

A woman with long dark hair, wearing a white t-shirt and a dark backpack, is seen from the side, holding a camera up to her eye as if taking a photo. She is standing on a high vantage point overlooking a city at sunset. The sky is a warm, golden yellow, and the city lights are visible in the distance. The text 'THE PHOTOGRAPHER'S OUTLOOK' is overlaid in large white letters, and 'ON 2021' is in yellow below it.

THE PHOTOGRAPHER'S OUTLOOK

ON 2021

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INTRO



Andrew Fingerman

CEO of PhotoShelter

Among PhotoShelter’s core values, we believe deeply that “our integrity drives everything.” And this year, like many of you, we were tested as we watched the world face the unknown. Each day new challenges emerged — the worldwide threat of coronavirus, blatant racial injustices and systemic racism, and polarizing political turmoil.

Back in mid-March when New York City installed lockdown measures in response to rising COVID-19 cases, it became increasingly clear that photographers were in a particularly vulnerable position. We knew that we needed to make good on our values — and quickly. Within days of PhotoShelter’s employees going remote, we were modifying our own plans for the year and brainstorming ways we could be most effective in our support of the photography community we care so deeply about.

This year we’ve hosted educational webinars, equipped photographers with information about COVID-19 relief and staying safe during protests, and provided mental health resources for anyone who might be struggling. We released SEO resources and shared ways of reimagining online

photo sales, proposed photo projects you could do from the safety of your home, and shared the stories of the photographers on the front lines who transported us into crowded hospitals and vulnerable communities.

Just this November, we interviewed more than a thousand individual photographers about their personal experiences and obstacles in 2020. And we learned a tremendous amount from all of that. This guide is the culmination of those lessons.

It’s our pulse check on how everyone fared in uncharted territory and how their work was impacted. I hope that this guide can serve as both an inspiration and an exploration of how, despite the challenges presented by COVID-19, we moved the industry forward together. Throughout the year (and especially when we read over survey results) we came back to the same conclusion over and over again: photographers are resilient. Not only did our community learn to approach photo work through a new lens, but they also pivoted their businesses, workflows and day-to-days to meet an unanticipated global crisis — a truly remarkable



achievement. The greatest part? Photographers plan to bring those new strategies, workflows and talents into 2021. They're feeling agile, versatile and determined in a way we haven't necessarily seen before.

Before we jump in, I also want to take the time to acknowledge that some of the questions asked in our survey were occasionally personal and at times painful. And people answered them. I want to be sure to recognize the value of that vulnerability. It's been an incredibly challenging year for everyone and we're unbelievably honored that so many people shared their unique experiences with us for the purpose of this guide.

We're doing everything we can to continue to support the photography community in the year ahead. This guide is just a start.

© Mikadun

THE SURVEY

It's been five years since we've released a Photographer's Outlook guide, and since then an innumerable number of things have changed in the world of photography. The importance of social media has skyrocketed. We've seen impressive advances in photographic technologies. Long overdue conversations around equity and inclusivity in photography are finally happening. And while it's inevitable that we take one year's insights into the next, 2020's challenges have been unlike anything we've seen before.

In this guide, we've summarized survey data as well as our observations over the course of this year. The survey, sent to thousands of photographers worldwide from the greater PhotoShelter community, aims to provide the industry with a solid understanding of what photographers experienced this year and what they hope to accomplish in the coming year — including how they navigated 2020's obstacles and what business strategies they plan to continue in 2021.

Survey respondents identify as:

26%

PART-TIME PHOTOGRAPHER

10%

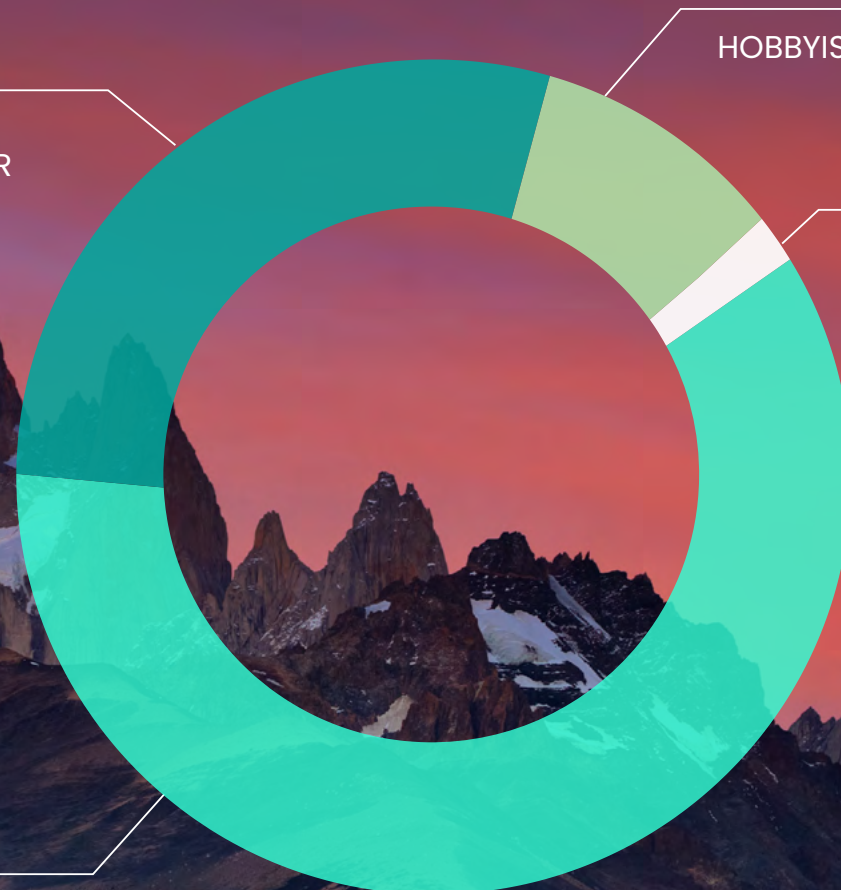
HOBBYIST/ENTHUSIAST

1%

STUDENT

63%

FULL-TIME PHOTOGRAPHER





© Mickey Stellavato

Survey methodology

In November 2020, we sent a survey titled “The Photographer’s Outlook on 2021” via email to the PhotoShelter community, which included users of our products, as well as members of the photography community at large who receive our monthly newsletter. 1,015 photographers worldwide responded.

