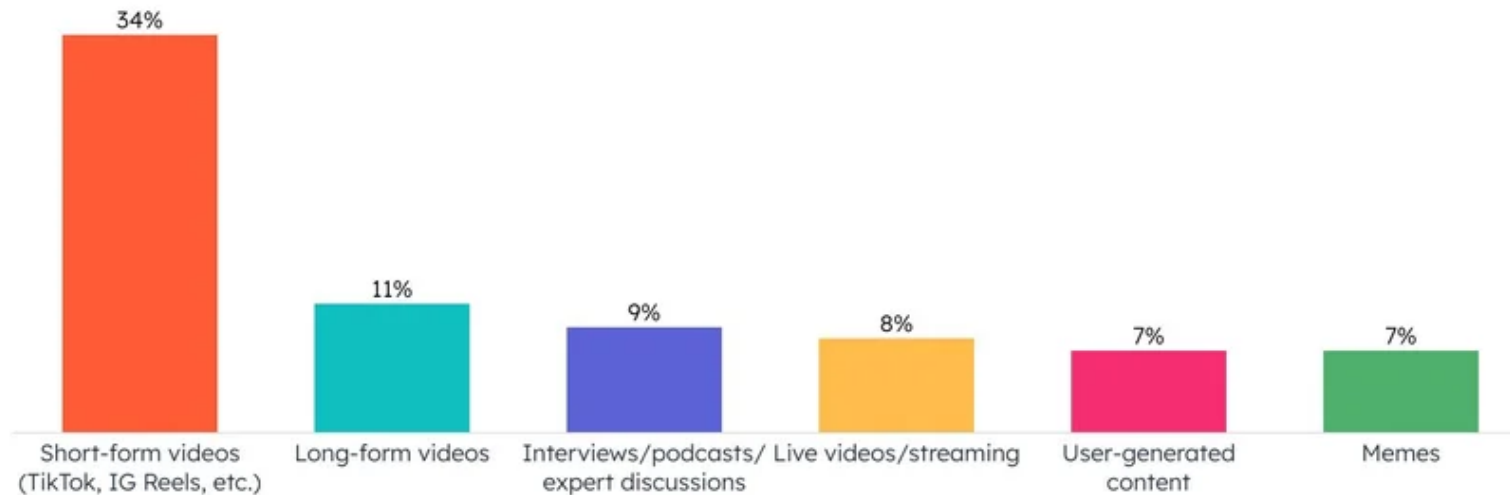

LU3 - Content Creation for Web & Social

Types of engaging content for web and social

#1 Short form videos

Which format offers the highest ROI on social media (top 6)?



HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan. 2023

- These has the highest ROI format in social media marketing.
- All major platforms have jumped upon vertical short videos such as TikTok Videos, Instagram Reels, Youtube Shorts and Facebook Reels & Short Videos
- Long-form videos are also popular but do not have as high a ROI.

Types of engaging content for web and social

#2 Content about Brand Values

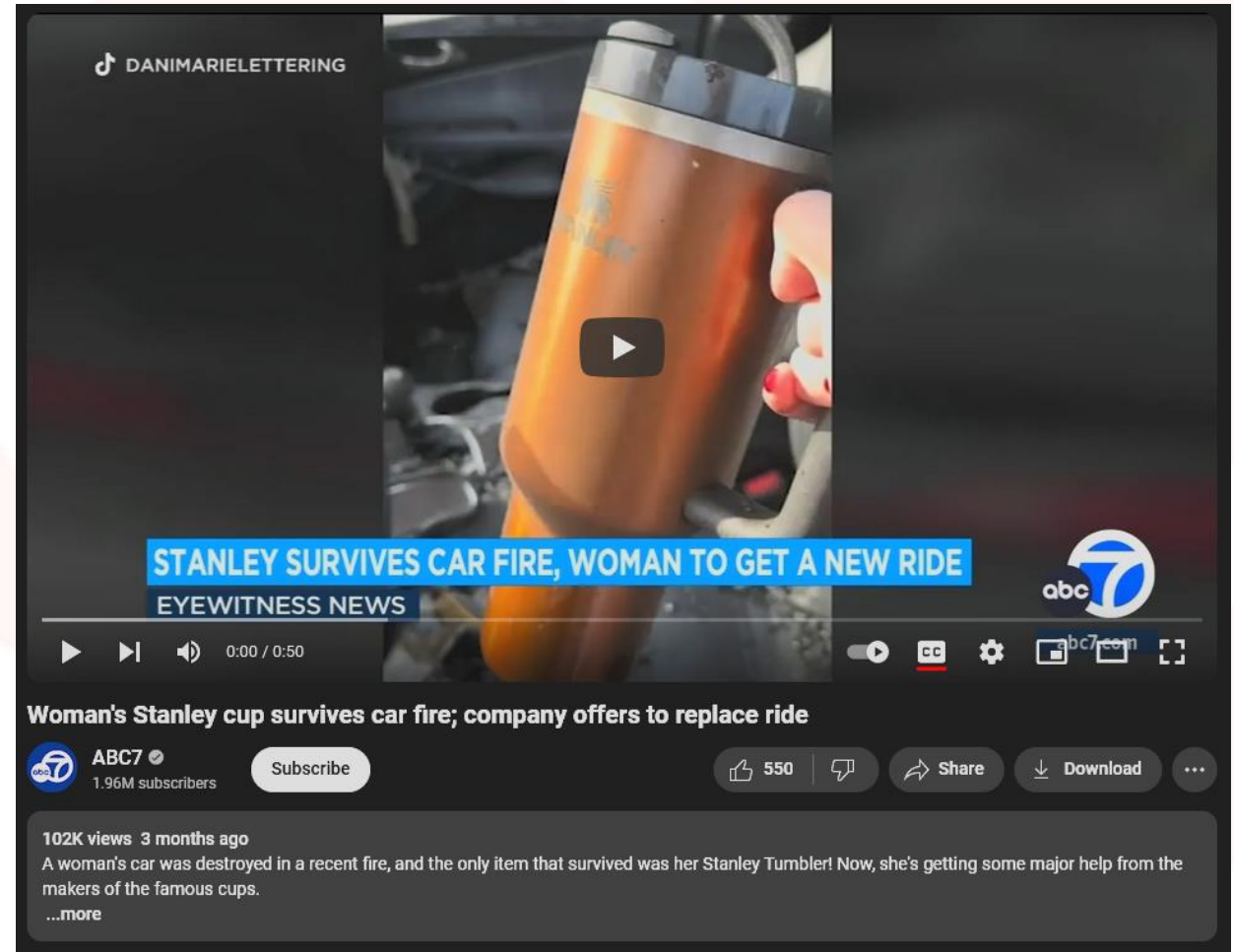
- Content showing what your brand believes, your company's beliefs and actions, not just what you sell/product.
- This can be how you make things in a way that's good for the environment, how you treat your workers, or any good causes you help.
- People who buy things now really want to know what the companies they buy from believe in and the good things they're doing for the world.
- They are interested in the causes these businesses support and the promises they've made to make the world a better place.



