

How to Create Great Content



One of the communication challenges many projects face is how to keep up momentum and interest over a prolonged period of time. It is unlikely you will have exciting news to report regularly so how can you keep your project in the spotlight? Answer: create your own content that will be of interest to your audience.

This short guide gives you tips on how to create compelling content that can be communicated in a variety of ways.

| What is content?

Content is material you create for your project that is interesting and relevant to the people you need to communicate with. There are four main types of content: written, photographic, video, and animation and graphic content.

| Why is content important?

Creating a bank of good content will prove invaluable as it can help plug those gaps when you have no real 'news', and, if you get it right, good content will be shared by others helping spread your message further. (see our 'How to Make Social Media Work for You guide').

| Written content

This covers all forms of written material including blogs, magazine and newspaper articles, newsletters and leaflets. With a bit of tweaking and editing, you can re-purpose one piece of written content for various different uses, saving you time and energy.

Structure your writing like a Christmas tree with the most important information at the top keeping it short, simple and interesting. Your subsequent paragraphs expand with increasing detail. Assume your reader may only read the first two or three paragraphs and so ensure all the essential information is at the top.

| Photographic content

It is said that a picture is worth a thousand words – and as many of us have high quality cameras on our phones, pictures are a lot quicker produce! Build up a bank of images for your project including shots of key people and places, label and date them, and make them accessible to your team via a cloud based file store such as Dropbox or GoogleDrive.

Think about how your photo can tell a story without using words.





Video content

You don't need to be a professional videographer to produce good video content. Often, a simple, amateur video featuring real people with the bloopers left makes for engaging content, especially for social media.

Neither do you need to have specialist equipment. A basic video production kit would include a mobile smart phone, a tripod, a microphone and a basic editing package such as Adobe Spark. If filming outside, use a microphone to ensure wind and traffic noise do not drown out the speaker.

Many people watch video content with the sound off so use a simple editing package to add subtitles to your videos, or make sure the viewer can follow the story without sound.

It is possible to broadcast a live video from your Facebook page which could be useful for key events such as launching a share offer or the opening of your pub. You can find out more here:

<https://www.facebook.com/formedia/solutions/facebook-live>

Example:

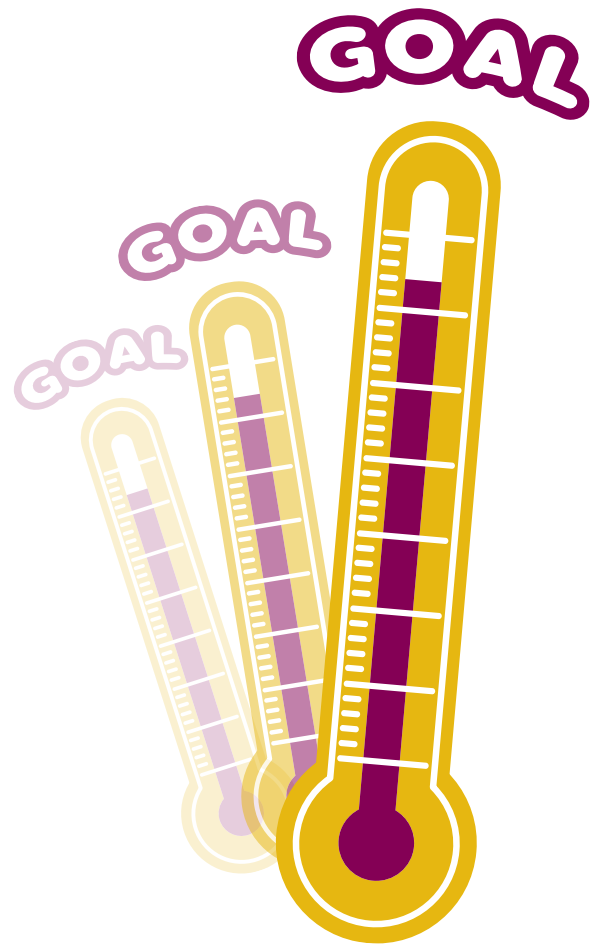
A community pub project in Norfolk used videos to reveal fundraising totals during the share sale period. Each video featured a local resident announcing the latest figure – a dog even got in on the act! The short clips were recorded on mobile phones and were clearly 'home made' but the content was genuine and compelling. Using a simple graphic editing package, the videos were topped and tailed with subtitles and some even had background music added (be careful not to breach copyright). The end result was a bank of videos featuring local people (and dogs) that proved popular on social media.

I Animation and Graphic content

Simple graphics and animations can make a great addition to your content bank. A 'thermometer' graphic showing fundraising progress or an animated cartoon explaining how your project works can get your message across quickly and effectively, and infographics are a good way to show the milestones and progress of a project at a glance. All this content is easy to produce using packages such as Renderforest, Canva or Adobe Spark. Once created, they can be used across a range of communications.

Creating content is a learning process. You will get to know what content resonates with your community as your campaign develops. Remember, it's great to know what works but keep things fresh and don't get caught in the trap of doing the same thing over and over again.

For tips on how to ensure you make the most of your content see our *'How to Make Social Media Work for You guide'*.



Wherever you are in the UK, if you are interested in starting or developing a community pub please contact the Plunkett Foundation - **01993 810730**, info@plunkett.co.uk or visit www.plunkett.co.uk to find out how we can support you.

The Plunkett Foundation helps rural communities UK-wide to tackle the issues they face by promoting and supporting community business. In addition to developing and safeguarding valuable assets and services, community businesses address a range of issues including isolation, loneliness, wellbeing, work and training.

If you share our vision for a vibrant rural economy with rural community business as its heart, why not join Plunkett as a member? Find out more about our membership packages [here](#).

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