Who are the participants?

Of our survey respondents, 89% identify as either a full-time or part time photographer. An astonishing 72% of them have worked in photography for 12+ years. Their top five primary photographic specialties are documentary/photojournalism, sports, commercial/editorial, portraits and events.

Key takeaways

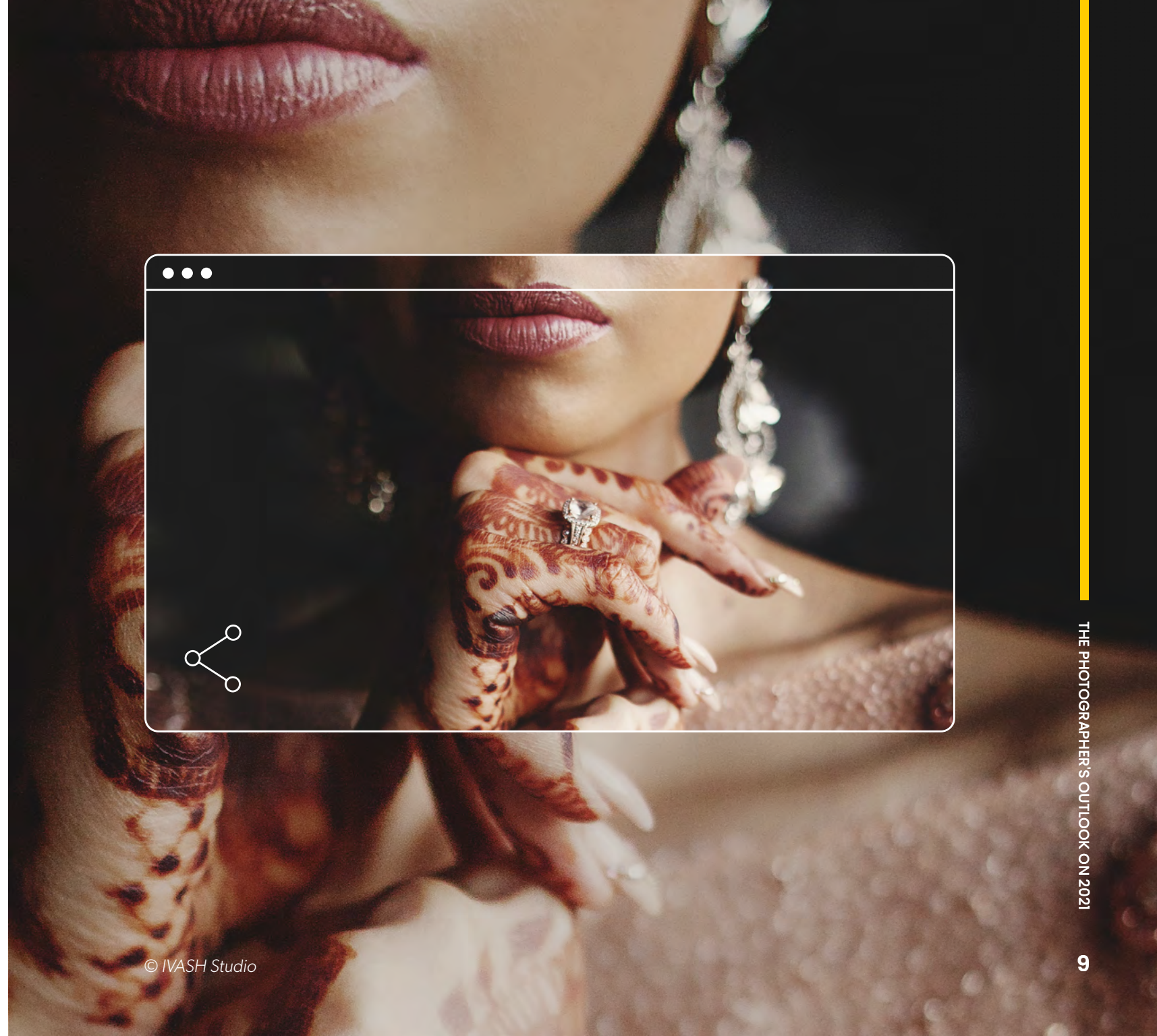
Photographers had a tough year, but they persevered. They sharpened skills and learned new ones, explored new revenue opportunities and took advantage of downtime by getting more organized and examining their business practices.

THE CHALLENGES & SUCCESSSES OF ORGANIZATIONS

It wasn't just independent photographers who struggled to rethink their business models this year. Many organizations (and the independent photographers employed by them) were tasked with maintaining the status quo under completely new terms. Many felt a responsibility to deliver in a familiar way, while simultaneously facing difficulties around a lack of in-person events and opportunities.

