
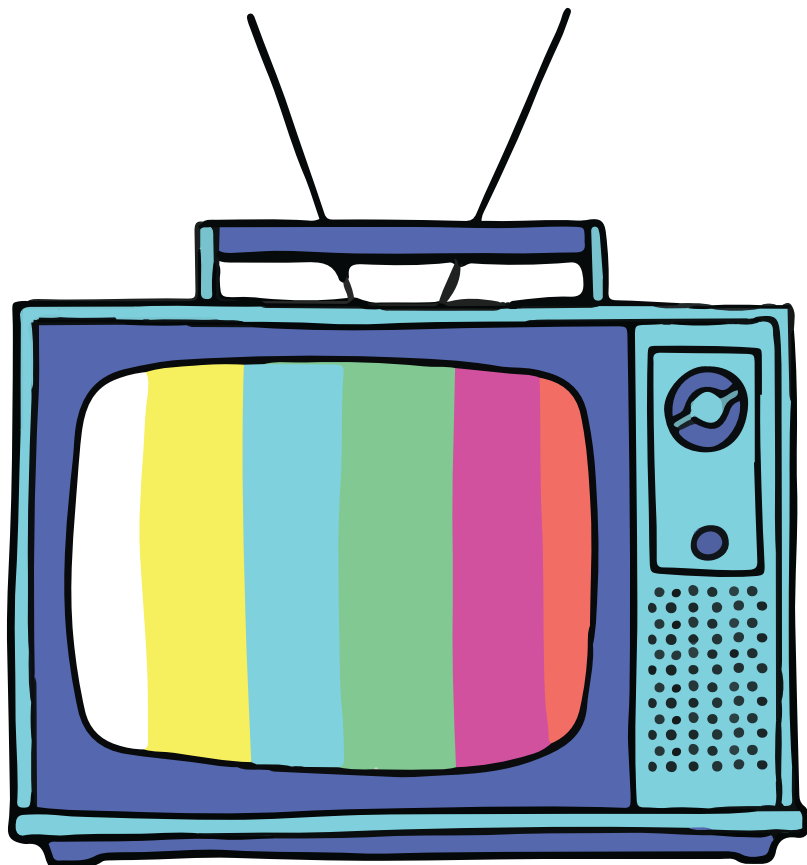


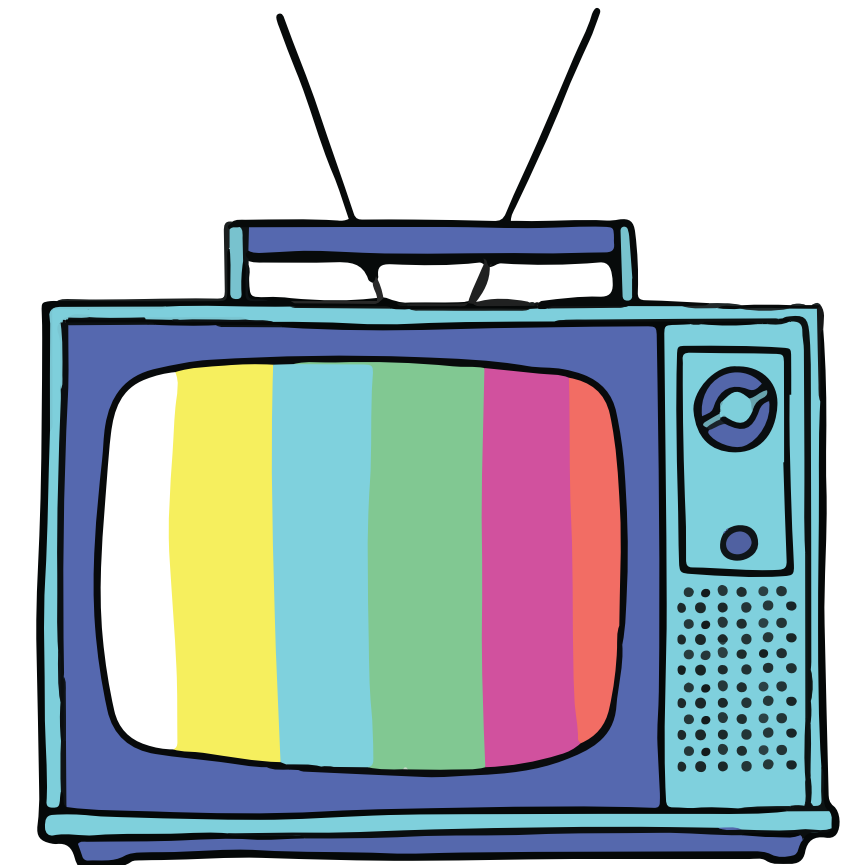
Video Killed the Radio Star
Making Effective Collections Care Videos

