



Tiffany Klinger

Madison-based Content Creator,
Influencer, and Photographer



@keepingitklinger



@keepingitklinger



www.tiffanyklingerphotography.com



Created my first social brand, Barbell Babes, in 2014.

barbell_babes

2,855 Posts 31.3K Followers 766 Following

Barbell Babes
Community
Empowering women to lift heavy. 🏋️
Tag us #BARBELLBABES

linktr.ee/barbellbabes

Followed by emilyrshao, girlsgonerx and 4 others

View shop

Following Message

Ladies of P... Oly Open



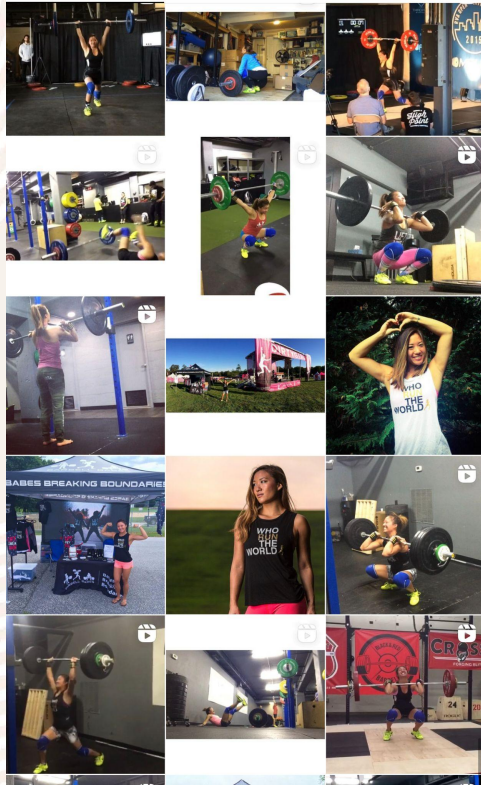
STOP HATING YOURSELF FOR EVERYTHING YOU AREN'T AND START LOVING YOURSELF FOR EVERYTHING YOU ALREADY ARE

MAYBE THE ONLY REASON YOU THINK YOU'RE NOT ENOUGH IS BECAUSE YOU LET SOMEONE ELSE DETERMINE YOUR WORTH

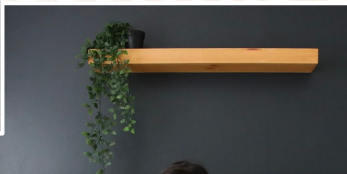
View shop

Following Message

Ladies of P... Oly Open



Had my first daughter in 2018, and my feed shifted from weightlifting to motherhood.



keepingitklinger 9+



714 Posts 20.6K Followers 1,732 Following

Tiffany • Fun Motherhood Creator

Digital creator

Laughing my way through motherhood.

@tiffanyklingerphotography

MD -> WI

linktr.ee/keepingitklinger

Professional dashboard

22K accounts reached in the last 30 days.