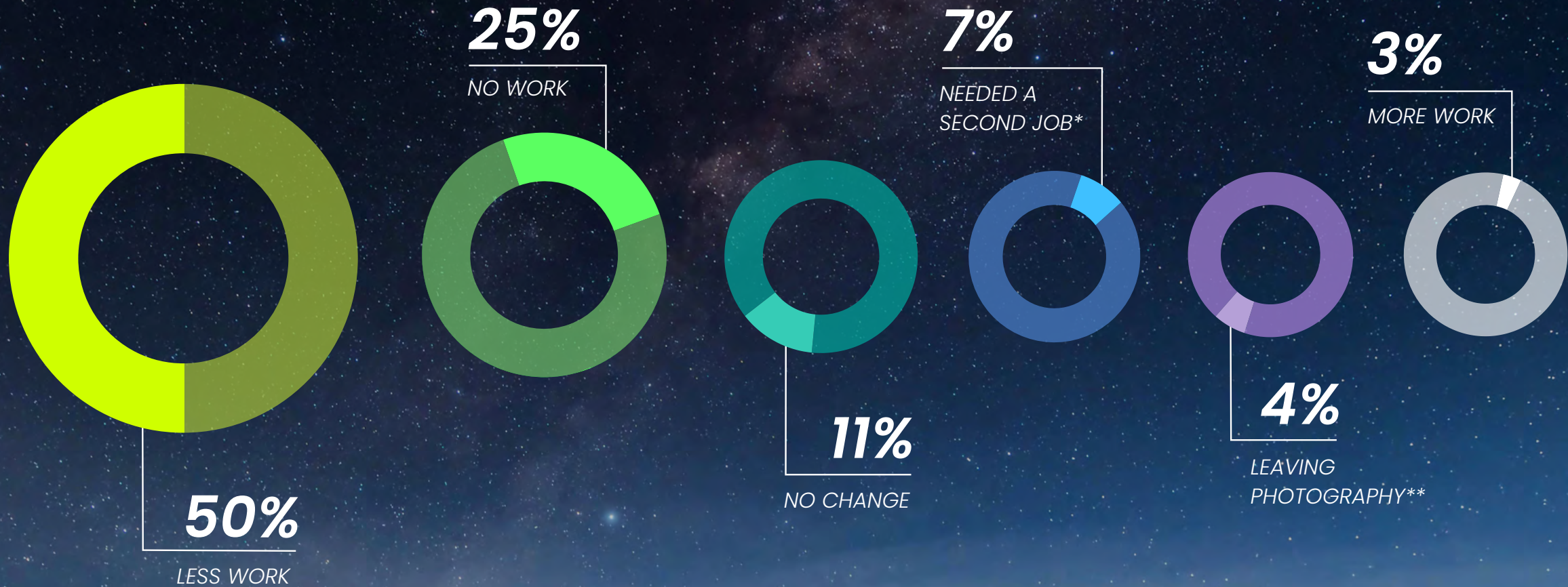
But one thing is clear: connection was key. Going online meant events and educational opportunities were accessible to more people and therefore more inclusive. Geographic proximity to world-class workshops wasn't a factor anymore. It felt like everyone was on a level (or more level) playing field because we all had this collective pandemic experience.

In addition to the survey responses we're discussing, we also spoke with three organizational leaders who managed to go full steam ahead in spite of this year's hurdles. Throughout this guide you'll hear about their personal challenges and triumphs. Hopefully these stories will inspire you to think even more critically about how you can and should use your unique skills to make the most of the year ahead.



2020: THE WHOLE PICTURE

COVID-19 had a marked effect on the frequency of paying photography jobs.



*Needed a part-time job and/or second job outside of photography
**Considering leaving professional photography

People have had a difficult year. With so much uncertainty around the longevity of the pandemic, many photographers admitted that they initially struggled to adapt their business practices as quickly as they would have liked. That said, once acclimated, photographers tapped into their boundless creativity and got back to work. They focused on taking advantage of the unscheduled time off to organize their archives, assess what was and wasn't working for their businesses, explore new revenue streams, and diversify their skills and clients.

Challenging times

COVID-19 has hit the photography community particularly hard as 50% of the photographers we surveyed reported less work and 54% have seen a drop in photo sales compared to 2019 sales. 58% of photographers told us they received no government assistance and 94% reported no additional outside financial help (e.g. from private photographer relief funds).

That said, 55% of full-time photographers received government assistance while 79% of part-time photographers did not. Our suspicion, because so many of these full-time photographers have been in the business





for over a decade, is that they were able to obtain funding because of their self-employment and business credentials.

Mental health was also a huge topic this year (in photography and beyond). With income uncertainties compounding, 41% of respondents reported feeling depressed and/or anxious about how COVID affected their businesses. Fear of the unknown is powerful, but photographers are nothing if not creative and this year especially we witnessed them taking advantage of their unplanned time off.

Making lemonade out of lemons

When sales and work dipped it opened up other growth opportunities. One such opportunity was a huge boom in the diversification of photography mastery. 67% of respondents reported shooting outside of their photographic specialty this year, with a focus on portraiture, landscape/cityscapes and commercial or editorial work — likely as a result of lockdown measures and stay-at-home orders. We heard stories of learning unfamiliar camera settings and experimenting with photographing things at home, like food, landscapes, and portraits of children or neighbors.

This year, photographers tried **something new...**



*percent of photographers who explored a new type of photography in 2020

Another fortunate effect of COVID has been an increase in free time to invest in marketing and business practices. We found that 43% of photographers took the time to reorganize their archive. Many also reported doing business audits which led to uncovering unnecessary costs and optimizing marketing efforts.

41% told us they tried something new. That included learning previously unexplored lighting and editing techniques, plus videography basics. Creatives also provided SEO consultations, social media management, online portfolio reviews and workshops for the first time this year.

Like any self-employed artist/entrepreneur, we photographers need to keep revisiting our values and goals, set new priorities, and remain flexible and adaptable. As a nature photographer, I have kept getting outdoors through the pandemic, and noticed increased presence of wildlife in and near town, how quickly they responded to seeing fewer humans out and about walking and driving to work/school.

—Gary Eduardo Perless

Landscape and wildlife photographer



Down time is part of life. It's an opportunity to re-evaluate, re-calibrate, and refine the creative process. Staying positive and inspired to do better work, even under intense financial pressure, pays off. Experience is the great teacher.

—Tim Olive

Photographer and printmaker

As a freshly graduated photographer, I started to work semi-professionally. I set myself a goal of shooting once a week. If it is not a commissioned job for a client, it should be a personal project to grow my network and portfolio images. I continued organizing shoots during the lockdown – be it webcam sessions or real post-lockdown projects. The big lesson? I would say that I must keep on going no matter the circumstances.

