

Crafting Content for Social Change

Agenda

1

What can effective content achieve?

Charlie

2

What makes content compelling?

Victoria & Charlie

3

How to plan and create your own

Jared & Victoria

4

Q & A Session

Open Floor

What can effective content achieve?



Inform

Generate awareness around an issue.



Persuade

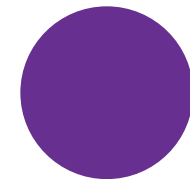
Advance your advocacy and communications goals
and shape public opinion.



Mobilize

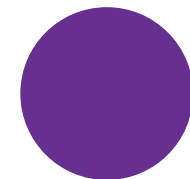
Call on supporters to amplify your message and support your initiatives.

Elements of Compelling



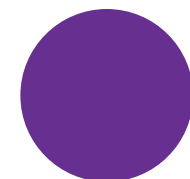
Emotional Appeal

Elicits an emotional response, which motivates an audience to act.



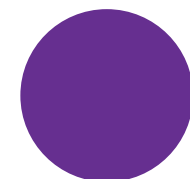
Rational Appeal

Provokes thought and leads your audience to logically think through your message.



Timely, Unique, and Relevant

Takes advantage of trends and thoughtfully ties your narrative into them.

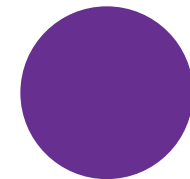


Credibility

Speaks from a place of authority, your area of expertise.

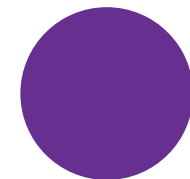


Elements of Compelling



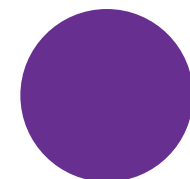
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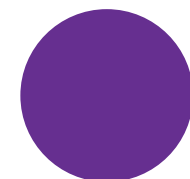
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THE NEWS
IN ONE STAT

America's Covid-19 death toll has
surpassed 500,000

As of February 22, 2021
Source: Johns Hopkins University

Elements of Compelling

Emotional Appeal

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GET THE LOOK.



GUNDE
Folding chair
6,99€



VARDAGEN
Oven glove
3,99€



Message in a Bottle

**Advocating for spirits-based drinks
to be sold in grocery stores similarly
to beer and wine.**

While beer and wine are sold in grocery stores, spirits-based drinks can only be bought at the LCBO. To bring attention to the issue on Queen's Park, we collected letters from constituents and hand delivered them in spirits bottles to individual MPP offices.



ICBC Monopoly Board

Advocating for choice in car insurance in British Columbia.

In British Columbia, drivers can only purchase basic car insurance from ICBC, a BC crown corporation. They also hold a basic monopoly on optional car insurance coverage. To draw attention to the issue with the Insurance Bureau of Canada, we created a fully playable version of Monopoly, called ICBC Monopoly.



3 Practical Ways to Make Content More Engaging



Create Calls to Action



Tell a Story



Connect with Your Audience



WE Can't Wait

Sponsored · Paid for by WindsorEssex Economic Development Corporation ·



Together, we can get the provincial government to finally build the new hospitals system.



ACTION NEEDED: REMIND THE FORD GOVERNMENT

WINDSORESSEXCANTWAIT.CA

Join our campaign

We need a new hospital.

[Learn More](#)

952

493 comments 209 shares

Like

Comment

Share

1. Create Calls to Action

Teach Something New

Infographics, Explainer videos

Persuade Audience to Take Action

Subscribe to a mailing list, Share a message or post

Initiate Important Conversations

Contact Government Officials, Increase posts in comment section

2. Tell a Story

Capture Personal Experiences and Memorable Moments

Provides a sense of human connection to improve emotional appeal of organization

Provide Entertainment Value

Entertain with fun and inspiring stories

Share Your Wins

An opportunity to boast about successful moments



Most popular



A Message to Premier Ford

Windsor-Essex residents have a message for Premier FordNation: the time has come for action. Our region desperately needs modern health care facilities – and we know you agree. We're counting on you to deliver the new Windsor-Essex Hospitals System. #WECantWait

806

214 comments 394 shares

Like

Comment

Share

3. Connect with Your Audience

Spark Social Connections

Provide the opportunity for conversation in comments or responses through social media challenges.

