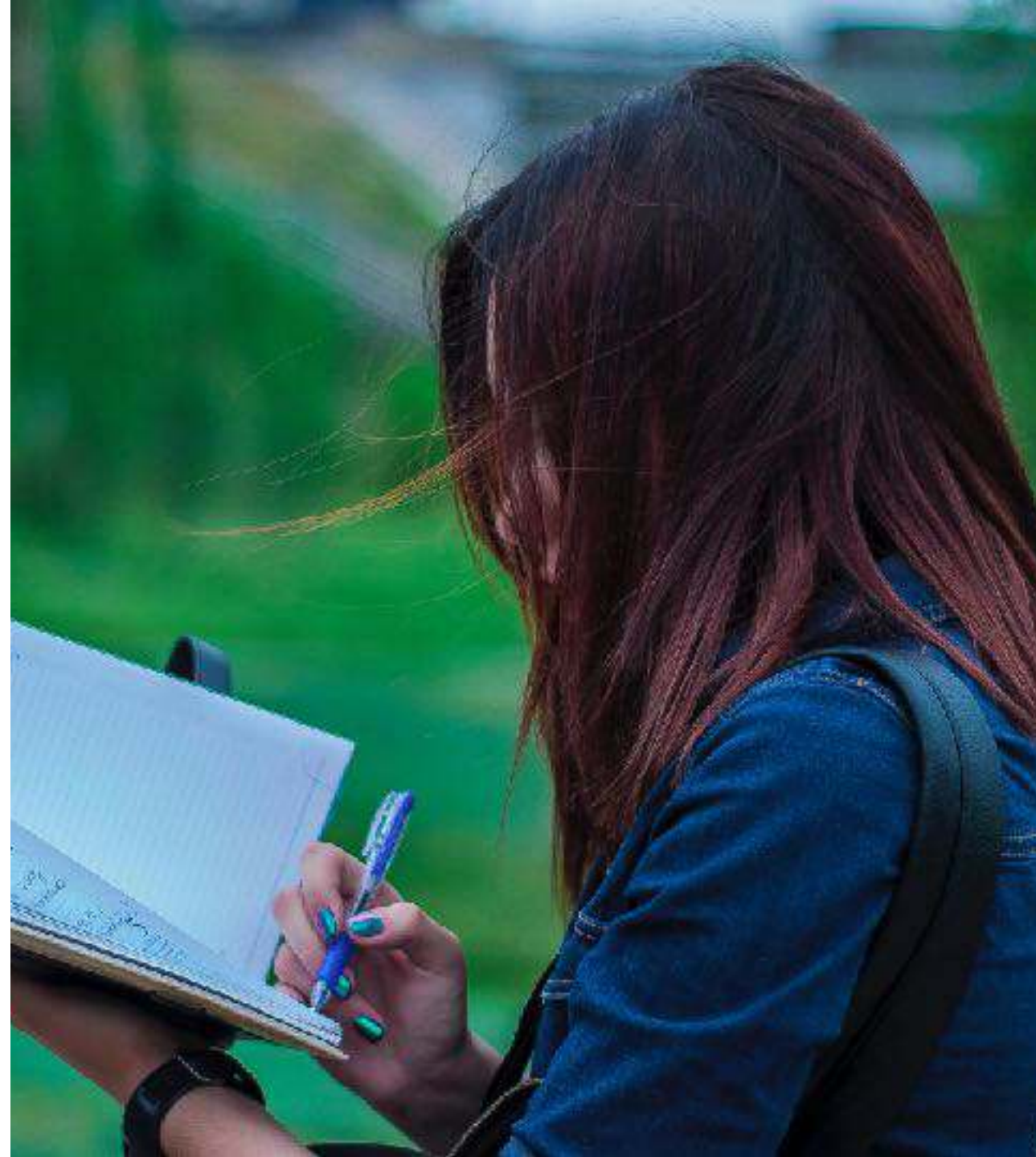




SOCIAL MEDIA CONTENT CREATION

RECAP AND REFLECTION





BEST PRACTICES FOR INSTAGRAM

1. Find your focus
2. Aim your content at a young audience
3. Use all the content types
4. Create mobile first
5. Swipe up
6. Put a face on your story
7. Use interactivity
8. Help people find you with geotags
9. Use highlights to intro new followers
10. Make sure you're posting enough

1

Find your focus

What is your unique selling point (USP)? What's your "thing?"



THE BIO



STYLE

Be authentic, concise and consistent. People need to know what to expect.

FORMAT

Punchy Headline.
Then, something that starts a conversation.
Include your location.
Call to action: link.