–Valeria Quinci
Lifestyle photographer



FEATURE



Polly Irungu

Founder of Black Women Photographers

Polly Irungu exemplifies what it means to take advantage of the moment. Earlier this year she masterfully used social media and personal connections to promote a COVID relief fund and grow the popularity of the **Black Women Photographers** (BWP) database, leading to countless jobs for members of the database and a feature in Nasdaq that included one of her images on a Times Square mega billboard.

Can you share a bit of background for our audience about Black Women Photographers? We know initially in July, you started with a COVID-19 relief fund and then built the database. Can you talk about that process?

Yes, I launched the relief fund on Juneteenth. Then, in July, I followed it with the database.

Black Women Photographers (BWP) is a global community of Black women and non-binary photographers. It was first launched on July 7, 2020. As the founder, I wanted to bring together a collective of photographers in an effort to promote and encourage inclusive hiring practices. To be included in the database, the women submit a request via an online form. This platform was launched

during the COVID-19 pandemic and has so far raised over \$14,700 to support the photographers whose livelihoods have been impacted. The COVID-19 relief fund (**#BWPReliefFund**) — and our other initiatives — have supported over 105 Black women and non-binary photographers.

Black Women Photographers aims to disrupt the notion that it is difficult to discover and commission Black creatives. The platform seeks to ensure that more Black women are empowered to make the industry as colorful as it ought to be. We provide a safe space for learning through mentoring, workshops, and honest dialogue about how to better our craft.

Can you share more about how you used Twitter and Instagram to spread the word?

Twitter, Instagram, and word of mouth have been my main tools to spread the word. From changing my own Twitter name to say "Follow @BlkWomenPhoto" to using the platforms to raise money for the COVID-19 fund or other initiatives to sharing work from the community, every single post, comment, retweet, etc. has truly made all the difference in getting support.

©Mickey Stellavato

How has 2020 affected you personally?

Whew, this year (and I'm sure I'm not alone in saying this) really took a toll on my mental and physical health. Earlier on in the COVID-19 pandemic, I think in March, I started to feel my stress and anxiety about the pandemic and the news relating to police brutality impact my physical health.

We really don't talk enough about the impact of stress and how it can affect your body. I started experiencing clenching jaw, tension headaches, back pain, and all sorts of things. I also didn't have any type of urgency to create or work on any of my passion projects. Then, fast forward to July, I started to feel like myself again. I realized that both pandemics were not going anywhere anytime soon. So, I started finding better ways to manage my stress and anxiety. For example, breathing exercises and taking daily walks.





There has been a surge in conversations around diversity and inclusion in the photo community this year. Many of those conversations center around the issue of gatekeeping and non-white photographers' access to jobs. What type of impact do you think those conversations had on BWP?

These conversations have been long overdue. I think it's allowing Black Women Photographers to be exposed to a wider audience that normally wouldn't have sought out a resource like BWP.

I'm glad to shake this industry up a bit. And I am thankful for all of the organizations and allies who have been advocating and doing the work long before this year.

Do you think BWP would have seen this same level of success in other years?

Absolutely. I believe that all of the people and organizations that have shown support would have done it regardless of the year. The goal to get more Black women photographers hired is something that anyone can get

© Temi Thomas

behind, rain or shine, in 2020 or 2024 or whatever the case may be. I believe that because we had to slow down a bit this year it has helped more people become aware of BWP and the importance of this work.

What are two lessons or successes from 2020 you plan to continue and/or build off of for 2021?

Listening - I think one reason for the success of BWP is because of all of the people who have taken the time to listen to what I had to say. Truly listen.

I also take the time to listen to what members of this community have to say and see how I might translate that into action.

Self-care - This is a personal lesson and success for me this year, and honestly, every year.

I can't do the work without doing the inner work. I won't be able to show up for others if I am not showing up for myself first. Self care is a daily act. I'm trying to get better at it each passing day.



LESSONS LEARNED

This year, the name of the game was diversify. The diversification of skills, clients and business plans was crucial to the success of many photographers. Learning to adapt and remain agile and flexible is imperative in this industry; this year has shown how true it is. Plus, it built confidence and provided relief for those who were feeling stuck and creatively stifled.

Longtime PhotoShelter member Peter Jülich says, "The best thing I ever did was to diversify my clients. I started to do so a few years ago, after relying on two or three 'big' clients. I should have done so earlier. But after all it saved me during the pandemic."

In addition to diversifying skills and clients, exploring new revenue opportunities was a big theme in the photography community this year. We saw an uptick in photographers marketing Patreon subscriptions, selling one-on-one consultations, e-books and unused gear, as well as exploring how to grow their audiences on YouTube. Overall, there's been an evident commitment to experimenting with revenue opportunities in a strong subset of the photography community.

The versatility that these photographers possess enables them to be especially ready for whatever jobs may come their way in 2021.

But be wary of neglecting your passions! Award-winning visual storyteller Heather A. Eidson advises, "Don't limit yourself, but don't lose what you're passionate about as you explore different career paths. I've taken on just about every photo/video/film project that has come my way - and it's brought me some great opportunities to learn and grow. However, I have come to learn I miss editorial/documentary photography the most. While it's important to generate income, make sure you are also feeding your passion." We want to emphasize this last point because while diversification is critical right now, affirming your existing skills and zealousness is just as important (and helps your mental health).





