

Creating compelling content that'll ~~cut through~~ the noise



Hamilton
Children's Choir



Alyssa Lai
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Manager

Tricia LeClair
Executive Director

Reminders

You can hear us, we cannot hear you!

- **Can't hear?**
- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

Downloads

- Slide presentation

Presenters



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Agenda

- What counts as “good” content?
- Why do people share content?
- Types of content
- Format – what works better in certain platforms?
- Finding good content
- Content creation strategies for success
- Apps that make your life easier

What counts as “good” content?

- Generally measured by engagement level
 - How do you know? Through clicks, likes, shares
- It's content that people talk about



- It's relevant and real time
- It's human

Why do people share content?



- Define ourselves to others
- Bring valuable and entertaining content to others
- Grow and nourish relationships
- Get the word out about causes and brands we care about.



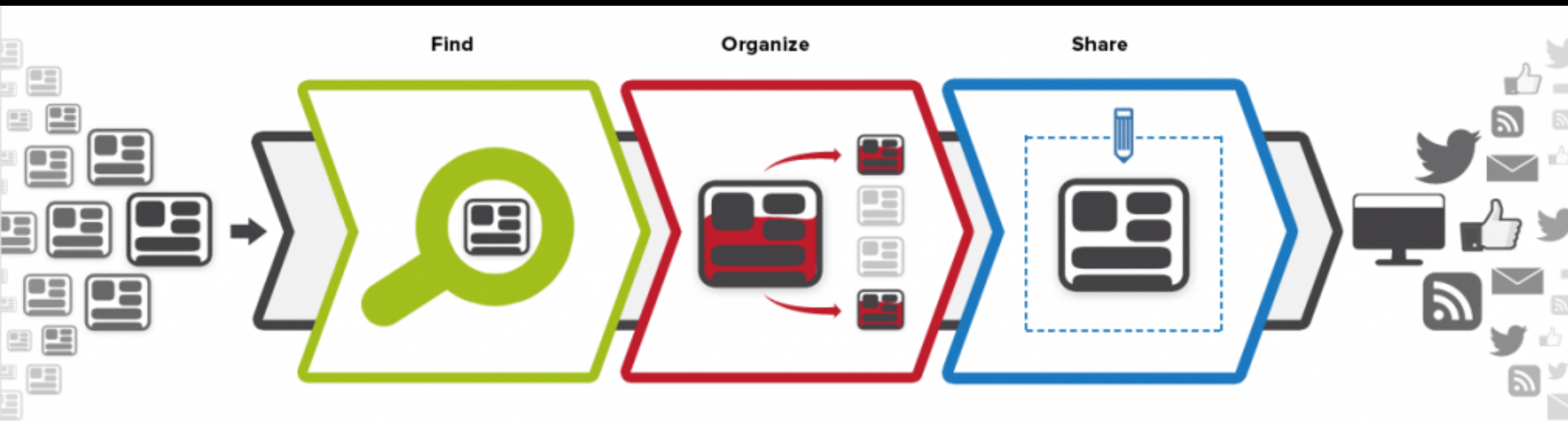
*Adapted from a NY Insights Group study
at jeffbullas.com*

Types of content

- Curated / Repurposed
- Original
- Crowdsourced

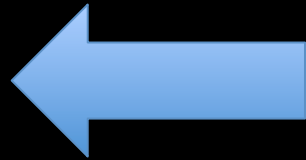
Types of content: Curated / Repurposed

- What do you already have at your disposal?
 - Annual report, programming info, old photos
- Can you make it visual?
- What news is already out there?
 - Re-adapt for organization's content strategy
 - Tweak messaging, but credit original source



Types of content: Original

- Blog posts
- Photos
- Videos
- GIFs



Not much \$\$ needed.
Time is key.

How?

- Plan according to your programming season
- What is the story? Is there a “poster child”?
- What are the “behind the scenes” things you can share via social media?
- Utilize your smartphone

Types of content: Original



Photo via TechSoup Canada

Types of content: Original

2 minutes in a wheelchair in downtown Hamilton

Reporter Kate Adach tries out a wheelchair as part of Accessibility Awareness Week

By Kate Adach , CBC News Posted: Aug 23, 2012 8:15 AM ET | Last Updated: Aug 23, 2012 8:22 AM ET



