

The 30-day Instagram Social Media Schedule for Female Photographers

As you work through this schedule : [Listen to the Podcast EPISODE HERE and work along side us.](#)

Don't overthink it, done is better than perfect, always!

With love, joy & faith

Leo + Nami aka The Female Soulpreneurs x

The 30 day Content Schedule:

Week 1:

Build Connection & desire

Day 1

1. A 'Get to know me' Post see example here, pin it:
https://www.instagram.com/p/DTrscf9iXRA/?img_index=1
2. Carousel
3. Share your name, where you live, some random facts about you and why you love photography, this is an emotional connection post.
4. B roll tip: film yourself walking with your camera, opening your bag, looking at light, or making coffee, use what you already have on your phone.
5. Caption prompt: Who you are and why you started taking photos

Day 2

1. Show your recent work
2. Carousel up to 20 images
3. Use a trending audio but make it suitable to your brand still
4. Caption prompt: As which one is their fav image and why

Day 3

1. My current camera and the photos I take, see example here:
<https://www.instagram.com/p/DHsGPeapzBG/>
2. Reel or carousel
3. Beginners can share phone cameras too, this isn't about the best gear, it's about connection and relatability.
4. B roll tip: show your hands holding the camera or phone or do a video and photo mixture as example.
5. Caption prompt: Gear matters less than your eye, I am shooting on the 10+ year old camera etc etc. or I bought a brand new camera.

Day 4

1. 3 things I love to photograph (e.g. women, surf, flowers)
2. Carousel
3. Add three images and a line under each
4. Caption prompt: What subjects pull you in and why and add a prompt: what do you like to photograph?

Day 5

1. Show your recent work
2. Carousel up to 20 images
3. Use a trending audio but make it suitable to your brand still
4. Caption prompt: As which one is their fav image and why

Day 6

5. Personal, vulnerable photography story + learnings (eg. a mistake I made when I started) example: here: https://www.instagram.com/p/DHb0T-aTMEH/?img_index=1 or https://www.instagram.com/p/DJQAR_mBRS3/?igsh=eGRqNHRnemxneTR2
6. Reel or Carousel
7. Voiceover recommended (for human touch)
8. B roll tip: walking clip or editing clip
9. Caption prompt: Mistakes I made when I started photography

Day 7

An image that inspired me on my journey, example here:
<https://www.instagram.com/p/DMr3LU9pLBV/>

1. Carousel or grid post
2. This post will help deepen your why online and make people say “Oh me too!”
3. Caption prompt: This is where you can tell a personal story

WEEK 2

Build authority

Day 8

1. Show your recent work
2. Carousel up to 20 images
3. Use a trending audio but make it suitable to your brand still
4. Caption prompt: As which one is their fav image and why

Day 9

Proof you don't need... (insert myth) to... (desired outcome). Example:

https://www.instagram.com/p/DEdpycPydg_/?igsh=MXh3b3o0eDQ2NjByaA== or
<https://www.instagram.com/p/DJiyv6JJVVb/?igsh=MW40NTUwdWY4eGF4cQ==>

1. Address a comment myth in photography
2. Words on carousel to proof it's not true
3. Can be anything you feel passionate about when it comes to photography (skills, gear, degree, etc.)

Day 10

1. If I had to start from 0 this is what I would do. Example here:
https://www.instagram.com/p/DEBHEAATKH4/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
2. Carousel
3. Example: Shoot in natural light, clean backgrounds, move your feet
4. Caption prompt: Simple always works

Day 11

1. Why I started photography or my fav photo I have ever taken. Example:
https://www.instagram.com/p/DF38Rjgy_bH/?igsh=a21lYTVsbm9nOGNw
2. Carousel with words
3. Caption prompt: Why this image matters to me

Day 12

The hardest part about photography for me “I still

1. Reel
2. Voiceover or captions
3. B roll: slow shots of editing or camera in your hand

Day 13

Colour Photo walk challenge (only yellow, only blue etc)

1. Carousel
2. Go for a ten minute walk and photograph anything that catches your eye
3. Show five images in a grid style
4. Caption prompt: Creativity lives in the ordinary

Day 14

1. Storytelling post. That time when (insert something memorable when you experienced a heightened emotion). Example:
<https://www.instagram.com/p/DJqK72nJxm4/?igsh=MmFsemp2d3l3Mndv> or
https://www.instagram.com/p/DJQAR_mBRS3/?igsh=eGRqNHRnemxneTR2
2. Carousel with image of yourself + words

3. Caption: getting really vulnerable with you for a minute

WEEK 3

Build connection & desire

Day 15

5. Show your recent work with words 'you think i'm just editing photos but capturing the beauty of the world heals me' example:
<https://www.instagram.com/p/DliJGH8p5cs/?igsh=MWFwMzBxdHVweDZkMg==>
6. Carousel up to 20 images
7. Use a trending audio but make it suitable to your brand still
1. Caption prompt: As which one is their fav image and why

Day 16

Client of the future

1. Carousel (use pinterest Images, create a mood)
2. Write out the type of people you want to photograph someday
3. Encourages clarity and intention
4. Caption prompt: As if anyone wants to be part in a shoot like this, if you get takers do a test shoot.

