



Social Content Creator (SCC) ([Link to Apply](#))

PHOTOGRAPHER

COMPANY DESCRIPTION

Social Practice is a social media agency that helps businesses & brands get more exposure through social media marketing. Our clients include local healthcare practices (such as plastic surgeons, dermatologists, dentists, gynecologists, etc...), real estate, attorneys, home services, wedding venues, food & bev, restaurants, retail and more.

PROJECT DESCRIPTION

We are looking for creative individuals who are passionate about photography. The SCC is responsible for visiting our client's business (or designated shoot location/studio/etc...) and creating content in the form of photos. The SCC has an eye for turning a business into an interesting and engaging place.

Content will be used on the client's social media channels such as Instagram, Facebook, and/or LinkedIn. Below are some examples of the types of photos we are looking for:

- Lifestyle & branding photos with the team, clients, individuals, owners, etc..
- Day to day happenings, "day in the life" or "behind the scenes"
- Photos of the products or services the business sells
- Location photos (office tour, practice tour, venue, etc...)

The SCC also completes post-production edits to all photos taken at the shoot.

Please note: you must be comfortable shooting photos in a medical setting as we have medical and dental clients. Sometimes this may require capturing live surgeries, injectables, laser procedures, etc...

JOB DUTIES AND EXPECTATIONS

The SCC's main role is to create content that is ready for use on social media. This includes:

1. **Photoshoots:** capture high-resolution photos using a DSLR camera photos at the assigned location(s) (business, studio, etc..)
2. **Post-Production Editing:** edit all images to match the look and feel of the brand. This includes but is not limited to adjusting lighting and other settings to produce the highest quality, professional image with the brand in mind.
 - a. File export type: all images should be exported as a PNG & under 10MB
 - b. Sizing: photos must sized to meet social media requirements:
 - 5:4 or 1080px by 1350px (vertical)****-THIS IS THE PREFERENCE
 - 1:1 or 1080px by 1080px (square)
 - 1.91:1 or 1920px by 1080px (horizontal) ***ONLY FOR REAL ESTATE



3. **Deliverables:** we need a minimum number of edits delivered based on the packages below:
 - a. 4 hour shoot (part time package) = >100 high resolution photos
 - b. 8 hour shoot (full time package) = >200 high resolution photos
 - c. All edits are due within 5 business days via Google Drive.
 - d. All edits must be uploaded + stored through our Google login spphotographer@social-practicetx.com - if you upload using your personal account, we will ask you to re-upload
4. **Equipment requirements:** all photos should be shot using a DSLR camera. Edits should be completed in Lightroom and any minor tweaks in Photoshop (as needed).

All client communication is handled by Social Practice. The social content creator reports directly to the senior social strategist who is the client's main point of contact. Information about the shoot, shoot topics, and expectations will be provided to you ahead of time.

Client communication shall NOT occur between the SCC outside of the actual shoot. This eliminates the waste of time and liability on your end. If the client requests any sort of asset or communication from you directly, you MUST refer them back to the SSS. Any contractor who violates this rule will be immediately removed from all projects moving forward.

The SCC will attend all photoshoots (with the exception of the first one) solo unless otherwise notified by our team.

AVAILABILITY

You must have a minimum of 6-12 month availability to take on projects. The more committed you are to us, the more committed we are to assigning you to projects.

The SCC works fully remote, with the exception of onsite shoots. Client assignment is first come first serve. When a new project opens up, we will send an email to our team of photographers and whoever claims the project first - gets it. It's first come first serve, so we recommend keeping an eye on your email inbox.

PROFESSIONALISM & DRESS CODE

We require the SCC to wear a provided branded Social Practice shirt to each photoshoot you attend. This helps the client and visitors know who you are and what you're there for. We have put together a couple of outfit ideas to help you prepare for attending a photoshoot. Please see examples below:

FEMALE T-SHIRT/OUTFIT IDEAS



MALE T-SHIRT





We expect all SCC's to be prepared to present well and dress professionally. No short shorts, dresses or skirts. Please wear shoes that are comfortable on the feet, but classy and professional. Our clients include many high end practices who may have high profile or celebrity clients. Please keep this in mind when preparing for the shoot.

When you first enter an office or practice, please always introduce yourself, state your purpose for being there, and be friendly with the team & their patients/customers.

Oftentimes clients are not used to being photographed by a professional photographer, leaving them feeling shy or intimidated. Be proactive in helping them warm up and direct them on what they should do with their posture, pose, hair, face, stance, etc... the more direction you give, the better the photos turn out!

Don't be afraid to fix hair, clothing or jewelry, etc... if it needs to be adjusted for the shot.

If there are moments where the client is busy and unable to take photos, find other things to get photos of (ie office, outside the building, brochures, products, pull in another team member, etc..). **Do NOT stand around waiting for the client to tell you what to do. BE PROACTIVE!**

COMPENSATION INFORMATION

We use Square to direct deposit into your bank account. Our payroll is submitted twice per month. For projects completed between the 1st and the 20th of the month, your direct deposit will hit on or around the 27th. If you complete a project within 5 business days of the end of the month, you will be paid the first week of the following month upon delivery of assets.

Compensation structure for photoshoots:

[EMAIL FOR COMPENSATION INFORMATION](#)