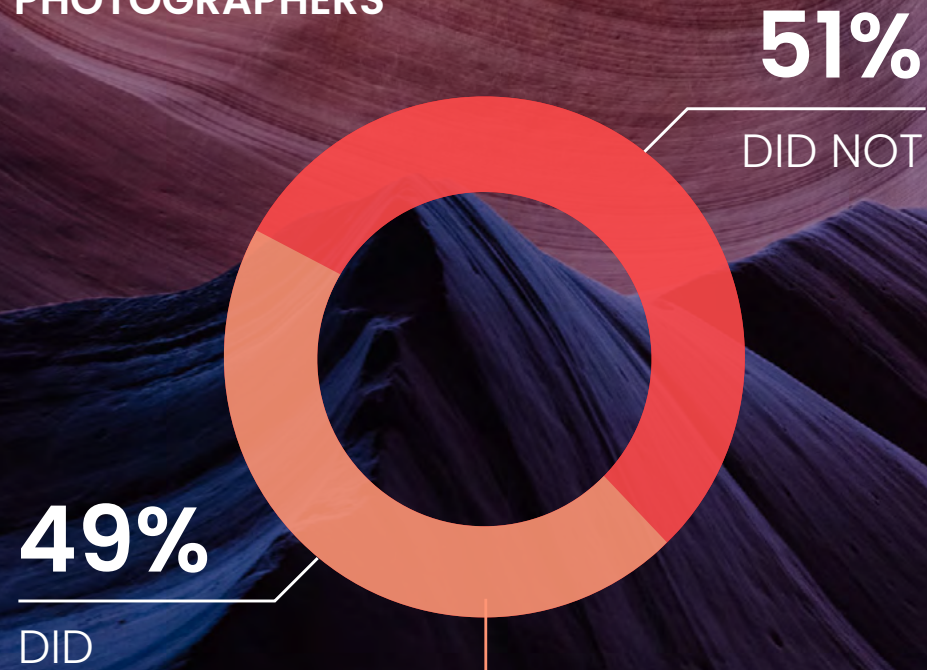
Don't take any work for granted. Be at your best, always. Be more flexible. Adapt or lose out. Learn, learn, and continue to learn new photo and lighting techniques. Become even more proficient and knowledgeable with imaging software. Take advantage of ALL technology available to you.

—Steve Fecht
Commercial photographer

Who explored *alternative revenue opportunities*?

©Michela Ravasio

FULL-TIME PHOTOGRAPHERS

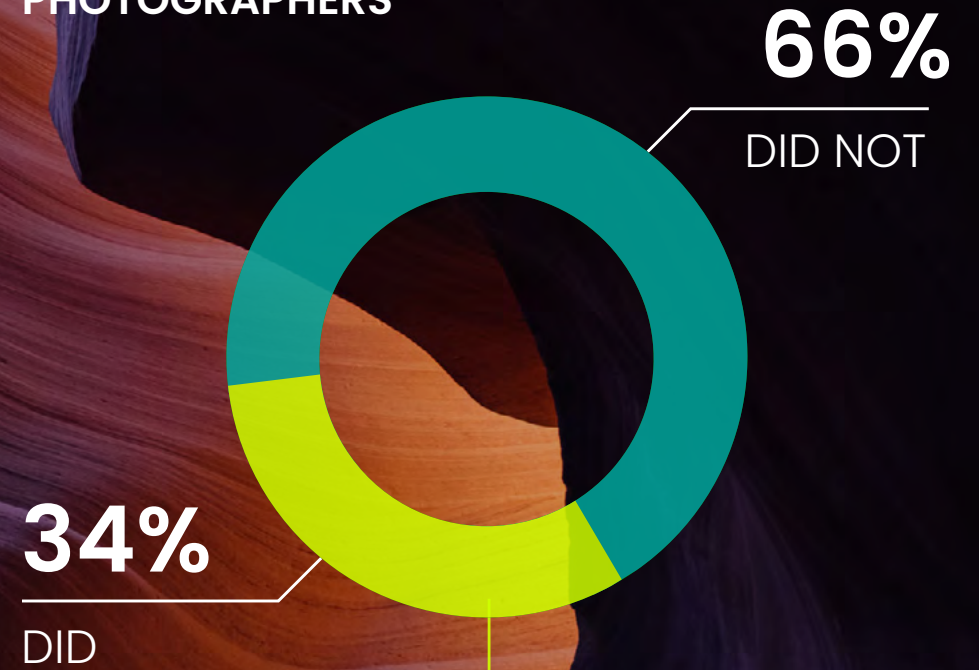


50%
first time doing so

50%
wasn't the first time

88%
will continue in 2021

PART-TIME PHOTOGRAPHERS



34%
first time doing so

66%
wasn't the first time

94%
will continue in 2021

FEATURE



Billie Weiss

*Senior Manager of Photography
for the Boston Red Sox*

An independent commercial, editorial, event photographer and videographer, **Billie Weiss** has been working with the Boston Red Sox since 2012. As a brand the Red Sox are known for providing fans with epic action shots from Fenway Park and behind-the-scenes moments with the team. But with MLB's 2020 season up in the air and nearly two million Instagram followers missing baseball, Billie and the greater Red Sox photo team wondered how best to proceed.

How did you and the Red Sox photo team have to adjust this year? Did you feel a certain pressure to keep fans updated and/or uplifted during the earlier days of the pandemic?

This was definitely a tough year for us. The primary adjustment we had to make was working within the new safety parameters and limitations for access implemented due to Covid. As team photographers, we are used to having all-access into places others can't be, like the locker room, weight room, tunnels, and dugout, but that wasn't really a possibility this year given the new rules. Unfortunately, I was the only member of our content team

