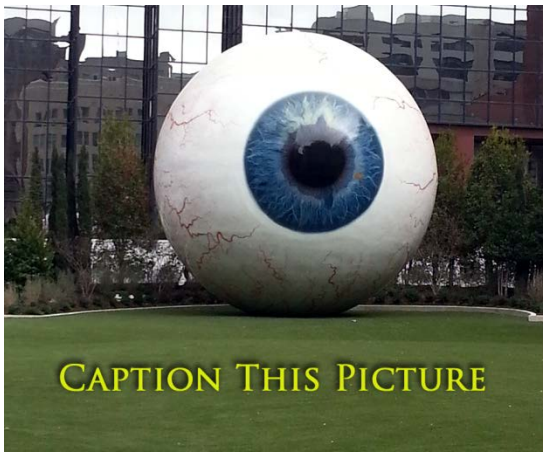
FB Traffic Driver #4: Caption This

Daily Challenge: Find or take an interesting picture that people can caption.



Why: People love games, people love challenges and people love showing off how smart and funny they are. It's an activity that guarantees engagement and it can get a lot of attention and comments - if you can come up with a good picture to caption.

For best results:

1. Take pictures yourself if you can. As you are going around your day, start looking for funny or strange things around you. It doesn't have to be the best professional picture – a smartphone shot will work great if your picture tells a great story. FYI: babies and pets work really well for this.



2. Use images that are relevant to your business. As with everything else you are doing in this challenge – the theme has to remind your fans and followers about the services you provide. Don't post funny pictures for the sake of being funny.



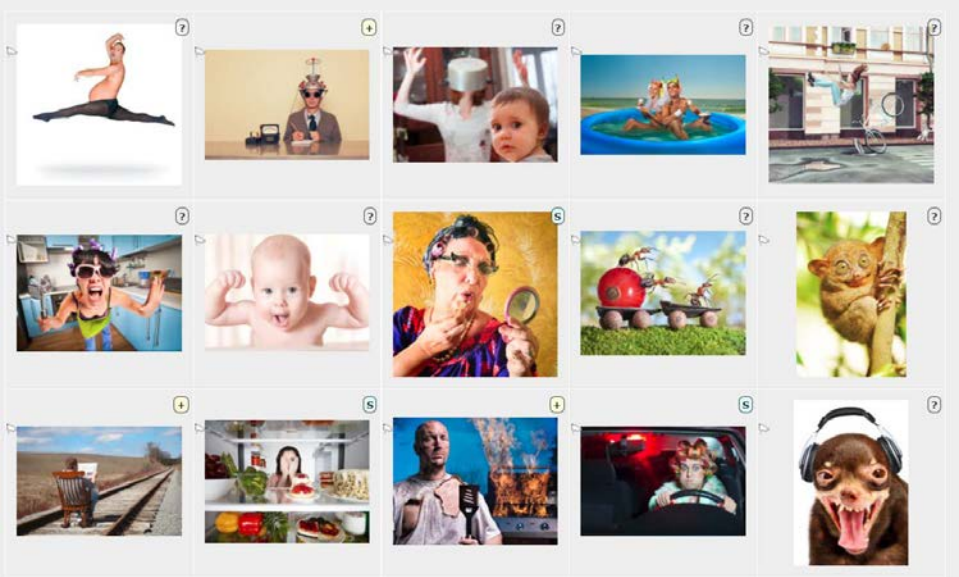
3. Beware of the copyright. Don't just go on Google search and grab any picture you can find. Here is my blog post on dangers of not respecting the copyright: http://alinavincentphotography.com/photographer-can-cost-you-less/. Your best bet is to take pictures yourself or look for them on stock sites.

Facebook Tip of the Day:

While you are posting awesome original content on Facebook, don't forget to share some content from other pages you follow. You want to have a good balance of useful, educational and inspiration material that you share from others, and original creative and new content that you produce. Facebook is all about sharing, so always look for opportunities to share content that would be useful to your audience and complimentary to what you do. For example, sharing an article on window treatments would be a great value added post on a realtor's page.

Design Idea: Stock images

Paid: Istockphoto http://IstockPhoto.com



Istockphoto is known for its great collection of funny, strange, bizarre and unusual images (besides millions of traditional stock photos).

Simply type in keywords like humor, strange, or bizarre and you will see hundreds of choices. You can narrow them down by adding keywords specific to your field.

Other paid choices:

http://en.fotolia.com/

http://www.shutterstock.com/

http://www.dreamstime.com

http://www.stocksy.com/

http://www.alamy.com

FREE:

Unsplash https://unsplash.com/

Pixbay http://pixabay.com/

New Old Stock http://nos.twnsnd.co/

Gratisography http://www.gratisography.com/

Life of Pix http://www.lifeofpix.com/

Pexels https://www.pexels.com/

While free stock sites have an obvious advantage of providing free images, sometimes it can be hard to find edgy or funny pictures that can serve as “Caption This” post images. Definitely browse through them and bookmark your favorites, however they might serve better for backgrounds and quote designs.