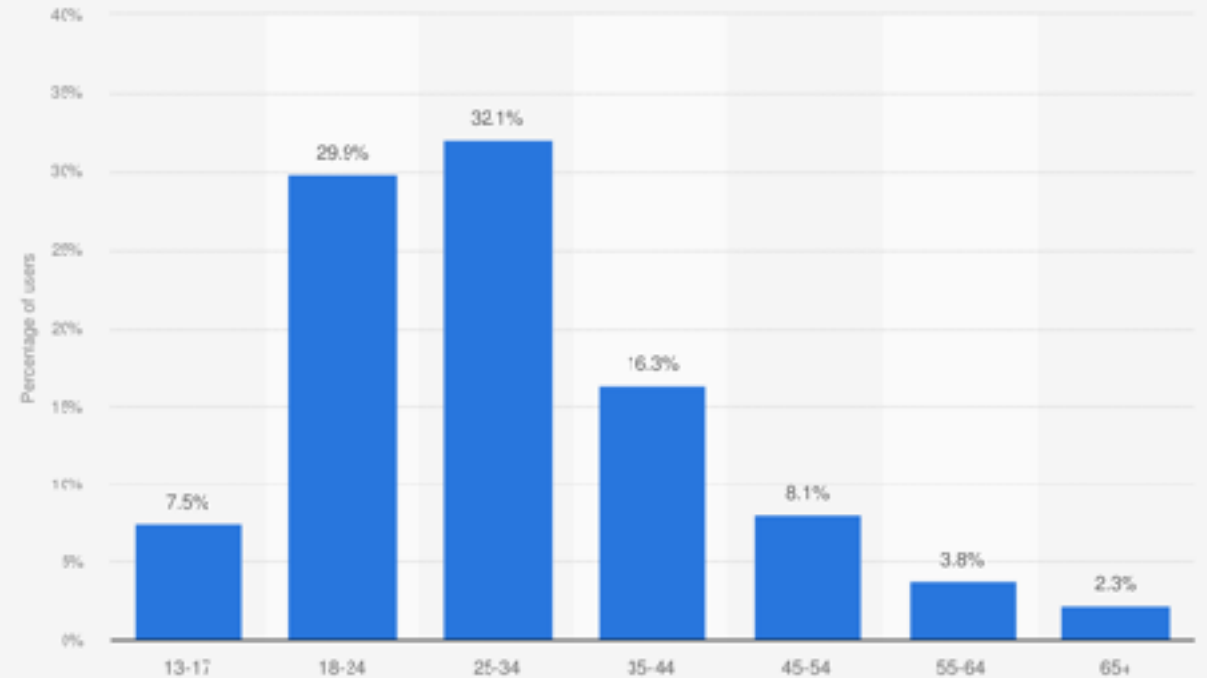
NUMBERS

Don't follow more people than follow you. People will think you're a bot.

2

**Aim your
content at a
young audience**

Distribution of Instagram users worldwide as of July 2021, by age group



Sources

Hootsuite; We Are Social; Instagram; DataReportal
© Statista 2021

Additional Information:

Worldwide; Instagram; DataReportal; July 2021; 13 years and older; based on addressable ad audience

3

Use all the content types

Photos, videos, stories, live.

Maximize your chances of
appearing on the explore page.

Posts

Stories

Reels



THE WAYS PEOPLE CONSUME CONTENT



ON THE GO

- Short sessions
- Unplanned
- Frequent
- Discovery and Connection



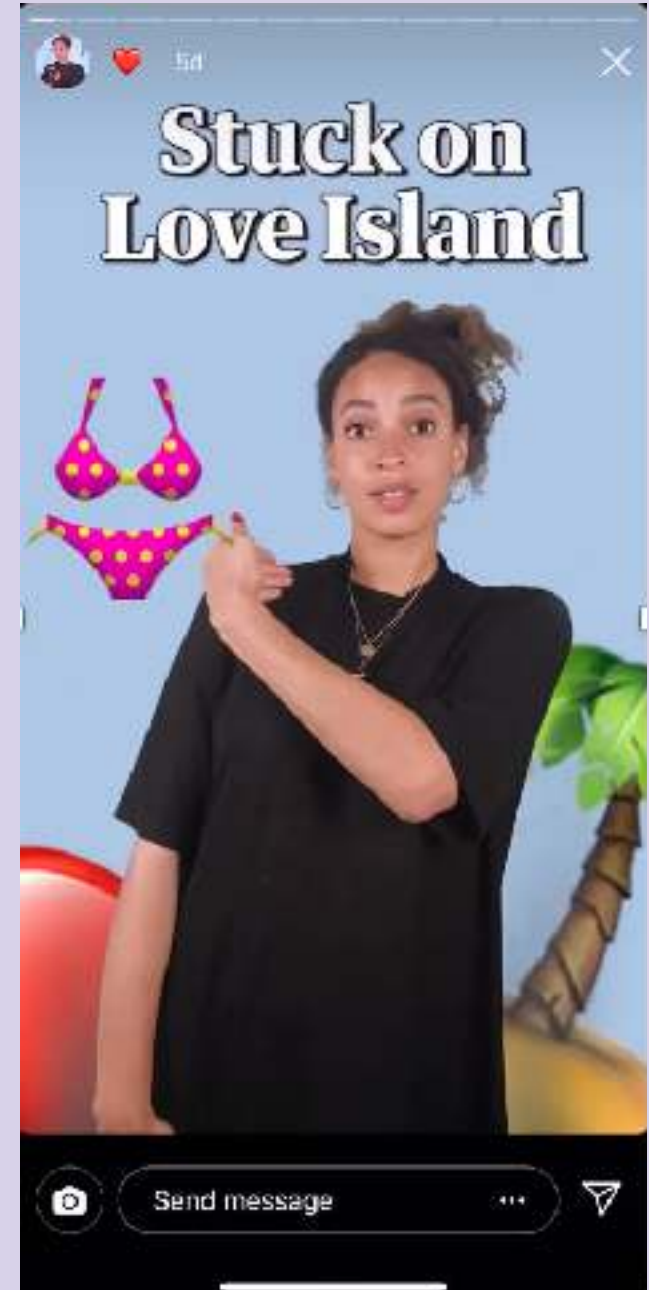
CAPTIVATED VIEWING

- Longer sessions
- Planned
- Intentional
- Relaxation and Entertainment

4

Create mobile first

You can do amazing things with just your phone!



5

Swipe up

Prompt deeper discoveries /
Link in Bio



SWIPE UP!



