

SOCIAL MEDIA BOOTCAMP SESSION #1



CONTENT BUCKETS

STATIC
IMAGES

SHORT-FORM
VIDEO

LONG-FORM
VIDEO

USER
GENERATED
CONTENT

ANATOMY OF A STATIC POST

IMAGE

Photograph, graphic, or meme that connects to your brand voice.

COPY

Contextualizes or provides additional information about your image.

HASHTAGS

While not always necessary, when used, hashtags aid in discoverability.

CALL-TO-ACTION (CTA)

Tells the user what action you'd like them to take next.

BEST PRACTICES

BE HIGH DEF

Avoid any grainy, blurry, or otherwise "lo fi" images.

BE PURPOSEFUL

Give your audience something they can react or relate to.

BE YOUR OWN FAN

Do you find your post relatable, shareable, and enjoyable? If so, you're one step closer to creating content your audience will love.

BE CONCISE

Get to the point and avoid long-winded conversations.

BE IN TUNE

Monitor trends and User Generated Content (UGC) to open up new opportunities to engage.

BE INCLUSIVE

Add Alt text whenever possible and remember to consider audiences who use screen readers.

ANATOMY OF A VIDEO POST

THE HOOK

The first 3-5 seconds that captures your audience's attention and keeps fingers from scrolling away.

THE VALUE PROPOSITION

The reason why people should keep watching (4-10 seconds).

KEY CONTENT

Here is where you deliver what you promised in the hook – which can be delivered in a text overlay, quick cuts or other editing tricks.

CALL-TO-ACTION (CTA)

Tells the user what action you'd like them to take next. This can be achieved in the last few frames or in copy.

BEST PRACTICES

BE SCRAPPY

Low-production content creation on your phone is perfect!

BE PLATFORM AUTHENTIC

Take advantage of platform features like in-app text and effects.

BE ENTERTAINING

Kick the polished tone aside and embrace social's humorous, playful nature. Think of supercuts, fancuts, and compilations as a way to engage viewers (i.e. putting together a video of all your funny, bts moments into a 1-minute clip for Reels).

BE CONCISE

Only include clips that are truly additive to the content and get to the point quickly. Only have a short video? Totally ok given the likelihood to increase completion rate (generally: shorter the video, the larger the completion rate).

BE IN TUNE

Monitor trends and User Generated Content (UGC) to open up new opportunities to engage.

BE INCLUSIVE

Subtitles are amazing and help give you an algorithmic boost to boot.



TIP: You do not need fancy gear to create great content. Stick to 1040P or 4K at 30fps (check phone settings) and opt to shoot in natural light when possible! Don't have a mic? Get creative and use your headphone mic in a pinch!

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RESOURCE GUIDE

AFFORDABLE GEAR

[TRIPOD](#)

The tripod is a three-legged stand that holds the camera. Creates stable shots that make all the difference in social.

[SIMPLE MIC](#)

Clear audio is key to ensuring your message gets across.

HI-RES PHOTOGRAPHY

[BUREAU OF LAND MANAGEMENT FLICKR](#)

High definition photos for free – with attribution.

[UNPLASH](#)

Need more than visuals of nature? UNSPLASH is a great copyright free resources.

VIDEO EDITING

[CAPCUT](#)

Best known for TikTok templates, Capcut is an intuitive video editor for beginners.

[SPlice](#)

Video editing app with a few more modifications for the amateur editor.

[VIDEO LEAP](#)

Want the power of Premier or iMovie in your pocket? Look no further

[INSHOT](#)

Advanced video editing in your pocket.

PHOTO EDITING + MORE

[CANVA](#)

Photo editing is just the beginning! With social media templates, Canva is a great resource for any small social team.

[INSTASIZE](#)

Modify your photos quickly and easily!

GIF MAKER

[GIPHY](#)

The original GIF maker – great resource to search or create your own GIFs.

[IMGPLAY](#)

GIF maker for all your needs!

COPY EDITING TOOLS + RESOURCES

[TITLE CAPITALIZATION TOOL](#)

Making title capitalization easy!

[PURDUE ONLINE WRITING LAB](#)

Global support through online reference materials and services for creating citations, cover letters, major-specific writing help & more.

[@APSTYLE](#)

A great resource for AP Style grammar and writing.

OTHER RESOURCES

[YOUTUBE CREATOR ACADEMY](#)

Tips and tricks from YouTube itself on everything from aspect ratio to best practices.

[BITLY](#)

Link Shortener for profile pages, click tracking and more.