Support Community Needs

Promote local immediate needs through organizing events or engaging directly

Be Relatable

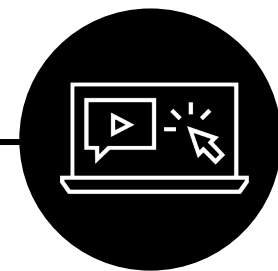
Find ways to connect on a deeper level, relate with your audience's interests.

How to Plan and Create.

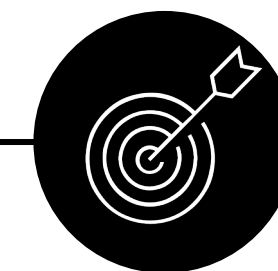




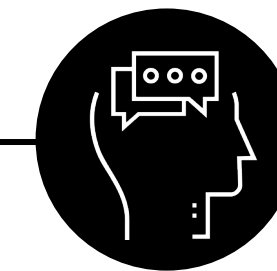
**Format Per
Channel**



**Video &
Animation**

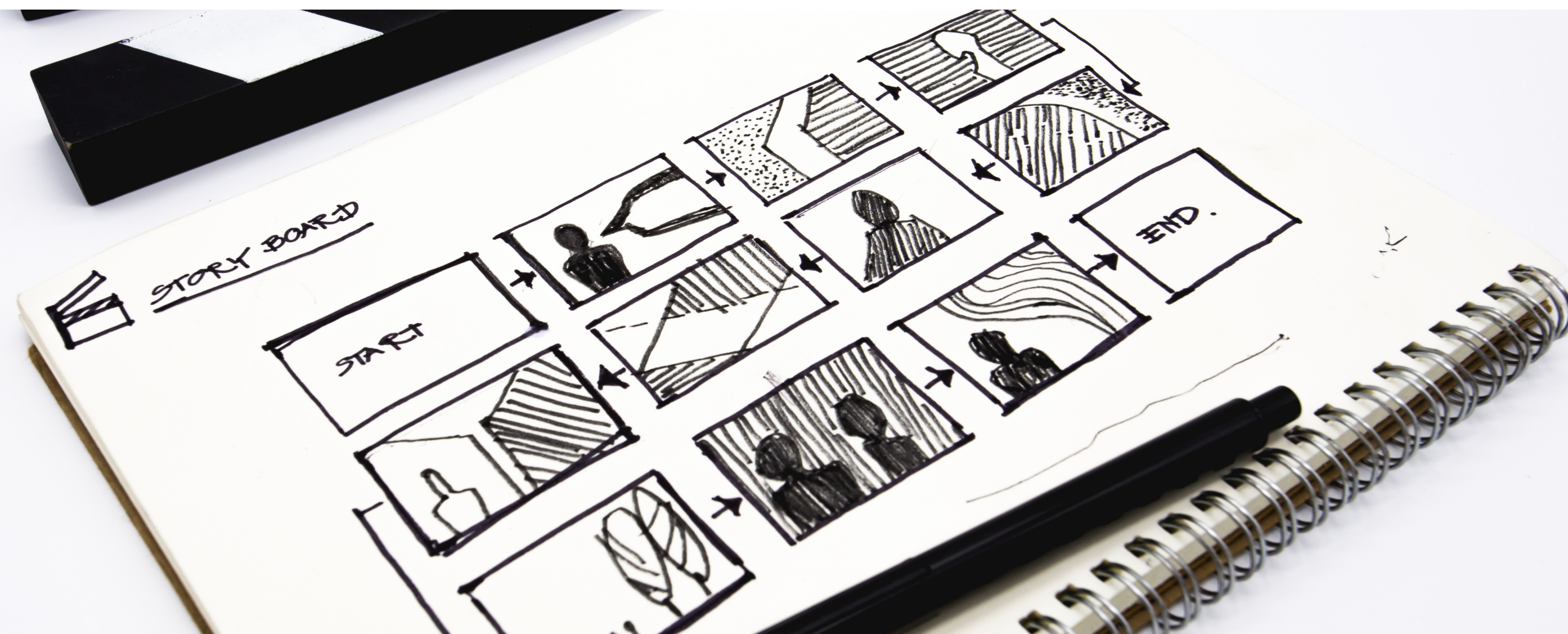


**Use The
Right Tools**



**Watch For
Trends**

