Video Killed the Radio Star
Making Effective Collections Care Videos
March 20, 2024
1:00-2:00 pm ET

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Digital Content

PODCAST

MINI-LECTURE

ANIMATIONS
Digital Content

PODCAST
10 - 30 MINUTES

MINI-LECTURE
8-10 MINUTES

ANIMATIONS
8-10 MINUTES
Branding

- No talking head!
- Tone of accounts
- Colors and Logos
Know Your Audience
(and how they learn)

- Internal Staff
- Public
- Stakeholders
- Funders
Develop Content

Audience
- Who is the content for

Platform
- Where to publish the content

Messaging
- What do you want to say
- Why do you want to say it

Learning Objective
- What do you want the audience to learn

Timing
- When should the audience learn this content
Making the Content

- Fun and High Energy
- Utilize AI
- Digital Content Software
Engage with Audience

- Provide an Activity
  - Ask a question
  - Create a challenge
  - Respond to posts
Thank You!

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