Two Minutes in a Wheelchair 2:29

VIDEO by
CBC Hamilton

For PATH
Employment
Accessibility
Awareness Week

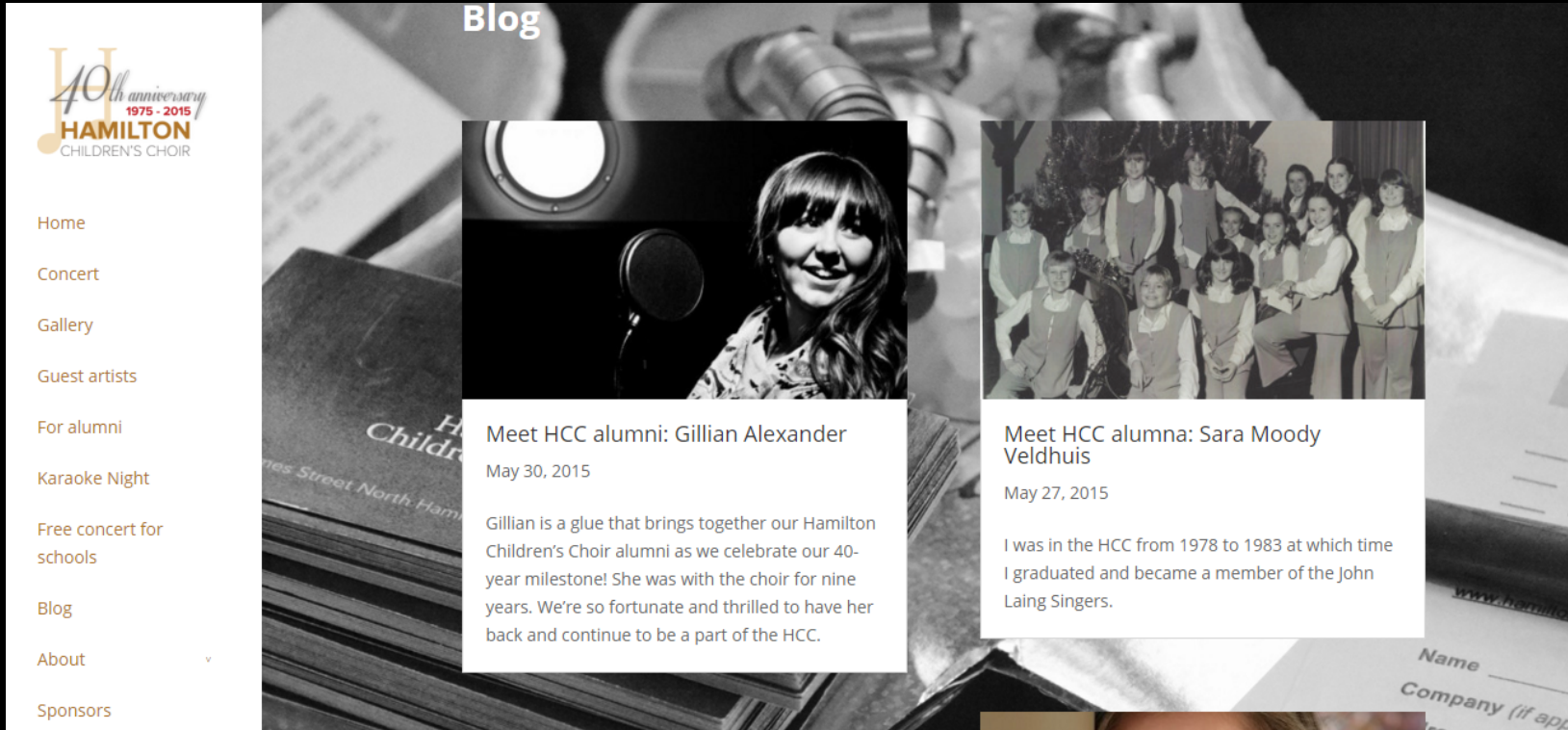
Types of content: Crowdsourced

- Photo campaigns
- Profiles and spotlights



- Photo campaigns
- Profiles and spotlights
- Build it and they will come to it (NOT TRUE!)
 - Need willing ambassadors
 - Need to engage influencers
 - Need to communicate and roll out the campaign properly

Types of content: Original / Crowdsourced



The screenshot shows the Hamilton Children's Choir website. On the left is a navigation menu with links: Home, Concert, Gallery, Guest artists, For alumni, Karaoke Night, Free concert for schools, Blog, About, and Sponsors. The main content area is titled 'Blog' and features two posts. The first post is titled 'Meet HCC alumni: Gillian Alexander' dated May 30, 2015, with a photo of Gillian Alexander. The second post is titled 'Meet HCC alumna: Sara Moody Veldhuis' dated May 27, 2015, with a photo of a group of children. The background of the website is a collage of images including musical instruments and choir members.

Blog

Meet HCC alumni: Gillian Alexander
May 30, 2015

Gillian is a glue that brings together our Hamilton Children's Choir alumni as we celebrate our 40-year milestone! She was with the choir for nine years. We're so fortunate and thrilled to have her back and continue to be a part of the HCC.

