

Social Art



@mmmmitchell
at mode training

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Hey guys, I wanted to create this course in conjunction with Mode to show you my journey and how I got to where I am today! It's a process, nobody has "made it" we're all in this together and striving for our own excellence! Let's all pull the curtain back and share our experiences! Hope you take something away from today's course...

Welcome to the #MBMFamily!

Mmmitchell



Special thanks:

Matt Dowell, Marketing Director
MEKU

What will we cover?

1. Mitchell's Story & Career
2. Introduction to Social Media
3. What are your Goals?
4. Analytics & Keeping it Real.
5. Community, Community, Community!
6. The Perfect Shot?
 - 6.1 Equipment
 - 6.2 Lighting
7. What's Trending?
8. How to Create Reels?
9. Video & Video Editing.
10. Real vs. Fake.
11. TikTok

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Here's a handy page to jot down any notes you might need for later!

Notes:

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3. Set your Goals... (keep them realistic!)

Knowing what you're aiming for or your milestones is going to be key to achieving success... It helps to give you direction and not to get too lost in the analytics dashboards available with your chosen platforms!

Example	Your Turn
Your Social Handle: @MMMMITCHELL	Your Social Handle:
Chosen Platforms: Insta, Youtube, TikTok	Chosen Platforms:
Your Channel Speciality: Make up looks	Your Channel Speciality:
Channel Focus: Affordable cosmetics	What are your beliefs?
Become best known for: Bright, vibrant, wearable looks	Become best known for:
Who is your audience? Young, creative make up lovers	Who is your audience?
What is missing? Authenticity in beauty	What is missing?
Things people will say: Fun & Informative	Things people will say:

When you start to create your content, you want to make sure that it hits all the marks above, as an example, you've created a video for a reel, does it: Show what you want to know best know for? does it address what you believe is missing? Does it align to your Channels focus? etc. If the answer is yes, you've created some good content to test with your audience.

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4. Analytics & Keeping it REAL.

Once you've set your goals, there are universal markers to ensure that you are achieving great content, and the social platforms allow you to measure your success easily with their analytics dashboards.

“Social media is about the people! Not about your business. Provide for the people and the people will provide for you.” - Matt Goulart

Engagement

Focusing on engagement is a great way to spark your channels growth, by trying to entice the highest possible engagements (i.e. comments, likes, saves, shares, mentions, etc.) you will naturally notify Instagram that this post and/or content is of interest to a specific type of people, by focusing on this, Instagram will show your content to more people who fit a similar profile of people engaging, thus sparking growth via. reach on your platforms.

Growth

This is a simple one to monitor, this is simply followers & likes, people who are becoming part of your community. the higher your followers, the higher your reach (in theory). Once you receive followers, take a look at their profile, really start to understand who is following you, what they are posting and what they are interested in, that way you can in turn cater your content specifically for your followers/community which will thrust your engagement higher meaning more followers again, it's a big cycle that starts with great, engaging content!

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5. Community, Community, Community.

By focusing on these main two analytics as your markers, you will start to notice a real organic shift in growing your, here it comes... **'Community'**.

**The most successful people are
part of creative and
supportive communities.**

- Forbes

Everywhere you look, there are communities of anything and everything, that thing that used to feel unusual to like, for example 'Star trek', is now an online community of over 29 million strong, and the beauty of social media means that these niche communities have been able to flourish whilst new social media users are able to connect with likeminded people, get niche news fast and immerse themselves in the heart of their hobbies, interests, unique personalities/celebrities and niche education.

By starting with community first and scoping who you want to connect, you are starting to leverage **the biggest asset you will ever create...**

Task: Name 5 Online Communities

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6. The Perfect Shot.

So, social media is the perfect place to showcase your skills, talent and/or opinions - but how do you actually create perfect content, ready to go viral?

So what do I need?



Tripod

Elevate your content with a great angle and steady composition. The viewer will really be able to see in detail what your displaying.



Phone or Camera

Most smart phones are sufficient for content and in most cases create the best User Generated Content.



Ring light

Lighting is key, with literally millions of content floating on these platforms, you want to be seen having good quality content.

Which do you have already?



