



CONTENT CREATION

Practical Exercises

Exercise 1

Lesson Goal: Outline how to plan to create content on social media

Before you start any content creation activity, you should be aware of who your target audience is, which channels they use, and what topics they are interested in. This knowledge is of significant benefit to a digital marketer.

To best determine this, you can develop a customer persona – your ideal customer. To create the most detailed overview of your customer persona, follow the steps below (remember you can have more than one customer persona, so feel free to be as specific as you wish):

- List your ideal customer's background: what background and personal information best defines them?
- State their job details: what is their role and length of time in that role, what level of decision-making authority do they have?
- Define their main sources of information: which resources do they use when making decision and how influential are these resources? Which digital channels do they prefer?
- List their goals: what do they aim to achieve? What budget and timeframe do they have for it? What are their motivations?
- Define their key buyer actions: which steps do they take towards a purchase?
- Name the challenges they face and their pain points: which issues do they have that they are trying to resolve? How does this impact their business? What is the benefit of resolving these issues?
- List their objectives: what do they aim to achieve by interacting with you? What information do they need to make a decision?

Answers to these questions will result in a strongly defined profile of your ideal customer, allowing you to create unique solutions for them.

If you believe you have more than one type of ideal customer, repeat the above process for each of them.

Going forward, always refer to your customer personas and keep them firmly in mind when planning and creating content, making sure it's aligned with their challenges, goals, and buying behaviors.

Exercise 2

Lesson Goal: Recognize the different content formats available on social media

After defining your customer persona in the previous exercise, you will now write and optimize a short high-quality blog post for this audience. Keep it to 150-300 words.

Complete the following steps:

- Define a topic for your blog post: what is a recurring struggle for your target audience? Write a blog post that solves this problem for them.
- Define your keyword: based on your topic, choose a keyword that you can naturally use throughout your blog post.
- Leverage your keyword: include your keyword in the title, URL, first paragraph, and search snippet (meta description).
- Include and optimize images: source three images relevant to your topic and add an alt-tag for each of them, making sure it contains your selected keyword.
- Include a call-to-action: clearly state what you want your reader to do next, e.g. sign up for a newsletter, book a free quote etc.
- Review your post to ensure clarity and good flow, and to ensure the original purpose is met.

Exercise 3

Lesson Goal: Recognize the different content formats available on social media

Go to [Canva.com](https://www.canva.com) and sign up with your email or Facebook account.

You wish to create a company branded image to use on Instagram and Facebook.

Complete the following steps:

- Choose to create an Instagram post from the options available at the start.
- When the image editor loads, select the layout from the previews and templates on the left-hand side, and edit the text on the layout according to the Facebook post you want to publish.
- If you want to change the image on the layout, click 'Uploads' on the left-hand side bar; the 'Uploads' button looks like a cloud with an upward arrow. Select the image you will include in your layout.
- Using the 'Uploads' section again, upload your company logo and add it to the bottom-right corner of the image.
- On the top-right corner of the screen, click 'Download', select the desired file type, and click 'Download' below it.

Exercise 4

Lesson Goal: Recognize best practices for scheduling content on social media

A content calendar will help you plan your content in advance, keep you on track with content creation, and allow you to adjust your upcoming content when necessary, depending on business needs.

Create your content calendar by opening a blank spreadsheet (either in [Google Sheets](#) or Excel) and then add column headings for:

- Date
- Topic/title
- Content type
- Overview of the blog post
- Relevant keywords
- Target persona
- Offer/Call-To-Action

Populate the columns underneath the 'Date' heading with each day of the week and their dates, for the next two weeks. You can populate them further afterwards.

Fill in each day with all the details listed above. Don't forget that you can always edit this document and share curated content on the days you aren't creating your own.

Alternatively, see the content calendar spreadsheet available in the resources section.

Exercise 5

Lesson Goal: Recognize how to implement an effective content strategy on social media

Social crises happen infrequently, but the fallout can be devastating when they do occur. So it is essential to have a procedure in place you can execute should a social crisis happen in your organization. This is particularly useful when addressing brand concerns and complaints and when you need to defuse issues.

Create a bullet-point checklist of the steps you need to take when handling a crisis. Refer to the module for guidance on what actions to take, who to escalate the problem to, and how to react.

Name your checklist and print it out. Pin it up beside your desk to remind you of the steps in your social crisis procedure.

