

# Creating Digital Content

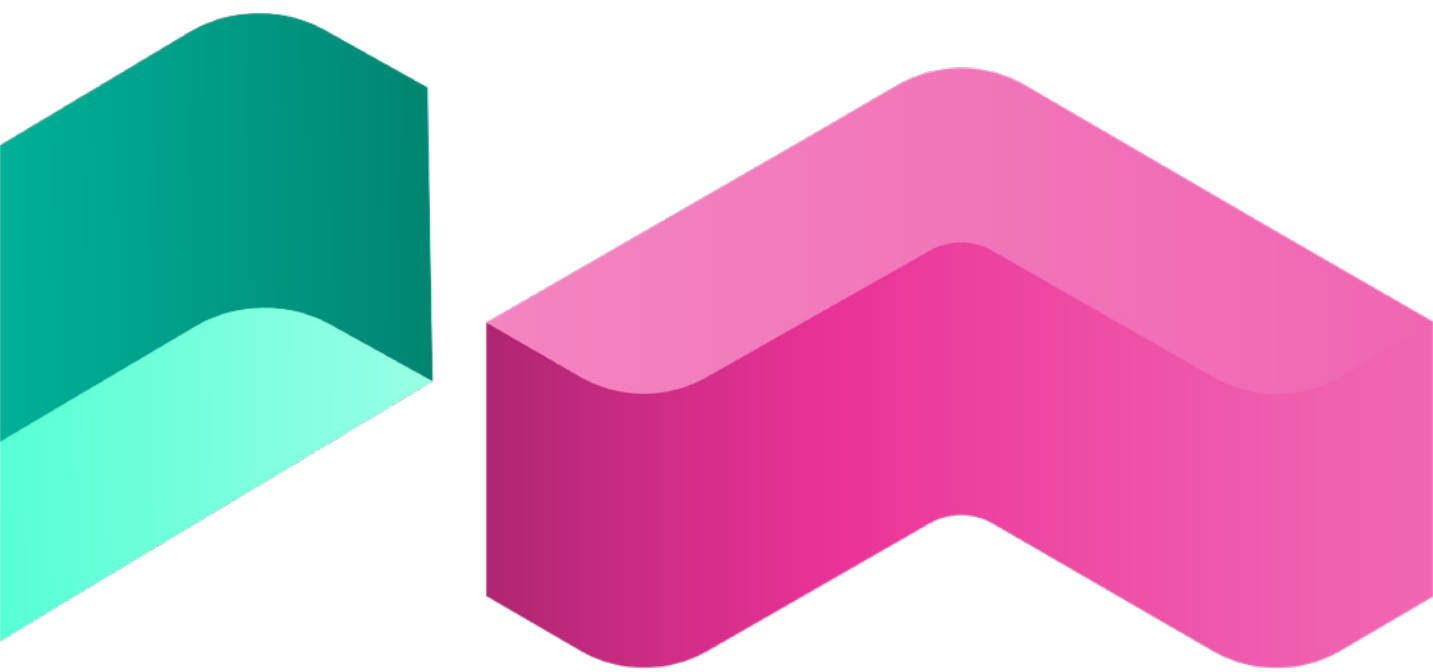
Presented by:  
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Digital Culture  
Network



# Should I use video?

- 1. Great For Grabbing Attention**
- 2. Search Optimisation**
- 3. Video Build Trust With Your Audience**
- 4. Mobile Users Love Video**







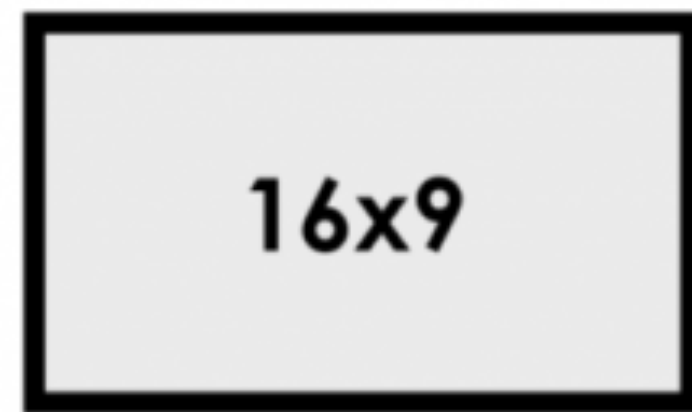




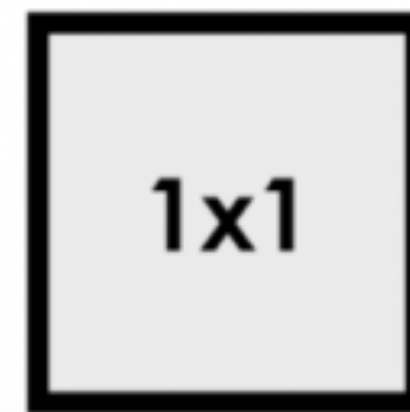
# **Types of video using a smart phone**