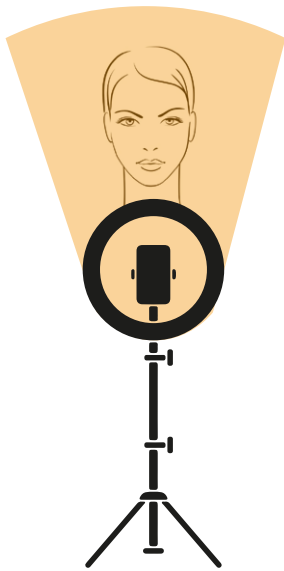
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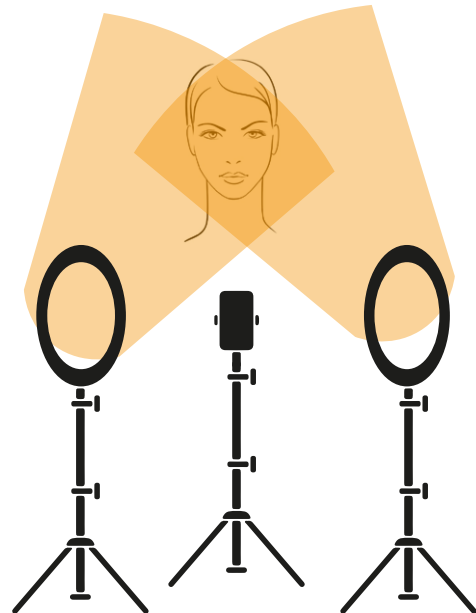
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6. The Perfect Shot. (Cont.)

Getting your lighting right is important, we've detailed two ways as an example to get a flattering lighting composition.



Single Light Front



Split Light Sides

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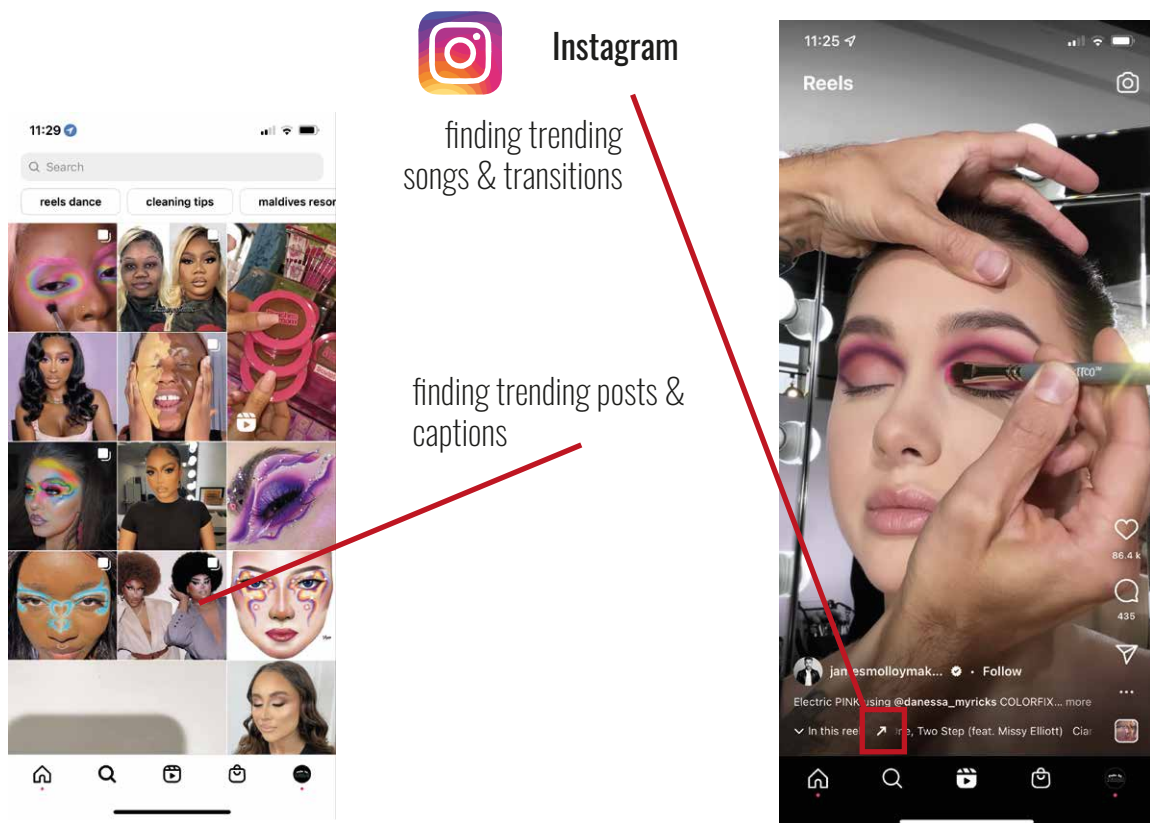
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7. What to Create? What's trending?

Now your set up is looking great, you need to research what is trending, often you only need to open your phone and take a look at what's being posted to know, but there is a slippery slope here...

Based on what we've talked about you need to ensure when selected the types of content you are going to create, that it fits all the criteria you've highlighted in section 3. As a quality channel you want to ensure you are offering engaging, quality, viral worthy content that fits your channels values.

The social platforms highlight some of the markers as to what is trending and we've highlighted some below.



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8. How to create reels

Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage.

Select Reels at the bottom of the Instagram camera. You'll see a variety of creative editing tools on the left side of your screen to help create your reel, including:

Audio: Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting "Use Audio" from your reel.

