

A hand is shown reaching out from the right side of the frame towards a sunburst graphic on a globe. The sunburst is yellow and radiates from a central point. The globe is blue and white. In the background, there are several paper cutouts: a dark green circle with a white hole, a red jagged shape, a blue jagged shape, a pink shape, and a gold jagged shape. The text "CONTENT CREATION" is written in bold black letters on a white torn paper strip.

CONTENT CREATION

WORKSHOP

LAURIN MOORE
ANGLETON ISD EDUCATION FOUNDATION

TEFN 2023
FRIDAY APRIL 14

HELLO!

Just a little bit about me...

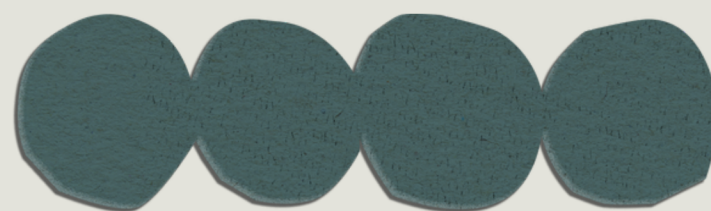
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FRIDAY APRIL 14





Content is KING...but
don't let it rule over you.





THE GOAL

Produce quickly



all of your ideas...not just the
perfect ones.



HOW SHOULD PEOPLE EXPERIENCE YOUR CONTENT?

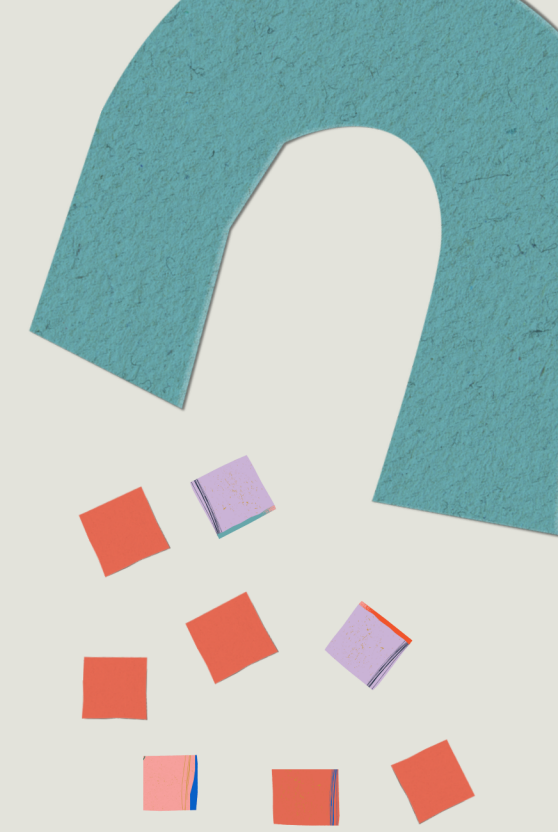


SEE

1. CONTENT TO ENTERTAIN

- *unique, fast, niche*

Content that entertains is often funny, frequently highly shareable, and often is able to quickly transform an “*organization*” into a “*group of people just like me.*”



STAY

2. CONTENT TO INSPIRE

- *inviting, relational*

Don't think quotes on a picture...it's deeper.

- long-form reports
- teacher / student testimonials
- stories that challenge us



3. CONTENT TO EDUCATE

- *sharable, next-step*

While content to entertain appeals to a reader's emotions, content to educate appeals to their rationality.

AACIT

4. CONTENT TO CONVERT

- *easy, recognizable*

Conversion nudges in the direction of action

- inform
- support
- attend



WAYS TO DO IT

1. CONTENT TO ENTERTAIN

- "viral" content
- game / competition / survey
- event wrap-ups

2. CONTENT TO INSPIRE

- grant updates
- teacher / administrator stories
- annual report

WAYS TO DO IT



3. CONTENT TO EDUCATE

- "Did you know..."
- business and economic
- community impact



4. CONTENT TO CONVERT

- product pages
- volunteer stories
- event pages

A black and white photograph of two hands, one at the top and one at the bottom, both palms facing down. The top hand is slightly higher and appears to be dropping several small, colorful rectangular pieces of paper or cardstock. These pieces are scattered in a parabolic path between the two hands. The pieces are in various colors: red, purple, and light blue. The bottom hand is open, ready to catch them. The background is a plain, light color.

