

# Competitors on Instagram

anenglishdayout on Instagram is an account run by a suffolk family who go out and explore different areas of the UK. They have around 3,900 followers and 228 posts, each being a different location or subject. This is a competitor because they post similar content but have their own unique idea as I can see wildlife posts but also ancient/preserved buildings.

nhm\_wpy (WildlifePhotographerOfTheYear) is a verified account based around the best wildlife photography of the year or just great photography. This is a professional photography account and is probably one of the best and more relevant competitors as they have high production posts and equipment. They have around 200k followers and 2,600 posts.

Wild\_life\_image (Wildlife photography) is another account like the first in that they have around 3,200 followers and 289 posts, however this account is more wildlife photography based as all I can see is animals. They use a Canon r6 sigma 150-600mm contemporary to take their pictures which is a huge lens and a lot bigger than what I can get my hands on.

To compare my account with these competitors, starting from the top, I can see that anenglishdayout mainly use the Instagram filters and their phone to take pictures and edit them so I have better quality of camera equipment and the Adobe Applications like Photoshop and Lightroom to edit my photos and premiere pro to edit my videos.

With the WPOTY account, this is a lot more professional and I can imagine they have cameras set up that will take pictures

when motion is detected or high quality cameras operated by professionals. I think I won't have many advantages over an established account like this as they would have better kit and editing software/people that edit for them professionally.

Finally, (Wildlife photography) is an amateur photographer from England who uses a Canon r6 sigma 150-600mm which is a really good quality camera and lens for wildlife photography. I believe that their kit is a lot better and suited than the kit I can use, however looking at the images I can see that most of them are taken in the golden hour of each day and have a natural warmth. Some photos will be shared by followers with permission but overall, the images look unedited as they are taken in a shallow DoF which reduces the editing opportunities as you don't want to edit the colour of an animal as it'll look unnatural.

Overall, looking at each competitor, I can see that they use a lot of tags and handles to get more reach and that the personal accounts don't use Adobe editing software so I can use this to make my images more interesting and intriguing.