM [PHOTO & VIDEO](#)

### Advanced Portrait Retouching

LISA CARNEY

Sunday

## May 17th

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9:00AM [PHOTO & VIDEO](#)

### Adobe Photoshop CC: The Complete Guide

BEN WILLMORE

At [CreativeLive](#)

**AKTION!**

# Group Questions



- Luminosity Mask  
by Jan Aidel







- Instagram from third party websites
  - + Easy upload
  - + Schedule
  - Another step
  - Third party not always allowed

# 3<sup>rd</sup> Party Instagram Plan/Post

- Last week: post from computer

## On the blog

### Instagram Hack

- Why post from desktop
  - Easier and faster workflow
  - Edit images/videos before posting
  - Paste hashtags and description
  - Consistency
  - Last update added enabled Messages with desktop app

### Instagram Hack: How

Chrome

Edge

Firefox

IE users: tip in the end






# 3<sup>rd</sup> Party Instagram Plan/Post






## #1 Marketing Platform for Instagram

Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter

-  **Import Media from Anywhere**  
Sync photos and videos from your phone, desktop, Google Drive, or Dropbox
-  **Find Your Content Quickly**  
Search all your photos and videos in a second and stay organized with labels
-  **Switch Between Accounts**  
Create a different content library for each Instagram account

## Plan a Week of Instagram Posts in 20 Minutes

Spend less time posting to Instagram and more time growing your business.

-  **Visual Content Calendar**  
Intuitive and easy to use, you can start scheduling Instagram posts in minutes
-  **Plan Your Feed with Drag & Drop**  
Preview your feed before you post to create a beautiful Instagram aesthetic
-  **Schedule Automatically to Instagram**  
No notifications required! Auto Publish is available for Instagram business profiles



# 3<sup>rd</sup> Party Instagram Plan/Post



[link](#)

Save 17% with yearly billing

Yearly Monthly

Free	Plus	Premium	Starter	Brand
For Individuals, Free Forever	For Power Users & Solopreneurs	For Small Businesses	For Growing Companies	For Agencies & Large Teams
Always \$0/month	From \$7.5/month billed yearly	From \$16/month billed yearly	From \$24/month billed yearly	From \$41/month billed yearly
1 profile per social platform 30 posts per social platform @ i t f p	1 profile per social platform 100 posts per social platform @ i t f p	2 profiles per social platform 250 posts per social platform @ i t f p	3 profiles per social platform Unlimited posts @ i t f p	5 profiles per social platform Unlimited posts @ i t f p
Select Plan	Select Plan	Select Plan	Select Plan	Select Plan

## Key Features

	Free	Plus	Premium	Starter	Brand
Users <sup>Ⓞ</sup>	1	1	2	3	5
Visual Instagram Planner <sup>Ⓞ</sup>	✓	✓	✓	✓	✓
Unlimited Media <sup>Ⓞ</sup>	✓	✓	✓	✓	✓
Linkin.bio <sup>Ⓞ</sup>	Lite	Lite	Standard	Standard	Standard
Instagram Analytics <sup>Ⓞ</sup>	Lite	Standard	Standard	Standard	Standard
Instagram Stories Scheduling* <sup>Ⓞ</sup>	×	✓	✓	✓	✓
Instagram Best Time To Post <sup>Ⓞ</sup>	×	×	✓	✓	✓
Hashtag Suggestions <sup>Ⓞ</sup>	×	×	✓	✓	✓

# Multiple offers (at your risk)



## #2: Zoho Social

Zoho Social offers **direct publishing for Instagram**, Twitter, Facebook pages, LinkedIn company pages, and Google+ pages. Users with the free plan can **manage one of each of the aforementioned social properties for one brand**. Plans with additional team members and features start at \$10 per month.

To authorize Zoho Social to publish directly to your Instagram business account, **click the Set Up Direct Publishing link**.



### Listening Dashboard

Create columns to track reviews, keywords, or mentions. Build new connections by discovering and participating in relevant conversations across social channels.



### Stats and Analytics

Discover where your followers are from, the type of content they love, what your connections are saying about you, and other metrics to analyse your brand's performance.



