

Introduction to Online Content Creation Film Transcript

Can everyone see my screen?

That should be okay.

Hi everyone.

I'm Annie Andoh.

I'm social media manager for the V&A.

So, today's session is about online content creation.

I'm sure everyone has heard the term, "Content is king."

Bill Gates said that 25 years ago in a journal and it is true then and it is true today.

Content is a thing that brings us engagement.

Content is a thing that keeps things in perspective.

Content is the thing that just engages everything and everyone.

It has never been more true today looking at the pandemic and how we all scrambled over the last 18 months and two years whilst we have been in lockdown.

I want you to get your phones out and open a social media app.

It could be Twitter, TikTok, whatever social media app you have or it could be a website.

Just start scrolling and see what you sort of engage with.

What you stop on.

The whole point is, there is so much content out there at the click of our fingers. There are very few things that we want to physically take note of or engage with.

And the whole point of creating content that works with audiences is to create thumb content.

There is so much competition out there.

Content and what we engage with and how we engage with it is such a personal thing.

It is a real privilege to be in someone's feed.

In the one or two minutes that we're speaking, think about how many things you've engaged, one or two maximum out of 10 or 15 posts that you've actually seen in this time.

So content is important and content is king.

Why is content king?

Content builds trust.

Whether you're providing someone with an interesting fact or something that they've never heard of before.

It builds that trust that you're providing an

authoritative take on something.

Whether it is your logo across-the-board or the use of a hashtag or visual style, it creates a look and feel that's distinctive to you are. It is cost effective.

Telling a story costs nothing really in comparison to things like out of home billboards, creating stuff on social media is relatively cheap in comparison.

It helps you understand your audience and your audience segments.

Whether you're a museum or gallery in Manchester or Hull or whatever, you know exactly what your audience is and you know exactly what they are engaging with because you can see instantly.

It helps you express your personality.

So we have seen from bands.

You never thought that Casper making mattresses funny online, but they have created a brand around that.

It helps you offer something that's unique. Whatever your unique selling point is the thing that you push on social channels. It is king for every single stage of the customer journey.

Whether that's you're looking to book an exhibition ticket or you're looking to buy something or you've just come back from seeing something, social digital content is there for when you buy a ticket, when you're considering to after you've left and you're posting about what your visit or experience is like. It is there through every single staining of your journey, and whether it is e-mail, social, every part of your every channel needs content to survive and needs content to thrive.

What is content? It is anything from graphics to plain images to White Papers to FAQs and time lines.

I've got 50 examples here and this only scratches the surface as to what content is.

Have a look at this and think what are you already utilising.

Are you using how to guides?

Are you using gifs and user-generated content?

Are there things that you're already doing or are there things that you haven't considered and could be something that you could be utilising. There are so many different types of content. It is just figuring out how you can utilise it and how it fits across the channels.

The first thing that you actually need to consider with all different types of content that comes to mind is your audience.

We don't speak to people in the same way.
You don't speak to a three-year-old the same way you speak to a 60-year-old in most cases.
But knowing what your audience is and knowing who you want to reach out to is key because we don't speak to everyone in the same way.
If your audience is say GenZ and a local family, you need to relate content that fits with them.
You need to find that story that fits with what they are already engaging with.
Whether that's, you're talking to say a cultural explorer, so someone who is really interested in museums compared to someone who has never been to a museum before.
You might tell them the same story or show give a different picture.
Three things to consider. Who is your audience? Who are you trying to attract?
Because sometimes that's two different things.
Are they already connected to you?
So, for example, when I started doing the V&A social strategy, the audience that we had was very transient. It was people just coming to exhibitions.
We wanted to have an audience that was interested in general art and design and performance.
Someone who is interested in going to an exhibition isn't necessarily interested in photography or the wider art.
So it is figuring out how to get people - or engaging them on the wider scale that drove forward our content strategy.
If you have time and budget, please do some research. That can be as simple as doing some social listening. There are free tools out there or paid ones like Brand Watch depending what scale or budget that you have, but that gives a good idea as to what people are saying about you. Twitter is a mine when it comes to figuring out what people are saying about your brand and about your museum or gallery.
The whole idea of a brand is what people say when you're not in a room.
This gives an idea as to what people connects your brand with.
Whether that's a Word Cloud or getting an idea of the sentiment, it allows you to see what people associate you with and what their own interests are.
And it can be as simple as just analysing what has worked in the past when it comes to campaigns and

events, whether you've got something that's coming up that's similar, what you've done in the past.

