Online Presence Guide

How to get yourself and your work out there

Part 3 - Creating content

Authors

Organisations :
 · URV

Individual authors :
 · Gabriela Marques Gonçalves
 · Taynara Borges
 · Tatiane de Assis
 · Cilia Willem
 · Eszter Décsy

Graphic design :
 · Marina Troyano

In this part of our Guide we will talk about how to create content for different goals, the different formats and how to use them better according to your needs: <u>photo</u>, <u>video</u>, <u>audio</u> or <u>text</u>.

If you want to get started creating content right away, check out these <u>50+ Digital Tools for Artists</u>.

3.1. Photo

• **Frame:** limits of the image - what is in the image and what is outside?

• **Shot:** basic unit of audiovisual language, expressed through the framing:

→Long or wide shots are descriptive: shows the location, the landscape, the context (extreme long/wide shot, long/wide shot)

→Full shots: shows the subject from head to toes, the subject in its context

→Medium shots are functional: focus on the action and gestures of the subject

→Medium close-ups and close-ups are expressive: focus on the words, thoughts and emotions of the subject

• **Angles:** neutral shot (eye level), high angle, bird's eye view, top angle, low angle, worm's eye view:

bird's-eye view

high angle

eye level

low angle

worm's-eye view
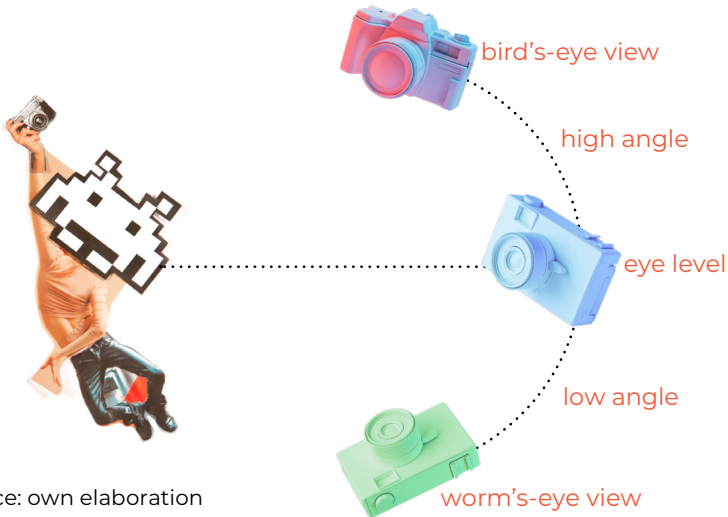
source: own elaboration

Have a look at this video for the different film shots: www.youtu.be/4316BUEVYkE

And this blog: www.studiobinder.com/blog/ultimate-guide-to-camera-shots

3.2. Text

Although visuals are becoming more and more popular on social media, text still plays an important role in communication. To spark the audience's interest in reading it, it's important to choose a good title using the keywords of the content you've written. This makes it easier for search engines like Google.

• **Let's start with the basics:** your username, nickname or profile name. This is the personal 'brand' that people will remember. Choose an easy nickname, be clear. If people have difficulty searching for your username, they could feel lost and never come back.

• **The second step:** the bio. It's a summary of you and what you stand for as an artist. This is a brief text in the description box of your profile/account/channel. Again, don't leave questions about who you are. For example: I am a visual artist interested in Romani culture. After your presentation, insert the phrase that results in the movement. In marketing, we call it "call to action". Another example: Find out more about my paintings in this following link: www.example.com.

• **The third and final step:** your posts, what you write in general, on your feed, timeline, stories, accompanying your pictures, etc. A golden rule is to use short sentences. That way, it will be easier for the reader to

understand and for you not to lose focus. If you have a question about the way to write the word, don't be embarrassed, look it up in an online dictionary or ask a friend. Define the keywords of your content. This will make it easier for internet search engines to make your content or profile come up. It seeks to increase the number of people your by text, on websites or social media. If you already know the keyword for that content, try repeating it throughout the post. You don't want to look like someone who is boring. But be careful: keywords related to sexual content in order to attract attention will be penalised.