Professional is producing
not perfection.



TURN 1 PIECE OF CONTENT INTO OVER A DOZEN

the Bond model...

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START WITH A LONG-FORM VIDEO

7 to 15 mins

TRANSCRIBE IT

2. Blog
3. Email Stories (at least 2)
4. IG Quote Cards
5. IG Quotes Stories
6. Quote Tweets
7. LinkedIn Quote Cards



CLIP IT

Trim your video into 60-second sections

- 8. TikTok (x4)
- 9. Instagram Reels (x4)
- 10. YouTube Shorts (x4)
- 11. Instagram Stories (x4)
- 12. Facebook Stories (x4)



BONUS

Pull your video's audio for a podcast!

CANVA CONTENT & BRAND KIT

- Universal, no brainer, FREE

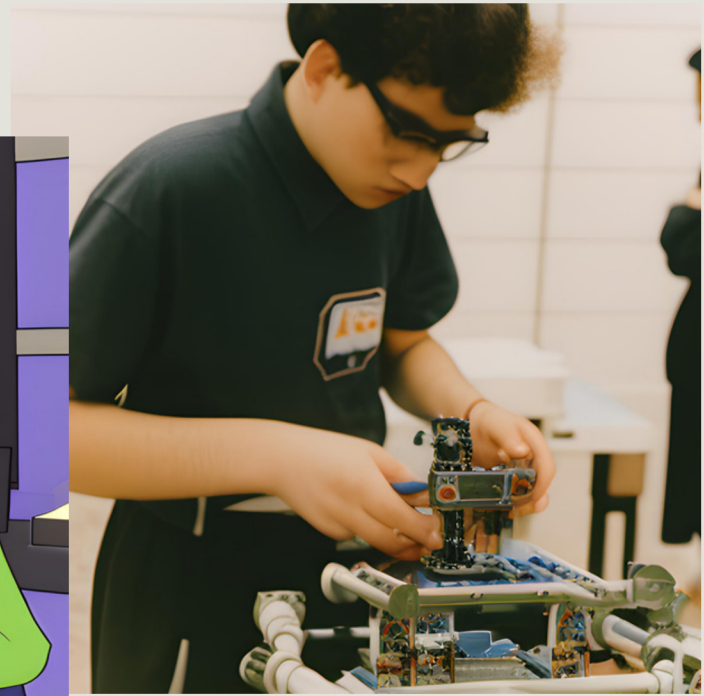
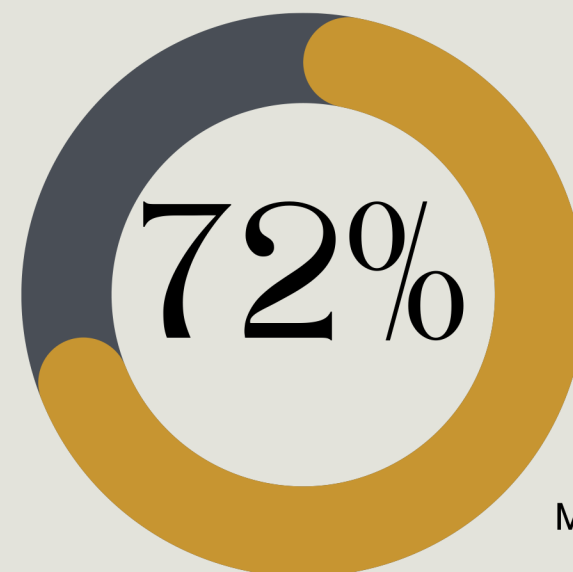
All this was made in CANVA...

- QR Codes
- Text to Image
- Talking Head videos
- Avatars
- Charts
- MORE!



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Fundraising Goal!



TEFN 2023
FRIDAY APRIL 14

TIKTOK

TikTok, it's all about the content.

