

Creating content for social media

Agenda

10.30am: Intros

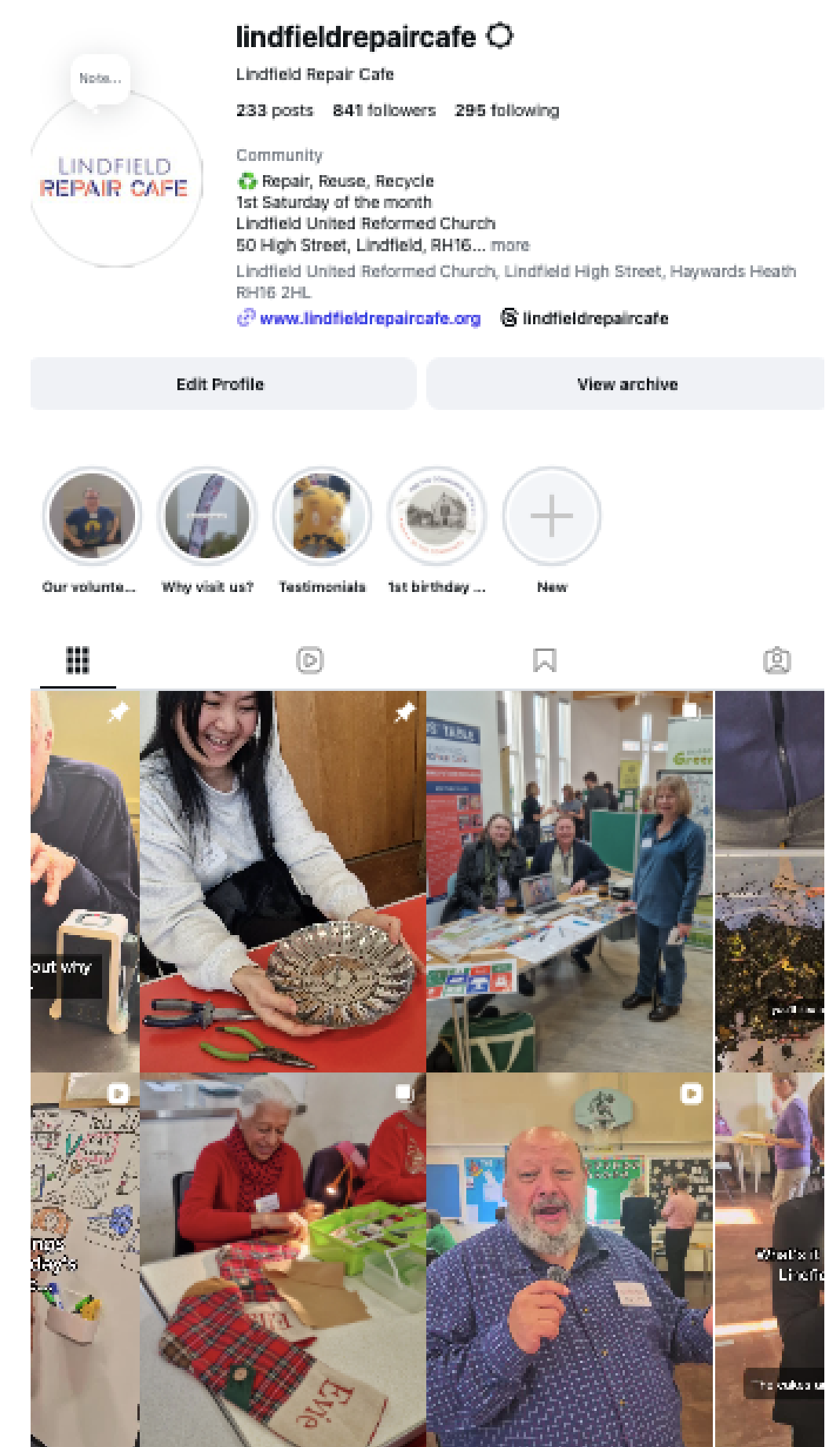
10:40am: Social content overview

10:45am: Filming + exercise

11am: Social media storytelling

11:15am: Exercise

12.15pm: Questions



My work.