6

Put a face on it

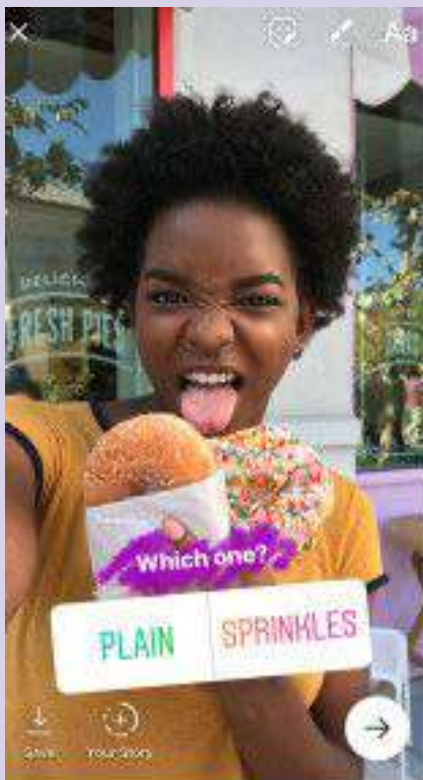
Humanize your content by highlighting volunteers, staff and those you serve.



7

Interactivity is your secret weapon

Drive engagement and not only
passive views



8

Help people find you with geotags

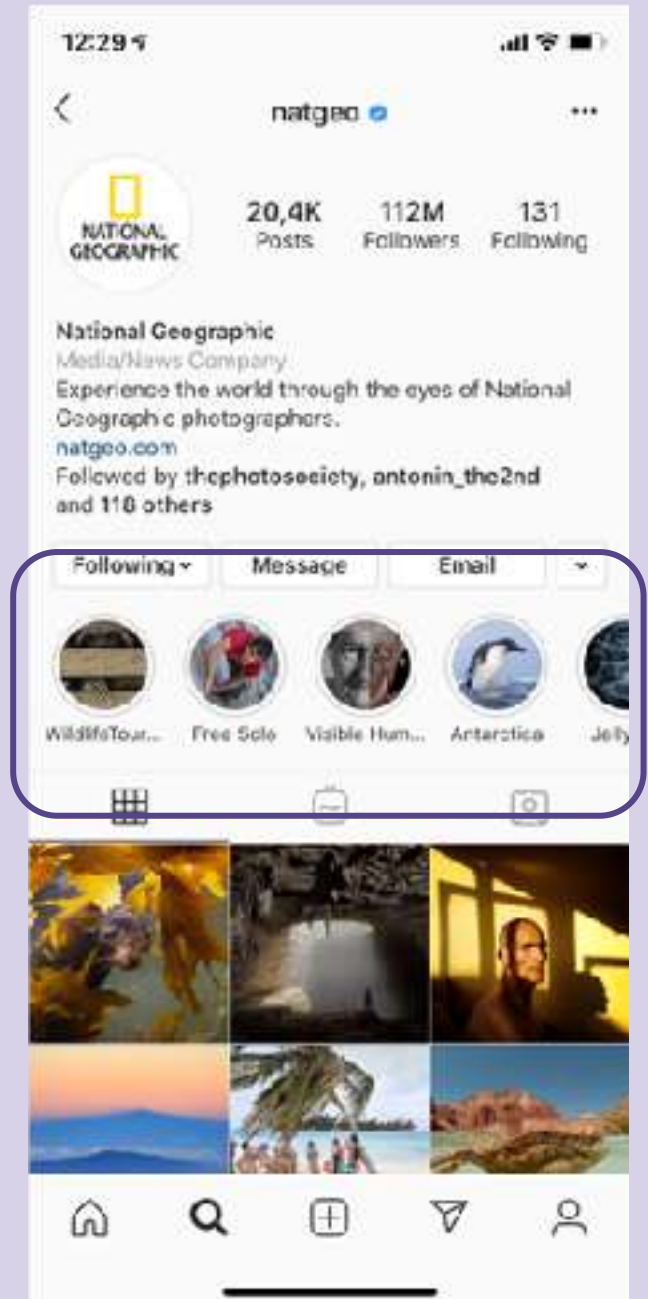
More specific: greater discovery



9

Use highlights to intro new followers

A way for them to discover what to expect



10

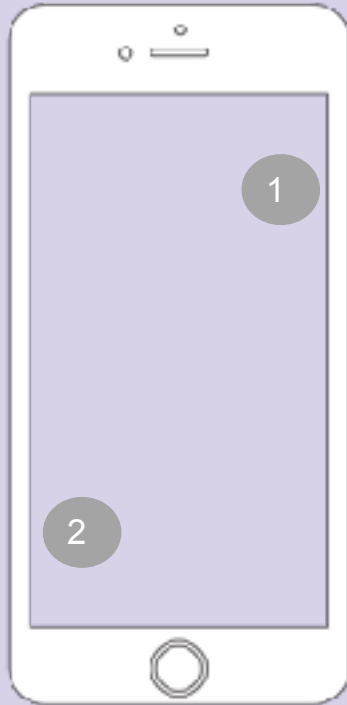
Make sure you're posting enough

The general trend is that more popular accounts also tend to post more

	Accounts with over 1 million followers	Accounts with under 1 million followers
Post more often to feed	4.3 posts/day	2.3 posts/day
Use stories regularly	4.1 stories/day	2.8 stories/day
Post more videos to feed	35.2%	32.0%