Types of engaging content for web and social

#3 User Generated Content (UGC)

- User-generated content (UGC) is when people who like your brand share their own posts about your products without you paying them.
- For instance, someone might make a TikTok talking about how much they love what you sell or post a photo wearing your clothes and mention your brand.
- UGC works well because people trust opinions from their friends and family more than official ads from brands.



Types of engaging content for web and social

#4 Shoppable Content

- Social media is the most popular way for Gen Z, Millennials, and Gen X to discover new products.
- Over 20% have made an in-app purchase in the past three months.
- Shoppable social media content allows consumers to browse through products on your accounts, discover things they like, and even make a purchase without leaving the app.
- The current most dominant platform is of course TikTok Shop but Instagram and Facebook also have in-channel shopping.



#5 Educational Content

- Educational content can help brands stand out by providing consumers with something unique and valuable.
- By offering educational content, brands can differentiate from competitors who only offer product information.
- However, effective educational content largely depends on the brands' target audience to determine what questions they may have.



Types of engaging content for web and social

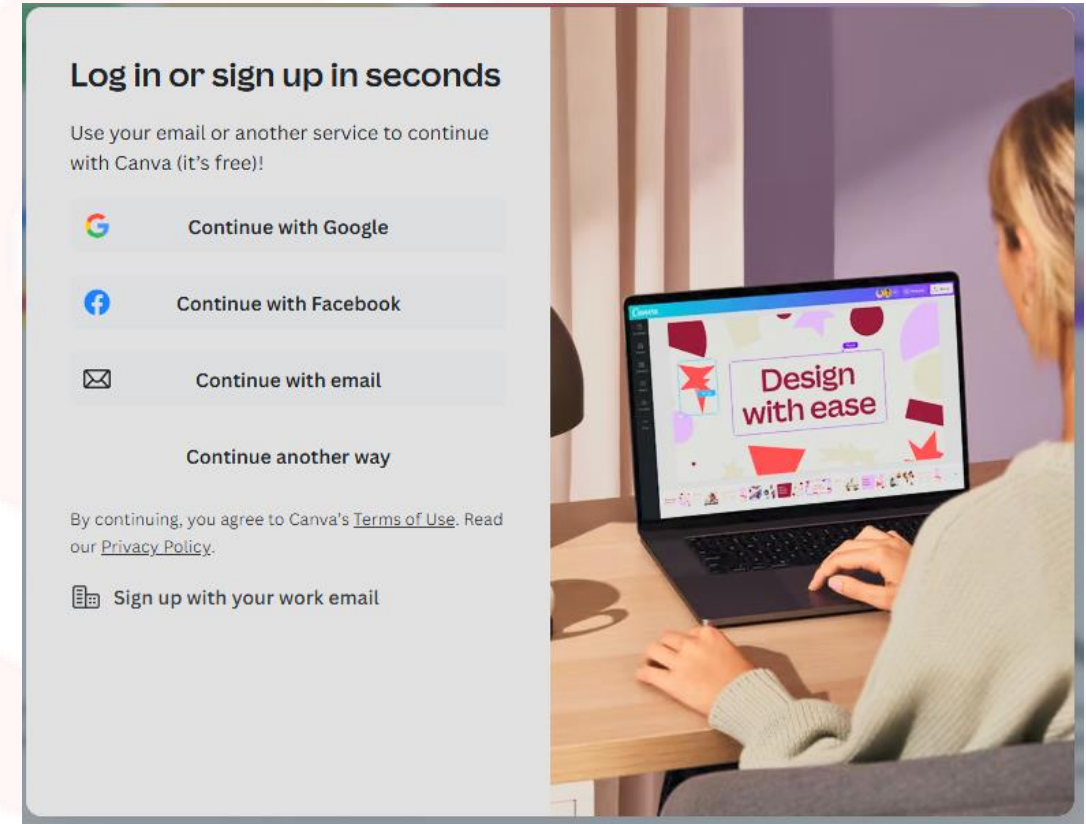
#6 High Quality Images

- Images are the mainstay on social media platforms but needs to be high quality and legible.
- Poor quality images with too small font, too much text or unclear value proposition will just get ignored.



