

Video 5: “Creating & Curating Content” Worksheet

Lesson overview: Students will explore the type of content they plan to post to their social networks, to help them continue to hone their voice as well as give them an understanding of how easy/challenging it will be to find/create the content they need for the channels they picked.

Write down the three types of content that work best in your industry: video, links, graphics, etc. (Include each headline or theme below)

Action Step! Find 5 pieces of curated content that have performed really well for other brands in your industry and add them to your queue/share them. (Include the links below)

What are the results from each of the 5 pieces of content after 1-3 days? (Record the results below)