

Digital Skills Day



How to create video content for your social media channels

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V&A



Why is video so important?



- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times what it was in 2017.
- 90% of customers say video helps them make buying decisions and 64% say that seeing a video makes them more likely to buy.
- Video is shared 1,200% more than links and text combined.
- A page or post with video holds the viewer for seven times as long as a page or post without video.
- YouTube, a video streaming platform, is the world's second largest search engine.



The drawbacks and challenges



Time

Resource

Skill

Budgets

Access

Be realistic with what you can do...



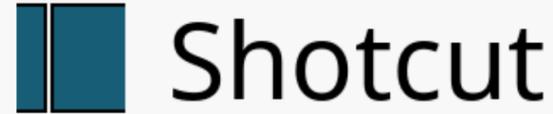
Know when to outsource...



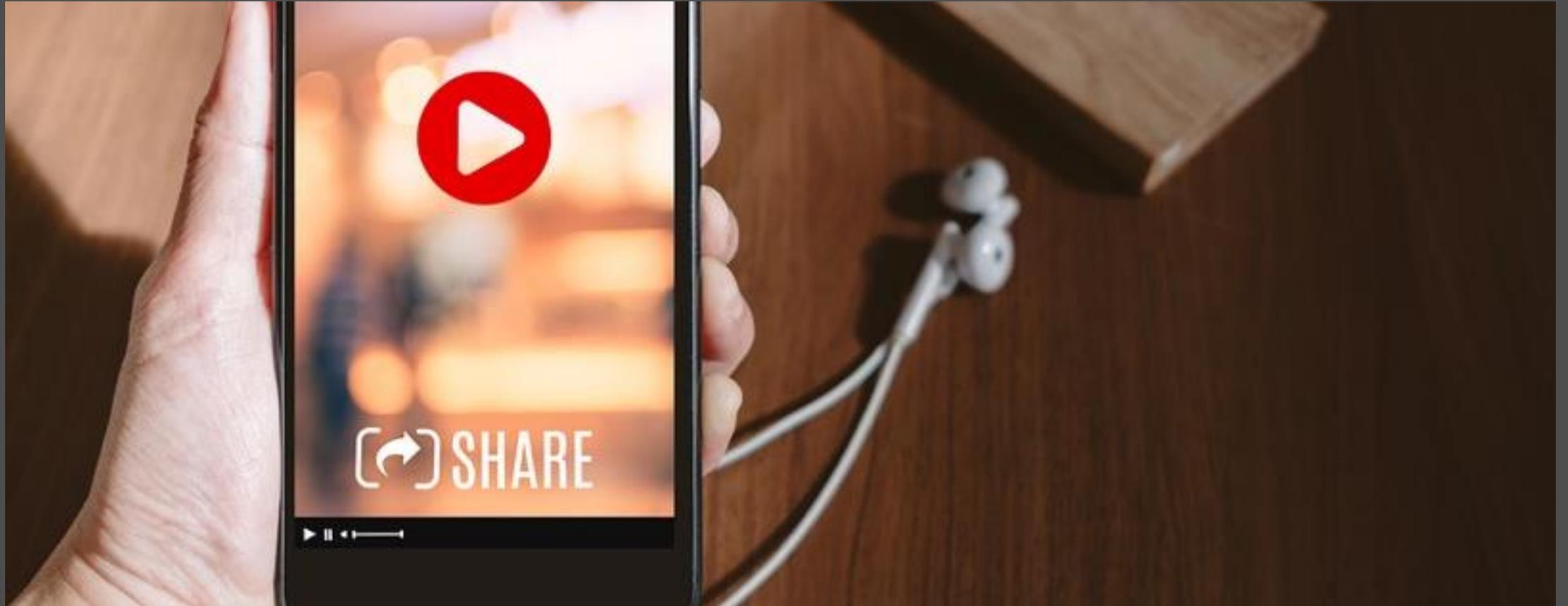
Know your channels

Instagram	Facebook	Twitter	YouTube	TikTok
Main feed, IG Stories, IGTV, IG Reels, IG Live	Main feed, Facebook Stories, Facebook Live, Canvas	Tweet, Twitter Live	Standard video, live video	TikTok, TikTok Lives
<p>Instagram – is very dependent on the format</p> <p>Audiences have varied expectations</p> <p>Great for experimenting</p>	<p>Can hold up to 4 hours recommended length is 15 seconds</p>	<p>Can hold up to 2 mins on manual upload – recommended length is 15 seconds or less</p>	<p>Recommended length 2 mins</p> <p>Needs higher levels of production</p> <p>Audience higher engagement rates</p>	<p>12-30 second videos</p> <p>Music and sound is important</p> <p>Videos are mobile first</p>

Find out what editing tools are best for you...