All that information, or audience exit polls when it comes to visitors, having all of that information is going to help you shape what you know about your audience.

Sometimes it is literally just as simple as asking who is your audience.

So, you know, you could put in surveys and polls and finding out actually what kind of content they already engage with.

User-generated content is also really, really good and an easy way of understanding who is following you.

If you look on say Facebook or Twitter or Instagram, Facebook and Instagram are best for this.

You can find out the breakdown of your audience already.

So whether that is male to female or what regions they come from or ages, you get a good audience profile already just from the native information that comes from your channels and that can help you assess what you know of your audience.

Yes, knowing your audience is vital.

Knowing your audience will help shape what your content is going to do going forward and knowing your audience is just going to help you know what your objectives are.

That comes to creating a strategy. There are four things that you have to look at when it comes to creating a content strategy, doing a content and channel audit.

Knowing what channels you're doing, and doing competitor research.

We looked at three different types of competitors.

So, the people that we consider to be say direct competitors.

So whether what is say like people who have got bands that have a similar footfall.

Competitors that are doing things similar to us, but overseas and we are looking at Netflix because they have got a wide range when it comes to their audiences, but know how to target.

They are basically there for everyone so it is interesting to see how they structure their content based on that.

We also did social listening, audience analysis which we've gone into and we looked at the tone of voice and visual styles.

So, those are four things that we recommend you look at.

And audit what you've already done.

I looked at the last six months of content that we had put out and looked at what had worked and what hadn't, what was the best performing, what types of images were people engaging with?

Where they fashion related posts?

Where they photography related?

How long were the characters?

How long were the posts?

What bits and what pieces actually worked well?

Auditing what you have and also what works well is also useful, but auditing what kind of content you already have is also useful so whether that is, you've got libraries of images or you have videos.

Starting from what you have allows you to figure out what you don't have and allows you to figure out what you can change and cut and paste into creating something different.

The other thing that we do is we plan out our key moments.

So we have a calendar which has every single key date.

So it is everything from William Morris' birthday to silly stuff like Tortoise Day.

Looking at Alice In Wonderland, we look at the key moments within that campaign.

Whether that's from the announcement to particular birthdays of Alice, the original Alice, that is all planned against our general calendar versus all the exhibition calendars and all the points of the year that we know are important to us and whether it is launch week or closing week.

We know the key moments that we have to hit within the year and that also helps us plan out the content peaks and troughs.

With that has come our thematic approach.

The way we organise content is on a theme by theme basis.

Every week we've got a different theme.

This allows us to talk about everything and anything, but within a sort of set narrative.

So, for example, this week because we're within Black History Month, it is focused only on Black History Month. But next it is about how is it made.

It allows us to talk about everything that's going on within the museum, but within a set narrative.

So for example, like how we used to breakdown content,

it was mostly exhibition heavy.

Five are content related and that meant that we were engaging with audiences who just wanted to see one exhibition.

As soon as that exhibition ended, those audiences were gone.

That didn't help us build anything.

It only meant that we were hitting content strands for one particular audience and it wasn't building any brand loyalty.

By changing it into something that was more balanced and being able to talk about anything and everything, means that someone is interested in fashion, they know that they're going to have a fashion related post every week or if someone is interested in a particular thematic thing then, you know, they're going to engage heavily for that week and they might engage heavily in a few weeks time because the next week's content isn't going to be for them.

It just means that we have got a more holistic approach to content which allows for us to be organised in our approach and we've got 2.2 million items, a bit like where do we start when it comes to telling stories and this gives us a very set and useful narrative and allows for other people to contribute because they know what weeks they can contribute to.

Every museum or every brand is different.