I help brands with heart expand their reach and engagement through training, strategic marcomms, multimedia storytelling, data-driven digital strategy, content creation and social channel management.

My experience.

Over 10 years' experience delivering marketing content and strategy to non-profits and the public sector:

- **Sightsavers:** protecting sight and fighting for disability rights.
- **NCT:** The UK's leading charity for parents.
- **Local Storytelling Exchange:** community-led storytelling to influence the green transition.
- **Sussex Bay:** investing in nature conservation and shoreline recovery.
- **Avery & Brown:** helping sustainable brands break into the mainstream.
- **4in10:** fighting London child poverty
- **GOSH charity:** helping seriously ill children.
- **National Numeracy:** improving adult maths skills.



General.



May 2026

Video works best

“If a picture is worth a thousand words, then a video is worth a million” (and the algorithms love it!)

Phone quality is ok

People don't mind 'shaky camera' footage – it looks authentic and like it belongs in the feed.

2s to grab attention, 15 to keep it

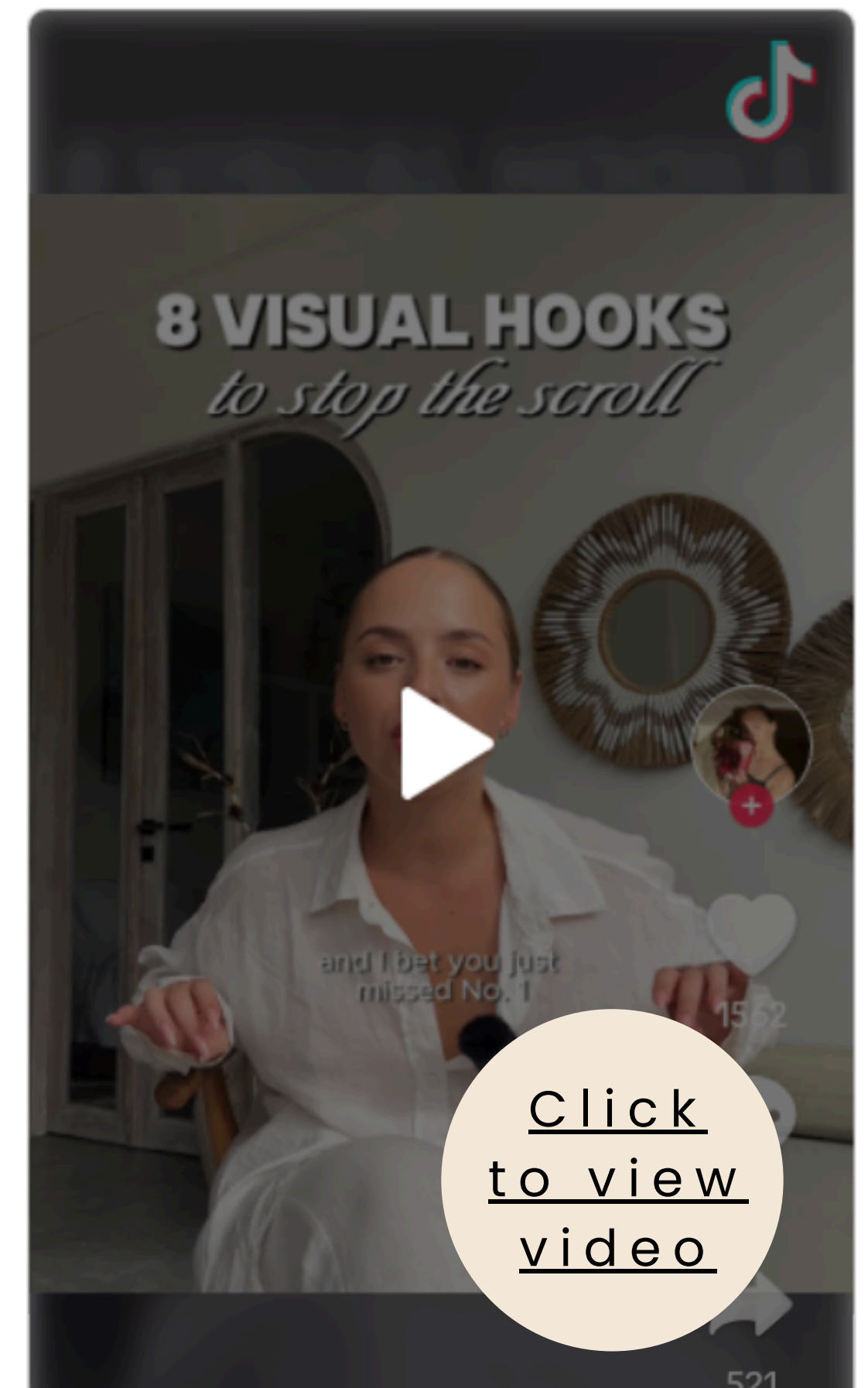
People don't watch long videos unless there's something in for them. Generally, 15–30s is enough. The first 2s has to be incredibly captivating or they'll scroll past.