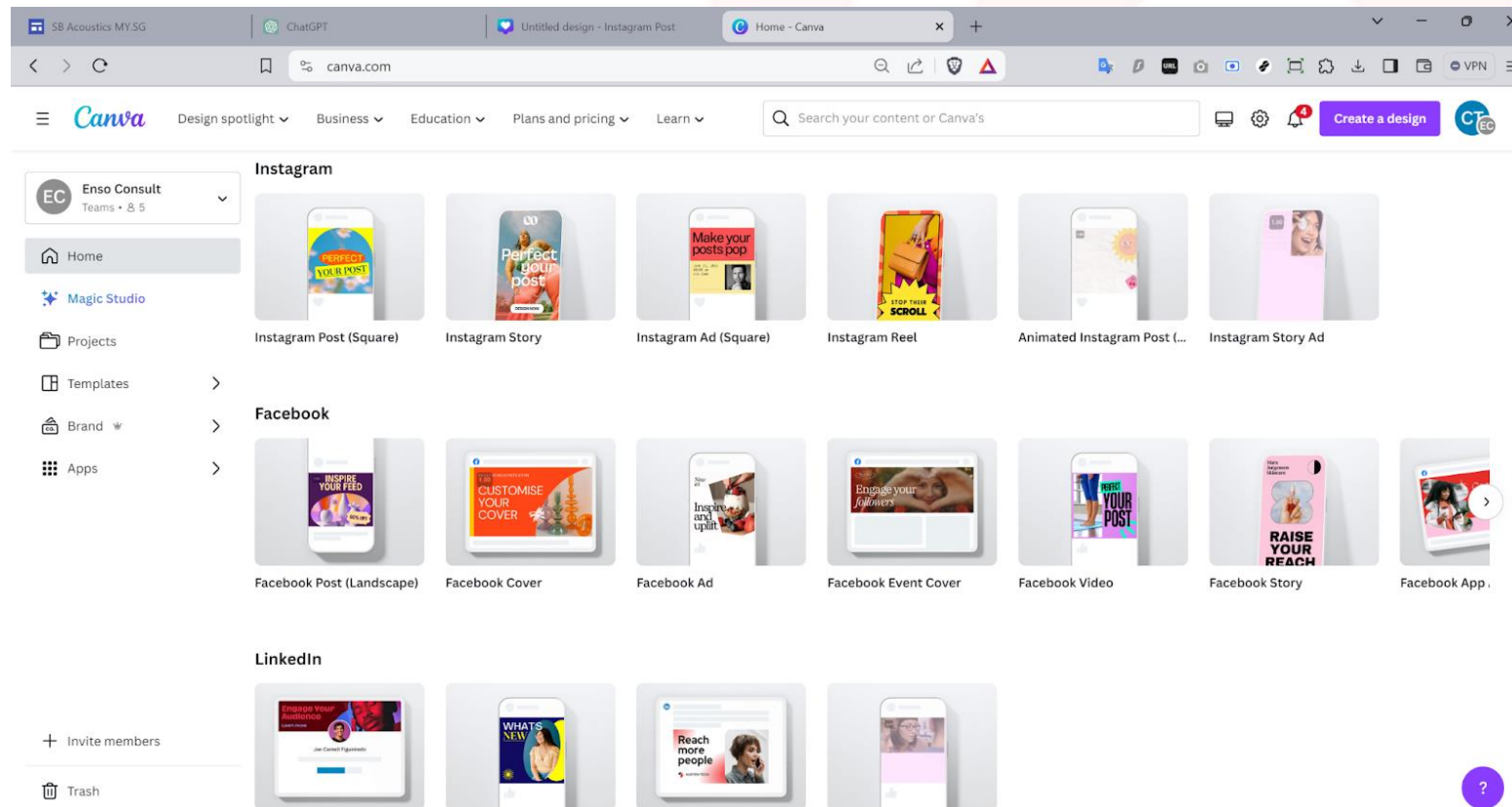
Content creation using design tools (Canva)

- Signing Up or Logging In
 - Start by visiting the Canva website or downloading the Canva app.
 - If you're new to Canva, sign up for an account using your email, Google, or Facebook account.
 - If you already have an account, simply log in.



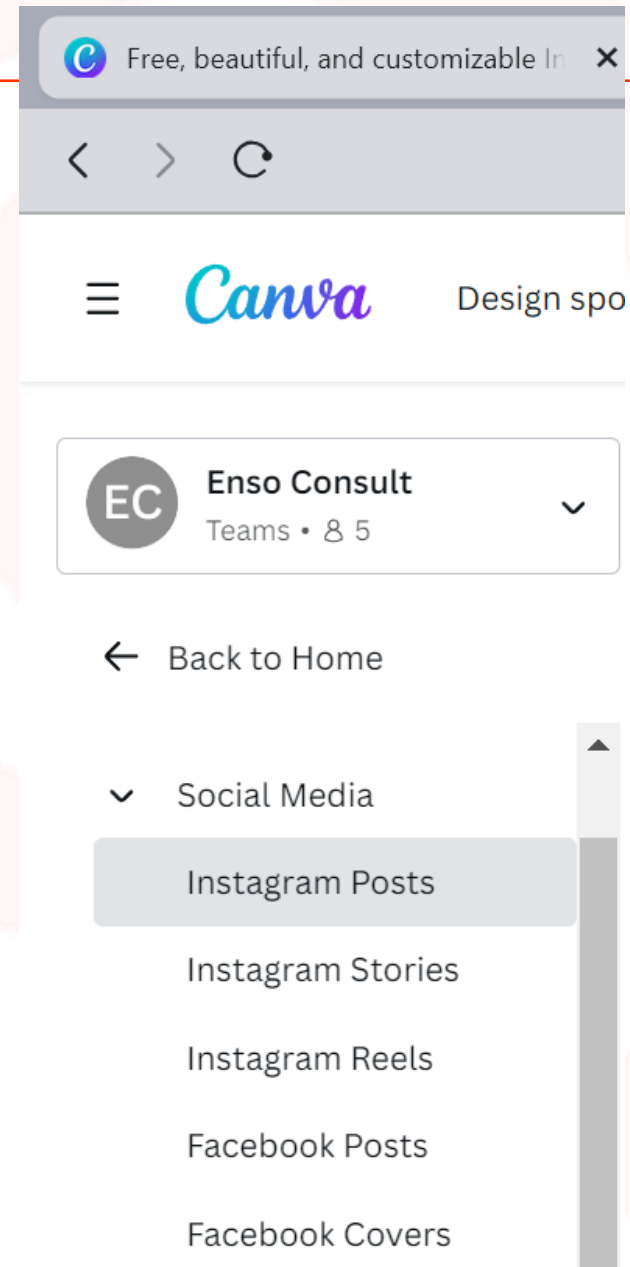
Content creation using design tools (Canva)

- Once logged in, you'll find options to create various designs. Select the Instagram post, story, reel cover, or carousel depending on what you want to create. Canva provides templates tailored to Instagram's dimensions.