March 20, 2024
1:00-2:00 pm ET

 Connecting to
Collections Care



Rebecca Kennedy
Collections Care Specialist
Curae Collections Care, LLC



NICE VIBES



BACK TO SCHOOL

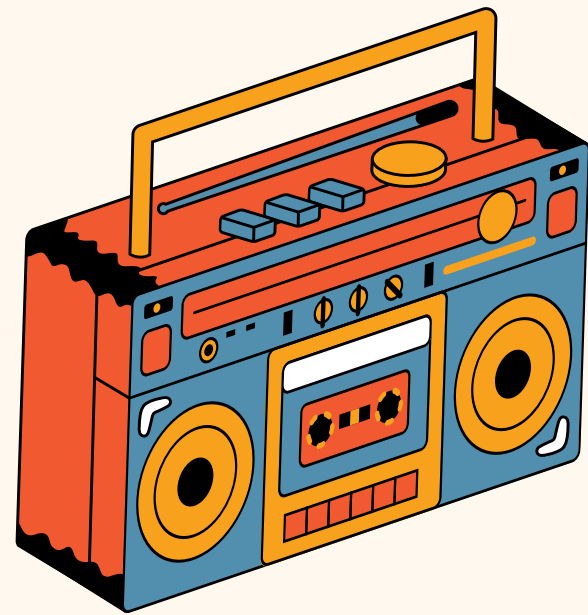


How Do we Learn?