Through someone like museum of brands, every day or every other day, they have got different content.

They have got advert of the week or they make sure they have got a jobs post or they're very much more events orientated.

So, they've done an assessment as to what content they have.

I think they're quite limited as to what they're allowed to share because of copyright stuff, but they have taken what they know they can and can't do and created a content strategy around that.

So think about what content pillars you can create because that creates consistency and allows you to have an idea of what frequency you can have.

It allows you to create set styles when it comes to sharing visuals and it allows you to plan ahead or plan better.

The things that you need to take into consideration when you are creating a content strategy is time.

So there might be things that are really easy and cheap to do, but they are quite time sensitive or time-heavy.

For example, after this presentation I'm going to do a TikTok Live. It is obviously very easy to do, but planning it out and making sure we hit the right places within the museum is very time sensitive. So it takes us about two weeks to plan out a live stream.

Resources, do you have enough people?

I know there is probably a lot of you on the call that's not just looking at social media within like, it is not your sole thing in your remit.

You're probably looking at marketing and press and doing a plethora of other things.

So be realistic with the resources that you have.

Budgets, having an idea of how much money you have, whether it is upskilling people or outsourcing things in the future and being able to invest in video, have an idea of what your budget is and scale up or scale down what you can or can't do.

We've done a lot of things to skill up the people within the marketing team so they can edit video or use Photo Shop. It is not a skill that will be in every team, but actually having an idea as to what the skillsets that you have ask also help you either plug in what you need or work around what you don't have. And then access.

So, we have like 200 creators and we don't have access to all of them.

Our conservation team is really difficult to get access to because they are working to such a tight schedule.

You might have a plethora of content, but you might not have the access to these people or you might have a lot of images, but they've not been digitised so you can't share them.

Figuring out what you have access to will help you again fill the gaps as to what you don't have or make caveats for what you do.

Keep that into consideration and be realistic what you can do.

Not every single thing that you create is going to be like a cinematic quality Avengers level, but having a live video is a nice, cheap and easy way of engaging with audiences because the way that audiences now look at live video, they are a lot more forgiving than they were five years ago.

Not everything has to be really, really high-quality. It does have to be engaging and you do have to tell a story.

Be realistic with what you can do.

If you don't have enough content that will stretch for five posts a week that are going to be good quality, take it down to three posts.

Be consistent.

Be realistic of what you can and can't achieve because that is going to put you in better stead and it is going to help you build.

And then know when to outsource.

You might not have masses of budget or you might not be able to work with a videographer but if you know that you've got something big coming up, that's where you put your resource or know where to outsource stuff to and keep that in mind especially if you're time poor and resource poor, know when to outsource.

Keep it visual.

The most important thing to know is that people process images 60,000 times faster than they process words.

So, that's why programmes, channels and such as Instagram and TikTok are thriving because the visual is what keeps people in.

Again, a show of hands, I want to show you two slides.

When we did our visual audit, can you tell me which slides you think performed better?

So, this is the first slide.

And this is the second slide.

One of the slides is our top performing slides and one of the slides is our worst performing posts of the year.

I think it is pretty obvious which one it is.

This is our worst performing and you can tell it is our worst performing because it is dark. It is pretty abstract. It is just a little too text-heavy.

The images aren't particularly engaging.

The text is quite dull.

The best performing ones, the text is bright. You can see the images are visually engaging or the videos are visually engaging.

There is quite a stark difference.

When we did our content analysis, we found this worked better.

If you do a content audit, having that stark contrast will allow you to figure out what has worked well and what hasn't worked well. But this has also allowed for us to completely change the way that we write content.

Before we were pretty long with our posts.

We've changed the way that we write. It is more engaging.

The posts are a lot shorter.

We tend to lead with one fact and maybe have a pun or an opening line and then we lead people back to the website.

This allows for us - social media is the appetiser to go on to different things like the website or YouTube or whatever call to action you want people to have.

I've worked for clients in the past that would only allow us to have seven words in a social media caption which is a little bit stingy, but having short, snappy, relatable content or copy tends to work better than having paragraphs of text when the first thing that people will engage is the image.