**Tips, Tools
and Tricks**



Format your content for every channel



Twitter is best for:

- Promoting Hashtags
- Sharing Stories
- Real-Time Information



Instagram is best for:

- Relatable IG Stories
- Promoting Events
- Pictures / Short Videos



Facebook is best for:

- Communicating with Parents and Families
- Promoting Events
- Longer Videos / Pictures



Linkedin is best for:

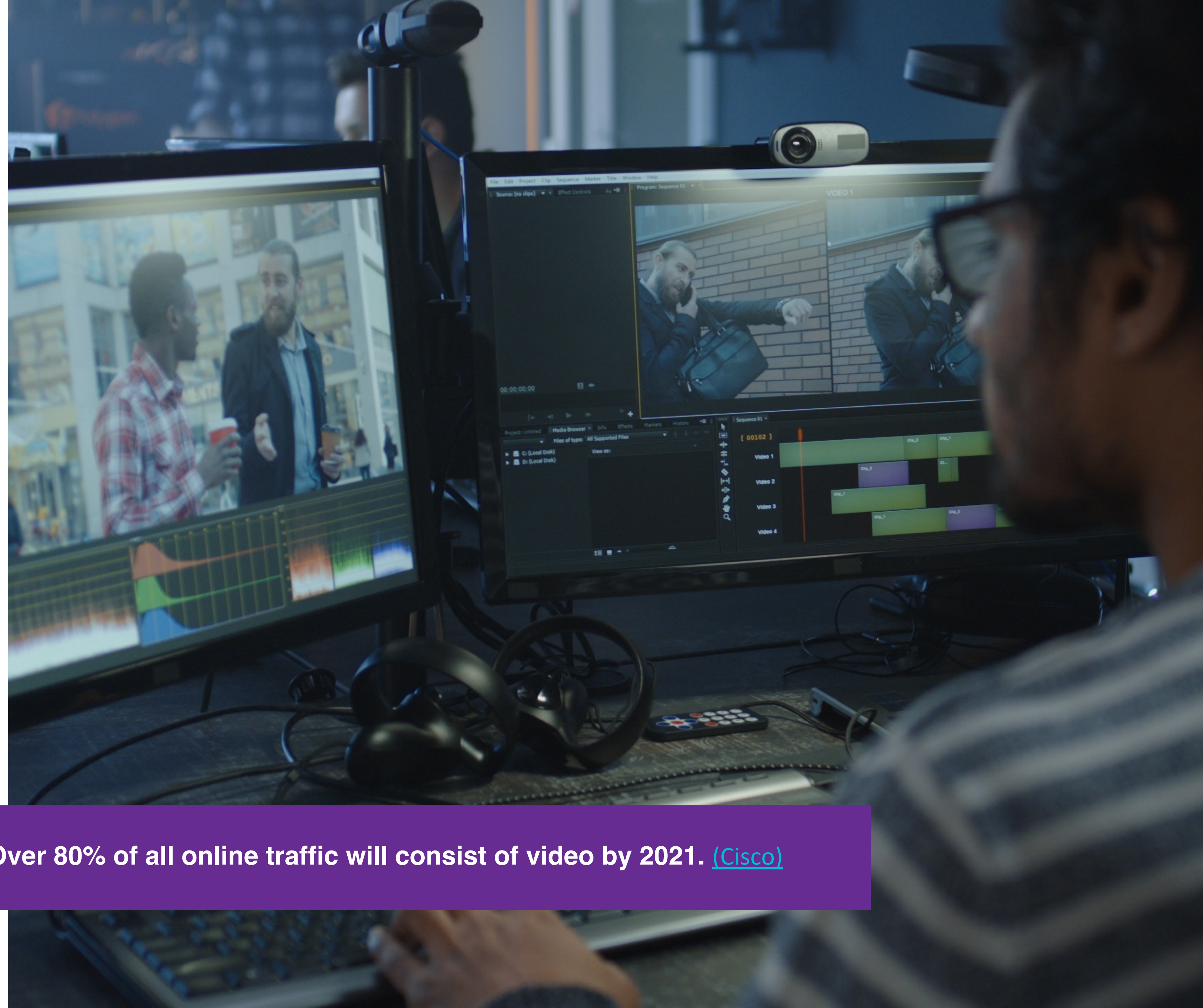
- Connecting with other organizations
- Attracting Donations
- Promoting Initiatives

