



CONTENT

So Easy a Caveman Can Do It

Remember learning about primitive societies made up of hunters and gatherers? Well, in social media you are equal parts hunter and gatherer. OK, so you're not going to be literally slaying wild boars and picking blueberries, but the concept remains. You are on the hunt for quality social media material and you're putting everything you find to good use on your pages.

Gathering and creating content is perhaps the most daunting part of social media for most staff. You may find yourself asking, "How do I come up with that much content?", "Where do I get content?", "How do I create my own content?"

We get it. It seems like a lot, but it doesn't have to be overwhelming. Here are some tips and tricks to help make it a little... nope, a lot, quicker and easier.

1) Get organized. Set aside time to plan out a content calendar for the month (For more details, see the "Content Calendar" section). Planning your content in one session where you're in full "creator" mode enables you to get into a rhythm and helps you avoid the "Oh no! What do I post today?" blues. Once you have your calendar in front of you, it will be much easier to see what content you need to gather. For example, if you plan to post a Bible verse every Friday you know you need to find four verses to use for the month.

2) Post around a theme. Posting from scratch can be tough, so why not create a theme for the week or month? A theme could be based around time of the year (August is everything back to school), or could be completely made up (February we'll post all about forgiveness). If you have a campaign or theme, then all of your graphics, verses and videos can go along with it. When brainstorming content, it's a lot less overwhelming to say, "Let me find four great quotes about forgiveness" than it is to say, "Let me find four great quotes."

3) Think about your audience. Who is your audience and what can you give them that would encourage or add value? What are they already talking about? Join in on the conversation. What is happening to them throughout the year that you can speak to? For instance, you know your community is stressed at the start of the fall season, so why not create posts that encourage them during those months?

4) Find great images. Now that you have the information you need, it's time to gather and create con-

tent that will catch people's eyes. Trust us, you don't need to be a Photoshop expert to create fun graphics and videos. Here are a few resources that help make the process quick and easy:

- **Steal Cru's content.** Did you know Cru has a ton of great content to share? It is all yours for the taking. You are welcome to steal and repost any of our images, articles, verses and videos. No need to make everything from scratch. Check out all of our platforms for recent and throwback content.

- **Make your own graphic.** Canva.com is a free website for designing your own graphics. There are templates for Facebook, Twitter and Instagram posts, documents and much more. Just select the format you want and begin designing! If you sign up for Canva they will walk you through a simple tutorial online.

- **An even simpler way to make a graphic.** Overgram App is a handy tool that allows you to add graphics and text to your photos on your phone. The app has an array of trendy fonts and customization options

to choose from when creating. It's especially helpful when working with Instagram or when you need to create and post something quickly. It is simple and easy to use. Just download and follow the prompts.

- **Let's start Reposting.** Have you noticed that you cannot share or repost photos and videos directly on Instagram? This is where Repost App is a life-saver. The app allows you to repost any content posted by anyone you see or follow. It's especially helpful when working with campaigns and sharing photos students post. Just download the app and repost from there.

- **The iMovie app** is great for creating and editing videos directly on your phone. You can crop, shorten, add music and use text easily.

We've talked about how to create content, but not all content is created equal. What content should you be posting the most and what receives the most engagement?

Videos receive some of the highest engagement on social media. Videos on Vine (6 seconds maximum) and Instagram (15 seconds maximum) are 400 times more likely to be viewed than any other content. Videos are a fresh and engaging way to share content, and in the era of bite-sized videos, they don't have to be professional quality – just grab a smartphone and create something quick!

Graphics also generate engagement particularly on Facebook and Instagram. Find a quote, verse or post information on an upcoming event.

Articles are one of the best things to share. Have you recently read something you liked on Cru.org or another website? Share that with your followers and ask what they think or write a quick sentence on what you thought. Chances are if you like it, then they will too.

For access to downloadable graphics, videos and articles to use on your social media, check out our online content!