And not every image that you're going to have is a winner.

Not everything is going to be beautiful and bright like this. Sometimes more often than not, you'll get something like this, but that's why things like gifs and memes and different things, different types of content or ways to shape content is going to instantly make things a bit more engaging.

Whenever we have a series of images that aren't particularly great, we like to put it into gifs so it instantly makes it more palatable for the audience or a bit more engaging and then user-generated content is a blessing if you're very low on actual assets.

We do a thing called My Van.

From that I know what the top five things that people take pictures of within the museum and from that we made content that's gone on the website.

We know which is the most photographed thing.

How it was made because we know that it is one of the most engaged points of the museum.

User-generated content gives you content if you're lacking or suffering or helps you find out what people are engaging with within your building which is also very useful.

Take inspiration from lockdown creativity. There was a plethora of different things that popped up during lockdown.

So, Black Country Museum utilising TikTok and being wild and silly to people re-creating classic images to people really, really being creative on Animal Crossing. There are different pockets of creativity that always pops up.

Don't be afraid to think outside of the box especially when you don't have a lot of stuff that you can work with. For example, The Royal Academy have a great tone of voice and they are always taking the mickey out of

their collection and they did work from home, getting the doodle challenge.

That's not really doing a lot with the collection, but it is doing a lot to engage with audiences. It is thinking outside the box.

You might not have a lot of stuff to go forth, but you can be creative with how you use your stuff and with that, we will take a five minute break.

So the next session is going to look at general storytelling.

Telling stories is basically the basis of content, but it is how you distil the stories.

A good example is John Lewis.

Not everyone is going to have John Lewis' budget, and they work with big agencies to do that, but what we can learn from John Lewis is how they distil the story, so from the TV ads to the build up, and how they use different filters through different channels, they distil a content across multiple sites.

Whether that's within stores with the display to merchandise, to online presence, they are a good example of multi-channel usage of telling the story. Every Christmas ad that they have, they do in the exact same roll-out.

The campaign an all-encompassing thing.

Think about the different touch points that you have within a campaign whether it is an exhibition opening or an event or a milestone that you want to celebrate, how do you roll that across your social channels?

How does that affect your website?

How do you use e-mail?

How do you make it into the present, the physical and how is that all connected?

On the smaller scale, you've got the Roald Dahl Museum.

They tell the story of the character Matilda.

She will pop up. It is like she is exploring the museum.

That's how they tell their stories.

It can be as grandiose as John Lewis or as basic like the Roald Dahl Museum.

The British Museum told the stories of the different characters involved.

Taking inspiration from bigger brands and what different people are doing and looking at how you can distil what they're doing within storytelling within your own sector is a good way of trying to think outside the box. Also looking at how audiences use your channels.

So the way that people use Facebook is completely different to the way people use Twitter. It is completely different to the way people use Instagram or how people engage with e-mail or TikTok.

One of the things that I like about Derby Museums, they are very events focused.

They're very local in terms of what they produce.

They know that they have got a certain amount of footfall and they cater to those who are coming to the museum rather than trying to be like a massive international brand.

They really engage with people on the local level.

That goes across each of their channels.

London Museum of Water and Steam, they are very community focused on their Twitter, but for Facebook, they are events-led and Instagram is how it is made, a visual look and feel and that's actually quite similar to how we tackle things at the V&A.

Our Facebook is full of events.

Our Instagram is mostly focused on the visual and Twitter is mostly focused on the broadcast because we know that the way that people interact with our Twitter is very much more of a voyeuristic way. Our Facebook, our audience tends to be young in terms of this make up, but our older aged against are the most engaged. Even though our biggest aged is 25 to 34, our most engaged audience members are 45 to 60.

So, what we put out on Facebook is different to what we put out on Instagram and what we put out on Twitter and that's also completely different to what we put out on TikTok which is a completely different kettle of fish.

Figure out what audiences use your different channels for and tailor your voice whether that's maybe using a slightly different image or tweaking the copy slightly or we put out 40 posts in a week and there are some duplication between each of the channels. But there will be stuff that we put out that's specifically for Twitter.

