

THE CONTENT LAB

Session 2: Social Media & Content Creation

THE CHALLENGE

Start with one real story, moment, person, event, insight, or piece of information.
Build several pieces of content around it, without inventing a new idea every time.

01 CHOOSE YOUR RAW MATERIAL

Pick something your organization could genuinely communicate in the next four weeks.

☐ PERSON / MEMBER

☐ EVENT / PROGRAM

☐ IMPACT / RESULT

☐ EXPERTISE / KNOWLEDGE

☐ BEHIND THE SCENES

☐ COMMUNITY QUESTION

THE RAW STORY – describe it in one sentence.

02 FIND THE COMMUNICATION IDEA

Before choosing a platform, decide what this story is supposed to accomplish.

GOAL

What should change because someone sees this?

AUDIENCE

Who specifically should care?

JOB

☐ Inform ☐ Inspire ☐ Involve

CORE IDEA – what is the one thing people should understand, feel, or do?

CREATIVE CONSTRAINT

Use only one core story throughout this assignment.
Change the angle, format and presentation – not the underlying story.

03 BUILD THE STORY

Find the structure before you think about polish.

HOOK	Earn the first moment of attention.	-----
TENSION	Create a reason to continue.	-----
VALUE	Give information, insight, emotion or perspective.	-----
TAKEAWAY	Decide what should stay with them.	-----
CTA	Make the next step clear - if one is needed.	-----

04 GIVE THE STORY THREE LIVES

Create three executions that feel genuinely different. At least two should use different formats or platforms.

A	THE FAST ONE	Short-form and instantly scannable. Reel / Short / Story / static / concise text.		
PLATFORM	FORMAT	HOOK / OPENING	TAKE AWAY / CTA	
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B	THE USEFUL ONE	Adds context, knowledge or utility. Carousel / explainer / document / longer caption.		
PLATFORM	FORMAT	HOOK / OPENING	TAKE AWAY / CTA	
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C	THE HUMAN ONE	Creates connection or participation. UGC / member voice / collaboration / Q&A; / Live.		
PLATFORM	FORMAT	HOOK / OPENING	TAKE AWAY / CTA	
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05 MAKE ONE VERSION REAL

Choose the strongest concept and develop it far enough that someone else could produce or publish it.
Include: exact hook · core copy or scene/slide outline · visual idea · platform + format · CTA · assets needed

DRAFT / STORYBOARD / SLIDE SEQUENCE / CAPTION

06 ART-DIRECT IT

Now make the communication easy to understand on a phone.

01 MESSAGE HIERARCHY	02 VISUAL SYSTEM
What must be understood first, second and third? 	Photo / image idea, typography, color and recurring brand elements.
03 MOBILE CHECK	04 ACCESSIBILITY CHECK
Is the important information still clear at phone size?	Readable type? Contrast? Captions or alt text where relevant?

07 THE EDITOR'S CUT

Strong communication is also the ability to remove things.

CUT ONE THING

Choose one tempting element that does not serve the goal:
an extra message, platform, trend, visual, hashtag or piece of information.

I WOULD LEAVE OUT / CHANGE:

BECAUSE:

08 PLAN THE SECOND LIFE

Reuse the strongest asset later—but adapt it instead of simply copying it.

ORIGINAL	→	REPURPOSED	WHAT CHANGES?
Platform / format -----		Platform / format -----	Hook · length · visual · context · CTA -----

09 DEFINE SUCCESS BEFORE YOU PUBLISH

Choose the signal that best matches the communication goal.

EXPOSURE Reach · Views · Growth	ATTENTION Watch time · Completion	ENGAGEMENT Comments · Shares · Saves	ACTION Clicks · Sign-ups · Registrations
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MY PRIMARY KPIs + WHY IT MATTERS:

10 CREATIVE REVIEW

Review the work like a communications lead before publication.

☐ One clear job	☐ Right audience + platform
☐ Strong first moment	☐ Real value for the audience
☐ Clear on a phone	☐ Clear takeaway / CTA
☐ Feels like our organization	☐ Metric connects to the goal

FINAL REFLECTION – What decision was hardest, and what did that reveal about your current social media process?