### Publishing Calendar

Preview your scheduled posts, drag and drop to reschedule, and manage your content pipeline—from a single screen.



### Live Stream

See incoming engagements as and when they happen. Get all the context you need to respond to everyone who interacts with your brand on social media.



### Custom Reports

Choose from a wide range of analytics to tailor-make reports for multiple social channels. Add more visual appeal to your reports with colourful graphs and charts.



### Content Queues

Create a posting schedule with unique time slots. Or, rely on SmartQ predictions to publish when your audience is most active.



### Direct Messages

Reply inline to all the messages you receive on Facebook and Twitter. Check out their social profile information, and see who responded from your team.



### Schedule Reports

Set up a schedule, decide on the frequency, and automate reports to be delivered to your team at a time of your choice.



### Bulk Schedule

Taking a long break? Use a spreadsheet to create as many social media posts as you like, and schedule them in one go.

#### For Individuals & Businesses

##### STANDARD

## €10

/month billed annually

TRY NOW

##### PROFESSIONAL

## €25

/month billed annually

TRY NOW

##### AGENCY

## €200

/month billed annually

TRY NOW

##### AGENCY PLUS

## €300

/month billed annually

TRY NOW

1 Brand (7 Channels) ⓘ

2 Team Members

1 Brand (7 Channels) ⓘ

3 Team Members

10 Custom Reports/Brand

10 Brands (70 Channels) ⓘ

5 Team Members

25 Custom Reports/Brand

20 Brands (140 Channels) ⓘ

5 Team Members

25 Custom Reports/Brand

✓ Facebook, Twitter, LinkedIn, Google My Business, and Instagram

✓ Publish and Schedule

✓ Repeat Posts

✓ SmartQ

✓ Pause/Resume Scheduled Posts

✓ Bitly integration & URL shortener

✓ Published Post Statistics

✓ Summary Reports ⓘ

✓ Collaborate

✓ Monitor (5 columns/Brand)

✓ Zoho Desk Integration

✓ Zoho CRM Integration

✓ zShare Browser Extension

Add-ons

#### Standard Features +

✓ Publishing Calendar

✓ CustomQ

✓ Custom Audience Targeting

✓ Bulk Scheduler

✓ Monitor (15 columns/Brand)

✓ All Reports & Analytics

✓ Scheduled Reports

✓ Facebook Lead Ads and Forms

Add-ons

#### Professional Features +

✓ Agency name, logo, favicon, and custom domain

✓ Personalized client invite emails

✓ Agency-branded reports

✓ Custom view for clients

✓ Free login for clients

Add-ons

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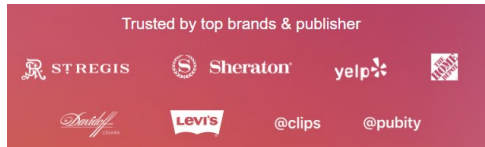
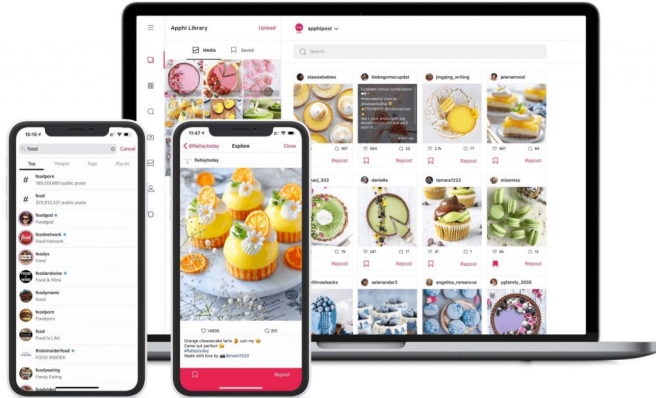
✓ Free login for clients