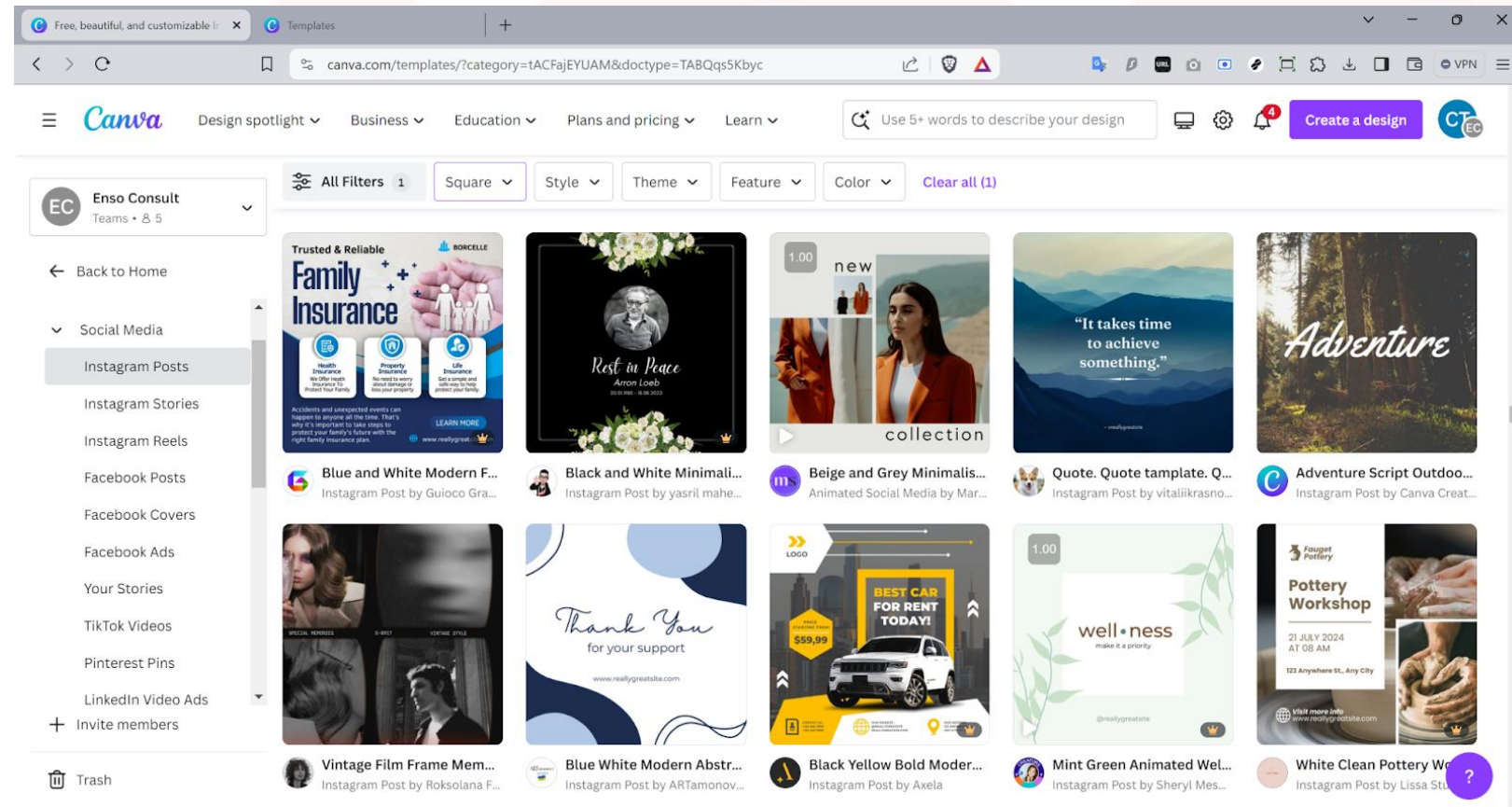
Content creation using design tools (Canva)

- Browse through the available templates. Canva offers a wide range of options for different themes and occasions.



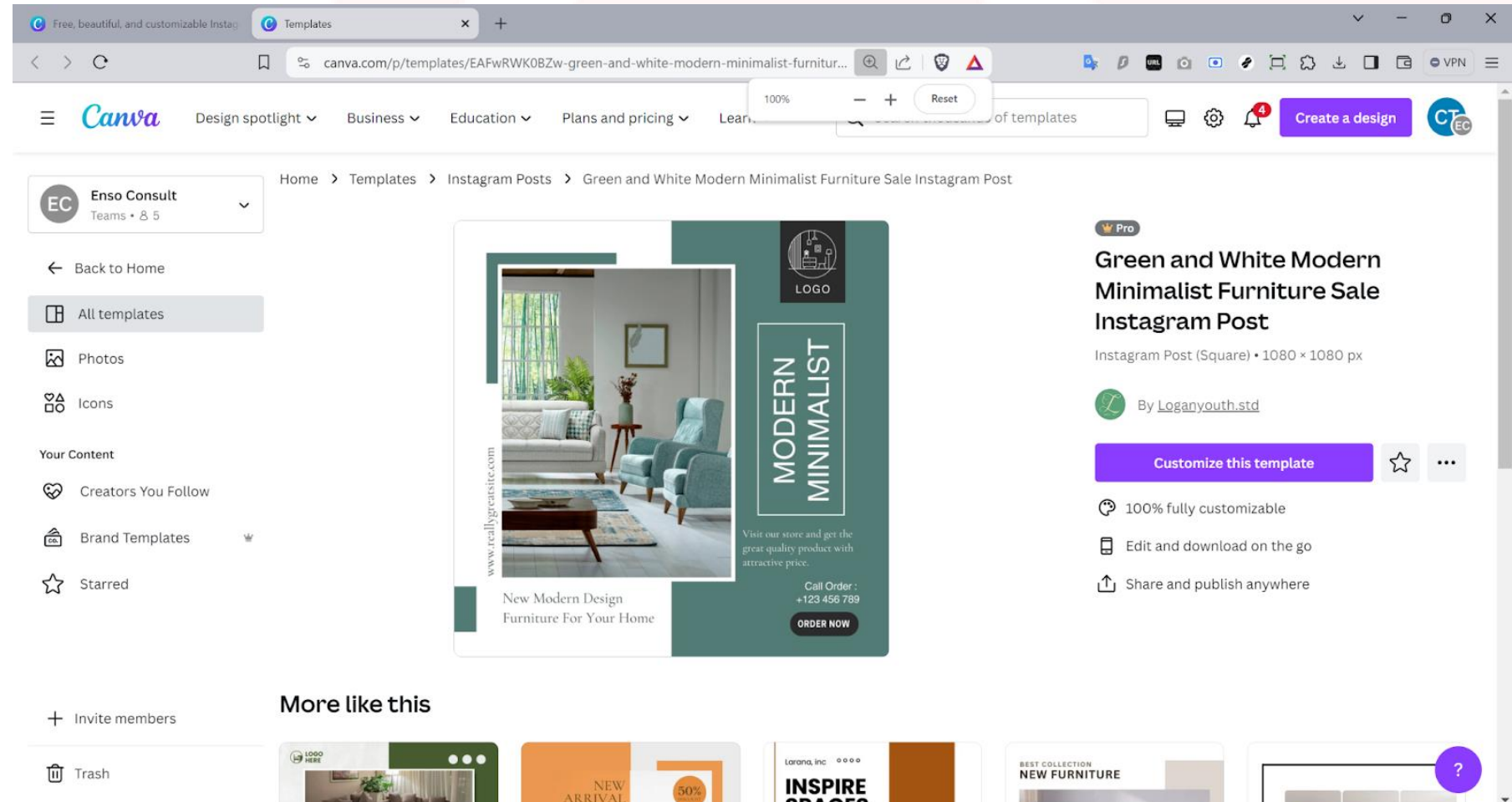
Content creation using design tools (Canva)

- Select a template that aligns with your content idea. You can use the search bar to find specific themes or styles.