Video & Animation Content

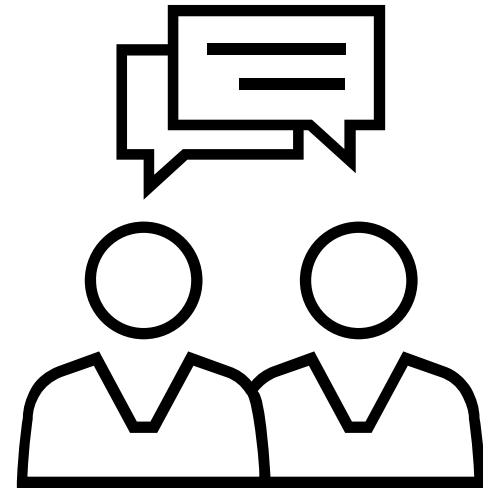
To plan you have to understand.

Creating video is an excellent way to increase user engagement and brand awareness, as well as being an effective tool for driving users to take action. It can be costly and inefficient if misused, so it's important to identify when's the best use of the format.

Over 80% of all online traffic will consist of video by 2021. ([Cisco](#))

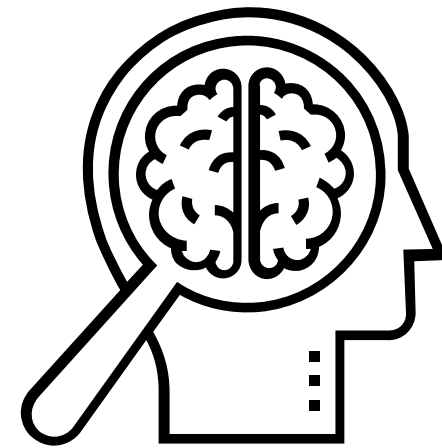


Strengths of Video Content



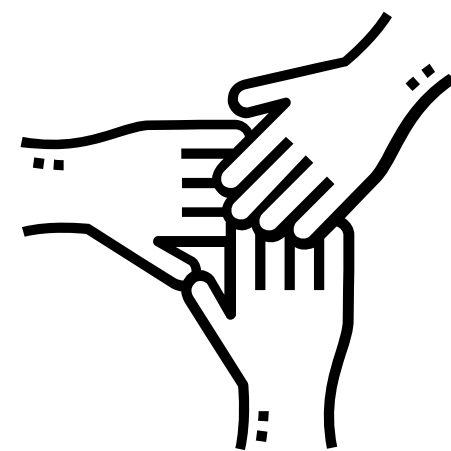
Makes a memorable impression and boosts engagement

Video is the fastest way to get found on the internet as well as keeping viewers from bouncing from your page or website.



Easy to understand

Video is a great way to breakdown technical or complex ideas and products. Audiences tend to be more engaged with visuals while you inform and educate.