Learn more about SEO (Search Engine Optimization): Google SEO Starter Guide: developers.google.com/search/docs/beginner/seo-starter-guide

3.3. Video

Depending on the type of event, action or story at your hands, you can use edited video, live streaming or Facebook / TikTok / Instagram Stories.

3.3.1. Edited video
As step 0 you should be looking at whether an edited video is a good match for your story, event, or action. Edited videos could cover a wide range of stories, however a long conference, or an event, that requires an urgent reaction, a time-costly edited video may not be the best solution.

But if that's not the case, first of all, check where your video will be published. It is most likely to be uploaded on Facebook, YouTube or Instagram. The ideal duration of the videos changes over time, so be updated about this.

• Resolution & Aspect Ratio
As a general rule of thumb, we recommend FullHD (1920×1080p square pixels) resolution with 25 frames per second with no letterbox, H.264 compression.
You can go for 4K, but be aware that due to its higher resolution, your video may require a longer buffer time, which you may end up losing viewers.

When it comes to the aspect ratio, all 3 platforms support 16:9, although for Facebook & Instagram (not for IGTV) you may prefer using 1:1 ratio, square videos for a better viewing experience.

You can make a square version of your video in your video editing software, but as a shortcut, you can use.

• Planning
People tend to put the least effort in this category, although a well-prepared script can save you days of editing.

You do not need to over-plan each bit of a relatively simple video, yet you may use a grid or a doc to at least plan ahead of the following:
→The main aim or message of the video
→Blocks / Scenes
→Shooting locations
→Scripts for each speaker (at least in bullet points)
→Date of shooting and date of publishing

When it comes to planning, the structure is your key. Remember to use an attention grabber (hook) in the first few seconds of the video to catch the attention of your audience, of course within moral and ethical standards. You may want to use a provocative question, jump cuts or animated texts. Remember that the vast majority of videos begin to play muted on Facebook and Instagram.

• **Shooting**

Of course, a high-end mirrorless or DSLR Camera on a gimbal would be ideal, but with a few tricks, you may be good to go with your smartphone, too.

As basic rules of thumb:

→Use B-rolls. B-rolls are short clips that you edit over your main sequence (A-roll). For instance: you shoot an interview about cats. Your A-roll will be the recorded interview with a speaker, and your B-roll will be random cats playing in the garden. B-rolls help you edit the A-roll and contribute to a better viewer experience.

→Use lavalier clip microphones and connect it to your smartphone to record audio. Mics are cheap, you already have your phone, so you are ready to have clear audio.

→Shooting an interview? Use 2 cameras or phones, and of course the microphone, as mentioned above. 2 different camera angles allows you to edit smoother without hard cuts.

→Shooting a lot of speaking content? Plan ahead and shoot lots of B-rolls and use narration whenever you can. Narrations help your speakers a lot, remember most of them are not professional actors.

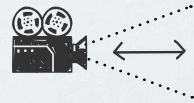→Use camera movements to make your shots more interesting:

CAMERA IS FIXED

LENS MOVEMENT
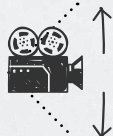
Pan left/right   Tilt up/down   Camera roll

Zoom in/out

CAMERA IS MOVING

Push in/Pull down
(dolly)

Tracking forward/backward

Trucking (follow)

Arc

Boom

COMBINATIONS   Dolly Zoom
(push in/pull out+zoom)

Random movements

source: own elaboration

To see how all these camera movements work out in a movie, see: Studiobinder's 'The Ultimate Guide' to camera movements: https://youtu.be/IiyBo-qLDeM

• Editing

When it comes to editing, use a computer, not your smartphone. There are <u>many softwares you can choose</u> from at various price levels, such as Davinci video editor, iMovie, Adobe Premiere Pro, Final Cut Pro, etc. What is important to remember is to give yourself enough time for editing and bear in mind (the language of) your audience when it comes to subtitling.

