MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

**Preparing Content
that Engages:
Part 2**

BC Touring Council
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I am speaking to you today from Hudson, Québec, the traditional and unceded territory of the Kanien'keha:ka (Mohawk), and a place which has long served as a site of meeting and exchange amongst nations.

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https://DigitalArtsNation.ca/
How-to tutorials
Digital News
Digital Playbook

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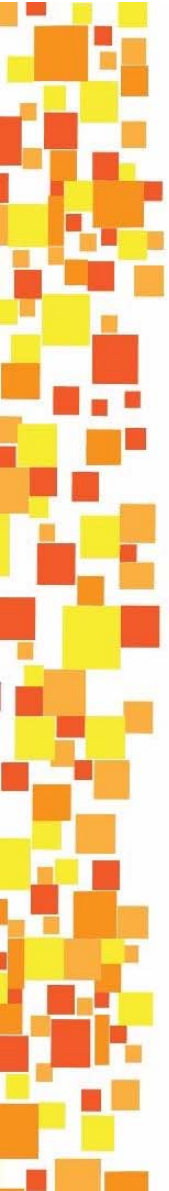
Atlantic Presenters Association

What we'll cover today

- Tips, tools & techniques to create engaging content

- How to improve your content creation process

- How to improve ROI on social media

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# Tips, tools & techniques to create engaging content

What makes content engaging?

Type in the chat

1. The name of the last social network you visited
2. What type(s) of content you were hoping to find there (photo, video, text, links, status updates, etc.)
3. What qualities you were looking for in that content (funny, beautiful, inspiring, interesting, informative, etc)

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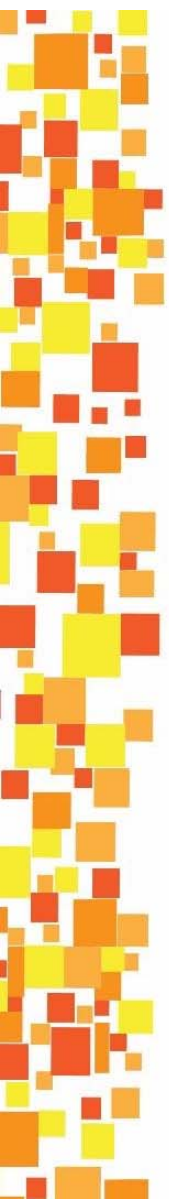
Content development: The 3 Cs

Creation: write, make videos, take pictures, record podcasts, produce illustrations or infographics ...

Curation: Shine a spotlight on other people's work, share relevant, insightful, or inspiring content ...

Conversation: Interview an expert, ask your audience a question, join the conversation via hashtags ...

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Customize your content mix

Photos	**Video**
Text	**Audio**

Photos: Instagram, Facebook, Twitter

Skills: Photography

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Composition	Quality	Content
• Rule of thirds • Symmetry • Reflections • Repeating patterns • Focus on one subject (simplify or blur background) • Crop to fill the frame • Unusual perspectives (aim high or low, zoom in or way out) • Diagonal lines	• Crop instead of zoom (unless you have pro camera) • Get a tripod and mount your phone • Take advantage of camera functions (panorama, portrait mode) • Take many pics and select the best to edit and post • #nofilter	• Current / timely • Candid shots – faces draw attention and we follow their gaze • Don't post complete images of final visual art pieces that can be reproduced/printed

Video: **popular on all platforms**

On Tik Tok
Over 11k views,
459 comments

Live video: Instagram, Facebook, YouTube

- Keep it conversational
- Viewers are forgiving of uneven quality (to a point)
- Can broadcast live interviews via Zoom
- Option to "premiere" video instead of broadcasting live

Video quality: light, mic & background

- Don't wait until you have the perfect gear
- You never know what content will connect with an audience

Instagram: 4 kinds of video

- Feed video: 3-60 seconds
  - Square, portrait, or landscape
- Stories video: <15 seconds
  - Vertical, aspect ratio 9:16
  - Disappears after 24 hours
- Live video: up to 1 hour
  - Vertical (9:16)
- IGTV: 1-60 minutes
  - Vertical (9:16) or horizontal (16:9)
  - Can create a series