More authentic way to deliver a message

Video can build brand trust in addition to recognition. Dynamic movement can help your message translate better than a static image.

Types of Video Content



Explainer videos

They can help educate people about your product and can be used in conjunction with instructions, customer service activities, and a whole other range of applications.



Interviews

They can help to encourage conversation between sides or showcase a special guest or influencer. If you are creating videos featuring guest experts, for instance, you can always re-use the audio and market it as a podcast.



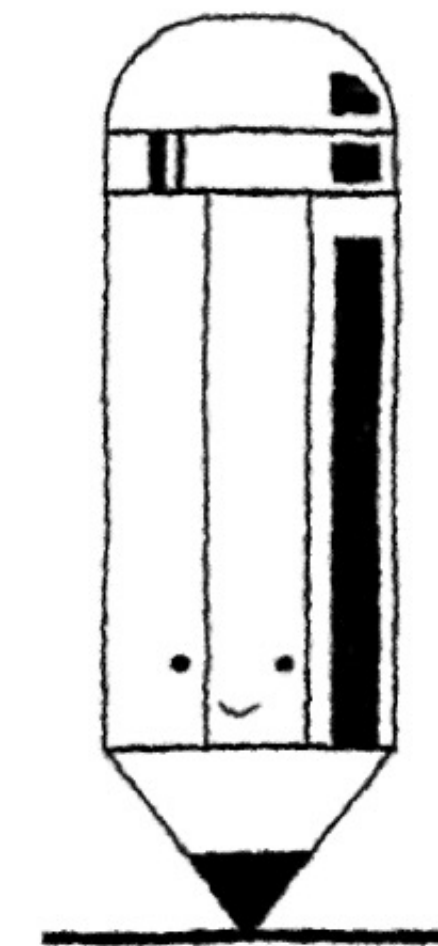
Product and demo reels

They can be created by brand ambassadors in exchange for free products. If you can find people in your industry looking to boost their social following, this can be a great way of essentially getting free advertising. Doing this can also help you to find out information about the product if the people doing the video reviews have a lot of engagement and comments. So in a sense, it can function like market research.

Animation

The illusion of movement.
Why it's effective and
when to use it.

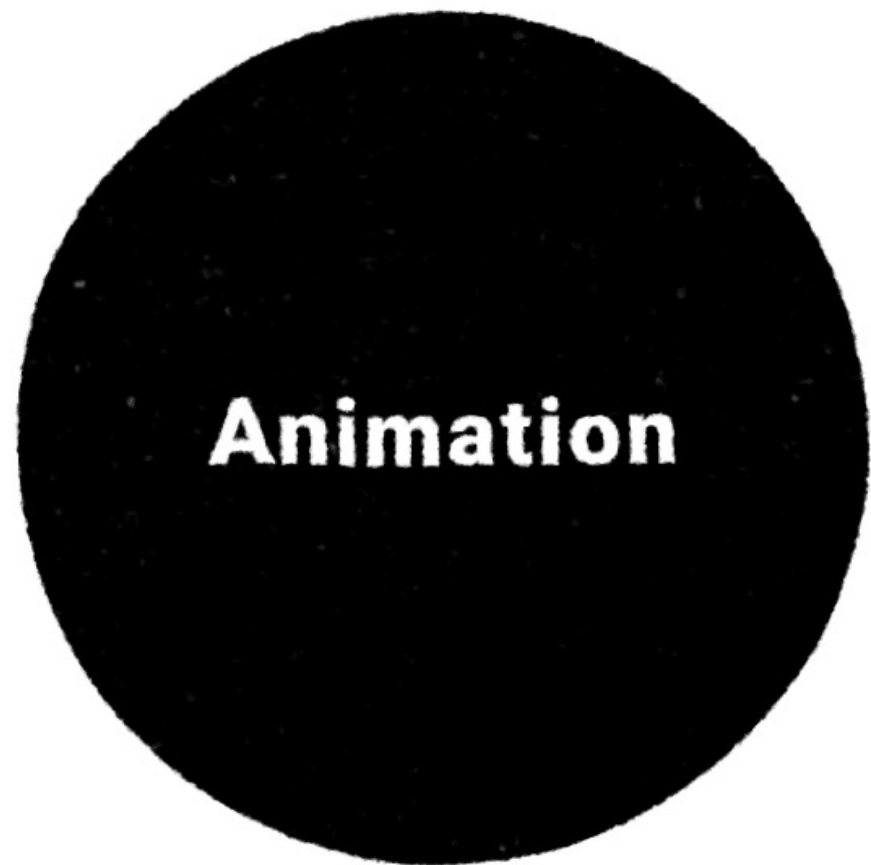
Animation is an effective way to tell a story through motion, without the logistical pressure of organizing a live action shoot. It's often more cost-efficient and faster to mobilize, but the draw back is its not often 'people centric'.