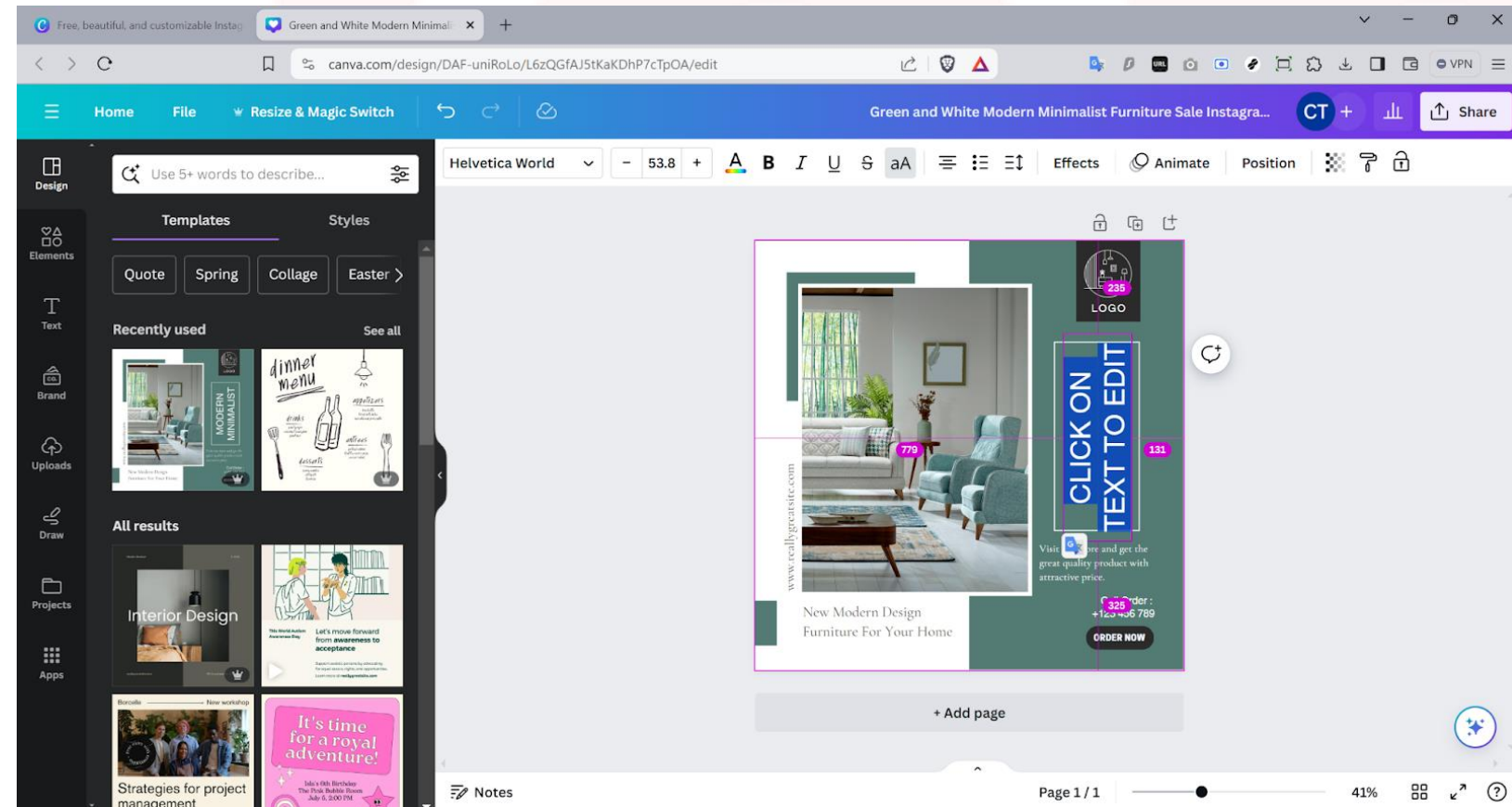
Content creation using design tools (Canva)

