

Social Media - Week 3:

Social Media content creation

Focus: Content is the deciding factor between whether people follow or un-follow you on social media so we need to get it right. In this video we will look at the types of content you should be creating to capture and maintain your audience's attention.

Common problems/mistakes:

- No idea what content to create;
- Little to no thought is put into content creation;
- Many business owners think they do not have the skills or equipment to do it.

Why is it important:

- If you have a smart phone, it is free and easy to do;
- Keeps people engaged and interested for longer;
- Builds trust, increases followers and sales.

How to do it well?

Screen Share:

- Content Creation Ideas.

Template/checklist:

- Content Creation Ideas check list.

Tips for success:

- Ask your customers what they want to see;
- Think "video content" first;
- Ask yourself if X piece of content adds value and if it is relevant to your audience before sharing.

Task:

Use the checklist provided to identify the different types of content that would work for you. Focus on creating one type of content each week.