Creative Tips

An enjoyable video consists of various simple, but creative elements.

→ Use transitions to shift to a new shot or scene. There are plenty of free transition templates available.

→ Use graphics and title animations to shake up your content, there are plenty of free templates to download for each video software of your choice.

→ When it comes to shooting B-rolls, do not shoot static B-rolls. Play with the focus, play with the movement and backgrounds to create more engagement.

→ Use time lapse to put emphasis on time passing by.

3.3.2. Live Streaming

Generally, it is a good option for long conferences and talks. When not necessarily the emotions or the engagement are in focus, but the content itself, you

are better off with live streaming. Similarly, when you have simply no time to edit videos, for instance, viral content is at hand or simply some breaking news has happened which needs to be shared on the spot.

There are many reasons why organisations live stream events. Sometimes, the purpose is to increase brand awareness. Other times, it is meant to create a paid experience. Live streaming gives you the possibility to generate revenue and maximise profits with virtual tickets. Live streaming an event can help you continue to connect with your audience even when they can't be there in person.

• Plan Ahead

Facebook, YouTube and Twitch are the most common platforms to stream your content to. Live streaming by its nature is a content-oriented type of engagement, meaning that there is likely to be much more emphasis on the audio, than in the video. Since live-streaming requires some preparation, it is a good idea to identify your goals and intentions from the start.

Think through the following questions:
> → How many speakers will be there?
> → How will they be heard clearly?
> → How long will the stream likely last?
> → How many cameras and how many teammates do you need?

→ What sort of event will you live stream?
→ What is the purpose of live streaming that event?
→ What do you hope to achieve?
→ Will you monetize the event?
→ What is your budget?

• Set Up Broadcasting Equipment
Using a professional-grade camera and microphone will yield a high-quality live event stream. Once you've chosen the live streaming solution that meets your needs, it is time to consider what sort of recording equipment to invest in.

AUDIO
External microphones could be useful at podcasts and events with 2-3 speakers, however, on a conference, larger event or events with many speakers, we recommend getting the audio from the external mixer, where all microphone audio is connected.

In order to connect the external mixer to your laptop, you will need to invest in an external audio card that makes the sound digestible to your PC's broadcasting software. Make sure that you connect the external mixer with your capture card via 2 XLR cables or 2 symmetric jack cables, otherwise you may end up with choppy, low-quality audio.

VIDEO

A smartphone may be good enough for some scenarios, such as podcasts or smaller-scale events, however, for a more professional stream, we recommend taking the time to research a few different options before making a decision. If it's in your budget, we strongly recommend investing in a fully-featured live streaming camera to ensure a professional-grade streaming experience.

A more cost-friendly budget is to buy a capture card and connect your DSLR via HDMI.

INTERNET

If there is high-speed cable-internet on the spot waiting for you, you are in luck, but keep in mind that this is not the case most of the time. Most likely you will need to bring your own internet connection either via a 3G/4G router or via cable. This way you can make sure that the existing internet connection on the spot will not interfere with your own internet, as many guests will be connected to it, and it will likely not be able to hold up your stream.

→Choose Your Encoder / Broadcasting Software

Whether you're using an external camera or a webcam, you'll need to use a video encoder to convert RAW video files to streamable digital video files. You can use either hardware or software streaming encoders. There are several options available for either type.

If you are totally new to live streaming we recommend OBS Studio. It is a free, open-source software encoder that is fairly easy to navigate. More advanced alternatives typically cost between $500 and $1000. Some hardware encoders range beyond $3000.

It is important to choose an encoder that is compatible with your chosen online video platform so that you don't run into any issues when configuring your settings. If your online video platform uses RTMP ingest, pretty much any RTMP encoder will do the trick.

