

# Resource Guide for Commencements



We make it easy to streamline your volume photography with workflows that help your business succeed. This guide focuses on using private and group/public galleries for commencement photography.

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## *Part One*

# Using Group/Public Galleries

This section will focus on using group and public gallery jobs with no subject data. Group and public jobs are typically used when photographing events so attendees can easily find their photos using a single access code or direct link.



# Event Day Checklist



**Keep commencement day running smoothly with group/public galleries. Follow these steps to streamline every stage—before, during, and after the event.**

## Eight weeks before

### Create job and graphic for programs.

We recommend using a public gallery to share photos with ease. Use an easy to remember access code unique to the school (ex: BHSGRAD24). Create a graphic to share with the school so they can make plans to include it in their printed programs.

## Four weeks before

### Get ready to communicate.

Create other marketing materials—both digital (email flyers, social media graphics, etc.) and printed (posters, reminder cards, etc.). Prepare your team with what will be communicated to customers and how to troubleshoot possible questions.

## Three weeks before

### Gather event details from the school.

Location, arrival time, start time, day-of contact person, estimated number of graduates, must-have photos, etc.

## Two weeks before

### Get parents excited!

Share marketing materials with the school and parents. Hang posters on location, send out emails, and if the ceremony has a jumbotron, ask if you can have a QR code graphic displayed during the event.

## One week before

### Confirm final details with the school.

Review the commencement day schedule with the school. Share the photography plan with them and make sure they share the gallery information with parents.

## Event day

### Prepare your team. It's go time!

Arrive early to begin marking best locations/angles for photos and adjusting equipment settings to work best with the venue lighting. Photograph graduates crossing the stage, receiving diplomas, and posed portraits of them with their diplomas after exiting the stage. Don't forget candid and family photos during and after the event!

## After event day

### Organize, edit, and upload photos.

After uploading, switch the gallery status to Published. Everyone already subscribed to the gallery will receive a text notification that photos are ready! Ask the school to help communicate through email and social media.

## After publishing

### Re-market the gallery.

Alongside PhotoDay's automatic reminders, you can send custom texts and emails to boost sales—highlighting gallery expiration, early bird pricing, or holiday deals!

**Need Help? Schedule a Job Review**

**Note:** This checklist outlines a suggested best practice workflow. Your specific workflow might vary based on your unique requirements and circumstances. Adjust as needed to ensure a successful commencement day.



# Marketing with Group/Public Gallery Jobs



Clear communication is key to successful online sales. Provide explicit instructions for customers to access their gallery and place orders:



## Signs

Post yard signs outside the venue to catch attendees' attention as they arrive, depart, and mingle with family afterwards.



## Program Ads

Communicate with the school in advance to reserve a space in the program. This is an opportunity to get gallery access information into the hands of each family.



## Posters/Flyers

Ask the school for approved locations to hang posters around the commencement venue. Print flyers to hand out to families after photographing.

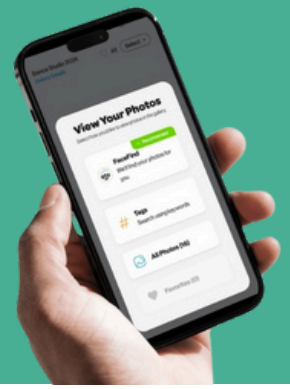
Customers will subscribe to SMS notifications by texting the gallery's access code to **90738** or by clicking "Subscribe" in the gallery. Once subscribed, they'll receive automated texts with reminders, status updates, offers, etc. You can preview these under **Job > Marketing > Active Messages**.

*Note: SMS campaigns are automatically sent for every PhotoDay job and cannot be disabled. For extra promotion, you can use PhotoDay's manual flyers (print or email), which include the gallery access code, or set up Custom Promos.*

## Additional Marketing Ideas

- Create a digital banner for the school to add to their website.
- Provide a graphic for the school to share on their social media page.
- Deliver reminder cards to the school prior to the ceremony.
- Pass out reminder cards at rehearsal.
- Get parent emails from the school and send out PhotoDay's marketing flyers.
- If the school has a presentation or digital signage, ask if you can add a graphic.

# Customer Gallery Search Options



There are three ways for customers to find their photos in a PhotoDay gallery: **FaceFind**, **Tags**, **All Photos**. Studios have the freedom to choose any combination of these search options to use for a particular job.