There is a post that we put out that's for specifically for Facebook and a post put out that's for Instagram that you won't see on the other channels.

Figure out how you can tailor the voice to the channels depending on how the audiences use that.

The biggest thing that I can recommend is invest in video if you can.

So video is the gift that keeps on giving. It is only getting bigger in terms of how people use it.

It has got so many different uses.

So whether that is behind the scenes stuff or being able to take screen shots of videos that you've used so that you've got still images that you can use at a later date.

You can literally take five second of a video and make that into a gif or use it as like a quote. You can do talking heads.

There is so many different types of video content that you can create.

We use something called Vimeo Create which is £20 a month.

A five-year-old could use it.

When we have a dull post that we have got to put out, we'll maybe use a series of images and put a bit of text and that creates a 30 second engaging video and it takes us about 30 minutes to do.

It means that you can use it again or you can tailor the video or change the video accordingly. There are so many different things that you can do with video and so many engaging things that you can do with video and when it comes to algorithms, it is the thing that's pushed up the most. It is the thing that you can tell the best stories from.

Invest in video if you can.

It doesn't have to be a massive Hollywood production, it can be as simple as a slide show, but invest in video.

Invest in video tools because that's going to help you in the long run and get you more engagement. Everything doesn't have to be polished, but it should be engaging.

Utilise the tools that you have within the platform.

Instagram is brilliant when it comes to editing videos.

So, you've got Instagram Reels, you've got Instagram Stories.

You can lighten up an image with an Instagram.

You've got Instagram TV.

TikTok is basically a midi editing suite within a platform at your fingertips.

You can do so much on TikTok, but all these platforms are gearing themselves to allow you to share video in a very easy and very quick way.

Utilise that.

When you're filming stuff within say Instagram, it often lightens stuff up for you or puts a filter on it that makes it look better instantly.

Again, don't be afraid that it is not perfect.

Especially with live video because audiences are used to to things being a little bit authentic shall I say,

it is a better word of saying a bit shaky.

Invest in basic equipment.

We have a camera phone.

I think it is the Google Pixel 3 which is just known as a social media phone and we've given that to our Conservation Team.

We've got a gimble and tripod and a small amount of lighting and a lens and a mic for when we're doing Talking Heads.

Having that small level of equipment.

The gimble cost us £20 from Amazon, but it has allowed us to change the way we do lives so they're not shaky.

It has allowed us to give stuff to teams that we have not been able to access before because they have been so busy and for them to create their own content and empowered them.

It has allowed us to get so much more content just like with £100 worth of investment in terms of the accessories. Sometimes people will literally just use their own phone.

Our Conservation Team, some of them have taken to utilising their own phone because they have got a good enough camera.

They'll shoot a time lapse from one of the tripods that we've given them and that's content that we use on our Instagram.

Last week we posted something that the Conservation Team posted, it took them 40 minutes, but they made it into a time lapse and that's gone into our Instagram feed.

Invest in equipment and it allows you to get content from places that you never thought you would potentially get content from.

There are so many tools out there that will help you create content.

So whether it Vimeo Create to iMovie, to Lumen. There are so many different types of software.

Some free.

Some are very, very cheap.

Some more expensive that will allow you to create content.

Just find out what the best one is for you, but you can do things like slide shows with a bit of text. There are so many different types of content or video content that you can create.

The next thing is evaluate whether or not it is working.

We do a weekly report and a monthly report.

The weekly report will look at the basic stats, followers, engagements, reach, engagement rate. Engagement rate is the number of engagements versus divided by the amount of reach and it gives you a percentage and that is engagement rate.

We mainly base our content on that.

So from that we know exactly what has worked and what hasn't worked and we look at the best performing post of the week and the worst performing post of the week and do a dissection as to why things have or haven't worked.

We have an internal benchmarking system where we know what an average post looks like for us.

We know that a good post for say Instagram for us will have an engagement rate of 7%.

If a post performs above that then we know that's a really high performing post.

If a post performs below that and say it gets 4%, we know that is not a well engaged post.