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surreybcevents

surreybcevents Your band. Our virtual stage. 🎸 Our Play at Home Surrey contest is back! Submit a video of your act and be entered to win a performance spot to play during Virtual #SurreyCanadaDay on July 1. Think you have what it takes? How to enter: surrey.ca/canadaday

1w

thecityofsurrey ❤️❤️😍
1w 1 like Reply

kyrstenthornhill Exciting!
1d Reply

3,723 views
7 DAYS AGO

Add a comment...   Post

Skills: Video

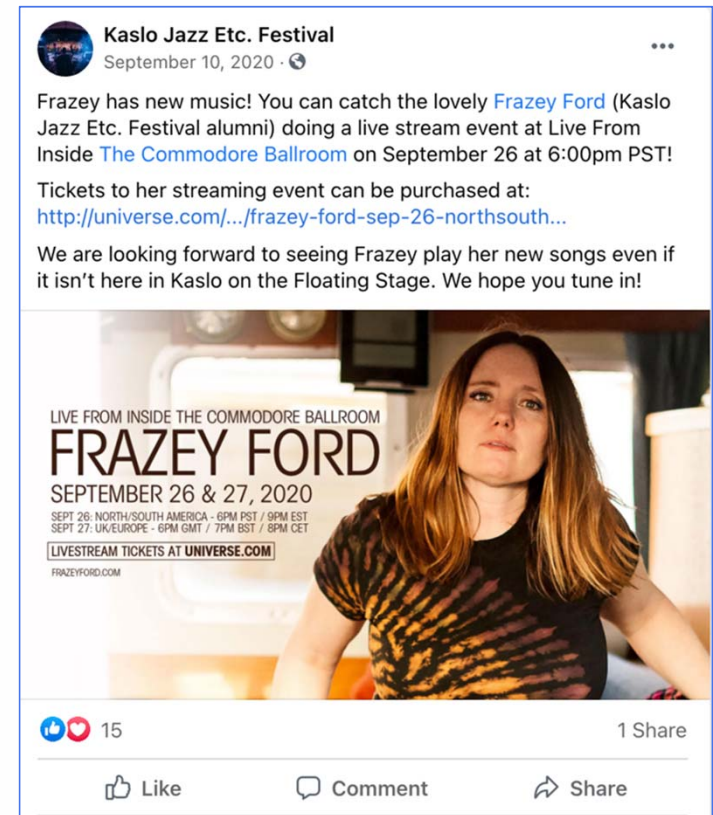| Composition	Quality	Content

• Lighting – lots of light – especially on faces
  • Natural sunlight works well, try for softer light parts of the day
• Clean, uncluttered background
• Rule of thirds
	• Crisp, clear audio, make sure you have a good microphone
	• No shaky footage, use tripod.
	• Use your smart phone – back camera is better, horizontal recording not vertical
	• Use a good video editing program
	  • Keep editing simple, focus on clean up (especially audio/noise reduction) and transitions
	  • Use angles, cut aways to create visual interest
		• Script or storyboard your videos
		• Make sure your subject has the right on-camera presence: open body language, smile, speak slightly slower

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Text: No more "Plain Jane" status updates

- Present in a visually interesting way
- Marry with a photo, or keep it simple

Use other people's words

Use templates

Skills: Writing

Composition	Quality	Content
• Define and hone your voice • Voice: be casual, conversational, talk to me directly, positive, upbeat, fun • Use *I, we, you* instead of *the company, the client, the team* • Use emoji to show your point and increase engagement • Use hashtags on Twitter and Instagram	• Short sentences, short words • 40 characters makes a long Facebook post in most cases • Link to your blog, gallery, videos and other long form, don't paste its content into Facebook status • It's ok to break some punctuation rules, but do check spelling and grammar	• Call to action but don't over-promote and don't sell when you are building a social relationship • Short questions can be great lead ins • Research tells you who you are writing for – use it! • Write great captions for your images • Have some fun!