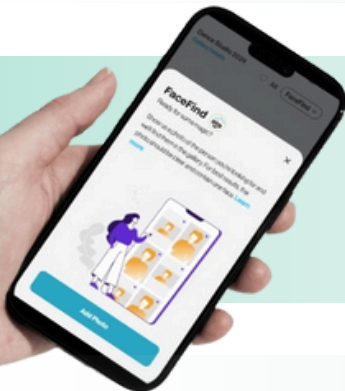
## Gallery Search Options

Select how you want your customers to search for their photos. By default, they will be able to search using all three methods listed below unless otherwise specified.

- ☒ All Photos
- ☒ FaceFind
- ☒ Tags

## All Photos

Customers can view every photo uploaded into the gallery. Once a photo of the subject is found, they can select “Find Similar” to use FaceFind and view all photos of that person.

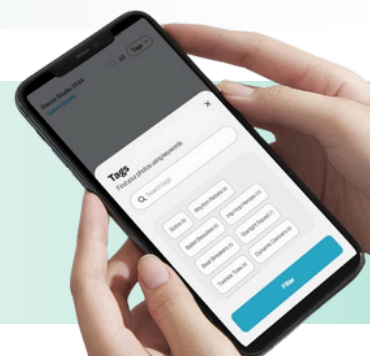


## FaceFind

With FaceFind, customers can upload a photo of their desired subject to quickly view a gallery of photos only containing that subject.

## Tags

Tags allow your customers to narrow their search by selecting categories that you create (e.g. stage walk, candid, etc.).





## *Part Two*

# Using Private Galleries

This section will focus on using private gallery jobs with subject data, parent emails, and reused reference photos.



# Event Day Checklist



Keep commencement day running smoothly with private galleries. Follow these steps to streamline every stage—before, during, and after the event.

## Eight weeks before

### Create job and graphic for programs.

Set up job and create a graphic to share with the school so they can make plans to include it in their printed programs. Be sure the included link is the job URL that leads to Gallery Lookup so everyone can use the same link within the program.

## Four weeks before

### Get ready to communicate.

Create other marketing materials—both digital (email flyers, social media graphics, etc.) and printed (posters, reminder cards, etc.). Prepare your team with what will be communicated to customers and how to troubleshoot possible questions.

## Three weeks before

### Gather details and data from the school.

Location, arrival time, start time, day-of contact person, estimated number of graduates, etc. Also, be sure to request subject data for the graduates if you don't already have it from senior portraits.

## Two weeks before

### Get parents excited!

Share marketing materials with the school and parents. Hang posters on location, send out emails, and if the ceremony has a jumbotron, ask if you can have a QR code graphic displayed during the event.

## One week before

### Confirm final details with the school.

Review the commencement day schedule with the school. Share the photography plan and make sure they share the gallery information with parents. If you're reusing reference photos, don't forget to import them.

## Event day

### Prepare your team. It's go time!

Arrive early to begin marking best locations/angles for photos and adjusting equipment settings to work best with the venue lighting. Photograph graduates crossing the stage, receiving diplomas, and posed portraits of them with their diplomas after exiting the stage. Don't forget candids and family photos during and after the event!

## After event day

### Organize, edit, and upload photos.

After uploading, switch the gallery status to Published. Everyone already subscribed to the gallery will receive a text notification that photos are ready! Ask the school to help communicate through email and social media.

## After publishing

### Re-market the gallery.

Alongside PhotoDay's automatic reminders, you can send custom texts and emails to boost sales—highlighting gallery expiration, early bird pricing, or holiday deals!

[Need Help? Schedule a Job Review](#)

**Note:** This checklist outlines a suggested best practice workflow. Your specific workflow might vary based on your unique requirements and circumstances. Adjust as needed to ensure a successful commencement day.

# No Capture App? No Problem!



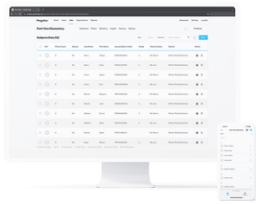
PhotoDay is flexible enough to let you reuse existing reference photos from a previous picture day or other sources, eliminating the need for manual matching. Prefer to capture new reference photos? No extra gear required—just install the [PhotoDay Capture App](#) on your phone or tablet, and you're ready to go.

