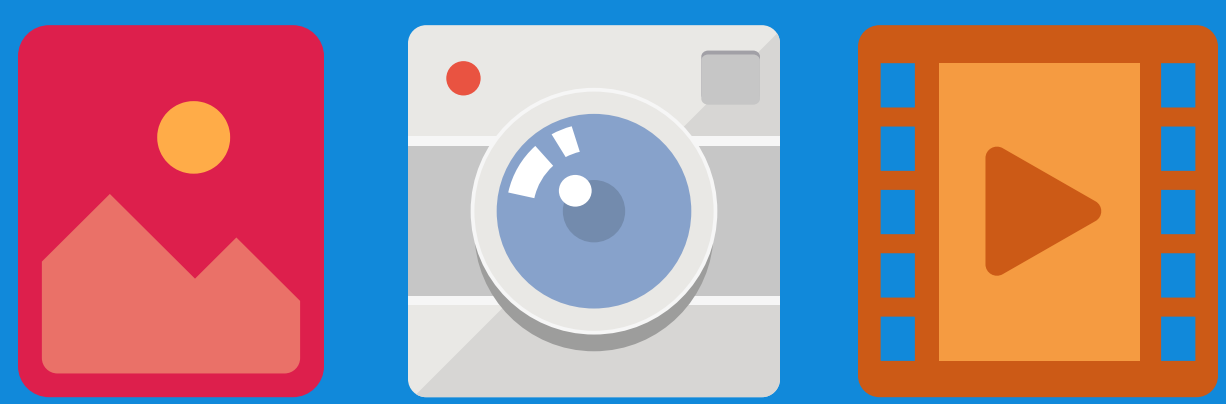


4 TIPS FOR CREATING ONLINE CONTENT

Simple rules for creating engaging content that stands out online

Developed by Mosman Council to Support Local Community Groups



USE VISUALS

✔ Use the right image/video dimensions

There are different optimal image & video dimensions for online platforms that are ever changing - research the correct dimensions prior to uploading

✔ Quality Over Quantity

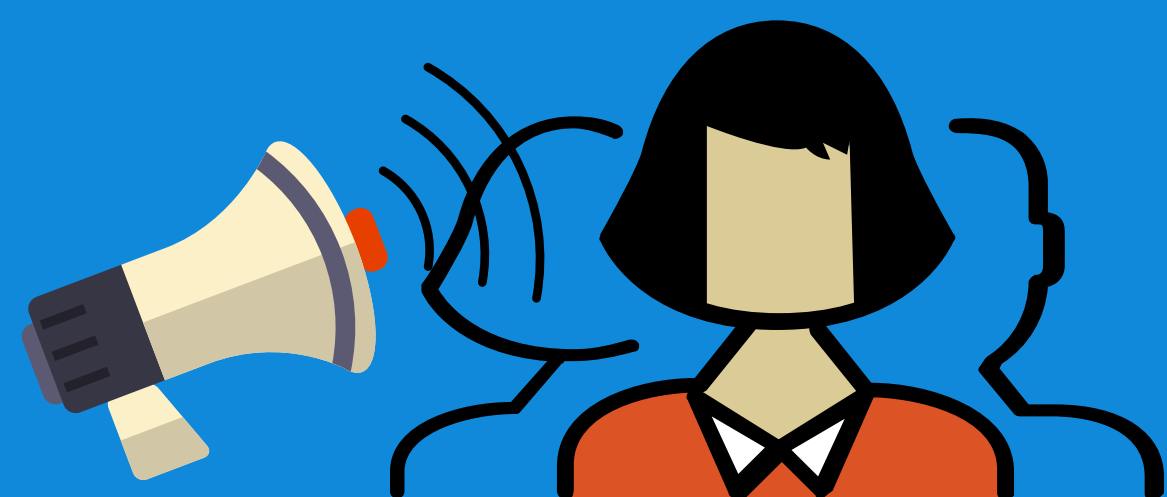
1 'hero' image or video is better than 10 mediocre

✔ Keep Videos Short

5-30 second videos are ideal: viewership drops exponentially after the first 30 seconds

✔ Avoid Stock Images

To get a genuine message across and maintain authenticity use local images from your services/groups or community



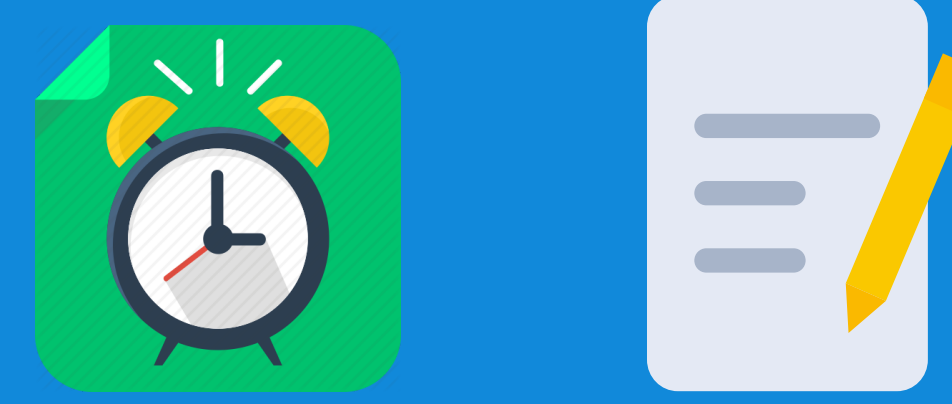
TAILOR CONTENT

✔ Develop a Consistent Persona

If you know your target audience, think about how they communicate, & what style of communication might best get your message across. Will a formal or casual approach work?

✔ Leverage Analytics & Data

To figure out what persona you should be using, have a look at the data and information you have about the community your targeting. You can review your enrollment or membership info or use the analytic tools available on specific platforms.



BE CONCISE

✔ Digestible Content

People are time-poor so make your content accessible & easy to read. Clarity over complexity is key.

✔ Use Captivating Titles

Your title &/or first line should include your key message and entice readers to find out more

✔ Include a Call to Action

If you want action from your content such as memberships, sign ups, ticketing, or just want your audience to find out more, include a call to action in your content. Often this will take the form of a link, taking your audience to a website to take action.



MAINTAIN CONSISTENCY

✔ Create a Marketing Schedule or Calendar

To get the most out of online communications platforms (especially social media), consistent content is vital to developing a relationship with your audience. A simple calendar or schedule can help to plan your online communication and ensure your priorities are covered in advance.

✔ Maintain Consistent Content Types

Avoid posting content that does not align with your brand. If you are a gardening group, ensure your content always ties back to gardening in some way or another. Mixing genres online, especially on platforms like Instagram is a fast way to lose followers

FOR MORE RESOURCES VISIT

www.mosman.nsw.gov.au/community/mosman-connects