

# Content Creation

Engaging content is great for creating brand awareness and ensuring potential customers see your profile, products and services.

## VIDEO

Video makes up 80% of social media content. Most social media platforms support video content, although some have video length limits.

## TYPES OF VIDEO

- **Educational:** Inform your audience, give them insight and allow learning.
- **Inspirational:** Spark imagination or encourage people to do something.
- **Entertain:** People enjoy watching so create an emotional response.

## IDEAS FOR VIDEO CONTENT

- Vlogs
- Events
- Behind the scenes
- Interviews
- Tutorials
- Live streaming
- 360 (of a space such as retail premises)
- User generated content (sharing customers content)
- Giveaways
- Webinars
- Product reviews
- Timelapse

## GENERAL CONTENT IDEAS

- **Staff/ employees:** New team members, bios.
- **Offers of giveaways:** Details of the giveaway, the prize, how to enter.
- **User generated content:** Content that customers have shared with you.
- **Product focus:** Explanation of products, suggested uses, popular products.
- **Blogs:** Link to your latest blogs, research and content which are relevant to your industry/ customers.
- **Events:** Store events, online events, upcoming sales.
- **Website:** Link to your website, specific pages, direction to part of the website which answers popular questions.
- **Launches:** New products, new services, new offers or promotions.
- **Social media pages:** Invite people to explore your social media pages and get involved in your community.
- **Awards:** Any awards that your business is nominated for or has won.
- **Business milestones:** Reached a number of online sales? Years open? Record sales in a day?
- **Location:** Remind people of where you are located, how to get there, if there's parking and what time you open.
- **Tutorials:** Videos or guides on how to do something e.g. use a product, set it up.
- **Important dates:** Wider community days which may be relevant e.g. national women's day, national bring your pets to work day.
- **Prices:** Remind people of your prices for a few products - when these are on sale and the savings.
- **Reviews:** Share reviews which people have posted.
- **Industry experts:** Share information from industry experts and provide an opportunity for interaction within your community.
- **Community and charity work:** Share images and information about the local charity work your business is involved with.
- **Updates:** Inform your customers if something is changing about your business - address, phone number, email, opening hours, holiday hours, product offering.
- **Ask the community for their opinion:** Want to know the answer to a question? Ask your community for their opinions.
- **Business story:** Remind people of where you started, how the business has evolved and how this has allowed you to get to where you are now.
- **Customer research:** Ask your customers how they feel about certain topics, products, services - where you could improve, what they like.

## TOOLS TO KEEP COSTS DOWN

- **CANVA:** Free designs and templates for creating social media graphics  
[www.canva.com](http://www.canva.com)
- **VISME:** Designs, charts and image editor  
[www.visme.co](http://www.visme.co)
- **ADOBE SPARK:** Create graphics, responsive websites and short videos  
[spark.adobe.com/sp](http://spark.adobe.com/sp)
- **DESIGN WIZARD:** Create graphics and short videos using templates and tools  
[www.designwizard.com](http://www.designwizard.com)