## How to reuse past reference photos



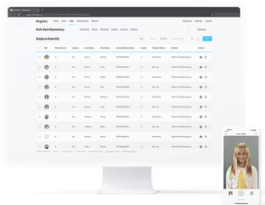
### Export From Your Original Job

- Perform a Service Item export from the previous PhotoDay job (the one that has the reference photos).
- Locate the resulting index.csv file within the export folder.



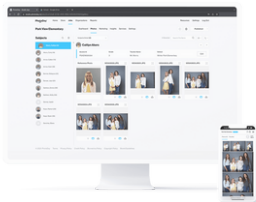
### Upload Your Data to the New Job

- In your new job, import the index.csv as the subject data.
- When mapping columns, change the relevant column header to "Image Name" so PhotoDay knows which file to link for each subject (leave "Access Code," "Added By," or other unneeded columns unmapped).



### Upload Photos & Confirm Reference Photos

- From the same export folder, upload the photos that match the file names in your index.csv.
- Wait for PhotoDay to recognize and assign these files as each subject's reference photo.
- Once they've populated as reference photos, delete these photos from the job if desired—they won't affect your final galleries.



### No Previous PhotoDay Job?

You can still use other photos as reference photos by following a similar process:

- Manually compose a CSV that includes an "Image Name" column with each file name (including the extension) matched to each subject.
- Upload both the CSV and the photos; PhotoDay will automatically set them as each subject's reference photo. Once all have been matched, you can remove the photos from the job if needed.

## Important Setting in the PhotoDay Capture App

If you're checking in students live on commencement day and using existing reference photos:

- In the PhotoDay Capture App settings, toggle off "Check In Subjects By Reference Photo."
- This lets you capture final day data without overriding the existing reference photos you've already uploaded.

[Read More About PhotoDay Capture](#)

# Marketing with Private Gallery Jobs



Communication is crucial for successful online sales. Ensure your customers have clear instructions on how to access their gallery to place orders.

## Auto SMS & Email Campaigns

Automatic Email campaigns are available in private jobs and are our suggested method for communicating each private access code. As customers view their galleries, you'll begin to get opt-ins to receive automated SMS reminders. You can preview each automated message inside the **Job > Marketing > Active Messages** to see when it was or will be sent according to the job's gallery status and current settings (offers, expiration, shipping type, etc.).

*Note: The Post-Picture Day Series and Expiration Series email campaigns are on by default, while the AdvancePay Series is off by default.*

## Manual Flyers

PhotoDay also provides a built-in solution for promoting galleries to your customers via manual flyers. Flyers are a great way to promote and get the word out about picture day and published photos through print and/or email. Private gallery flyers will auto-populate with each unique private access code. Additionally, there are filter choices available for sending flyers to specific groups, like subjects whose galleries have not been viewed or have not made any purchases yet.

## Other Marketing Ideas

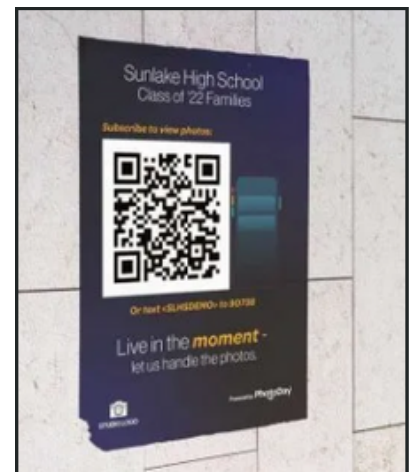
Marketing tips using the Job URL:



Signs



Program  
Ads



Posters/Flyers

[Read More](#)





## *Part Three*

# Tips for Any Gallery

The information in this section can be used  
across any of our three job types:  
Private, Public, and Group.

# Sample Price Sheet



Below are some top selling products and packages to help you get the most out of your price sheet!

## PACKAGES

### COLLEGIATE PACKAGE

2 - High-Res Downloads  
2 - 8x10  
4 - 5x7  
16 Wallets

**\$72.99**

### PREMIUM PACKAGE

1 - High-Res Download  
1 - 8x10  
2 - 5x7  
8 Wallets

**\$57.99**

### STANDARD PACKAGE

1 - 8x10  
2 - 5x7  
8 Wallets

**\$44.99**

### BASIC PACKAGE

2 - 5x7  
8 Wallets

**\$34.99**

## PRO TIP!

### Package Descriptions

Create unique package descriptions by relating them to the specific type of photos you're capturing or by highlighting their popularity. Be sure to include how much the customer will save by purchasing the package.