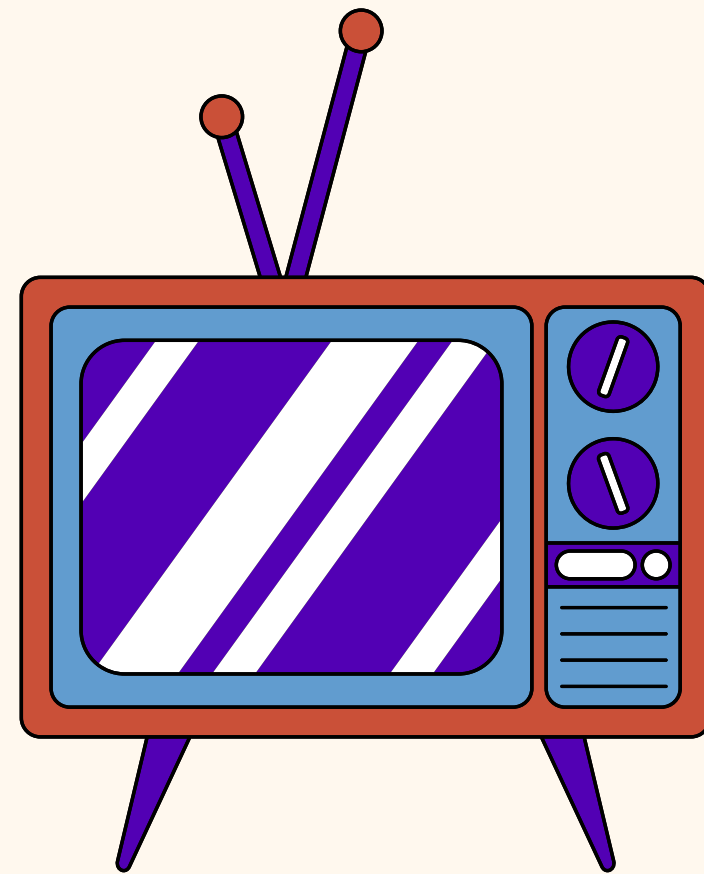




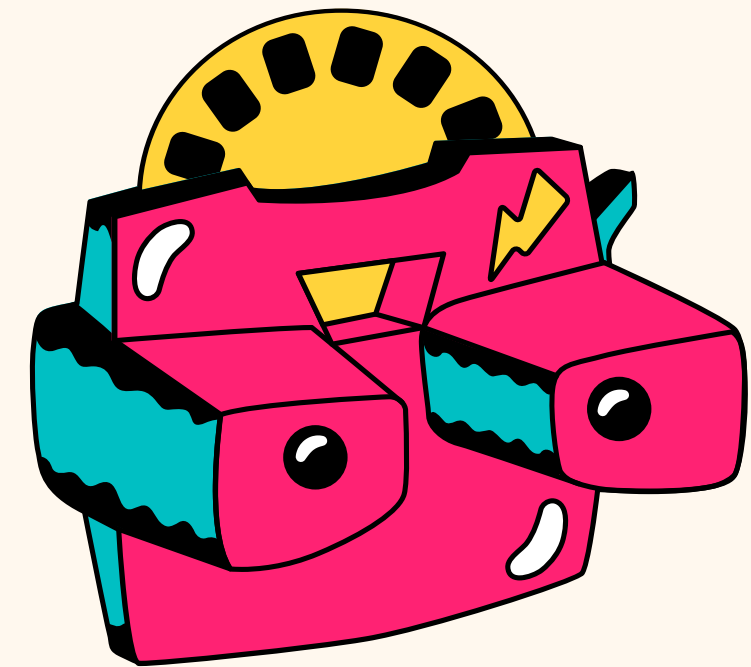
Digital Content



PODCAST

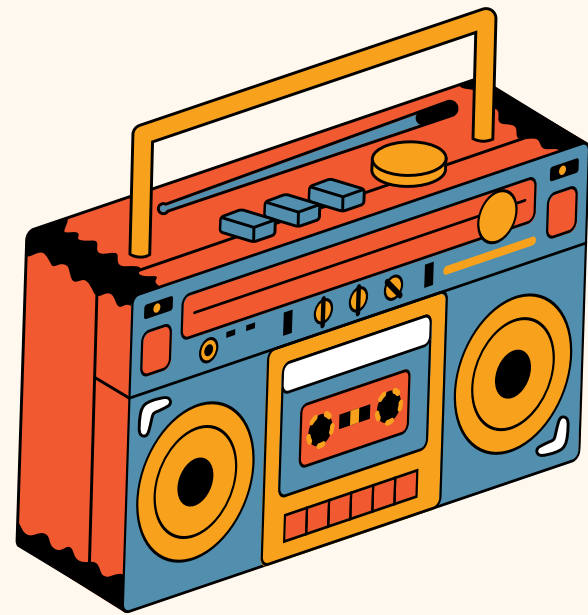


MINI-LECTURE