How you configure your encoder will affect the quality of your live stream. You can check out this encoder setup guide for more information on how to successfully connect and configure your encoder.

→ Input Your Sources

Once you've got your encoder setup, it is time to input your source. Source inputs are different for every encoder and online video platform, but this is important for every stream.

At this stage, you must connect your camera, microphone, and any other sources to your encoder or switcher so that they can be incorporated into the stream. You can check out this dedicated guide to multiple source input.

Animations, especially title animations and topic/section animations may also be a great tool to create a more colourful and informative live stream.

→ Create A Live Channel

Next, it is time to create a live channel on your online video platform. This process is a little different on each platform but usually follows the same pattern.

1. Log into your Account on the platform
2. Select "Live Stream" option
3. Give your live stream a name, and set your details
4. Copy the given stream key to your encoder device

→ Test Runts

Check the spot in advance whenever you can. Visit the room/scene you will be streaming at the day before and do a test run. Test runs are very important because once you're live, you have an audience so it's more difficult to quickly troubleshoot and fix mistakes.

It is also a good idea to test your setup so that you can identify any weak links so you know where you need to have backup options on hand.

You should run through your entire stream. Presenters can use this opportunity to practise their parts.

This trial run should take place at the same time of the day as your stream so that you have a good idea of what the sound and lighting will be like.

We also recommend testing your internet speed to make sure that it is sufficient. The upload speed should be about double what you need for your stream. A quick way to test your speed on the spot is www.speedtest.net. Also make sure to test the actual streaming in order to avoid any security or firewall protocol issues.

→ Prepare Your Audience

In order to ensure that you have an audience for your stream, you should promote your stream in advance. Create promotional teasers, stories, or countdowns on your social media. Reach out to your email list, and ask recipients to either RSVP or buy a virtual ticket.

You could also run ads on social media, send press releases to get coverage, and advertise in any other way that you reach your target audience.

It is also a good practice to create a 5-minute count-down before your stream. This can be a pre-edited video that you simply use as a video source in your broadcasting software. This may help to minimise disruptions by participants arriving late and also to build some audience in advance.

3.3.3. Facebook / Instagram Stories

When it comes to stories our keywords are quick and low effort. Stories are a perfect content match for quick, on-the-spot inspired reactions for instance for a new song from your favourite band or due to their low-effort nature, they are also a great tool for quick, time-sensitive storytelling.

Stories are Facebook and Instagram specific tools. They are 15 seconds long maximum and their preferred aspect ratio is 9:16 with FullHD, 1080 x 1920 square pixels resolution. You can record Instagram stories with your phone or with a professional camera too, just bear in mind the ratio and resolution above.

• **Technical background:**
Stories require probably the least technical background as they are generally created on smartphones with built-in features, however, the key of stories is engagement.

At both edited videos and live streams, the engagement with the audience is very limited. Stories on the other hand, especially on Instagram have various built-in tools to engage with your audience on the go. For instance:

→You can ask questions
→Create polls and quizzes
→Make a countdown for an event or live stream for instance

→Tag locations and partners
→And of course, well-matched GIFs can also work their magic

We highly recommend making great use of such tools as they maximize engagement. Moreover, if your stories have audio, is recommended to put subtitles since many people don't put the sound on. In this way, they can follow what you are saying.

If you already know how to use Stories' tools, you can use your creativity:
→www.youtube.com/watch?v=rC7cudNbpoE
→www.youtube.com/watch?v=oZeeM9MRpZI
→www.youtube.com/watch?v=vwPEBY_iqNw
→www.youtube.com/watch?v=3yjyL84uF4E

Finally, if you want to make more professional videos, you can test more advanced apps: https://www.youtube.com/watch?v=VF71pyq9Iqo

3.4. Podcasting

Podcasts have become popular with the general public and have shown very positive results for artists, brands and influencers in terms of engagement. A podcast is like an online radio show, but it is much more than that. The podcast was created in 2004 exclusively for iTunes, i.e. for Apple devices. But it was only from 2018 onwards, with the popularisation of audio streaming tools, especially Spotify and Deezer, that it reached new audiences and captivated new listeners. And the success was so explosive that it made Spotify invest, in less than a year, more than half a billion dollars in new acquisitions with the aim of enriching the user experience with podcasts.