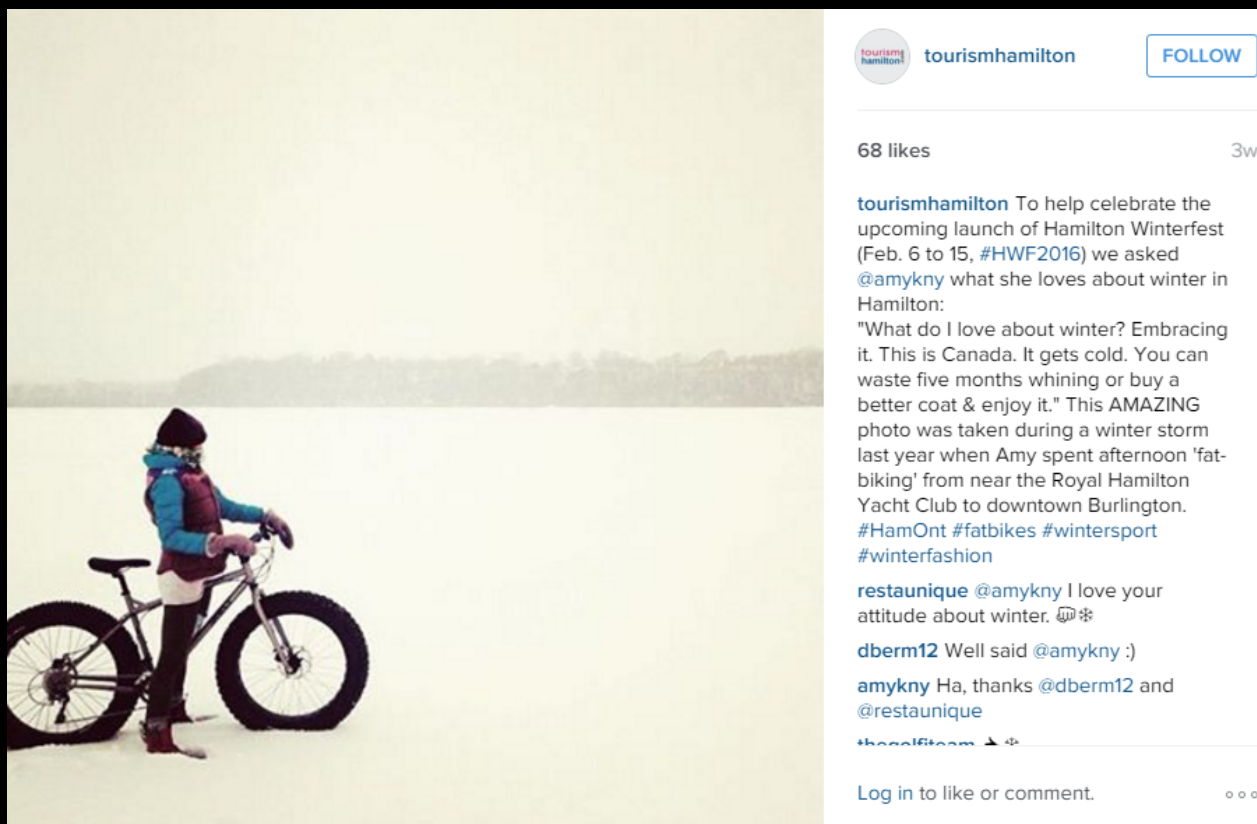
Meet HCC alumna: Sara Moody Veldhuis
May 27, 2015

I was in the HCC from 1978 to 1983 at which time I graduated and became a member of the John Laing Singers.

Alumni blog series via Hamilton Children's Choir

- Q&A blog post – content published verbatim

Types of content: Crowdsourced



Hamilton Winterfest campaign – *What do you love about winter?* By Tourism Hamilton

Types of content: Crowdsourced



Share your #McMasterLove – McMaster University

Format: What works better on certain platforms?

- Visuals are eye-catching – esp. for Facebook, Twitter
- Utilize native Facebook video
 - Organic reach is 64% higher than of photo posts
 - Keep ‘em short. Think BuzzFeed videos
- Think about your tone
- Is your content optimized for mobile?
- Links are not always clickable – e.g. Instagram



**“If content is
KING,
context is
GOD.”**
Gary Vaynerchuk

Finding good content

- Hash tags
- Social media “listening”
- On Twitter, create lists
- News sites, industry leaders
- Google Alerts

*Don't forget your
editorial calendar*



Content creation strategies for success

- Think visual
- What is the "gem"?
- What is the purpose of sharing?
- Always be thinking, "how can I turn this into content for social media?"
- Tack onto awareness and cause days

Apps that make your life easier

- Videos – Periscope, Kanvas
- Photos – Snapseed, Adobe Photoshop
- Finding content – Scoop.it
- Infographics – Visual.ly
- Analytics – Bit.ly, Cyfe.

Don't forget Twitter and Facebook analytics

- Other – Tweetbeam (for Twitter wall at conferences)

Questions?



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Have more questions after?

Tweet at [@alyssaglai](https://twitter.com/alyssaglai) using [#SMseries](https://twitter.com/hashtag/SMseries)

Thank you. Now, go forth!



Feedback Survey

[TAKE SURVEY](#)

Next topic...

Wednesday, March 2, 1 pm EST / 2 pm ADT

Building the Cultural Army

[SIGN UP NOW!](#)