That allows us internally to see what has worked and what hasn't worked and why something has been engaged with like Kylie or what's not been engaged with Kylie.

Constantly evaluating and being brutal as well with what has and hasn't worked is really useful to see.

And not solely basing it on likes is a really good mind-set to have because you might have something that is seen by 10,000 people and has 300 likes or you might have something that is been seen by 300 people and has 30 likes.

Not many people have seen it, but you would think the one that has 300 likes has done better than the one with 30 likes and that's the case. Sometimes algorithms affect how people have seen things or what's been pushed up or down, but it is looking at how people engage with the post that allow you to know whether or not content has performed well or not perform well. But know what you're measuring.

Depending on whether it is social content or looking at e-mails.

Click to open rates and looking at the different types of headlines that you use to get people engaged with your e-mail.

If you're looking at the website, how long are people spending on the pages?

Video views - how many seconds are people watching?

How long are they watching through to the end?

You can get one million video views, but if people are watching one second, that's not a highly engaged video.

How many people are clicking through to your website.
How many followers do you have? How much engagement are you getting.

Know what your measures are and know what your objectives are.

If your objective is to get people through to the website and you're only getting three people clicking through, but 500 people liked your post then that's not a good conversion rate as opposed to if your aim is to get people to watch a video and you get lots of people watching the video until the end, but not necessarily clicking through to something, what are you measuring yourself against.

Knowing the objective of your content and what the purpose of what your content is supposed to perform is key.

Then final thoughts.

So integrate.

Looking back to John Lewis and how they integrate their campaign across all the different sites.

Make sure that if the objectivity is to send someone to the website or if there is a specific call to action, make sure that every part of that user's journey is filled with content that is going to engage them.

You can have the most stellar social media feed, but if someone goes into your website and it is rubbish, people are not going to click through.

People are not going to do that engagement piece that you want them to.

If your blog posts are long and dull, you have given someone a bad user journey.

Make sure every part of your user journey is integrated.

Make sure the content aligns and make sure it is engaging at every point.

Having bad content is more detrimental, I think, than having no content at all because you don't want to sell someone a false idea of what content is. It is like when you see a film trailer and it looks amazing and you get to the actual film and you watch it and it is rubbish.

You're left disappointed.

Make sure every aspect of that journey is engaging, is interesting and is truthful and aligned.

Write about what people want.

You can find out what audiences want by polling and simply asking them and assessing stuff that they engage with, but if you're getting lots of people clicking

through or watching a video to the end about pattern design for example for the V&A, then create more content that is about pattern design or fashion or whatever.

Write about what people want.

If you have got a topic that you want people to engage with that is not getting the engagement, try and merge it with a style that you know is working.

For example, people don't necessarily engage with something that's highly modern on our pages.

They really like the 18th century, 19th century William Morris stuff, lots of ancient stuff, but they find it harder to engage with the modern design eras.

We show a progression between the two eras.

If we find say a chair that has William Morris influence, we will compare the two.

So we are giving people something they can compare with, but we are showing the modern side of things.

If you have something that they won't necessarily engage with, try and find an in.

Collaborate.

I don't know how many people have used influencers, but collaborating across-the-board whether it is utilising people within your staff to local influences to artists or, even your own audience is really, really useful.

These are some of the influencer bits that we've done.

For Iranian New Year, we did a cook along with an Iranian chef.

That cook along got in the end about 400,000 views on our site. But it was something that was authentic. It was a celebration or in partnership with Art Epic Iran Exhibition and she has a very concentrated Iranian following.

That worked well.

That's a bigger example of what we do.

Our other examples is we work with local artists that are running workshops with us and we like to do how to videos with them.

So they will show an aspect of their craft and their creation and they tend to do micro-influences so they have got a more engaged audience of people who already follow them and they are creating stuff for our channels so we're not giving an influencer who literally just wants a free ticket into the exhibition for something and that's never shared on our channels.

When it is shared on our channels it is because they're creating something specifically or bespoke and it is showcasing their skill.

We had an art influencer.

She did something on Japanese woodprints and stuff based on the William Morris galleries. There are so many different ways to engage with influencers.