People trust people

Person-centric stories always work best.

Social SEO is the new

Getting as many keywords as possible into videos and captions will help to broaden our reach.



Filming.

April 2026

Before filming

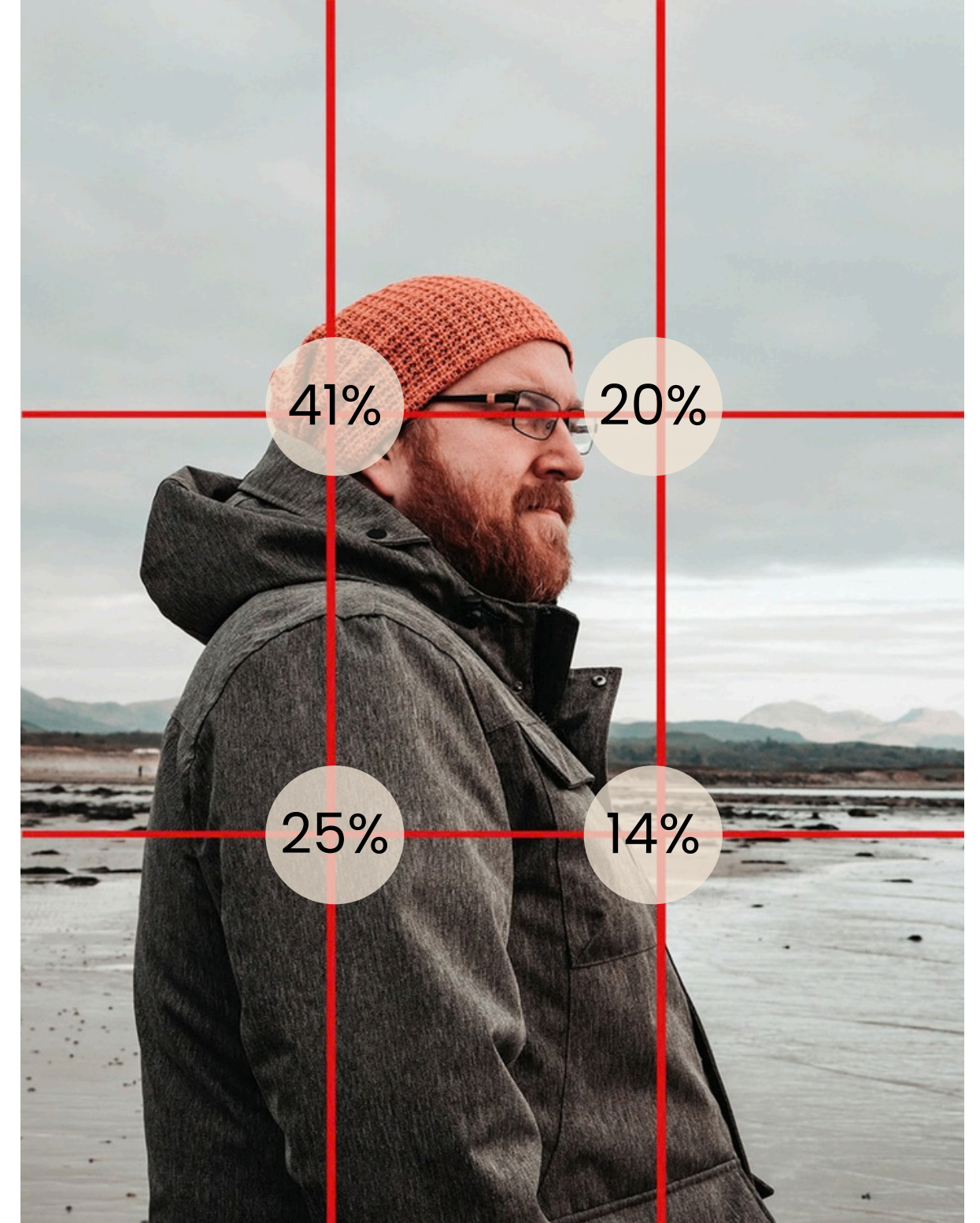
- Check your camera settings: HD/4k at 30fps.
- Clean your lens.
- Turn on grid lines.
- Check your shot composition with a photo – subject should be facing natural light, leave headroom.
- Test your sound – use an external mic if possible.
- Draft your script and shotlist.