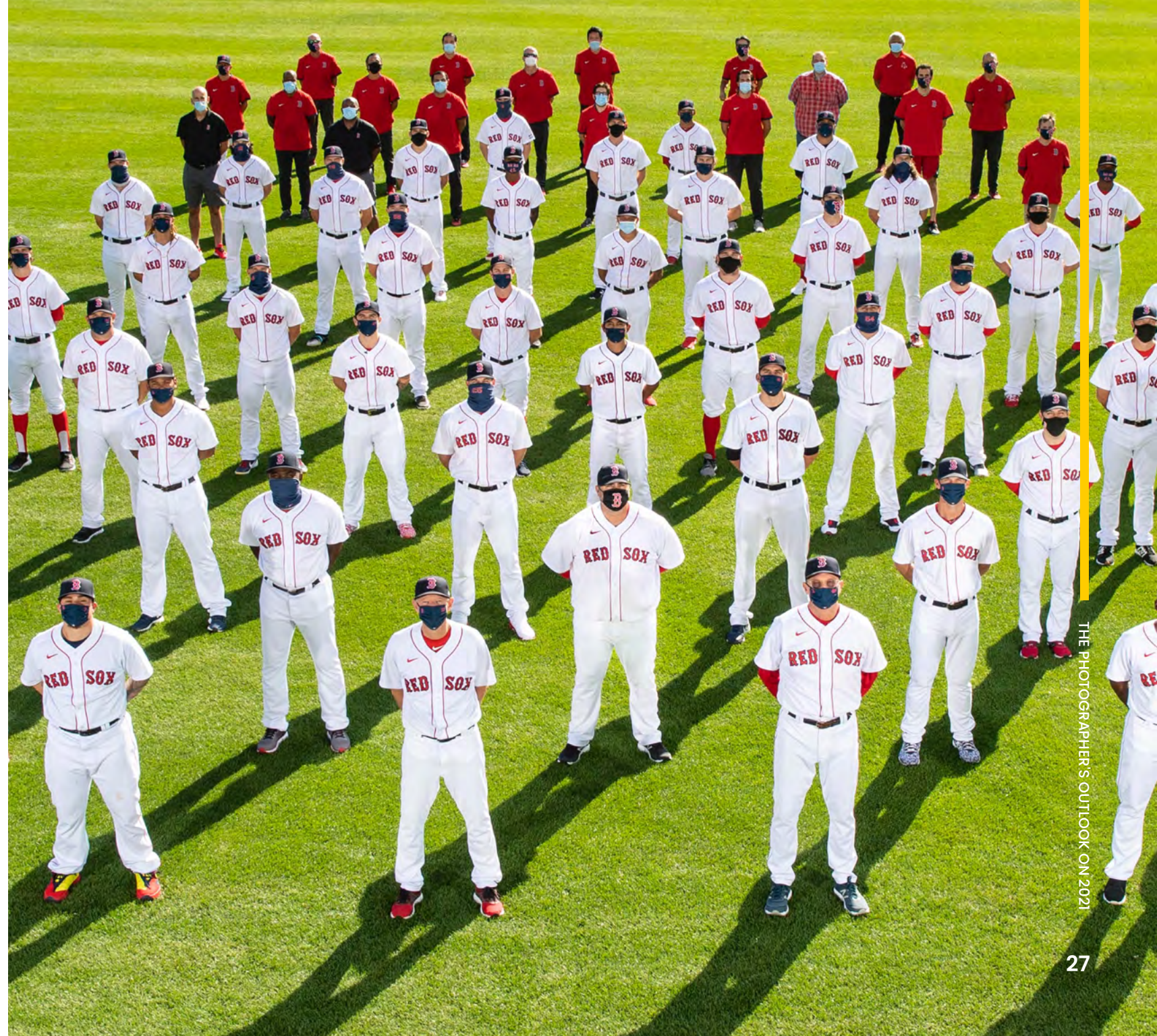
that had on-field access, so the other shooters and content creators on our team had to get very creative as far as what they were able to do from six rows back in the stands. Even with the access I had, I had to be extra cautious about proximity and exposure to players.

We absolutely felt like we had a responsibility to keep our fans updated and connected. Much like the rest of the world, during the very early days of the pandemic, we really had no clue what was going on or how things would play out. But after a few weeks, we realized we couldn't just remain silent as a brand and with our presence on social media just because baseball wasn't happening. We believed that as a sports team, it was our responsibility to provide our fans with uplifting, interesting content to keep them engaged with the team and to serve as a source of entertainment/distraction from the day to day uncertainty of the pandemic. We were able to do so in the form of infographics, Zoom interviews with players, at home activities for kids, deep dives into our photography archives and evergreen Fenway Park content.

What were the biggest lessons you learned from your 2020 adjustments?

The key takeaway for us is that it's still possible to make high quality content even with a limited staff, limited resources, and limited access. It just means being smarter and more efficient in making our asks, setting goals, and executing.

Going forward, we think this mentality will allow us to be more strategic when it comes to deciding which projects to pursue and staying laser focused on the core elements of our overall brand. With no fans in the seats, this season served as a good reminder that photography as a medium is extremely powerful, and gives others a view into the team's world that they otherwise wouldn't have. So it's important to keep doing it - no matter what the circumstances are!





What's the plan for 2021? Is there anything from 2020 that you'll definitely be continuing in 2021?

Great question. Simply put, we have no idea. We anticipate that within the professional sports landscape, 2021 will look more like 2020 than 2019. We hope we're wrong in that mindset and that things continue to improve and open up, but from a strategic standpoint, we are planning to operate within a similar environment as we did this year.

Care to share your experiences of people voting in the stadium? I thought that was very cool to cover and share with Red Sox fans.

The voting experience at Fenway was an awesome idea and was executed really well. Over the years, Fenway Park has become a hub in Boston for all kinds of gatherings, concerts, and other sporting events beyond baseball. Obviously, those things didn't happen this year with the pandemic, but given the climate of our country, the organization really wanted to push to open up the park to give people easy access to vote. It was really fun to shoot because the enthusiasm from voters who attended was so high. It seemed like people were really excited to vote

at a place like Fenway Park and then take a selfie with their voting sticker and the baseball field behind them. Hopefully this is a new tradition we can embrace for future elections!

On a personal level, I'd love to know more about your YouTube channel. From what I've seen it's really taken off and I wonder if that's something you think you would have had time to pursue had the pandemic not happened.