And the market responded. Records in the number of listeners and new podcasts being released. 2019 was a milestone, a real boom. And then, with the Covid-19 pandemic and health restrictions imposed around the world, with more people looking to escape from the routine, this audience consolidated once and for all, establishing a point of no return.
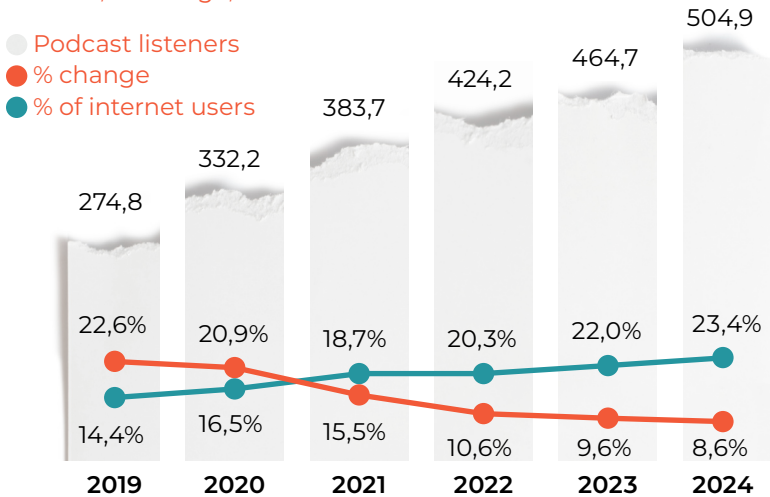
• **Presence in the listener's routine**
Like Facebook and YouTube, those who need to connect to their audience extend their work to podcasting: it is low-cost, enables genuine interaction with those

who listen, and allows them to do other tasks while listening to your show.

With podcasts it is now possible to consume content while doing household chores, while driving or cycling, and even while showering and getting ready to go out. As it seems, the podcast will continue to grow and break records for years to come.

PODCAST LISTENERS WORDWIDE, 2019-2024
millions, % change, and % of interest users

- Podcast listeners
- % change
- % of internet users

	2019	2020	2021	2022	2023	2024
Podcast listeners	274,8	332,2	383,7	424,2	464,7	504,9
% change	22,6%	20,9%	18,7%	10,6%	9,6%	8,6%
% of internet users	14,4%	16,5%	15,5%	20,3%	22,0%	23,4%

source: eMarketer (2021)

• Do it yourself

There are, of course, many ways to produce and record your podcast. You can choose to go to a studio and get your podcast ready, edited and published. You can invest in equipment and have your own home studio. And you can record with your cell phone, edit on your device or computer and take care of the publication yourself. And if you're just starting out and don't want to invest much in this process, DIY is the most recommended. Recording from your cell phone is very easy. And modern devices allow for short edits, which is sufficient. For publishing you can use Spotify's free platform: Anchor. It's easy.

Top Tips: How to communicate on your podcast

• **Tell a good story.** As long as there have been campfires, humans have gathered around them to tell stories that help to make sense of the world and their place within it. Storytelling forges connections among people, and between people and ideas. Good stories are never forgotten.

• **Be entertaining.** Audio is personal – people often 'plug in' to podcasts and the voices are speaking directly to them, so you want to keep their attention.

• **Include many voices**, especially those we don't normally get to hear in original languages e.g. the participants in a project; the recipients of a programme or intervention; the normally 'invisible stakeholders' whose views are rarely captured.