During filming

- Use the back camera.
- Film in vertical (9:16).
- Tap and hold the subject to lock exposure.
- Ideally: use a tripod/gimbal or stabilise your camera against something.
- Avoid digital zoom*
- Record longer than you need, and restart for interruptions.
- Capture clean sentences

After filming

- Check your footage.
- Take a picture to use as a cover photo.



Composition: the rule of thirds

Exercise.



Practise your filming skills.

- Work in pairs.
- Interview your partner – you could ask what they did at the weekend, for example.
- Use the filming basics to help you get the best shot.
- Don't worry *too* much about mics or tripods at this stage, this is a chance to get familiar with your equipment and the basics of video composition.

Time: 10 minutes



Social media storytelling.

May 2026

Experiential/immersive storytelling

Invite the audience to experience something with you.

Common formats include:

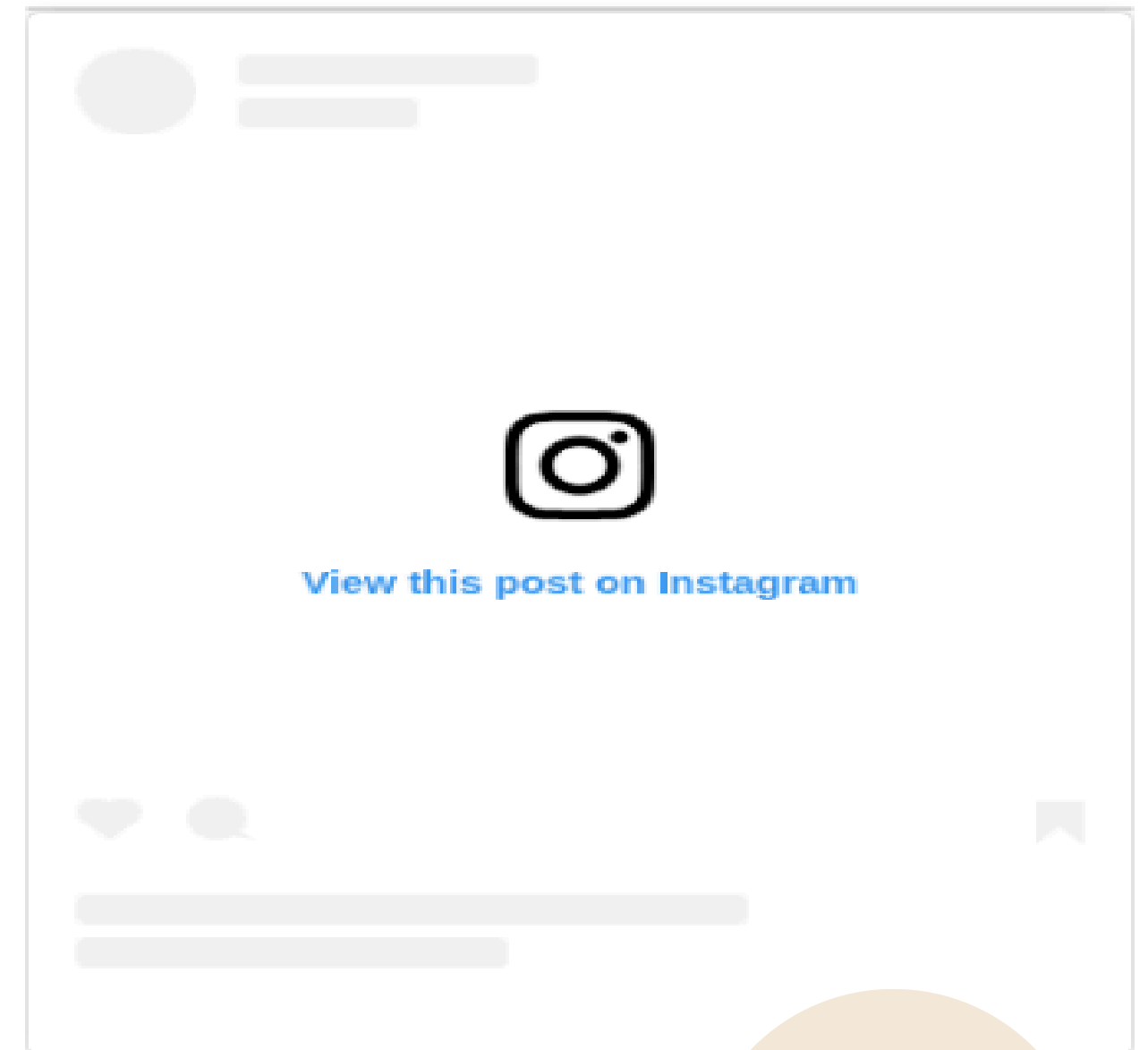
- A day in the life of...
- Come with me to...
- Let me take you on a tour of...
- Let me show you how to make...
- POV: you're an XYZ...

Purpose:

To draw in your audience and make them feel like they're present in the moment with you.

Typical structure:

Invite → Experience → Reflect together



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Curiosity content

“I’ve just discovered this awesome thing and I’m going to share it with you too.”

Common formats include:

- Let’s talk about...
- Have you ever wondered...
- Does anyone else have this thing where...
- This is the best place to XYZ in the UK, here’s why:

Purpose:

To pique the viewers’ interest and keep them watching for as long as possible.

Typical structure:

Hook → Reveal → Explanation → Why it matters



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Journey/transformation content

Typically show the user how something got from A to B in a remarkable or aesthetically pleasing way.

Common formats include:

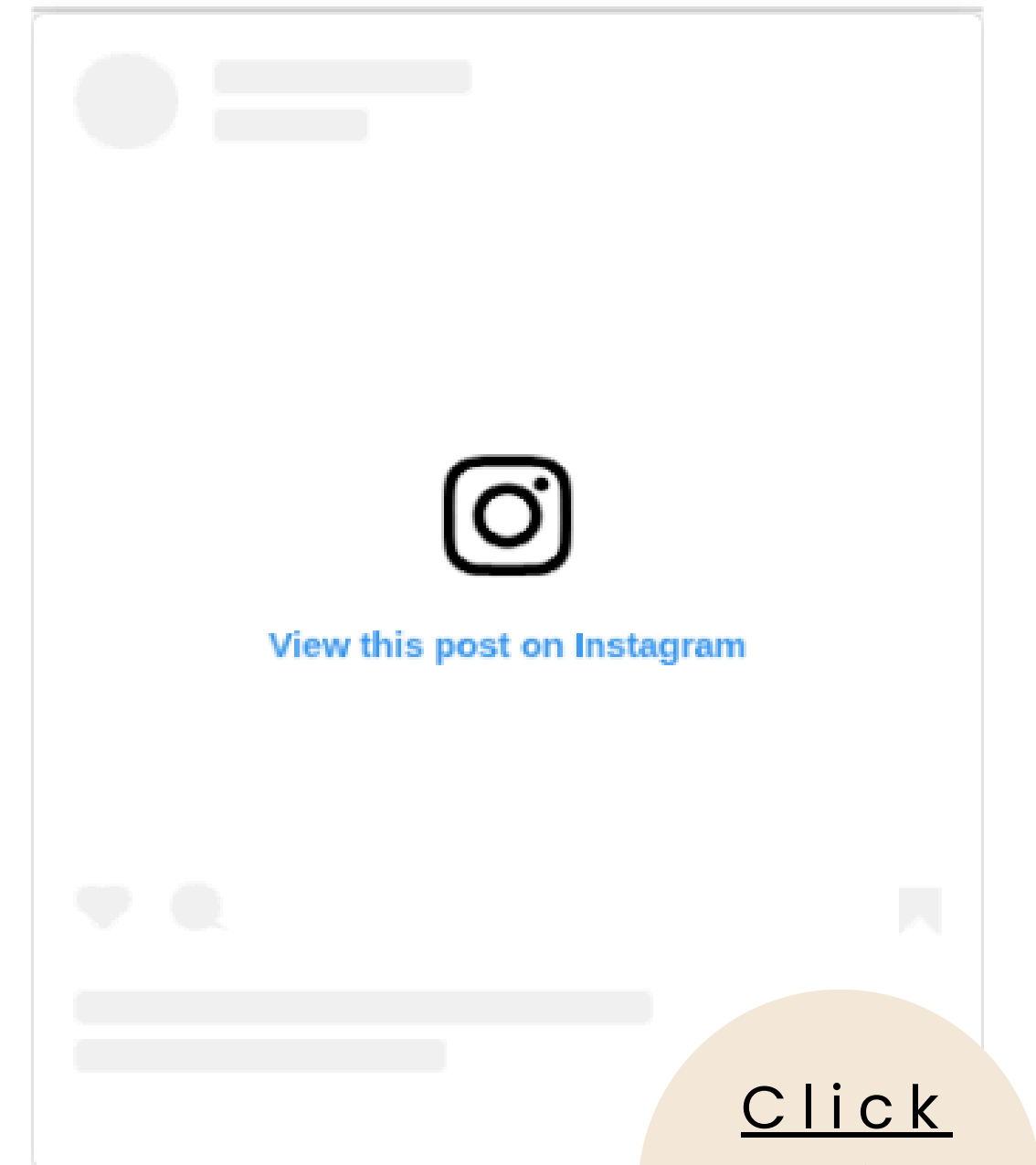
- How we turned X into Y in 30 days...
- How A became B with just 3 key tools...
- The secret ingredient that helped this become this

Purpose:

To give the audience an opportunity to witness change.

Typical structure:

Before → Process → After → Reflection



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Educational storytelling

Generally 'expert' led, but could also take the form of a 'show and tell' style video.

Common formats include:

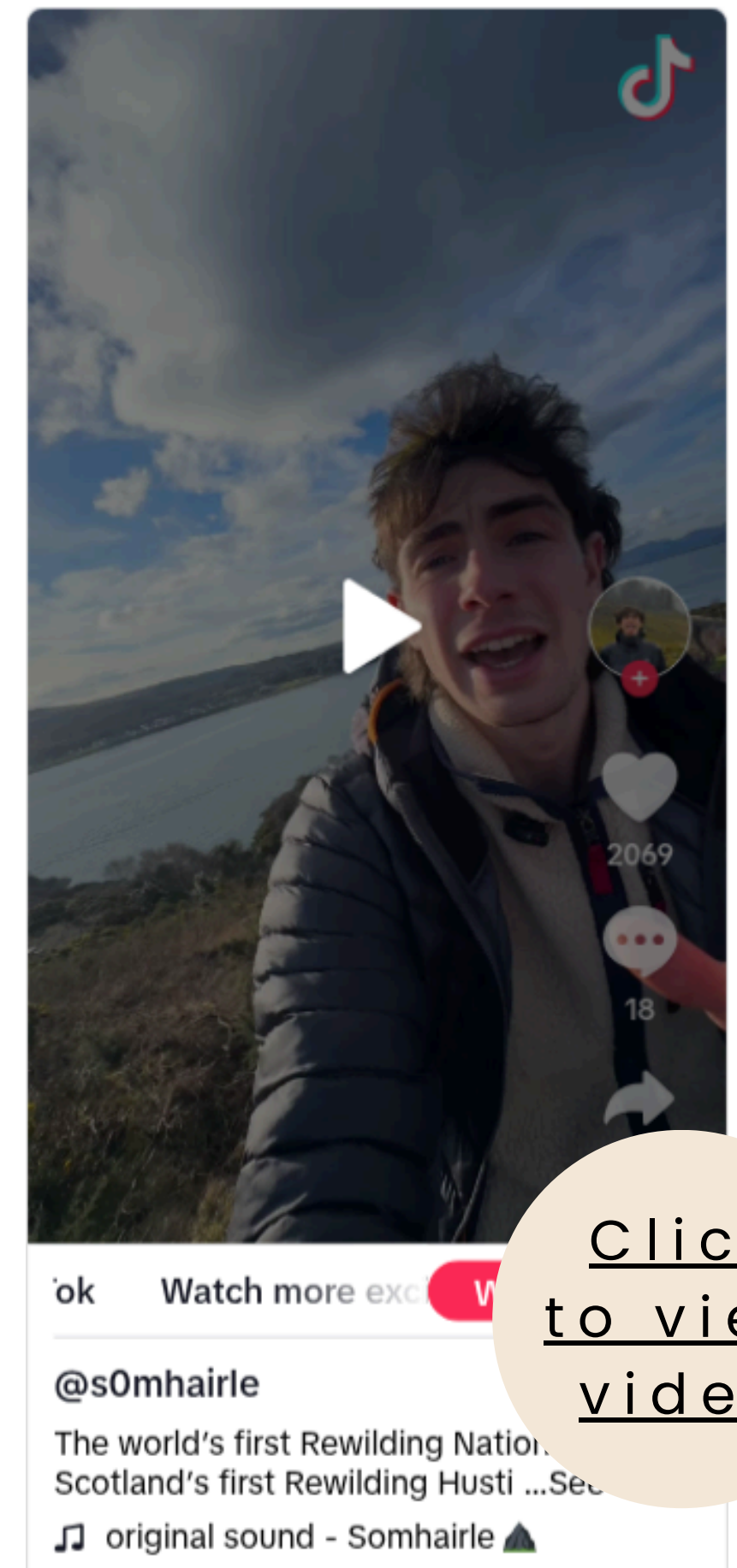
- Person-led
- Show and tell
- Selfie-style
- Greenscreen

Purpose:

To draw the viewer in by sharing knowledge and reflections on a topic close to their hearts.

Typical structure:

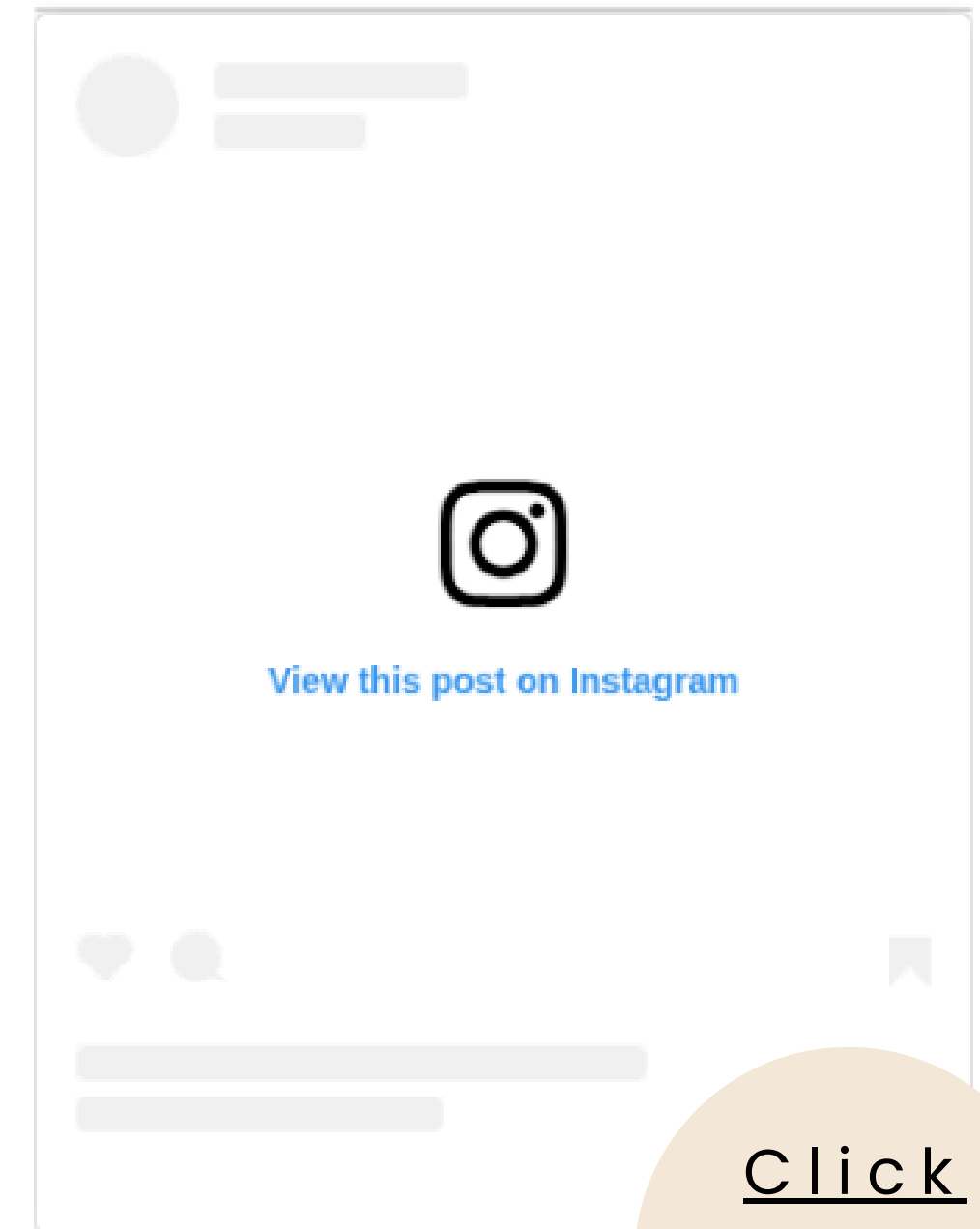
Intro → Story summary → Insight → What's next?



B-Roll

This is the extra video content that can add colour and visual difference to your story. Capture as much as possible, from as many different angles as possible! It not only positions your story and adds visual colour, but also helps to cut down on the amount of time you'll rely on your interviewee or a voiceover to narrate.

- Signage and positioning shots
- General landscape, nature and wildlife
- Shots of people interacting with their environment
- Shots of things that the interviewee/presenter has talked about
- People-focused shots (eg smiling, waving)
- Close-up and long shots
- Shots with movement as well as static
- 'Doing' shots - eg someone demonstrating an activity



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Exercise.



Let's create some content together!

- Work in groups of 3-4.
- Go out and film a social media video!
- Top tips: think about the best 2s hook and storytelling format.
- Don't worry too much about mics and tripods, but consider your location and sound.

Time: 45 minutes (+15 minutes showcase)

If you'd like to share your video with the group, please WhatsApp it to Corinne to show on-screen when we come back together: **07990 521 379**.

Experiential/immersive

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Typical structure: Invite → Experience → Reflect together

Curiosity

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**Thank
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