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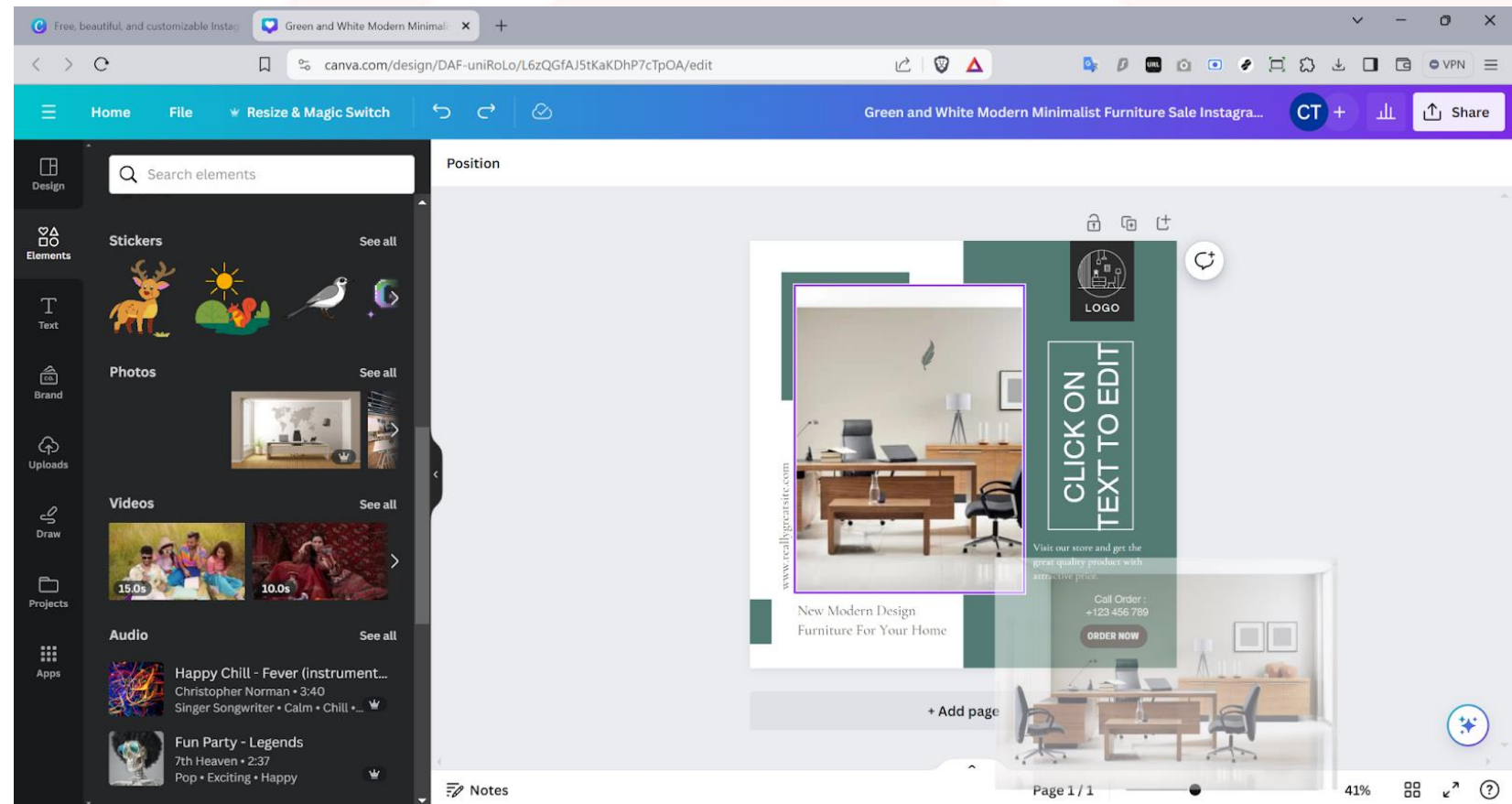
Content creation using design tools (Canva)

- Edit the text by clicking on the text boxes. You can change the font, size, color, and alignment.



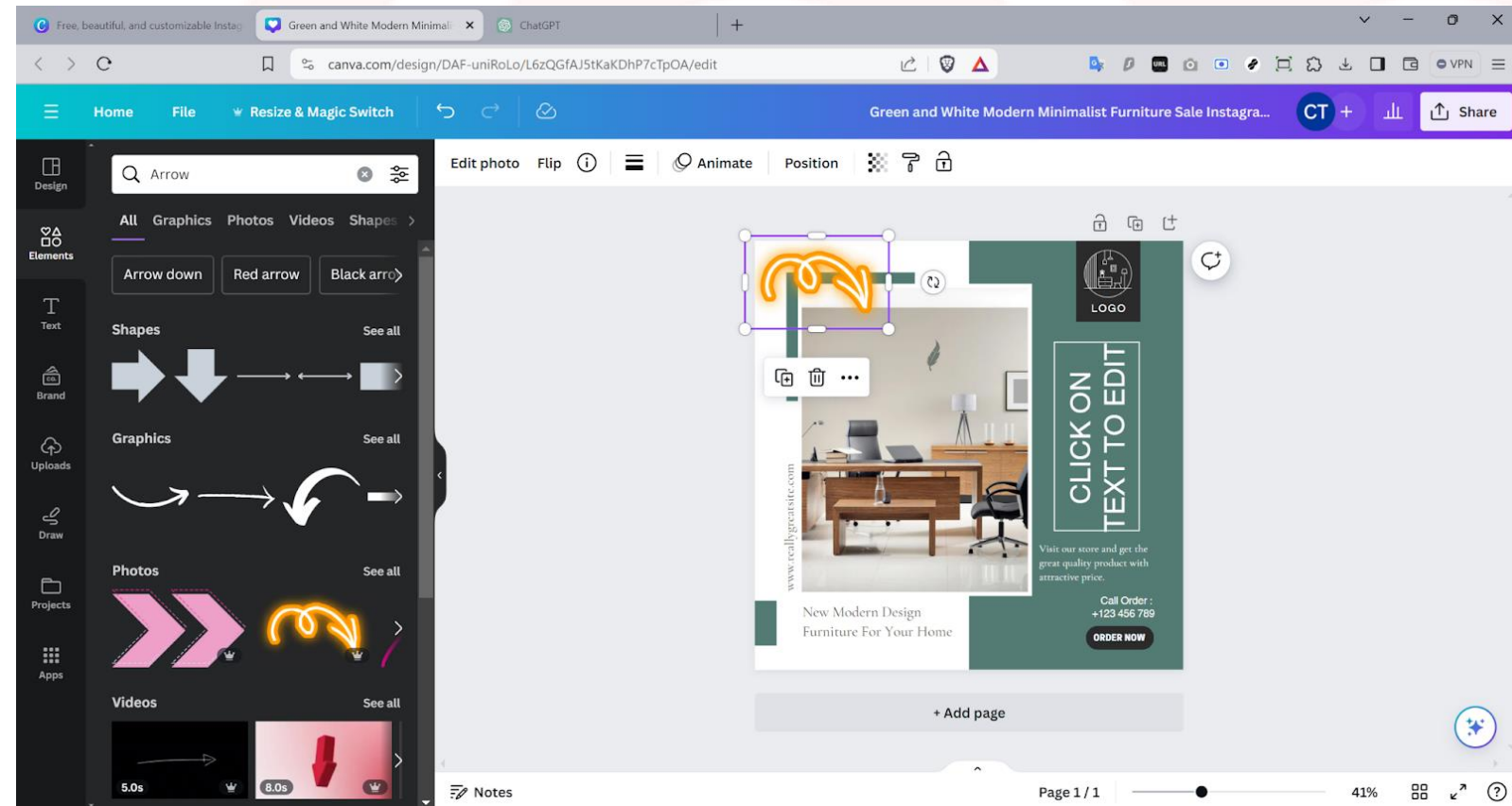
Content creation using design tools (Canva)

- Replace images by dragging and dropping your photos into the template or selecting from Canva's library of free images.