How to improve your content creation process

Listen, create, share, repurpose

Discussion

▪ What is your current process?

▪ What tools do you use?

▪ What recommendations or advice do you have?

Play to your strengths

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Focus
- Invest strategically in original content
- Choose a few things you can do very well

Collaborate
- Ask staff and volunteers to watch for Instagrammable opportunities and share with you (or the person managing your social media)
- Encourage partners / audiences / customers to post photos/videos and tag you

Know your audience
- Strong visuals are a must, on every platform
- Learn what your audience wants and give it to them

Never be stuck for ideas again

Define content pillars
- Choose 3-5 themes that define your organization
- Brainstorm monthly and capture ideas in a spreadsheet with separate sections for each pillar

Check analytics
- Which posts got the most shares, comments, or likes?
- Which pages on your website are most viewed?

Follow trends
- See what others post on related topics using hashtag searches
- Google Trends shows you what people are searching for
- Pinterest may also offer ideas

Audience insights
- Turn FAQs into social posts
- Ask your audience what they're looking for from you

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One piece of content, many ways

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Always be repurposing:	Always be listening	Always be sharing
• Cut and remix video or audio content • Make a slideshow video from photos • Make shareable images from text excerpts • Broadcast live interview over Zoom, turn audio into a podcast, turn transcript into a blog post, share video clips	• Share reactions to content / programming • Screencap and share (good!) reviews • Re-share fan photos (with permission)	• Share content made for other platforms • Twitter threads on Facebook, Tik Tok video shared on other platforms

Create and use a brand kit

- A 'cheat sheet' noting colour codes, fonts (a feature in Canva Pro)
- Template library
- Any important style guide notes
- Logo files, image / video library
- Image/video size information

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Tools to help: Canva (Pro or Nonprofit)

- Easily create shareable images or videos
- Schedule them to publish to Facebook pages and groups as well as Twitter, Pinterest, and Tumblr. Can export to Instagram
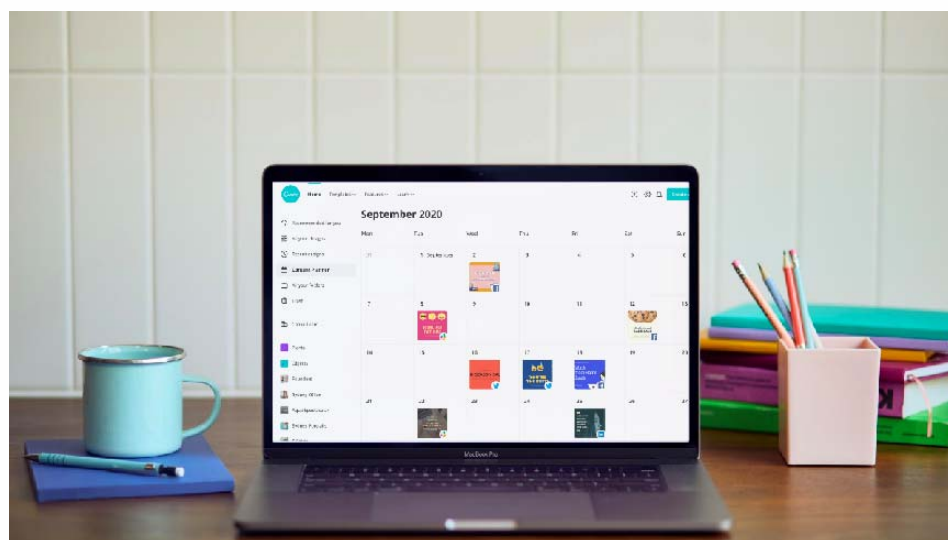
Tools to help: Trello