#### Example Description:

🌟 Celebrate your graduation with our ultimate photography package: diverse premium prints and 2 high-res digital downloads—all at over 60% off retail (\$190). Capture every memorable moment of your special day. A perfect choice for sharing and cherishing your achievement.

## PRODUCTS

### A LA CARTE

1 - 10x13 Print **\$24.99**  
1 - 8x10 Print **\$19.99**  
1 - 5x7 Print **\$15.99**  
2 - 3.5x5 Print **\$15.99**  
1 - 8 Wallets **\$15.99**

2 - 3.5x5 Magnet **\$19.99**  
1 - 8x10 Framed Print **\$49.99**  
1 - 5x7 Framed Print **\$39.99**  
1 - 8x10 Tassel Frame **\$69.99**  
1 - 5x7 Tassel Frame **\$54.99**  
1 - Thank You Cards **\$39.99**

### TIERED DIGITALS

1 **\$34.99**  
2 to 3 **\$27.00** per download  
4 to 5 **\$24.00** per download  
6 to 7 **\$20.00** per download  
8 to 9 **\$17.50** per download  
10 to 15 **\$15.50** per download

Price Sheet Best Practices



# Organization Pages

Organization Pages in PhotoDay allow photographers to set up and share a single link to all of an organization's galleries.

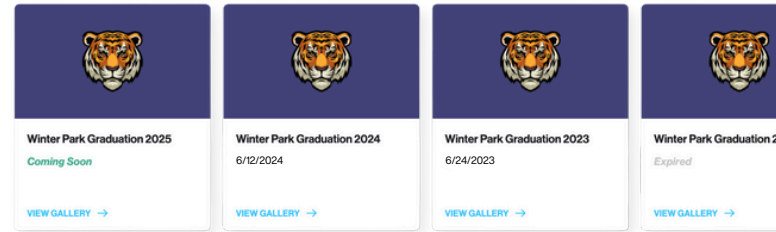
An Organization Page acts as a central hub for all photography jobs related to the school, making it easy for the photographer and the organization to share on their social media pages and website.

## How to Set Up Organization Pages

## Winter Park High School

Photographed By:  
Smile Joy Studios

### Galleries



### USE CASE #1

Share the Organization Page link with your contact(s) so they can easily grab gallery links to share when parents ask where to view photos from current or previous years.

### USE CASE #2

Create a landing page on your business website for customers to locate their organization and easily find all galleries from the current and previous years.

**⚠️ You can also control how customers access group galleries from the Organization Page. In each Organization's settings, select "Access Code Required" for an extra security step or choose "Access Code Not Required" to allow open access.**

