

from this day

WEDDING DIRECTORY



MEDIA KIT | 2022 - 2023

SOCIAL MEDIA & LISTINGS

WWW.FROMTHISDAY.AU

General

Permissions:

- Please ensure you have the correct permissions from photographers for the images you wish to use. Please check if they require acknowledgement via tagging on social media, a caption for web use etc.
- If any images require photographer credit, please indicate via email and supply the photographer name in the image file name eg: “businessname_IMG002_photographername.jpg”
- It is your responsibility to gain permission for use of images, if any images you supply have not been approved for use and the photographer contacts us for removal, we will do so immediately.

Non-Professional photography:

We understand that not everyone has access to professional photography so we will happily accept non-professional photos that are of a high standard. To meet the requirements, please ensure the following:

- Photos are taken in good lighting (overcast days offer the best light!)
- Backgrounds have been considered (ensure there is nothing distracting in the background like signage or reflections)
- Your lens is clean, no one likes a foggy photo!

Social Media

Quality

- Professional images are ideal
- High quality non-professional images accepted
- No watermarks or logos on images

Descriptions

- Please supply wording if you have specific information in mind per photo, otherwise we are happy to create captions based on information available on your website and social media.

Stories, Reels & TikTok

- Tag us in your content @fromthisdayweddings so that we can share at our discretion

Directory

Quality

- Professional images are ideal and preferred for listings and journal posts
- Very high quality non-professional images accepted (no screen shots of professional images or low quality images accepted)

Vendor Listings

- Image Slider
 - > This is a carousel of sliding images across top of each business listing
 - > Min image height: 500px
 - > 5 - 6 photos ideal (10 max)
- Business Feature Image:
 - > Displayed as a round image next to your business name on your vendor listing page
 - > Displayed as a square image on all other category listing pages
 - > Square image required, 500px (if not supplied as square, image will be cropped)
 - > If no feature image is supplied, From This Day will select an appropriate image from those supplied for image slider
- Copy Writing
 - > Please supply the information about your business, we will tweak as needed for clarity
 - > Approximately 100 words, no more than 200 with suggested format:
 - Introduction: Business description & owner introduction, 'meet us'
 - Blurb: Expansion of business description, include specific offerings or how your business will benefit couples and their wedding

Journal Posts

- Images (styled shoots, vendor journals and vendor features)
 - > Professional photos ideal
 - > Very high quality non-professional images accepted
 - > Images will be arranged based on orientation and Journal requirements
- Copy Writing
 - > Styled Shoots: please submit your styled shoot along with the list of included vendors, their social media handles and the narrative for your shoot.
 - > Vendor Journals: these will be written by From This Day using excerpts from interviewed vendors. Topics and requirements from vendors will vary.
 - > Vendor Feature (Diamond Package): these will be written by From This Day with input / interviews with the featured vendor depending on the topic.