- Free plan, or affordable pro
- Flexible
- Keep track of content in production
- Details: https://blog.trello.com/moved-to-published-using-trello-as-an-editorial-calendar
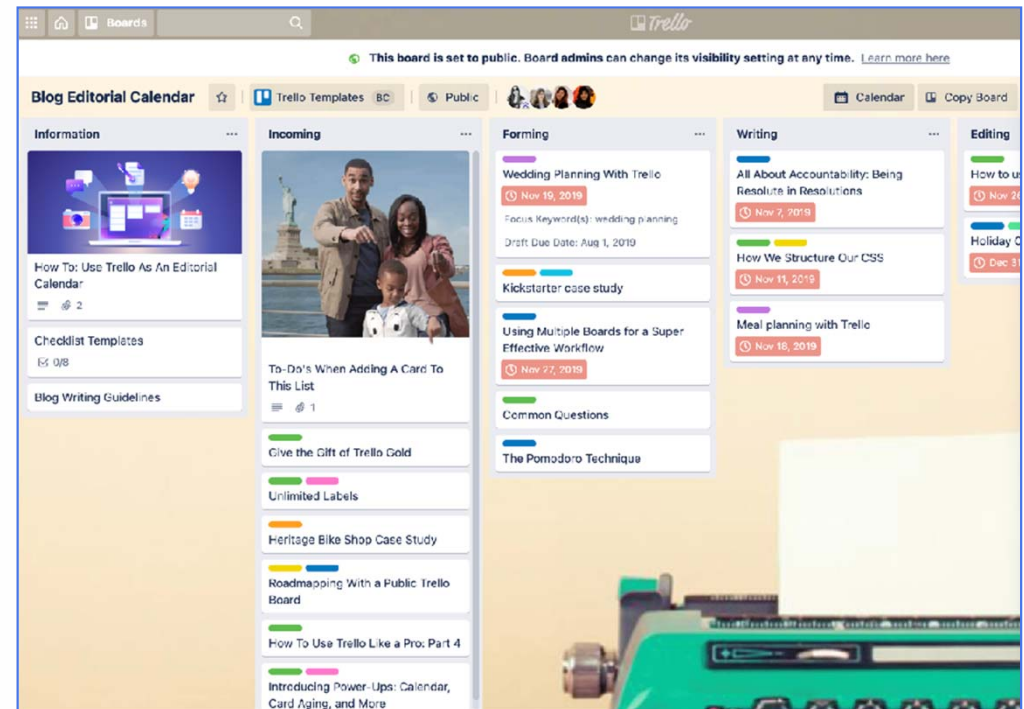
Social Media Management: Hootsuite (etc)

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Social dashboard
- All social media profiles in one view
- All messages / comments in one place

Scheduling tools
- Convenient
- Beware – each social medium has different dynamics so don't post identical updates to all

Analytics tools
- Top content, most engaged followers
- Hashtag / keyword tracking

How to improve ROI on social media

Begin with the end in mind

Let's talk ROI

In the chat, take a minute to answer this question:

How do <u>you</u> measure success on social?

Plan your content with ROI in mind

How many tickets do you need to sell? Or, how much money do you need to raise?

When do you want people to buy something or take an action?

Who is your audience? Are there new audiences you want to reach?

What triggers your audience to buy? What blocks them from buying? What information do they need?