• **Find people who can speak about the value / importance of your work:** what makes it interesting; what contribution does it make; how does it add value etc.

• **Market your podcasts.** It's a noisy world out there so you need to draw attention to your content – both amongst your existing audiences and those who don't (yet) know you but who might be interested in the topics under discussion. The combined GAGE/CommsConsult team created and packaged great visual products to promote each episode through other digital platforms e.g. Twitter.

• **Amplify your stories** by actively encouraging others in your networks (and all the people interviewed in your podcasts) to spread the word.

Among the most common formats used for podcasts are:
Interview | Debate | Monolog | Storytelling | Journalistic

Choose yours and get started! Learn more: www.researchtoaction.org/2021/12/a-world-in-your-ear-thepower-of-podcasts

• **Step by Step - Publishing Your Podcast on Anchor**
(Source: Reverbera Method – the plan to have your podcast published and your brand prominent in the market)

Taking advantage of the fact that Anchor is a completely free platform, we have made a step-by-step guide for you to publish your podcast there. If you opt for a paid platform, you will likely have thoughtful support to help you through this process.

1. **The first thing you need to do is create an account.** The name you use in your account will appear as the podcast author's name on streaming platforms. Each account entitles you to one program. If you want to have more than one podcast published there, you will need to create two or more separate accounts. If possible, create a unique email address for your podcast, this can be helpful if you need to claim authorship.

2. After creating an account, you need to register your podcast information. To do this, simply go to "Settings", in the upper right corner of the screen, and fill in the name, description and art of the podcast. All this data will show up on streaming platforms. When uploading your artwork, Anchor will ask you if you can include the platform's logo on your podcast, which can help if you don't have a logo.

3. Once you've created your podcast, it's time to upload the first episode. To do this, you will click on "New Episode", in the upper right corner of the screen.

4. As indicated in the image, you click on "Click to upload or drag files here" to indicate the file location on your computer. If you prefer, you can drag the file there with the mouse. When the file loads, you click "Save episode".

5. On the next screen, you'll fill in the data for that specific episode (name and description). If you want, it is possible to schedule the publication for the future. On this screen, you can also upload exclusive art for the episode, along the same lines as the main art for the show. Then, just choose if you want to publish on time, schedule or save the draft.

P.S.: Don't worry if your podcast takes a while to appear on streaming platforms. It will likely appear earlier on Spotify, but other platforms such as Google Podcasts can take up to 24 hours to post your episode.

• **Registering your podcast on streaming platforms:**
When you create your podcast on Anchor, it will ask you if you want to publish it manually ("I'll do this myself") or if you want the platform to publish your program ("Publish my podcast").

• **Automatic enrollment:**
If you don't want to manually register your podcast on streaming platforms (Spotify, Apple Podcasts, Google Podcasts, etc), don't worry. Anchor automatically distributes to the following platforms: Spotify, Apple Podcasts, Breaker, Castbox, Google Podcasts, Overcast, Pocket Casts, RadioPublic.

If you choose this option, it's important to claim your podcast once it's on the platforms. In other words, you will inform them that the program belongs to you and not to Anchor. In this way, you can have access to the most detailed audience statistics. Usually, apps send codes to the email registered with Anchor to confirm that you really are the owner of that podcast.

• To claim authorship of your podcast on Spotify, you need to take the following steps:

→ Log in to Spotify with your podcast email (the same as registered in Anchor)

→ Go to www.podcasters.spotify.com

→ Open the side menu by clicking the three dots icon in the upper left corner

→ Click on Add or Claim Podcast

→ Click on Get Started

→ Paste the podcast's RSS link

→ You will receive a verification email on the RSS address. Copy the 8-digit code from the email and paste it into the submission form

→ Add podcast information like category, language and country

That's it! After registering your podcast on the platforms, just wait until it appears on each one of them. Some may take up to five business days, so don't panic if the programme doesn't appear right away.