- No suggested follows or promoted content
- One random video after another
- Start posting and people will find you
- The more niche, the better

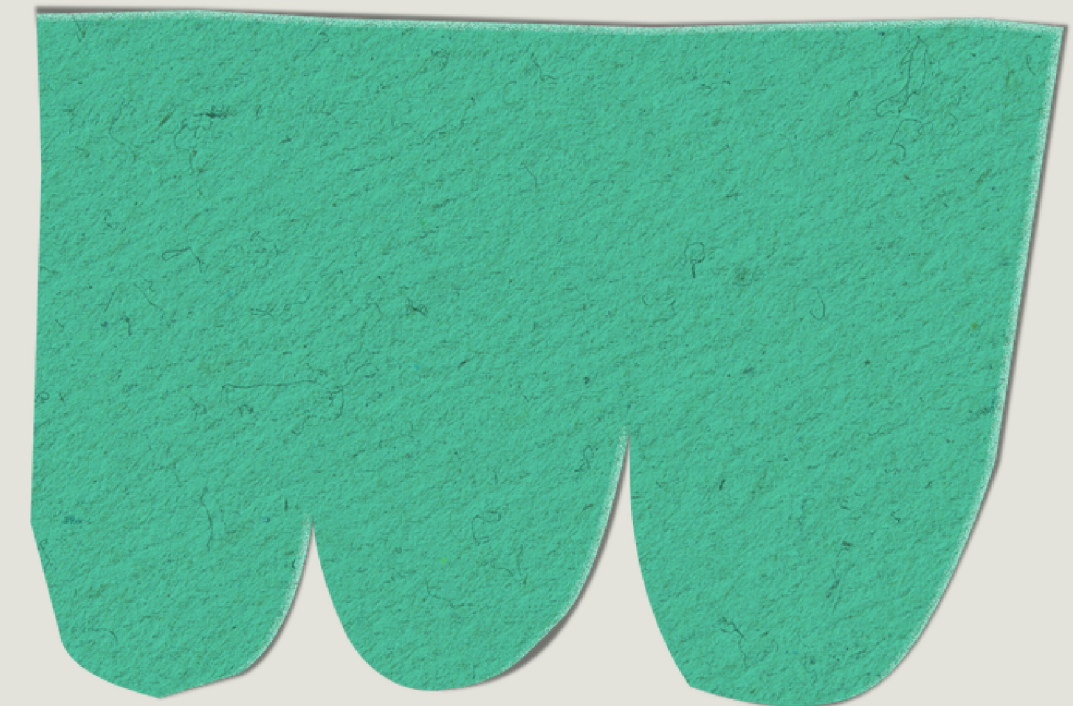
Embrace the chaos

- User interface designed “to encourage interaction and creation”
- Filters, Audio, Duets, Stiches

It's a playground!

All you need is 15s, 60s,
or 3min!

Make one now!



CHATGPT

Prompt #1

I want you to act as a social media manager. I want you to create a social media post for the following platforms <platforms>. This post needs to promote <brand> and it needs to highlight our unique mission. I need you to focus on making it aesthetically pleasing, on brand, eye-catching, and a little click baity. I need you to capture the attention of current followers and new ones. I want this post to be creative, unique and have some witty fun. Include the appropriate hashtags so that the post gets visibility as well as emojis relevant to the posts.

Based on this post I want you to continue and create a content calendar with the same parameters. I need 5 posts a week for a month. All the posts should utilize varying verticals.

CHATGPT

Prompt #2

I want you to act as the best SEO consultant of all time. I need you to create a list of keywords as well as a corresponding target strategy to optimize <website>. Then choose the appropriate keywords for targeting, taking into account the completion and search volume for each keyword. I want to rank first organically on search engines and need this list and strategy to accomplish that. I need you to put together a strategy that best incorporates the chosen keywords to maximize the potential for <website> to rank higher in search results. Include keyword difficulty and rank them by the ones which are easiest. Show results in a table format.

CHATGPT

Prompt #3

I need you to act as a top-tier blog writer. I need a blog post about <brand>. I need you to research the market of my brand and write a 500-1000 word blog post that is engaging, informative, and relevant to the brand. This blog post should have a bit of humor and wit. I need this blog post to captivate readers with a click baitey headline.



LET'S GET TO WORK!

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TEFN 2023
THURSDAY APRIL 13



THANK YOU!