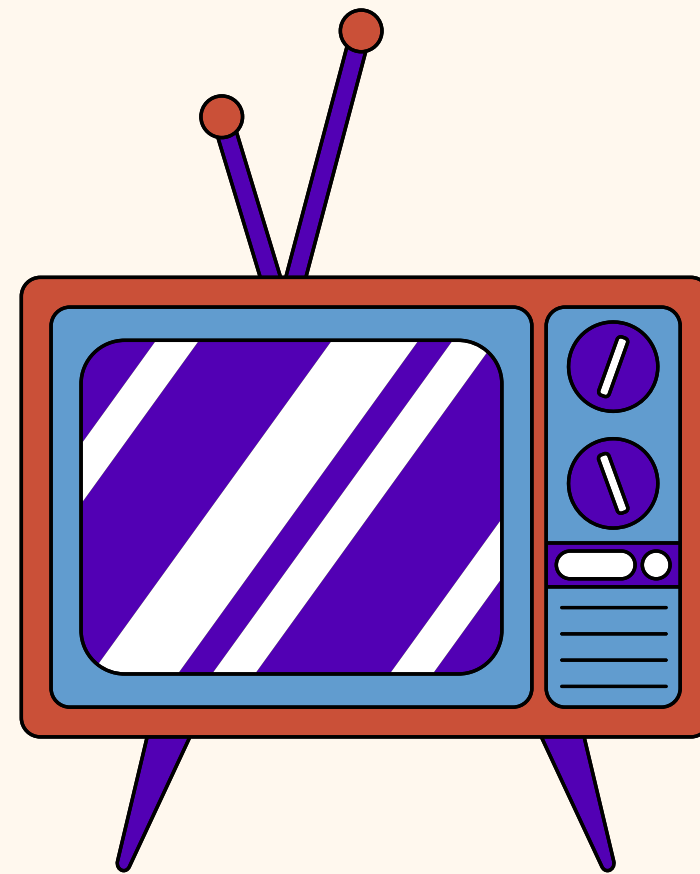


ANIMATIONS

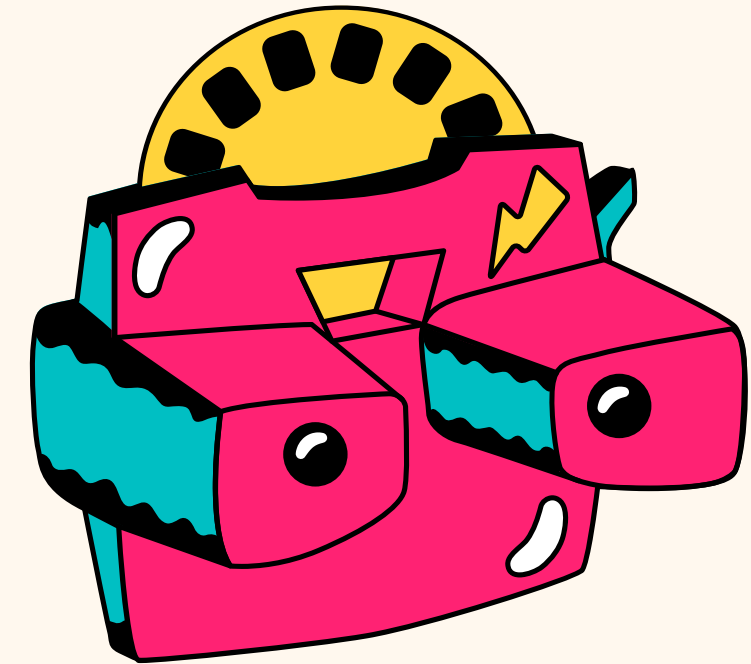
Digital Content



PODCAST
10 – 30 MINUTES

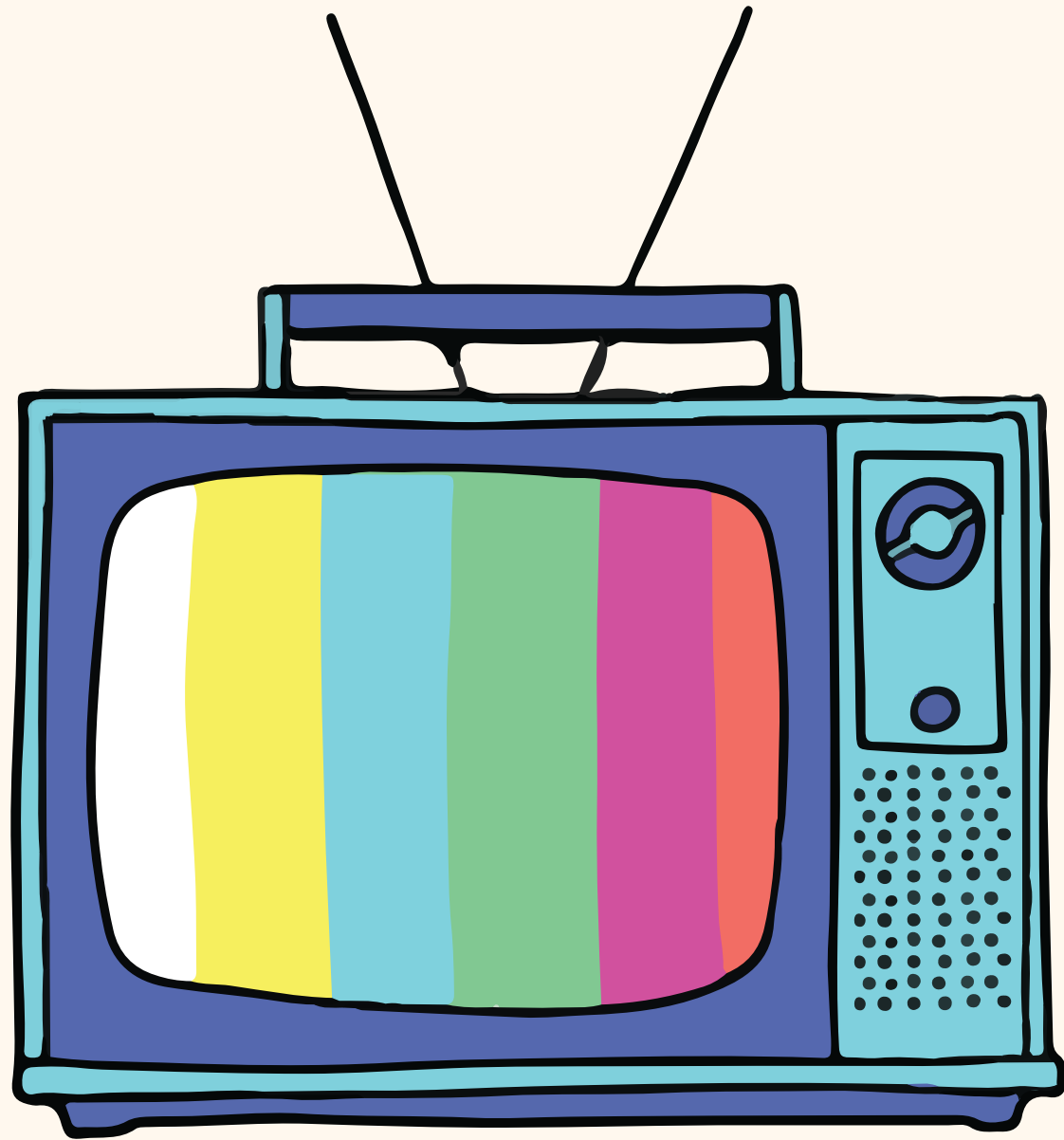