VISUALS: ANATOMY OF A GREAT INSTA STORY

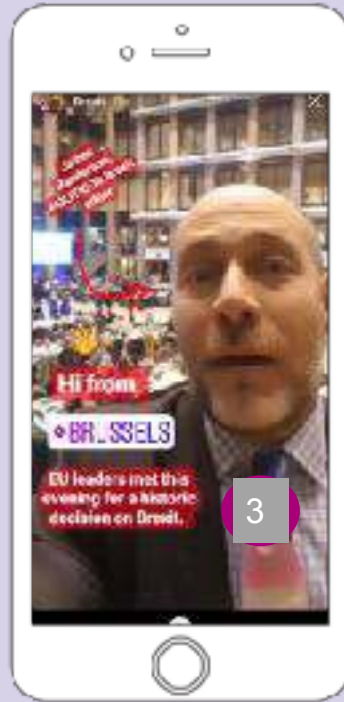
INTRO



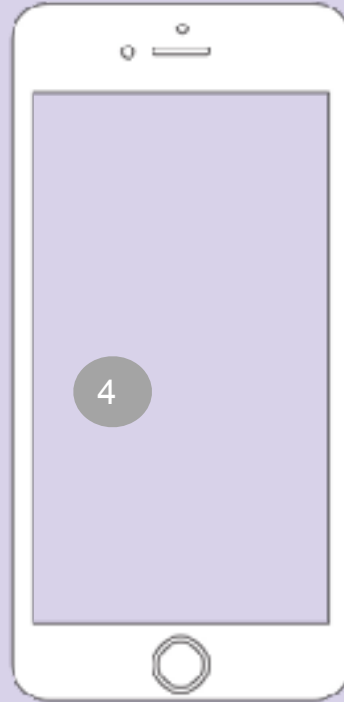
1. Selfie styled into

2. Short punchy display copy

3-6 POSTS



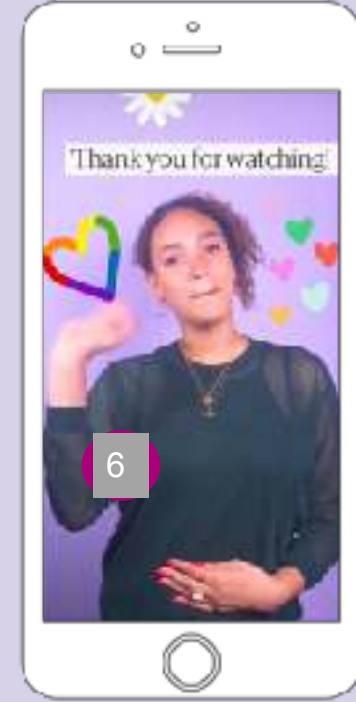
3. Location tags & hashtags



4. Use interactives: polls, stickers, sliders liberally



5. Mix up visuals: boomerang, video, picture, screengrabs



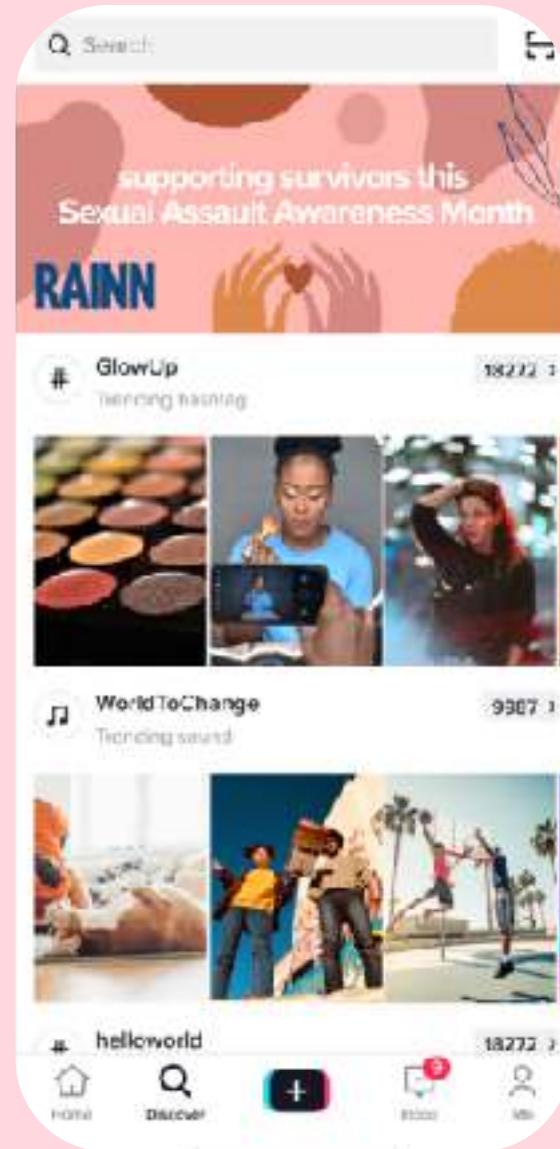
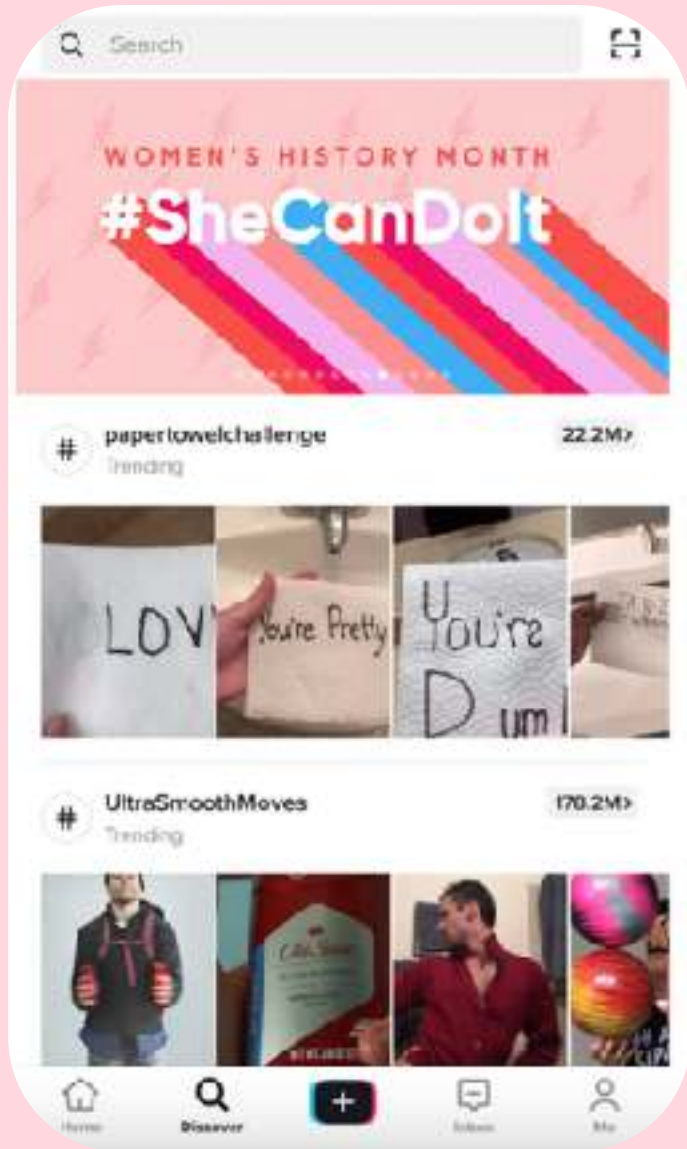
6. Embrace GIFs (the cool kids are)