Starting a YouTube channel has definitely been a goal of mine for awhile now, but it always just felt like a stretch given how busy day to day life can be. Once things slowed down, though, I thought it was the perfect opportunity to try it, so I dove in. It's been a challenging process and a labor of love so far, but I've really enjoyed figuring out the platform and growing the channel slowly but surely. I've always loved that photography has allowed me to connect with so many people and given me an opportunity to help others interested in photography, and the channel just provides me with another platform to do so. Now that the channel has a solid foundation, I'm really excited to keep it growing into the future.

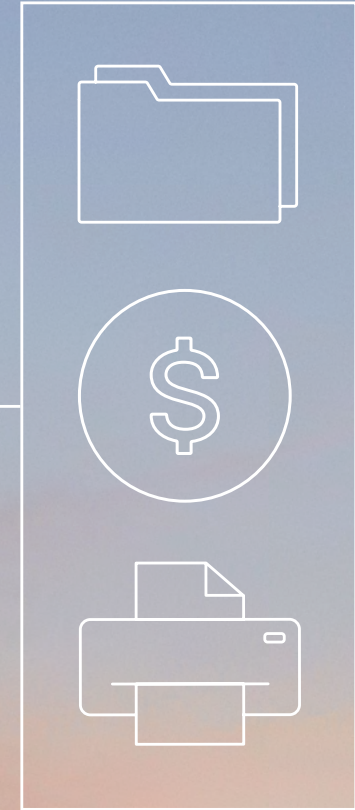
THE VISION FOR 2021

So where do we go from here? What's next?

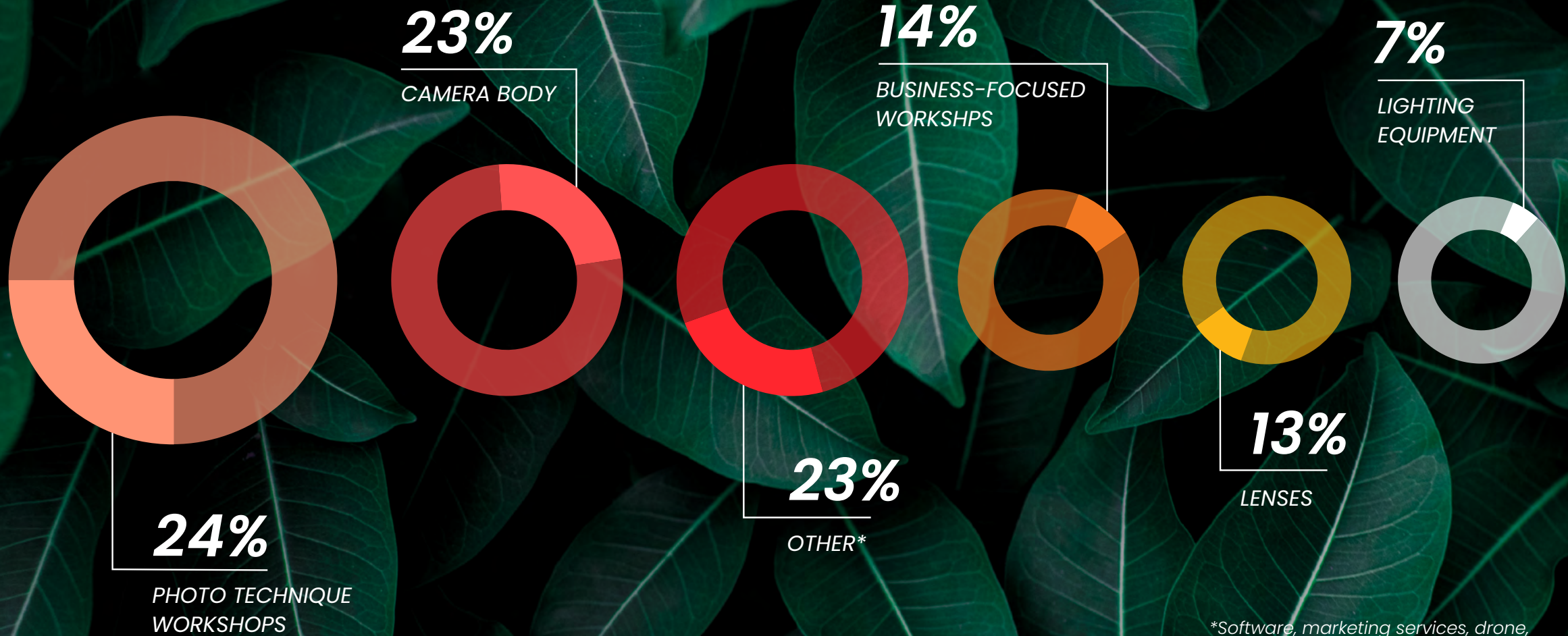
Continue to invest in yourself and your business. Sadly the world continues to experience effects from continued coronavirus cases, but much of the guesswork is already done for what's ahead in the world of photography. Photographers have a clear path forward. Continue to diversify and explore new revenue streams. Continue to tell stories.

It's also important to keep the photo community's accomplishments in mind when planning for next year. We heard countless stories of photographers changing the direction of their businesses, learning how to more effectively market their work, winning awards and coveted mentorships, auditing their websites and SEO efforts, gaining new clients, finally getting organized, cutting costs, experimenting creatively. None of that needs to change in 2021.

Pursue copyright infringements more vigorously. Focus on fine tuning editing and visual storytelling skills. Go after new clients and sell prints at the local level. Implement new marketing strategies. Grow your social media following. Invest in a few workshops or finally get your drone license.



In 2021, photographers plan to invest in...



*Software, marketing services, drone, SEO expert, additional storage, etc.

Remember that there are resources out there for just about anything — and many of them are free. One positive thing to come out of 2020 was that online educational opportunities for photographers went through the roof. You can now attend an Eddie Adams workshop from your couch or have one-on-one portfolio reviews with the likes of Deanne Fitzmaurice, Jim Richardson and PhotoShelter’s very own Allen Murabayashi without putting on shoes. Blogs like [PetaPixel](#), the [PhotoShelter blog](#) and [Fstoppers](#) continue to stay up to date with the latest industry news. Free webinars are popping up left and right. There’s no sign of that stopping.