Add-ons



# Other alternatives

## 1. Apphi



	FREE	PLUS	Most Popular PRO	TEAM	BUSINESS
	CHF 0/m	CHF 14/m	CHF 31/m	CHF 62/m	CHF 104/m
	Select	Select	Select	Select	Select
Unlimited Instagram, Facebook, Twitter	✓	✓	✓	✓	✓
10 autopost per month per Instagram, Facebook, Twitter	✓	✓	✓	✓	✓
iOS, Android, Mac, PC	✓	✓	✓	✓	✓
Unlimited Autopost	X	1 Instagram, 2 Facebook, 2 Twitter	5 Instagram, Unlimited Facebook, Unlimited Twitter	20 Instagram, Unlimited Facebook, Unlimited Twitter	60 Instagram, Unlimited Facebook, Unlimited Twitter
Schedule on multiple social accounts	X	✓	✓	✓	✓
Drag & Drop Preview	X	✓	✓	✓	✓
Advanced Analytics	X	✓	✓	✓	✓
First Comment	X	✓	✓	✓	✓
Suggested #	X	✓	✓	✓	✓
Best Time To Post	X	✓	✓	✓	✓
Bulk Schedule	X	✓	✓	✓	✓
Repeat Schedule	X	✓	✓	✓	✓



# Photo Assignments

- Collective Images
  - Self portraits?
- [Photo CHallenge #4](#)
  - Still 2 weeks to submit
  - Theme CHange

# Photo CHallenge #4



# Free

# Colour(s)

These are the new themes for our [Photo CHallenge](#).

It doesn't matter which (or both) you pick,  
just create some gorgeous images for our CHallenge.



# Photo Assignments



Random [search icon]

Lonely    Fighting boredom with s...    Yesterday we heard the changes and we'll slo...    Over the Rainbow.    Lockdown Blues

Big City    unaffected by quarantine    How I see the world from my window    From my window

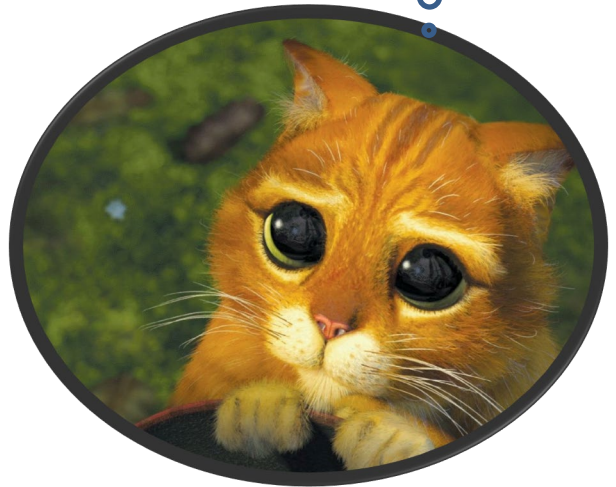
★ ★ ★ ★ ☆ 3    ★ ★ ★ ★ ☆ 1    ★ ★ ★ ★ ☆ 2    ★ ★ ★ ★ ☆ 0    ★ ★ ★ ★ ☆ 3

● 0    ● 1    ● 0    ● 0    ● 0

★ ★ ★ ★ ☆ 1    ★ ★ ★ ★ ☆ 1    ★ ★ ★ ★ ☆ 2    ★ ★ ★ ★ ☆ 1

● 0    ● 0    ● 0    ● 0

Nobody likes assignments 



# Photo CHallenge #4



Children are both free and happy in ways we adults have simply... Finally nature!



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I WILL break free, no matter what!

Finally nature!

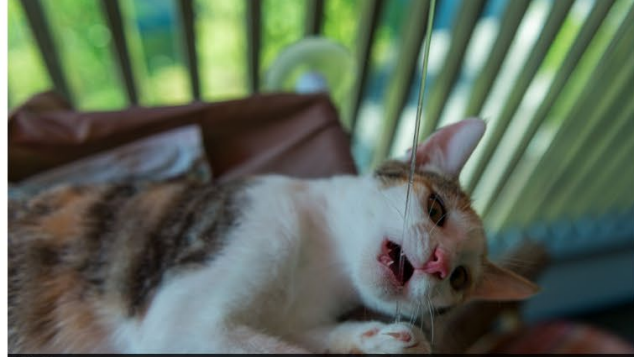


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It doesn't take much to be happy, it is a choice. The more you "n..."



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# Ideas



- Edit the same photo
  - Regular edits
  - Composite
- Edit together/live (i.e. Lum. Mask/colour mask)



Thank you

See you next [Tuesday!](#)