



SAMPLE INSTAGRAM PHOTOS & CAPTIONS

For Wedding Planners

Hello!

My name is Jody-Ann Rowe and I help wedding planners attract more traffic, leads and referrals online. Thank you so much for visiting my website and I hope you enjoy the download!



Jody-Ann Rowe, Founder of
The Event Certificate

HOW TO USE GUIDE

Thank you for downloading the bundle! Here are a few tips to get you started with your Instagram posts.

STEP 1: Each day's post includes a curated copyright free image for you to use. This is extremely helpful if you're a fairly new event planner and do not have a ton of your own event images to use.

If you are more seasoned Event Planner with your own event images, I highly recommend using one of your own photos instead. You will see for each post there is a list of photo ideas to guide your replacement selection.

STEP 2: Each post also includes a caption for that day. Some captions requires no edit, while some allows you to customize options and/or fill in the blanks. Copy, paste and edit these captions for use on your Instagram account. And don't be afraid to be creative! Add emojis, translate to another language etc.

STEP 3: Photo captions. Most photos include a photo credit for the photographer. You do not have to include these in your posts (yes they are optional), however I've included them in the captions for your information in the event someone asks. If a potential couple is intrigued by a photo and wants to know who took it, don't hesitate to share this, or use it as an opportunity to collaborate with that photographer (if they are in your area) and market your services.

STEP 4: Pay attention to notes withing brackets [] that needs you to select an option or fill in the blank. These are meant to be guides, so please read the caption carefully before posting.

Enjoy! And be sure to tag [@eventcertificate](#) so I can like your posts!

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