MINI-LECTURE
8-10 MINUTES



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

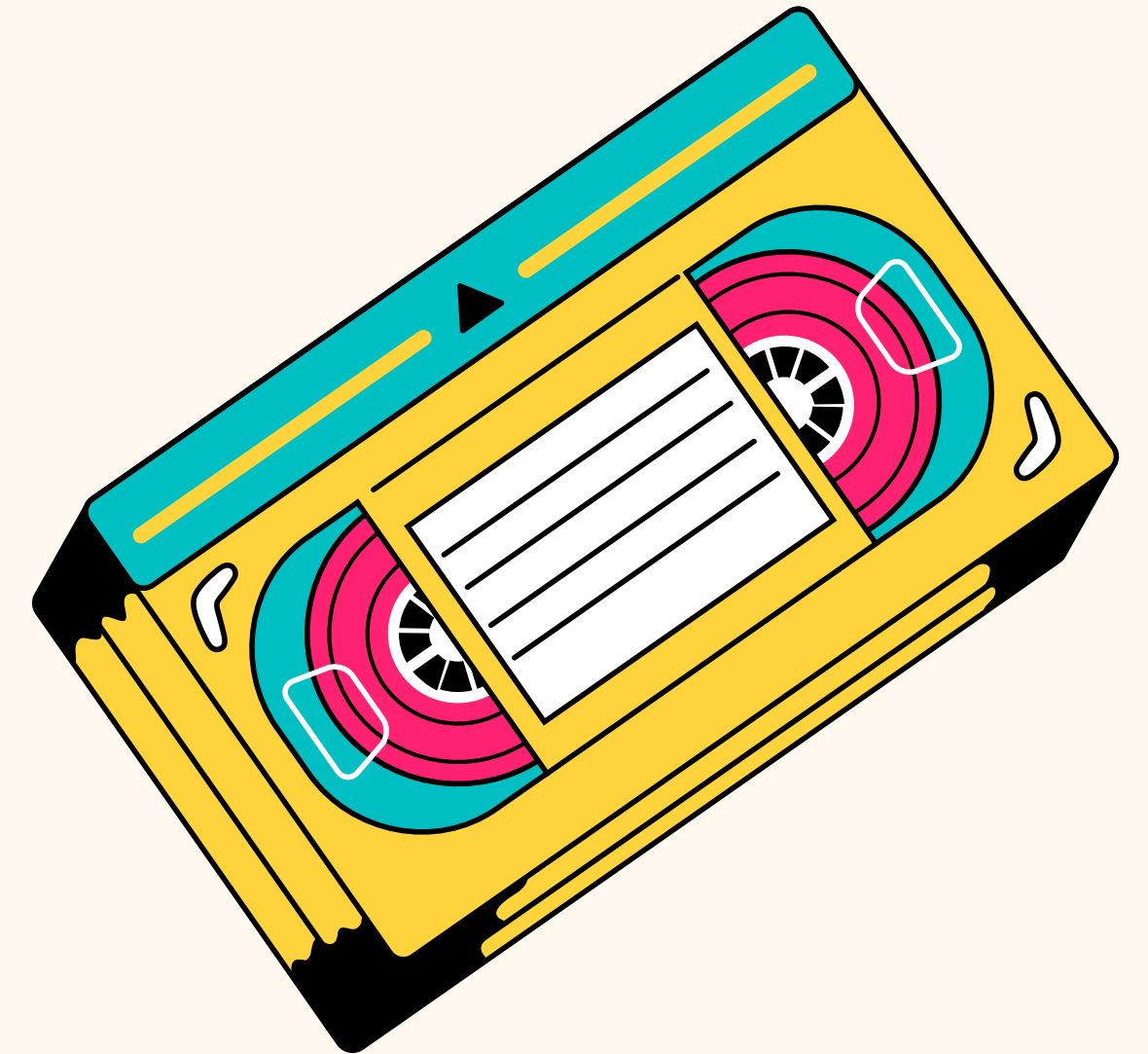
- What do you want to say
- Why do you want to say it