7. Use Swipe Up for deeper discoveries.



BEST PRACTICES FOR TIKTOK

1. Search the discover page for trends
2. Create hashtag challenges
3. Inspire the youngest audience
4. Partner up
5. Go live
6. Debunk and inform
7. Be on the lookout for new features



1

Search the discover page for trends

When there's a new challenge on the Discover page, millions of users can see it and join in. Regularly peruse the platform, get familiar with trends and identify opportunities to connect your content accordingly

2

Create hashtag challenges

Hashtags increase awareness for your cause and users can create videos to that hashtag.

When creating a new hashtag challenge, make sure that there's a clear and simple purpose or goal. The name should also be simple and memorable.



#JaiLeDroit (IHaveTheRight)

Together with AuFeminin, TikTok launched the #jailedroit challenge in France for 2019 International Women's Day. TikTok users spoke up for their rights and said a resolute no to stereotypes and gender-based discrimination.

27K videos created

12.2M video views



#DanceForChange

The United Nation's International Fund for Agricultural Development (IFAD) launched the world's largest dance challenge to help people in rural areas of Africa and other developing countries. IFAD's #DanceForChange TikTok's videos were created by our users as a virtual petition to increase investment in sustainable agriculture.

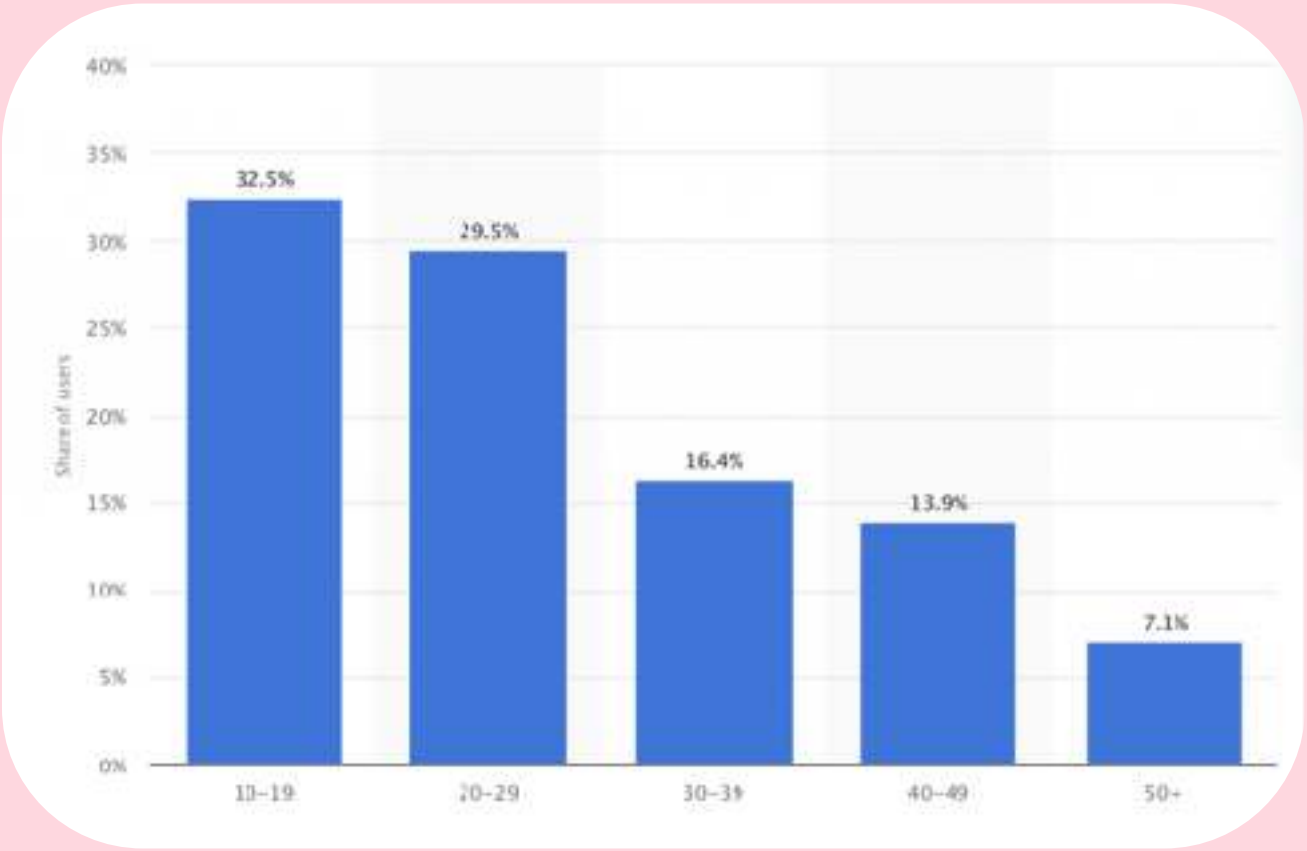
33K videos created

81M video views

3

Inspire the youngest audience

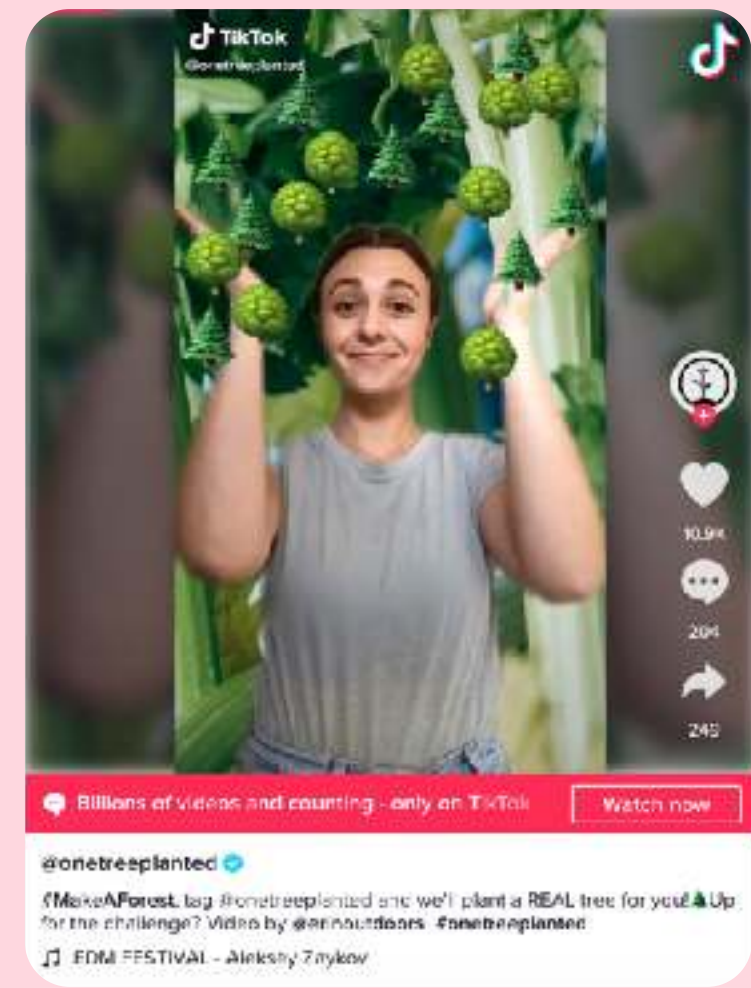
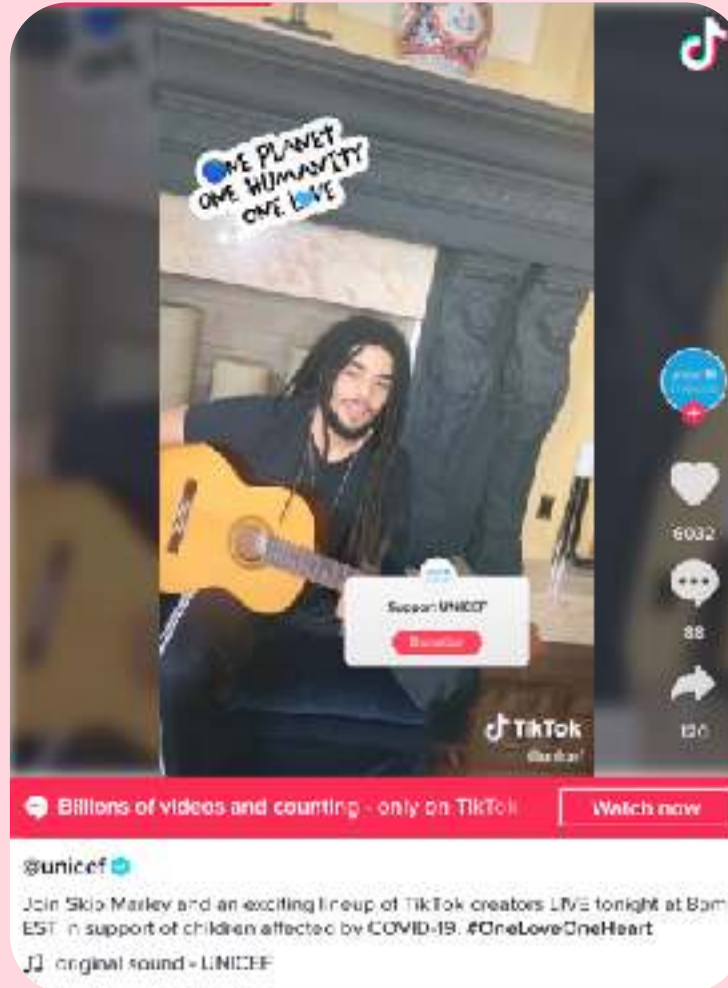
60% of TikTok users are Gen Zers. Gen Zers are trendsetters and social amplifiers.