# Vertical V's Horizontal?

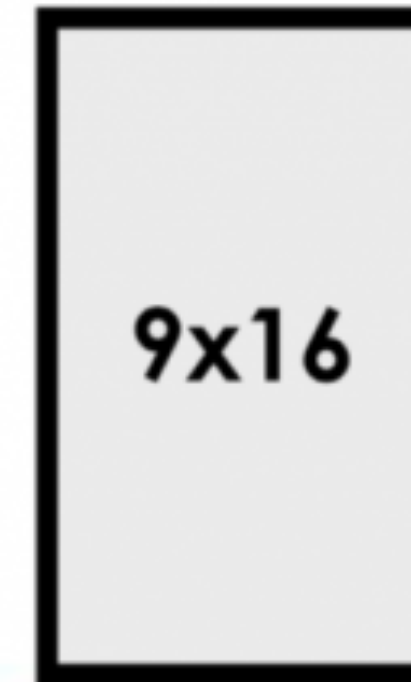
Format your video for each platform.



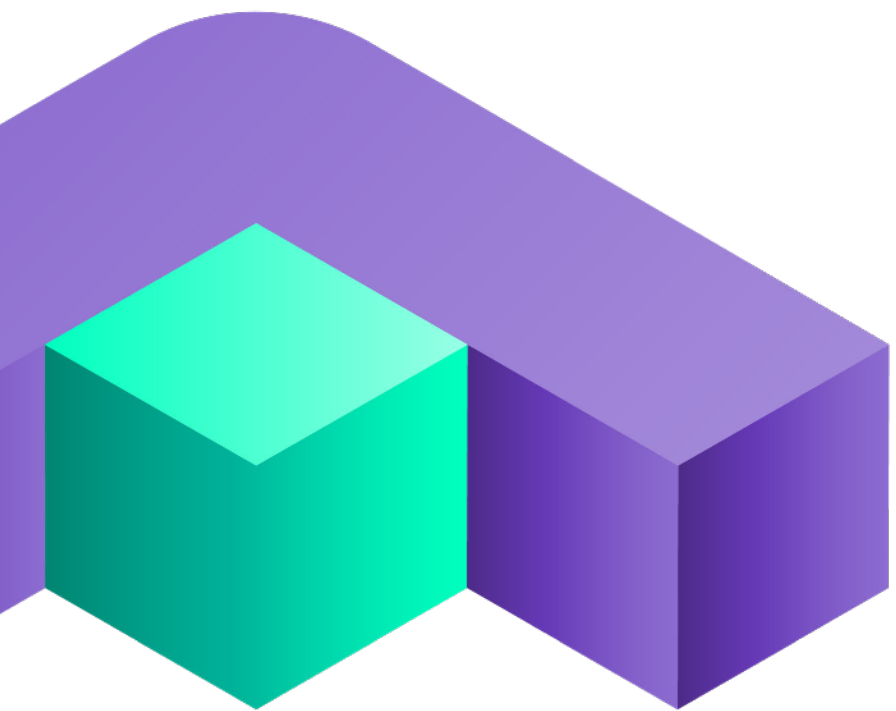
YouTube,  
Vimeo & Web



Facebook, Twitter,  
Instagram Feed



Instagram &  
Snapchat Stories





**But the big question is....**

**How do I make engaging videos?**





**INTRO**

Who?  
Why?  
What?  
Where?

**TITLES**

5 Secs

**RECAP**

Why are  
you  
watching  
this  
video?

**BODY OF CONTENT**

Typical content

**CONCLUSION**

What we have  
learnt?  
What can we take  
away?

**END**

Like,  
comment  
&  
subscribe





**But what equipment do I need?**







**Don't forget sound!!**