AR Effects: Select one of the many effects in our effect gallery, created both by Instagram and creators all over the world, to record multiple clips with different effects.

Timer and Countdown: Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown, before recording begins for the amount of time you selected.

Align: Line up objects from your previous clip before recording your next to help create seamless transitions for moments like outfit changes or adding new friends into your reel.

Speed: Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow motion videos.

Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button. You'll see a progress indicator at the top of the screen as you record. Stop recording to end each clip.

Notes:

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Module 1

8. How to create reels (cont.)

Creating Reels are a great way to explore your Instagram, but remember...

With Reels, you can share with your followers and can be discovered by the huge, diverse Instagram community on Explore.

If you have a Public Account: You can share your reel to a dedicated space in Explore, where it has the chance to be seen and discovered by the wider Instagram community. You can also share your reel with your followers by posting it to your Feed. When you share reels featuring certain songs, hashtags, or effects, your reel may also appear on dedicated pages when someone clicks on that song, hashtag, or effect.

If you have a Private Account: Reels follows your privacy settings on Instagram. You can share to Feed so only your followers can see your reel. People will not be able to use original audio from your reels, and people cannot share your reels with others who don't follow you.

Once your reel is ready, move to the share screen, where you can save a draft of your reel, change the cover image, add a caption and hashtags, and tag your friends. After you share your reel, it will live on a separate Reels tab on your profile, where people can find the reels you've shared. If you also share to your Feed, your reel will appear on your main profile grid, though you have the option to remove it.

Whether you have a public or private account, you can share your reel to your Story, close friends, or in a direct message. If you do so, your reel will behave like a regular Story — it will not be shared to Reels in Explore, it will not appear on your profile, and it will disappear after 24 hours.

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9. Video & Video Editing

95% of a message customers/followers see in a video remains with them. This is something you can't pull off with photos. For instance, if you decide to post an image ad with a lengthy message, your audience might lose interest in your brand/channel.

Videoshop & iMovie are named in the video but there are a huge amount of apps & software, it's all trial and error! Download a free one, put some random images & videos in, and start to play, overlay text, try and add some music and you will start to understand the best way to format your videos and how to edit them.

Practicing tip!

A great tip is to find a simple video that somebody has posted that you like the look of and that might fit your content style and then try to copy it to practice how to edit in that way.

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10. Is it Real or Fake?

Social media is renowned for being the centre of the conversation, real or fake, and what effect this is having on today's generation... Which side of the conversation will you have your channel on?



One of the most famous families of our era is of course the Kardashian Family, but they have been the pinnacle of the conversation, real or fake - often times it's allegedly been proven to be fake, however do we allow this behaviour to continue and do we amplify this behaviour through ourselves?

This isn't exclusive to the Kardashian Family and is a widely spread issue around social media as a whole. How many times have you seen imagery and thought, "that's not real"?



BEFORE

AFTER



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11. TikTok

The “For You” page is algorithmically curated based on the videos you interact with, the accounts and hashtags you follow, your location and language preferences, and the type of content you create.

The “Discover” page is curated using TikTok’s algorithm, which does the work of finding trends for you. Here, you’ll see popular hashtags, sounds, and effects. Click on each trend to view its top videos or favourite it for later.

Are you trying to reach a specific audience? Think about the type of content, brands, and creators they’d be most likely to follow and engage with.

Once you’ve done some research, check out what those brands and creators are sharing on their TikTok accounts. And if they resonate with your brand, give them a follow!

This is a great way to learn more about your target audience, familiarize yourself with the videos they enjoy watching, and find trend inspiration.

And if you want to build an engaged community on your TikTok account, it’s a good idea to actively engage with other creators in that community.

Luckily, TikTok makes it easy with a series of icons you’ll see to the right of each video:

The first icon (a profile photo with a “+” underneath) will take you to a user’s profile where you can follow them

The second is a heart, which you can tap to like a video

There’s a speech bubble which you tap to leave a comment

The arrow allows you to share TikTok videos to other platforms

And there’s a rotating record-like icon which will show you the sound used in the video (as well as other videos that use the same sound)

Creating your first video

Tap + at bottom of the screen.

Upload content from your device Library or use the TikTok camera.

Add Sounds, Effects, Filters, or other camera tools.

Start your video by pressing the Record button.

Record your content.

Tap the check mark.

Make additional edits on the post page.

Post your video!

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Social Scheduler Tools

Here’s a handy tool to help you schedule in your content and start to think about your channel focus’.

Annual Focus - use this to start to think about your overarching topics (example - SPF content could fit well in May).

Jan:	Feb:	Mar:
Apr:	May:	Jun:
Jul:	Aug:	Sept:
Oct:	Nov:	Dec:

Monthly Focus - use this to start to think about more specific posts and when (example - every Monday you might go live and do a different tutorial each week).

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1							
Week 2							
Week 3							
Week 4							