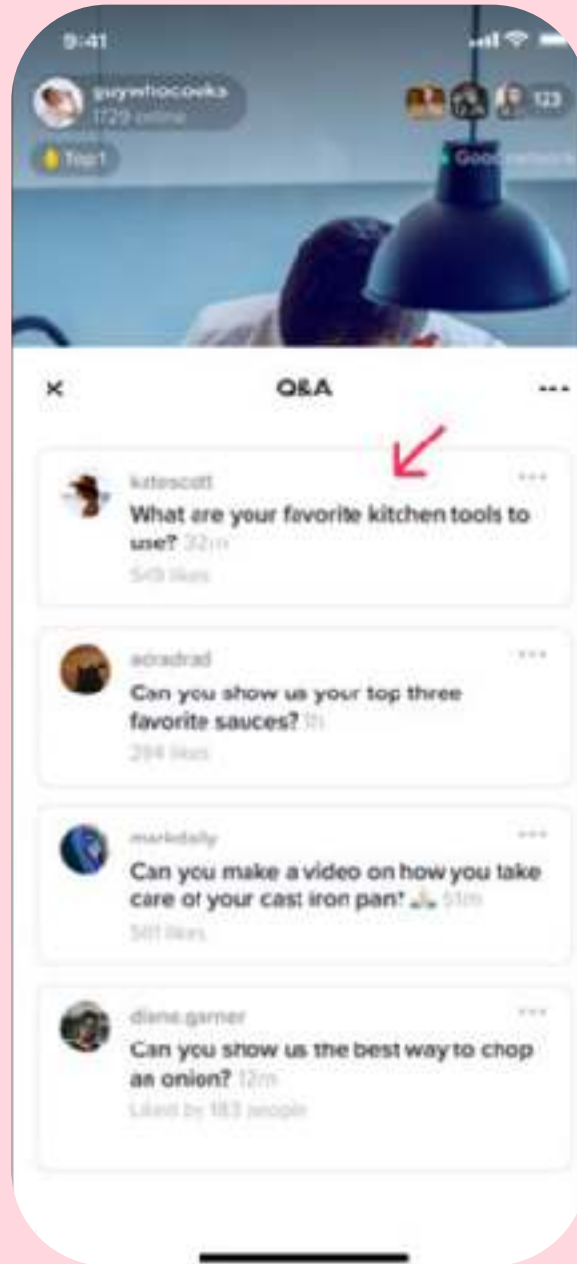


4

Partner up

The influencers you work with don't need to have millions of followers to be effective at spreading the word. If you understand your target audience, working with small creators that are influential to your specific audience can make a huge impact.





5

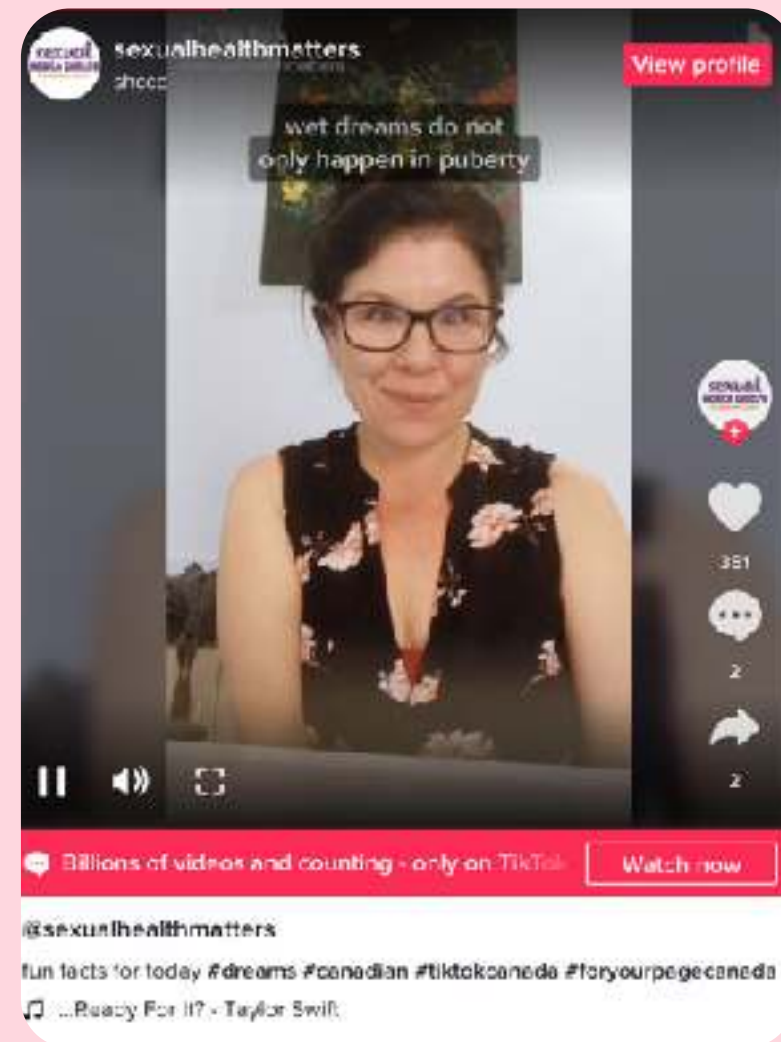
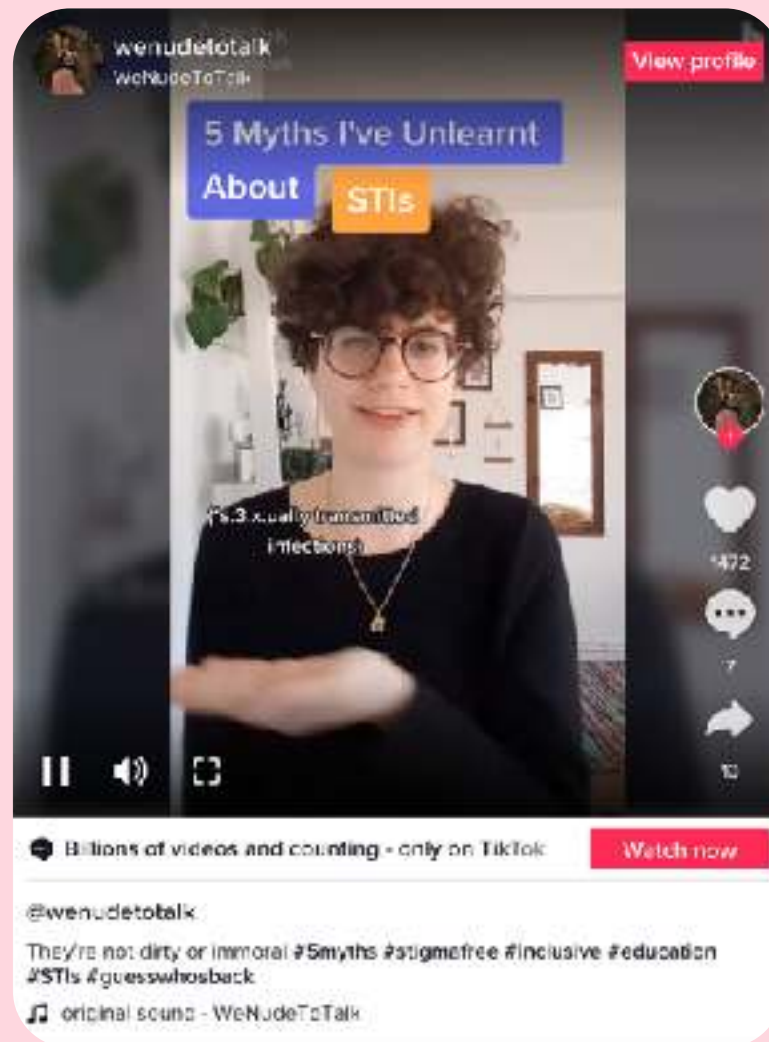
Go live