And if you are willing to invest a little money in business tips, tools and networking opportunities, consider joining a trade organization. Our friends over at [APA](#), [NPPA](#) and [ASMP](#) were referenced repeatedly by survey respondents as having some of the most useful business resources for photographers. In the new year professional development and education are at the forefront of their efforts.

No matter where you decide to focus your attention in the coming year, PhotoShelter is committed to supporting you every step of the way — and bettering the photo community as a whole.

“When the pandemic hit, it quickly became apparent to us at ASMP that this year was going to be particularly difficult for photographers and the industry. So we embarked on a plan to provide the most critical and up-to-date information in user-friendly ways through our weekly ASMP Town Halls, business and legal education platforms, webinars, and personalized assistance to our members. It is an honor to be recognized for that work by the members of PhotoShelter this year.”

Looking to 2021, ASMP is already building on what we did in 2020, creating even more ways to get the information you need when you need it. We are working so that when photographers and visual creators need a place to turn, they know they can count on ASMP to deliver — that is our mission and our focus.”

— Thomas Maddrey
General Counsel, ASMP



© Mickey Stellavato

“APA is committed to bringing the community together by engaging with photographers, producers, agents, clients, attorneys and other industry professionals and resources to better understand and consider how to get through this time. As a legacy photo association, our core mission is to help the photo industry succeed through both education and inspiration. In 2021 we’ll connect through webinars, mentorship, portfolio reviews, our diversity committee initiatives and other important programs.”

— Juliette Wolf-Robin
National Executive Director, APA

"In the year ahead, NPPA will continue to focus on 1st amendment rights and other advocacy issues along with online education and resources to help photojournalists working amid the pandemic, social unrest and economic uncertainty."

— Akili Ramsess

Executive Director, NPPA



FEATURE



Laura Roumanos

*Photoville Co-Founder and
Executive Producer*

Each year, PhotoShelter staff look forward to attending **Photoville**, a free photography festival in the heart of New York City. For nearly a decade, thousands of photographers have joined the general public in viewing public photo exhibitions in shipping containers, attending talks and participating in workshops. Only this year, that wasn't possible. We spoke with Laura Roumanos, one of Photoville's founders, about how they modified such a well-known in-person event and what she's taking into 2021 with her.

For people who might not know about Photoville, can you share a bit about your mission and how you stayed true to that despite 2020's challenges?

Photoville amplifies visual storytellers and connects them to a worldwide diverse audience through its free photo festival and year-round activation of public spaces and educational community programming. With that in mind, as a very small organization, we really thought about our community and how we can connect with them and serve them in a variety of ways. Continuing to showcase work in the public sphere was really important to us, which we accomplish through our **Photoville Festival** and the

Photoville FENCE traveling to 11 cities nationwide, but so was finding more ways to compensate photographers and support arts educators with grants and resources, so it was definitely a hustle and that work is far from over.

Your online programming increased heavily this year. When did you make the decision to expand that? Can you share some of the ways in which you adapted?

Actually, before this year, we had never done any online programming! We literally took what we did in person and moved it all online. Even before we started planning for our festival we saw a need for our educator community to come together to share resources and connect, so we kicked off our "**Educator Coffee Hour**" series in late March when COVID-19 hit. Our Festival programming has always had a robust line-up of professional development workshops, demonstrations, artist and curator talks, and presentations - and our online program this year was very similar. I am so proud of my team for rallying and working on such a diverse virtual program and I am grateful for our community of partners and artists coming together to learn from each other and talking about what issues we all face today.

©Laylah Amatullah Barrayn

What elements from the established in-person Photoville did you want to make sure came through for Photoville 2020? Do you plan to keep the model in 2021? What are the goals for 2021?

2021 will mark our 10 year anniversary for the organization and for our Festival, so we had always planned on expanding our geographical reach to present public art exhibitions across all five boroughs of New York City, so when COVID-19 hit earlier this year and we realized that photography and people inside small shipping containers wasn't going to work, we decided that our plan for 2021 would have to start in 2020!

We will definitely be expanding to additional public spaces next year and we are currently fundraising so that we can compensate more photographers for showing their work. We are so proud to have commissioned over 80 photographers and arts educators this year through grants and commissioning fees, and we plan on doing much more in the years ahead. We are also working on some really ambitious public art projects, including the national **We, Women** project that involves 19 incredible community engagement projects by women and non-binary artists and organizers.

©Jessica Bal





Is there anything else you'd like to add or share?

We have received really encouraging and wonderful feedback from community members across all five boroughs. It's been really special to welcome new programming partners in Queens, Staten Island, Times Square, Harlem, the Bronx and the Lower East Side, and we have loved working with all of our artists, curators and organizations this year who have all had to evolve with us and roll with the punches. And by reaching out to new areas and new audiences, we have had the opportunity to engage more people through our public exhibitions and our online programs this year than ever before. But of course, there is nothing like gathering in our beer garden, sharing in the collective experience of watching inspiring visual stories, and connecting in dialogue with each other, so we hope to get back to that sooner rather than later.

CONCLUSION

We hope that hearing about other photographers' experiences this year encourages you to try something new or finally tackle that task you've been avoiding (we see those chaotic archives!) in 2021. From everything we've observed, the best skills to cultivate right now are ones that lend to flexibility and versatility. So play around with the types of photography you're less familiar with. Embrace opportunities to try something different for a client. Keep yourself open to new approaches when promoting your work on social media.

Quite a few accomplishments have been discussed in this guide. Those all deserve to be celebrated. But we also want to make it clear that throughout the year we saw plenty of the opposite. People felt stuck and struggled. That's ok, too. 2020 was remarkably hard for the world and it's important to remember that everyone is on their own journey, both creatively and personally. Not all paths are linear. So this year, we want to be sure to celebrate that, too.

©Roma Black



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