I think working with micro-influencers as opposed to really, really big ones will always give you more meaningful and authentic content.

Whether that's getting them to do a live and they walk around and show they are at the museum or gallery or parts of your collection that they find interesting to doing a guest blog post or having a Q and A with a curator. There are so many things that you can do. It is just finding something that is authentic that is going to benefit both of your causes.

Another example is Airbnb.

They've got two really big sites.

They've got the celebrity influencers where they get Mariah Carey and Nicki Minaj and the Kardashians, but they have the smaller side where they look at the actual hosts and they create a hub where they show you their own experiences.

You've got one extreme to the other in terms of how they create content or how they can create content.

I would always say that the smallest stories are a lot more interesting and a lot more engaged than the bigger ones and the bigger influences, but each have their own purposes. Someone like Mariah Carey is going to have a massive, massive reach and that can't be ignored.

That has its uses, but the smaller stories have more longevity in terms of audience building and authenticity and building brand trust.

Think about how you'd want to use influencers.

Make sure you have your social handles across everything.

Whether that's in print media so like flyers in your cafe to articles on your website, to e-mails, have as many social handles visible.

You have to be able to show that your content goes across the different channels.

It can be as simple as a hashtag everywhere so people can find different stories around.

Track everything so you can't know something is working or something is having the desired effect when it come to content if you don't know where it is going.

So one of the best things about digital is you can see the footprint and the user journey so you know where people are tracking are where people are intersecting with your story.

Invest in Google Analytics training because you can see that. But someone might see an ad on Facebook and that might lead them to go to the website and they might not necessarily purchase something straightaway, but they will go into your Instagram and they will get reminded. So having that consistent user journey and being consistent with your content and that content journey and being able to track the different points that people are going to before they finally decide to make a purchase or go and visit or act on that call to action is useful. Always have an objective in mind. As I said earlier, if the whole point of content is to say engage with a particular audience, make sure you engage with that particular audience.

If your whole idea is that if you want to get local audience concentrate on local content, that will do that purpose.

If you are a museum or gallery that has a 20,000 footfall a year, you can't expect your content to reach millions. It might be if it goes viral, but that is not the purpose. The purpose is to engage with the audiences that are actually going to come to your site. It is great if it reaches more people, but concentrate on what your audience is and concentrate on what the objective and within the objectives, is your post there to get people to watch a video?

Is your post there to get people to go to the website?

Is your post there to get people to click through and buy something?

Think about what your objective is with your content and that will give you a purpose and give you a focus and help to advice what you need to do.

Invest, whether that's training.

Whether that is video equipment or camera equipment.

Invest in content because it is not going away.

Social is not going away.

Digital is not going away.

If the pandemic has told us anything, is that there needs to be more digital content.

You can't continue to post that same thing over and over and over again because that's more detrimental to audiences and audience engagement if they have seen the same post five times in the space of three months, that is not going to engage with them.

It feels spammy, so investing in different types of content and different content expressions is going to be more fulfilling and more of a benefit going forward.

Unfortunately with digital content it is not like you

can create one post like you out without of home or one image and that's stuck up across everything for the next six months.

That's not how the digital landscape works.

As you saw earlier when you were scrolling through your phone looking at social media content, it is such a transient and such a quick industry.

All the channels have their own thing going on.

Posting the same thing over and over and over again and not being able to change what content you post is, life is too short for boring content or the same content and you're just going to get people scrolling past because they feel like they have seen the same thing before.

Invest in content, whether it is new content or training up so you can change the type of content that you're posting.

Whether it is investing in how you can evaluate content, invest because it is only going to do you better in the long run.

Be consistent.

Again, if you know that you only have enough good content for three posts and you're trying to stretch yourself to five, it is better to have three solid posts than five just mediocre posts.

Be consistent in what you are putting out and make sure it is consistent across the different channels because again, you want to make sure that the user journey is worth it and consistent.

Evaluate.

Again, evaluate everything whether it is weekly or monthly, make sure you know what is working in the channels and make sure you know what isn't working and do more of what is working because again, that helps you know what to invest in or what to create more of.

That is it.