Day 17

1. Post a black and white photo
2. Caption idea: Black and white feels like ...

Day 18

1. Advice that changed my brain chemistry as a ... (something personal to you. For example, girl mom). Example:
<https://www.instagram.com/p/DTHqLyYiXpZ/?igsh=MXVzNW5maXA1YnZs>
2. Carousel with words. Take something that you want people to remember you by (example: girl mom. Or surfer girl)
3. Share something inspiring

Day 19

1. When I grow up I want to be pretty... (insert values that are important to you). Example:
<https://www.instagram.com/p/DR6Tln0CZcw/?igsh=MXVwdG1wcmZ4dTR4dQ==>
2. Carousel with photos of yourself in different settings
3. Add words with values that are important to you

Day 20

1. Yesterday/last week/last month I did something that really scared me for years...
2. Reel or Carousel
3. Share something you've overcome. Doesn't have to be photography related

Day 21

1. I never studied photography (or something people said you should have). Here are my photos. Example: <https://www.instagram.com/p/DTXBnSigY-W/?igsh=YXk0djdoNmY3bjBn>
2. Carousel starting with a photo of you with these words
3. Rest of the carousel are images you took

WEEK 4

Build authority

Day 22

1. If I could tell you one thing about ... (insert something you're passionate about) it would be this. Example:
<https://www.instagram.com/p/DIST4otSPOs/?igsh=MTkwMXo2dmszdmlneg==>
2. Carousel with text
3. Share something you are passionate about

Day 23

1. Teach something you just learned "I cant believe I was today years old when I learnt ..."
2. Carousel or Reel
3. Could be about light, focus, angles, editing, confidence

Day 24

1. Show your recent work
2. Carousel up to 20 images
3. Use a trending audio but make it suitable to your brand still
4. Caption prompt: As which one is their fav image and why

Day 25

1. Showcase your favourite location to shoot "you & me = here?"
2. Reel or carousel

3. B roll: walking into location, looking around, hand touching textures

Day 26

1. I almost gave up on photography... (share a moment you almost quit). Example here:
https://www.instagram.com/p/DH_00u4Tm5J/?igsh=MXhpY21rZGNpOGtieA==
2. Carousel with photos of yourself or your work with text

Day 27

If you want to take photos like this... do this... example:

<https://www.instagram.com/reel/DHZMenMzGIK/?igsh=bWkycG5iZTRiZXZt>

1. Reel or carousel sharing your knowledge

Day 28

1. People always ask me... but they're asking the wrong question. Example:
<https://www.instagram.com/p/DGBiJd4ys0e/?igsh=MXJyZWpwdHF3Z3dxbw==>
2. Carousel with words. Something you think photographers are missing

Day 29

1. An unpopular or controversial opinion. Example here
https://www.instagram.com/p/DRNbLOqklWL/?img_index=1
2. Carousel or Reel
3. Photo or selfie add text on top: Photography shouldn't be hard
4. Caption prompt: explain what you are insecure about

Day 30

5. Show your recent work
6. Carousel up to 20 images
7. Use a trending audio but make it suitable to your brand still
8. Caption prompt: As which one is their fav image and why

Optional Notes:

Use B roll whenever possible, put aside 1 hour each week to batch create this type of content:

B roll ideas: hands holding camera, walking, making coffee, looking at light, unzipping camera bag, editing on laptop, beach shots, greenery, sky, reflections in windows, get a tripod set up whenever you shoot and have it running.

Use one hook in every caption

Example hooks

- The truth is
- Nobody tells you this
- If you are new to photography read this
- What I wish I knew sooner
- If I could start again I would

Use one simple CTA at the end

Example CTAs

- Comment your favourite photo
- Save this to try later
- Share this with a friend who loves photograph

So this is it. If you forget a day, get straight back on the wagon the next day. Consistency beats everything. This challenge is not about perfection. It is about showing up and learning to share your work without overthinking it.

Once your 30 days are done, send us a DM and let us know what you learned, how you felt, and what you have overcome. We would love to cheer you on and celebrate you.

You can always start again after 30 days. Repetition builds memories. Repetition builds confidence. Repetition builds your brand.

Now go create. You are ready.

L+N x