TikTok LIVE allows you to interact with your audience in real-time, enabling deeper engagement. You can quickly respond to viewers' comments and questions or present something you're launching and receive immediate feedback.

6

Debunk and inform

Many organisations and health professionals have been using the platform to set people straight. The “debunking” genre is fairly popular on TikTok and it’s been used from Covid-19 to mental health to SRHR myths and disinformation.



6

Be on the lookout for new features

Seeing as TikTok is a relatively new platform, they're constantly launching new features. Make sure to stay up to date with what's coming so you have an edge when it comes to your content.

<https://www.theverge.com> > tiktok-s... ▾ Vertaal deze pagina

TikTok is testing a **Snapchat-style stories feature** - The Verge

4 aug. 2021 — TikTok describes the feature in the app as "a new way to interact with your fans." Users can create a new story by tapping a "create" button ...

<https://www.theverge.com> > tiktok-... ▾ Vertaal deze pagina

TikTok is testing a new **tipping feature** for some creators - The ...

28 okt. 2021 — TikTok is experimenting with a new tool that allows TikTok users to tip some creators directly on their profiles. Users can tip a creator \$5 ...

<https://techcrunch.com> > 2021/07/27 ▾ Vertaal deze pagina

TikTok expands **LIVE platform with new features**, including ...

27 jul. 2021 — TikTok expands LIVE platform with new features, including events, co-hosts, Q&As and more ... TikTok announced this morning it's expanding its ...

REFLECTION

Do you have any other
Instagram or TikTok tips
you'd like to share?

Would you like to reflect
on any of the best
practices?

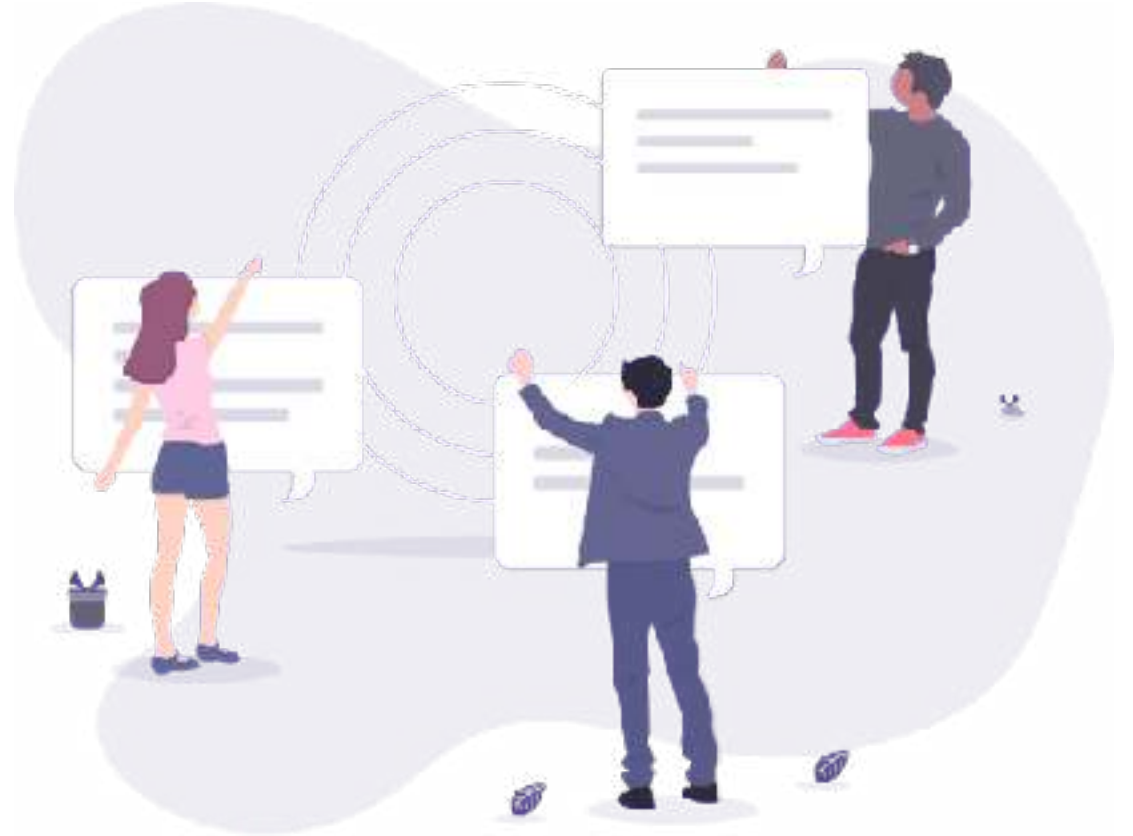




GROUP EXERCISE

In groups, brainstorm and create an engaging video debunking disinfo/hate with viral potential.

ASSIGNMENT





Thank you!