Learning Objective

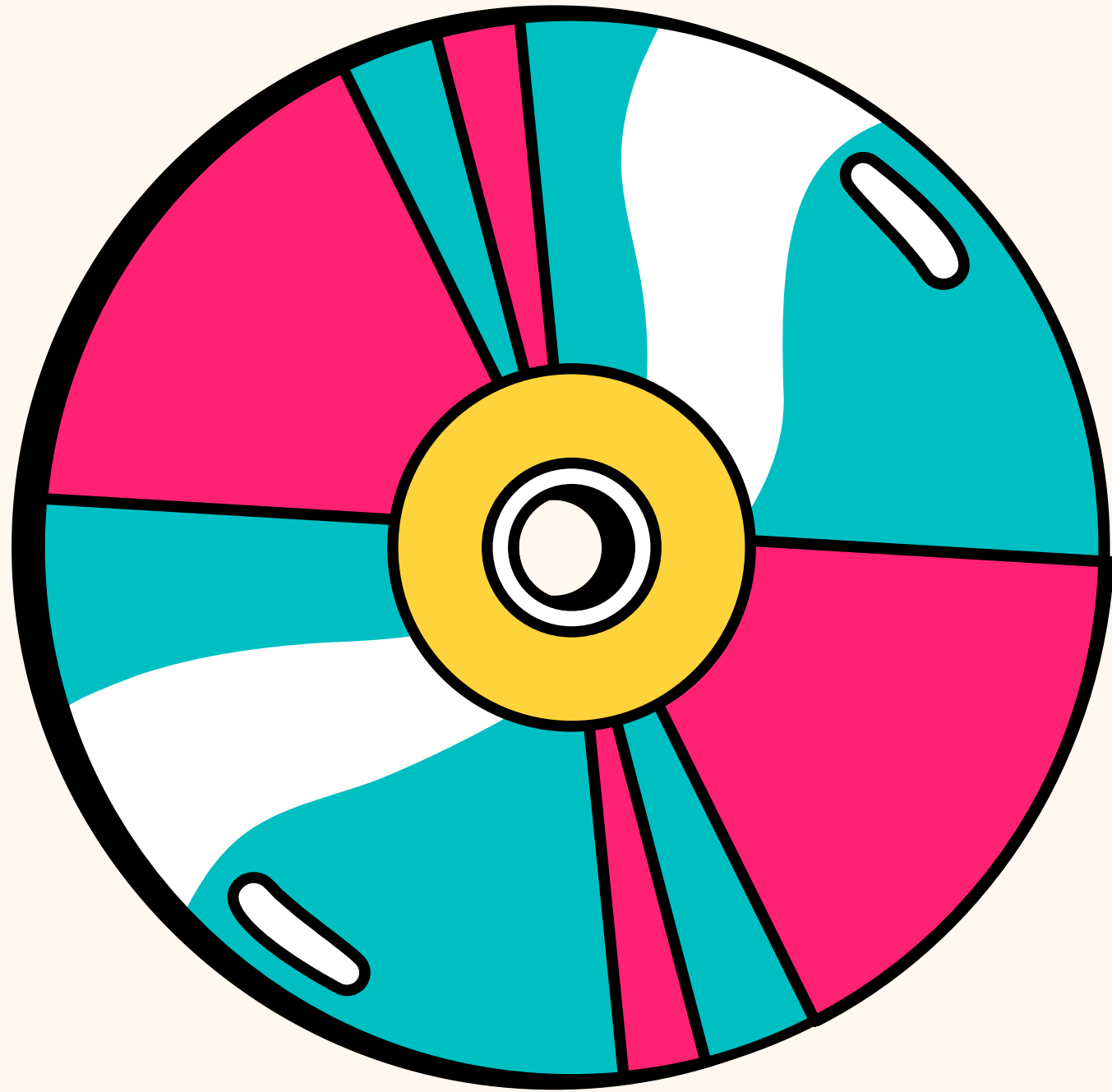
- What do you want the audience to learn

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!



 rkennedy@curaecollections.com

 @CuraeCollections

 @FoundInMuseums

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