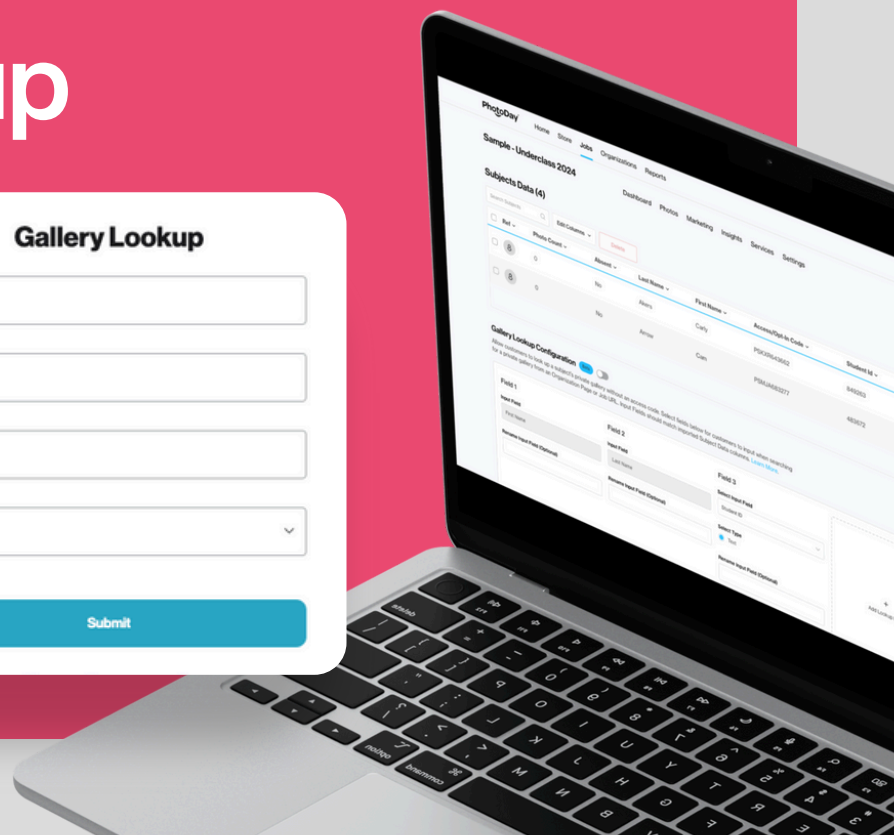
For Private Galleries

# Gallery Lookup

With Gallery Lookup enabled, customers can easily locate their galleries without needing an access code while still maintaining security. Provide an Organization Page link or Job URL where customers can enter their information to access their photos.

Read More

### Gallery Lookup





# Tips to Drive Order Urgency



**Explore these strategies to effectively promote your commencement photo galleries and boost orders.**

## 48 Hour Free Social Download

- Offer a free social-sized download to everyone who buys a package within the first 48 hours after the gallery is published.
- This complimentary digital file costs you nothing and nudges graduates and families toward purchasing an entire package rather than a single print.

## Time-Sensitive Offers

- Create special limited-time deals (e.g., free shipping or a percentage/dollar amount off) for customers who order by a specific date.
- Consider a “friendly competition” approach by limiting the offer to the first 50 purchasers—people often move faster when a promotion is scarce.
- Promote these offers via email, text, and social channels.

## Time-Sensitive Gallery

- Set an expiration date on your gallery. Once the gallery goes away, graduates and families miss out on both your best prices and the opportunity to purchase any photos at all.
- Reminders about an upcoming expiration can instill fear of missing out (FOMO), prompting them to act before the gallery disappears.

## Offer Free Shipping

- Provide free bulk shipping on any private gallery using a bulk price sheet.
- Once a minimum order threshold (e.g., \$15) is reached, shipping is free for both your customer and you (the lab cost is also covered if you’re using a partner that supports this).
- This perk can increase average order value because families add more items to their carts to unlock free shipping.

## AdvancePay

Offer AdvancePay credit purchases before picture day, allowing families to pre-pay for commencement ceremony photos. To increase interest, offer early-bird incentives like free shipping or an exclusive discount code for those who purchase credits, creating urgency to act before the gallery is published.

[Read More About Offers](#)

# Photography Tips



Here are some helpful tips to keep in mind while setting up and taking photos on commencement day.

These guidelines will help you prepare ahead of time, capture the most memorable moments during the event, and streamline your post-event workflow for a polished final delivery.

## Pre-Event Prep:

- Scout the venue: Identify optimal photo areas and angles (lighting, background, space).
- Coordination: Ensure everyone has the ceremony schedule for key moments and know where photographers will be standing during each key moment.
- QR Code: Prepare materials to display or hand out with the gallery QR Code for easy opt-ins.
- Equipment Check: Charge all batteries, test lighting/cameras and bring backups of essential gear.

## During the Event:

- Key Moments: Capture pivotal moments such as the stage walk, receiving diplomas, cap toss, and family reactions.
- Posed Portraits: Create a designated area using a step-and-repeat or the event crowd as your background to capture a nice posed portrait holding their newly received diploma.
- Candid Shots: Roam the venue to capture spontaneous interactions and moments throughout the entire event. Don't forget special guests and students speaking at the podium!

## Post-Event:

- Efficient Editing: Use a program to help with batch processing, such as Lightroom.
  - Check out AI editing solutions like PhotoDay's Color Correction service.
- Tags: Use tags, such as stage walk, receiving diploma, portraits, candid, etc., to sort photos to make locating photos quick and easy for those not using FaceFind.
- Order Urgency: Use an urgency method to encourage customers to order early.
- Gallery Expiration: Set to expire 6-8+ weeks out with automated notifications.