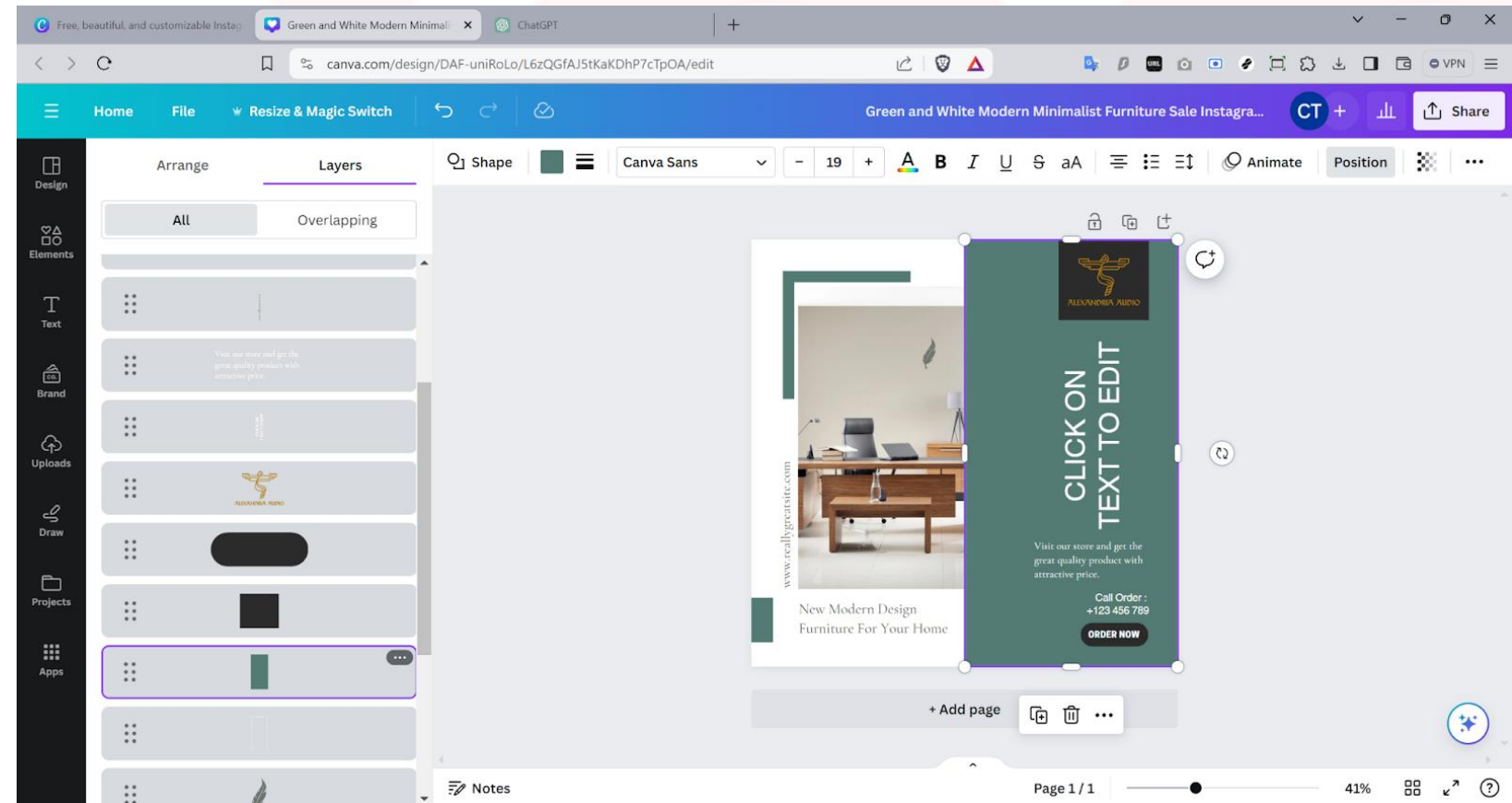
Content creation using design tools (Canva)

- Adjust the background, add filters, and use design elements like stickers, shapes, and icons to make your design stand out.



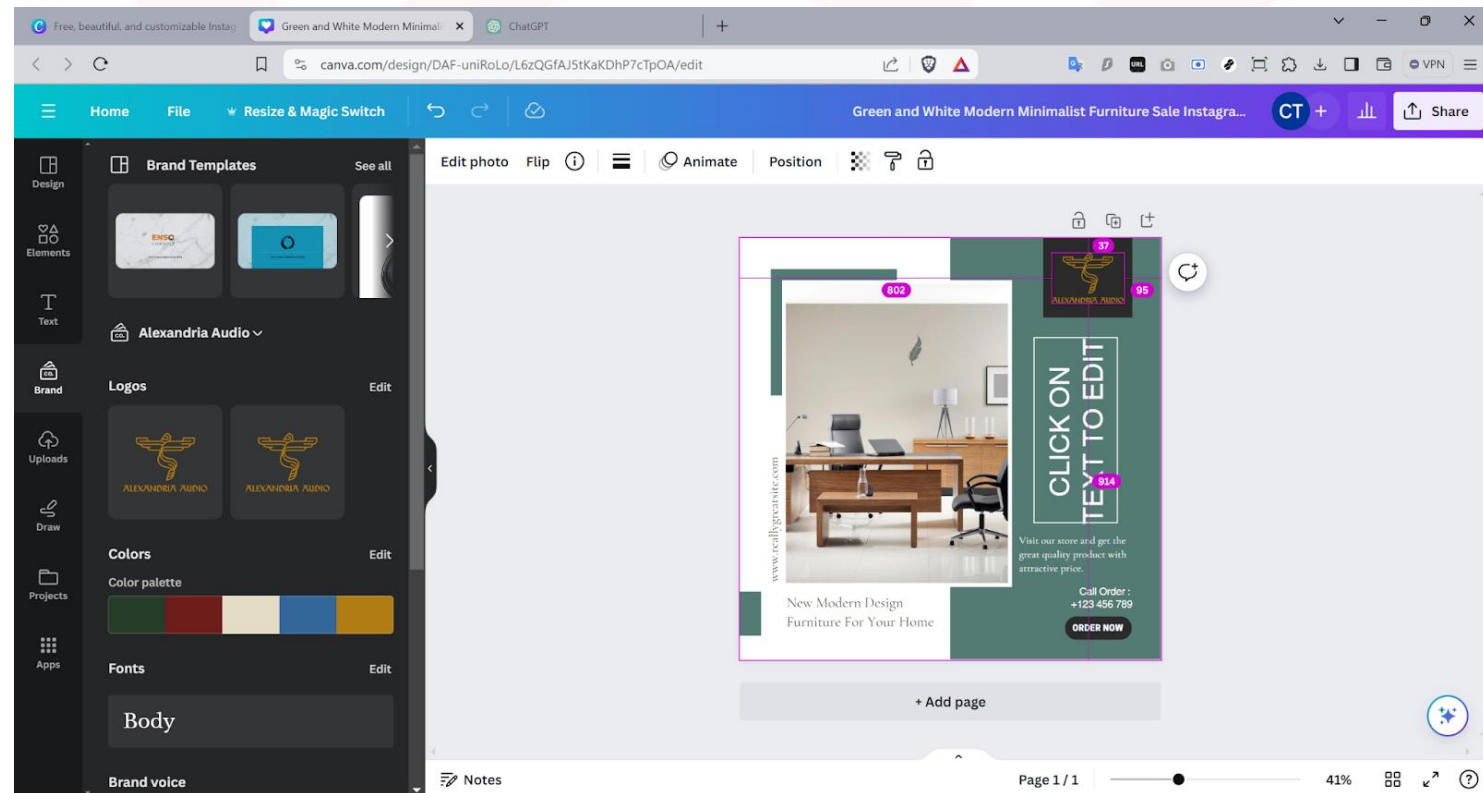
Content creation using design tools (Canva)