**I'm just a series
of images.**

Animation Types

This is too detailed
please stop.



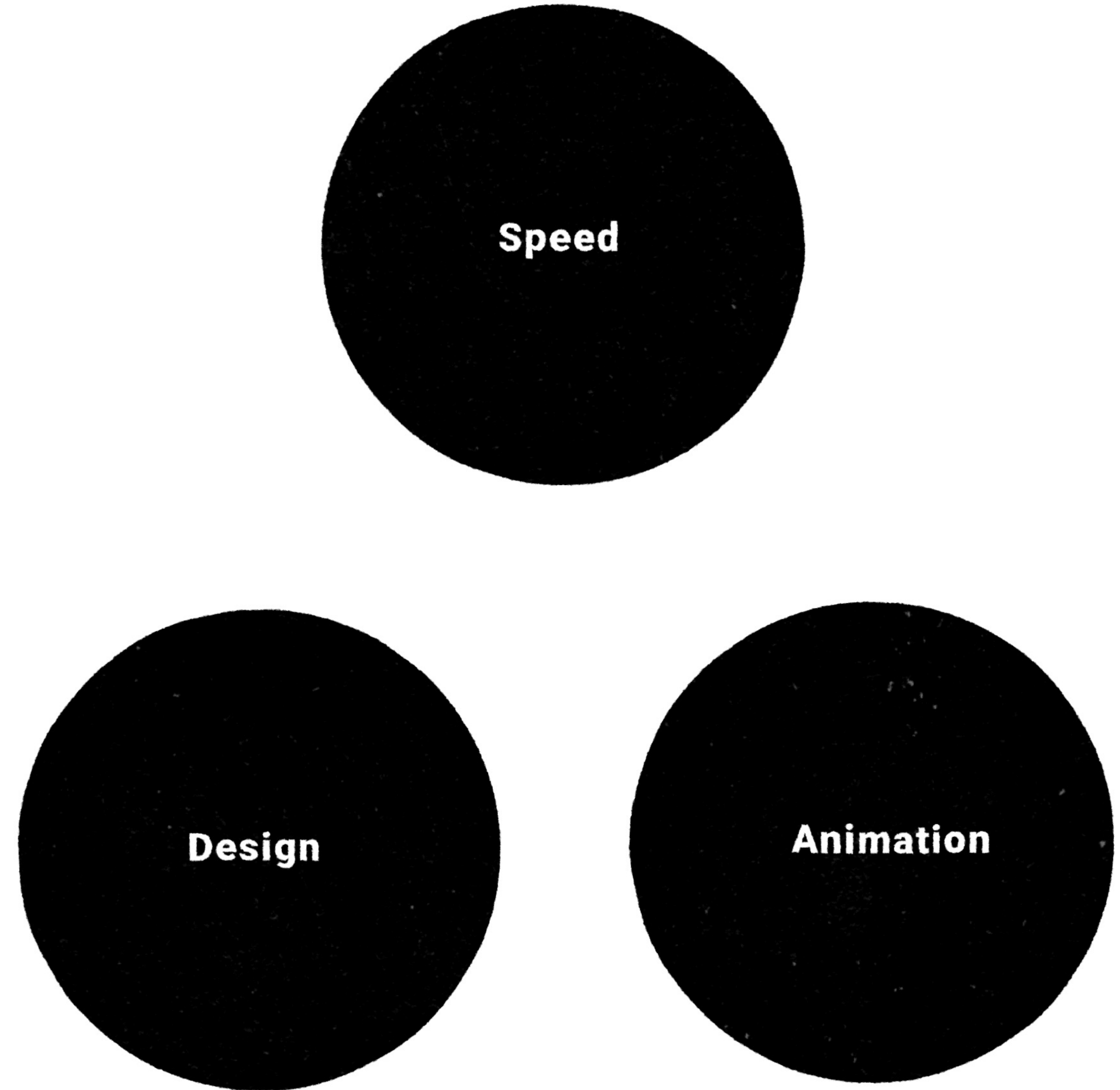
Animation

Motion Graphic Animation

**The most common and versatile
type animation for online use
and rapid mobilization.**

Growing in popularity motion graphics takes graphic design that would be otherwise static and gives it animation and movement, usually without following a specific narrative.

Motion graphics can illustrate complex ideas visually. The visual style of motion graphics appeals to a wide range of viewers.



Animation Examples

Some effective animation you might be familiar with.



Concept: Direct Social Message



Concept: TV Spot

Hybrid Content

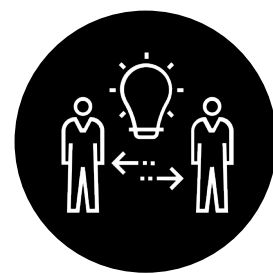
**Have your cake
and eat it too.**

You don't have to choose if the project calls for it. Animation and live-action can work in conjunction with one another. This can be harder to co-ordinate and inflate budgets but has more flexibility and can be very effective.



When Should I Use Video Content?

Video and animation can become expensive and time consuming.



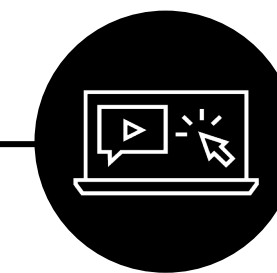
Identify The Message

Find out what is of substance of what you are trying to say. Even the smallest tasks need a clear message. Simplest is sometimes best.



Decide Its Gravity

Here it needs to be determined whether an expert is needed or not. Content moves fast online and it's important to know whether you need to invest for the long term or short gain.



Execute as needed

Resource the materials and work hours you will need to get started. Whether it's online templates, hand filmed mobile content or a full-scale production.

Use The Right Tools

Alternatives for Smaller Budgets



Canva

- Great tool for those with little to no design experience, Canva is easy to use and has a free version making it highly accessible.