# Editing and Uploading Tips

Effective editing is key to producing high-quality commencement photos. Use these tips to streamline your workflow and ensure the best results.

## Editing Tips

When uploading photos, crop them to a **4:5 aspect ratio**. This ensures they can be printed in various sizes without the default crop cutting off important parts.



### 4:5 Crop

The default crop is suitable for both 8x10 and 5x7 prints in this scenario. Customers are not required to make any adjustments; they can simply add the item to their cart and proceed with payment. This same ease of use applies to most other print sizes. However, certain specialty items, such as buttons or keychains, may still require customer adjustments.



### Original 2:3 Crop

In many instances, the default crop for both 8x10 and 5x7 prints does not align properly when photos are uploaded to the gallery with a 2:3 ratio. This results in parts of the subject being cut off by default, forcing customers to make additional adjustments before adding the item to the cart. Sometimes, the photos may not even fit on the print size, requiring customers to choose which part of the subject to leave cut off.

## Uploading to PhotoDay

### File Requirements and Suggestions

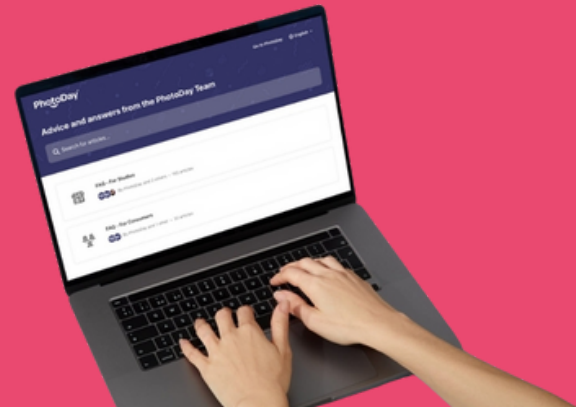
- Files must be in a JPG/JPEG or PNG file format.
- Files must be in RGB color space (not Gray or CMYK), and the embedded color profile must be sRGB.
- File size must be between 30K and 15MB.
- Files must be 8000px or less in either height or width.
- File names can have a maximum of 31 characters before the file extension.
- File bit depth must be 8-Bit.

The above requirements are for files uploaded directly to the photos tab of a job. If you are uploading to a Post-Processing job for Knockouts or Color Correction please check [these requirements](#).

Read More



# Resource Links



Below are links to resources that may be helpful as you begin setting up commencement jobs in PhotoDay.

## Group/Public Gallery Jobs

WEBINAR



Start Selling Fast with Group and Public Galleries

ARTICLE



Tagging Best Practices

ARTICLE



PhotoDay's FaceFind Feature

ARTICLE



Customer Search Options

## Private Gallery Jobs

WEBINAR



Private Galleries & Capture

ARTICLE



Using the PhotoDay Capture App

BLOG



Bulk Shipping Made Easy with PhotoDay

ARTICLE



Private Gallery Lookup

## All Job Types

WEBINAR



Commencement Time with PhotoDay

ARTICLE



Create Flyers to Promote Galleries

BLOG



Making the Most of Commencement Day

BLOG



Guide to Offers and Promotions

WEBINAR



Elevate Your Marketing

BLOG



Sell More with Digital Bundles

WEBINAR



The Secrets to Selling Online

ARTICLE



Marketing Design Templates

## Looking for other tools to add to your workflow?

WEBINAR



LVL UP Your Next Picture Day

BLOG



Manage Clients with ShootAssist

BLOG



Post-Processing Services

ARTICLE



Composites with PhotoDay and Pixnub

# Thank You!

We hope you've found a lot of great information in this resource guide! We've taken a look at consumer habits, trends, industry standards and what works best on our platform to put together this resource guide that we think will help you rock your photography business.

Remember, some of the information presented here is only a suggestion. You may need to adjust it to fit your specific needs, workflow, and business model.

We're stoked to be on this journey with you and can't wait to see you succeed! If you have any questions or need any help, feel free to message the bubble or schedule a time to meet with us.

-Studio Success Team

[Need Help? Schedule a call with us!](#)

**PhotoDay**<sup>®</sup>