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Creating your content calendar
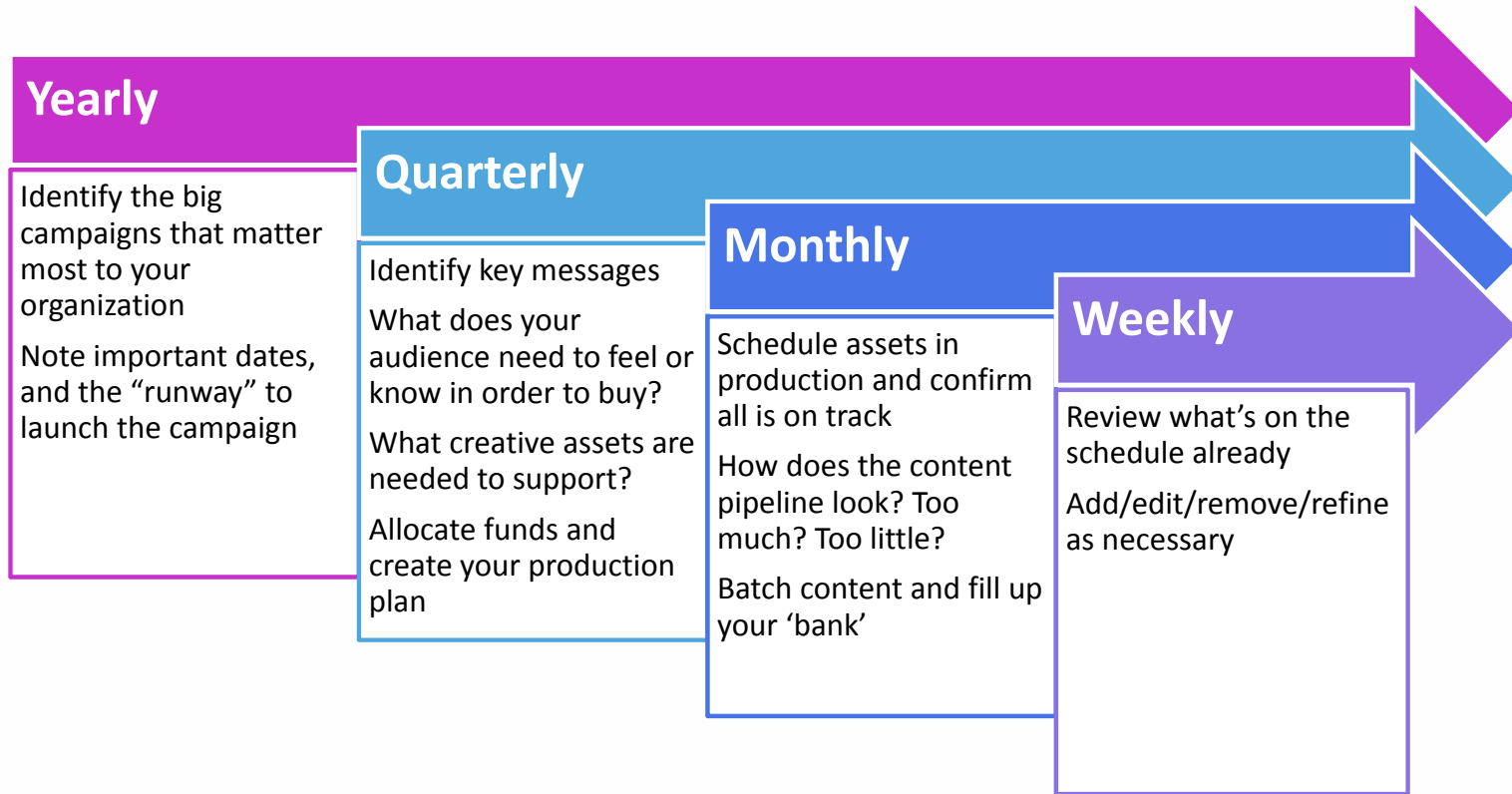
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Yearly

Identify the big campaigns that matter most to your organization

Note important dates, and the "runway" to launch the campaign

Quarterly

Identify key messages

What does your audience need to feel or know in order to buy?

What creative assets are needed to support?

Allocate funds and create your production plan

Monthly

Schedule assets in production and confirm all is on track

How does the content pipeline look? Too much? Too little?

Batch content and fill up your 'bank'

Weekly

Review what's on the schedule already

Add/edit/remove/refine as necessary

To recap:

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Create engaging content
- 3Cs: Creation, curation, conversation
- Leverage your strengths, improve your skills
- Don't be afraid to experiment

Streamline your content creation process
- Batch and schedule content
- Create and use a basic brand kit / style guide
- Repurpose / remix content

Improve ROI on social media
- Plan your content with purpose
- Design your content calendar to support your strategic objectives

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LET'S STAY IN TOUCH

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