Affinity Designer

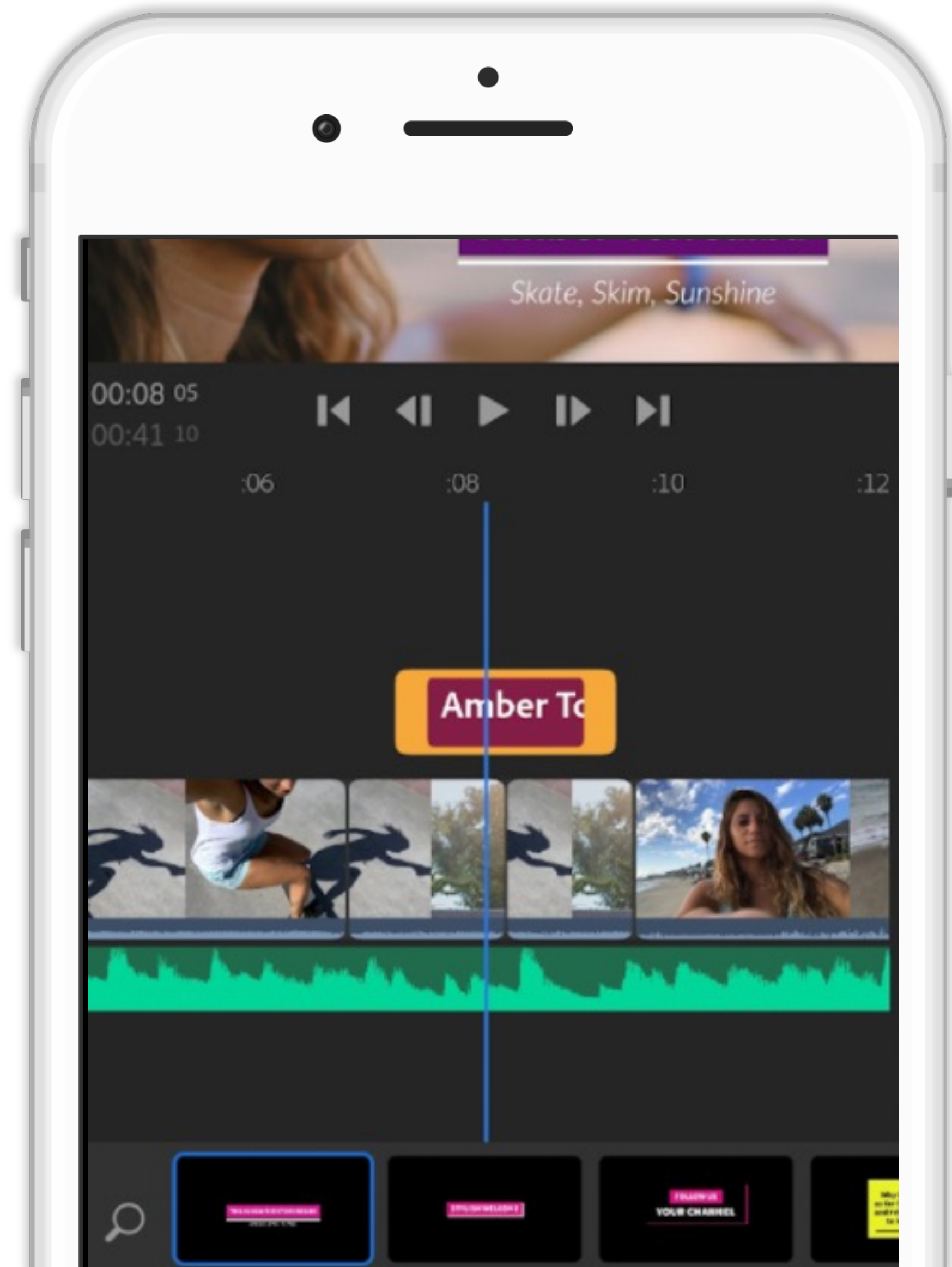
- As a strong alternative to Adobe Creative Suite, Serif offers the applications **Affinity Designer**, **Affinity Photo** and **Affinity Publisher** at a fraction of the price.



Mobile Apps

Edit on the go with powerful mobile design apps such as:

- **Assembly**
- **Mojo**
- **Adobe Premiere Rush**
- **Prequel**
- **Splice**



Watch The Trends

Look on social media, and dive into what others are posting online for inspiration on what you can do next.

Try exploring beyond your own industry to provide a new perspective on how to promote yourself and your campaigns.

LinkedIn Behance Facebook



Davar Azarbeygui • Following
Associate Creative Director at TriComB2B
1d • 🌐

As one of the most important cities in America, NEW YORK CITY MAYORAL race is both important but also as complicated as politics gets. Therefore a simple messaged and bold branding by [Pentagram](#) is what is ne ...see more



Questions?

**crestview
strategy**

Thank You!



Charlie Crabb, Jared Kinsella, Victoria Egan



crestviewstrategy.com