- Use layers and grouping to organize elements in your design for a cohesive look.



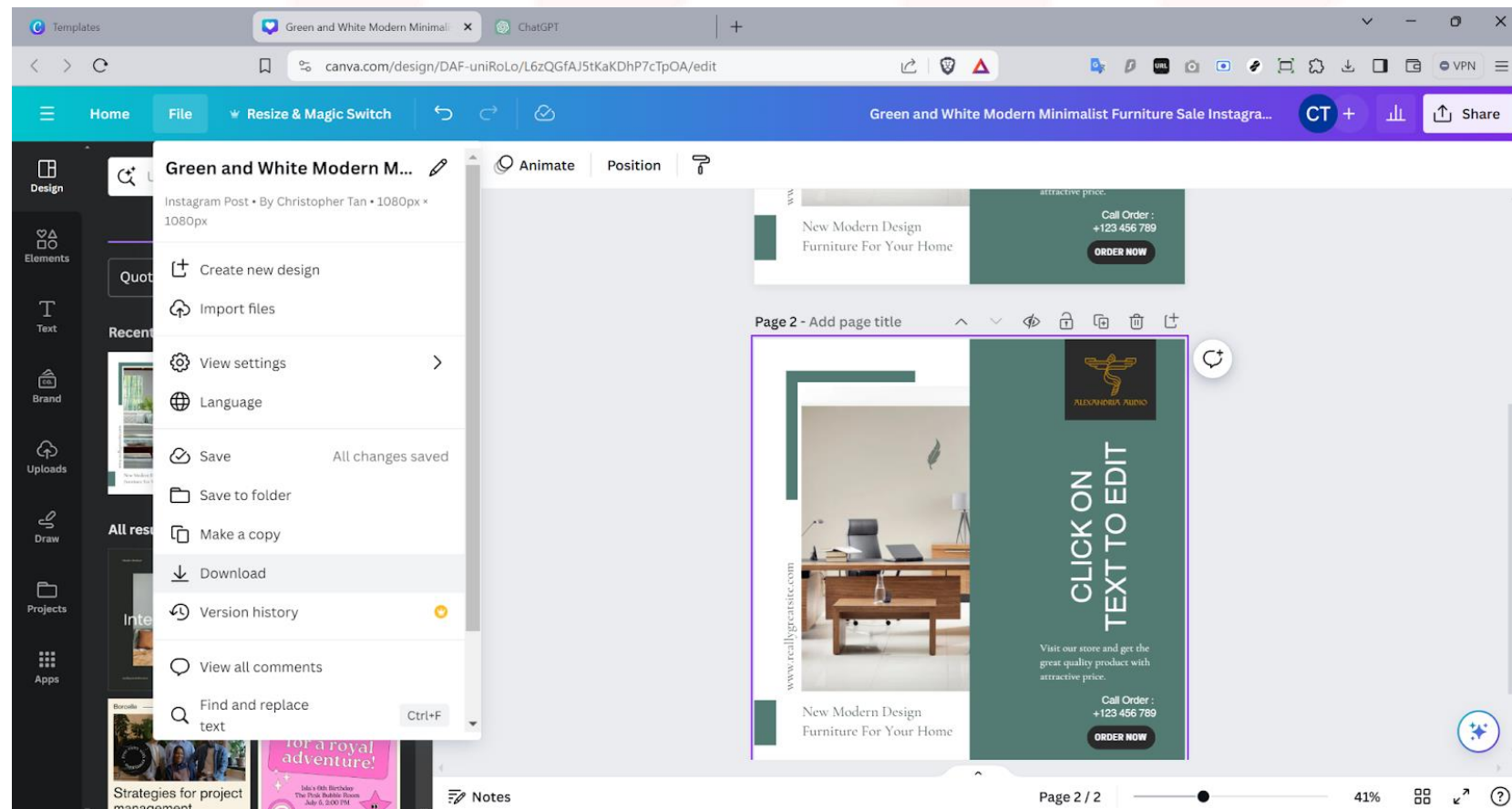
Content creation using design tools (Canva)

- Preview your design to ensure everything looks as expected. Pay attention to alignment, text readability, and overall aesthetic.
- Make any necessary adjustments to perfect your design.



Content creation using design tools (Canva)

- Once satisfied with your creation, click the 'Download' button. Choose the format that best suits your needs; for Instagram, PNG or JPG is typically recommended.
- Select the pages you want to download if you're working on a multi-page project like a carousel or multiple stories.



Content creation using design tools (Canva)

- After downloading, transfer the designs to your phone if you used a computer.
- Open Instagram and select the "+" icon to create a new post, story, or reel.
- Upload your design, make any final adjustments using Instagram's editing tools, and then share your content with your followers.