Edit profile

Share profile



codes



goumikids



moa



isr swim



powder room



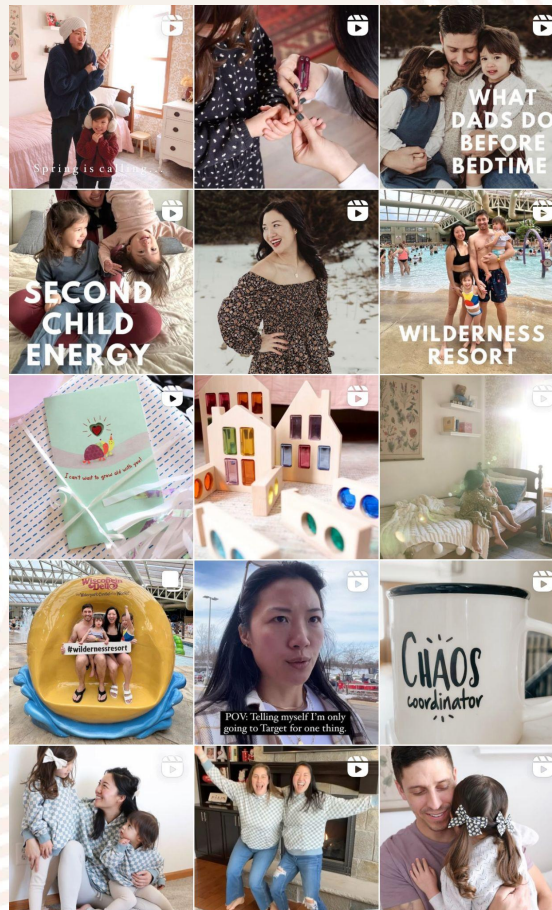
GIVEAWAY

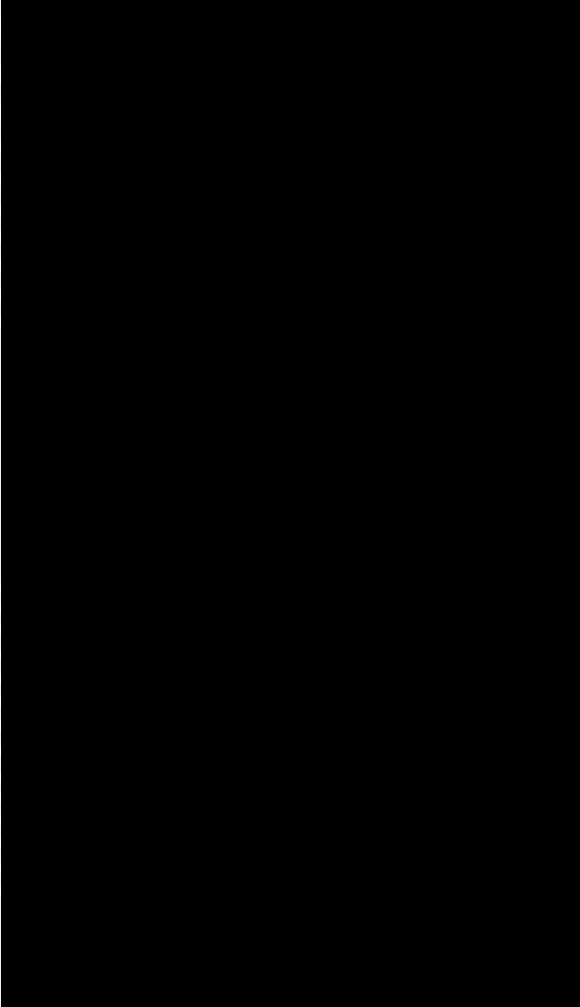


The way second babies are made of something else...



WHAT DADS DO BEFORE



- 
- Videos encourage you to get out of your comfort zone
 - Is there someone on your team who does better in front of the camera?

Instagram Reels vs. TikTok

Aesthetics

30-second reels have turned into 8-10 second reels

Takes longer for reel to go viral

People want to get to know you/your brand

Trending audio may not always pick up

Fast-paced

Keeping up with the latest trend

Trending audio is not as important as content

How to capture attention, fast

People will watch longer videos here, if engaging



Going viral while rare, is possible!

Don't be discouraged if you don't go viral immediately.

3 Easy Content Ideas

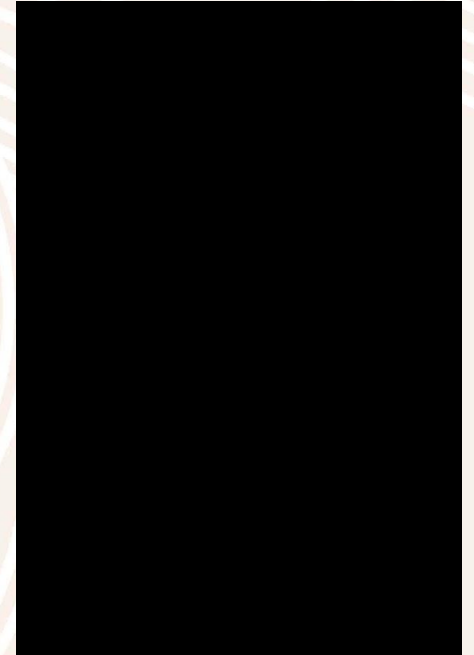
Product Announcements



Behind the Scenes



Contests/Giveaways



Video Editing Apps



Videoleap
by Lightricks



CapCut



Splice

Canva

iPhone or Professional Camera?



Partnerships

Formal

Paid Partnerships or Product Trade

Contract

Timeframe/time sensitive

Discount code

Branded partnership feature

Informal

Organic reach/caption

Typically product trade

Giving content creator free reign

Collaborator feature

Collaborate with a peer

Partnerships

Vetting process

- Make sure this person aligns with your mission
- Have they worked with other brands before?
- If you're worried, have them sign a contract, even if simple email agreement

Don't be afraid to slide into DM's!

What inspires me?

My peers

Explore page

Trending audio page

My everyday life

Be genuine, be you!

Listen to your audience



Discussion Takeaways



- How to be authentic to yourself and your brand through video and create content that resonates
- How to tailor your video content for each social media platform
- How to keep up with shifting social media trends - when to try something new vs. stay the course
- How to source ideas, stay creative and keep learning
- How to create great partnerships that enhance your brand and grow your business
- Tools to use in video creation - what's a must-have and what can you live without

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