Utilise the tools within the platforms you have...



Invest in some basic equipment



A good camera/phone

Gimble

Tripod

Lighting

Mics

Alternative lens



**Audit and assess
what you already
have...**



**Remember there is
such thing as too
much footage**

Types of content

Behind-The-Scenes	Gifs	Slideshow	Live streams	Stop motion
Timelapses	Interviews	Tours	Talking heads	How to's
	Slowpans	Zoom-ins	Countdowns	

V&A

vamuseum

vamuseum Iranian New Year, explained

What is Iranian New Year and how can you celebrate this Saturday? We called upon chef @sabinaghayour to explain what this vibrant springtime festival, called Nowruz, is all about. Keep an eye on our Instagram THIS FRIDAY as Sabrina will be whipping up some kuku sabzi, an Iranian New Year staple!

Our exhibition Epic Iran opens in the summer. Visit the link in our bio to book

for Persian New Year which is called Nowruz

221,082 views
MARCH 16

Add a comment... Post

V&A @V_and_A · May 27

Discover some of the Jameel gallery's hidden gems with Fashion designer Nour Hage. Explore what drew her to this C.11th water filter and how objects from the past inform her design practice.

fal.cn/3FUUS

0:06 4.7K views

2 27 98

vamuseum

vamuseum Black History Month Live Tour

Join our African Heritage Guides and @andrealondo on a personal tour exploring Black history across a range of objects within the collection

33w

dannouveau Bravo, brilliant tour and all round excellent job from all the guides!

32w Replv

V&A @V_and_A · Jun 2

Are you patient? To master the art of creating micro mosaics you have to be! Watch the painstaking, precise process behind these works of art:

0:15 4.8K views

2 41 209

0:02 10.8K views

vamuseum

vamuseum Medieval Galleries - Live Tour

The murder of Thomas Beckett in 1170 is one of the most infamous episodes of Medieval British History. After his canonisation, relics of Becket were much in demand and were often housed in elaborate caskets such as this one.

Explore the history of this object along with other treasures in our Medieval galleries with Keeper, James Robinson, on a live tour, filmed just before we closed

604 views
JANUARY 7

Add a comment... Post

English National Opera



When your crush likes your latest Instagram post

englishnationalopera Original Audio

englishnationalopera May we all have half of Musetta's confidence in 2021 🙏 #ENODriveLive 20w

jonathon_mccauley Yassss ❤️ @englishnationalopera @skyarts @artistoftheyear ⭐⭐⭐⭐⭐ 20w Replv

browgars ❤️ 20w Replv

637 likes JANUARY 15

Add a comment... Post



englishnationalopera Original Audio

englishnationalopera When you try to play hard to get... 17w

triageliveartco 🤔🤔🤔 17w Replv

fineartagentlondon 👍 17w Replv

sonibee10 🙌 I'm 17w Replv

society_belle 🤩 fantastic! 17w Replv

398 likes FEBRUARY 5

Add a comment... Post



Also me:

At last I've found you

englishnationalopera Original Audio

englishnationalopera When you try to play hard to get... 17w

triageliveartco 🤔🤔🤔 17w Replv

fineartagentlondon 👍 17w Replv

sonibee10 🙌 I'm 17w Replv

society_belle 🤩 fantastic! 17w Replv

398 likes FEBRUARY 5

Add a comment... Post



englishnationalopera Original Audio

englishnationalopera Puccini 101 🇫🇷🇮🇹🔥🦋❤️ 17w

deanbradyak Madame Butterfly looks like the Met production. 17w Replv

View replies (1)

englishnationalopera #EnglishNationalOpera #Opera #Puccini #LaBoheme #MadameButterfly 17w Replv

236 likes FEBRUARY 10

Add a comment... Post

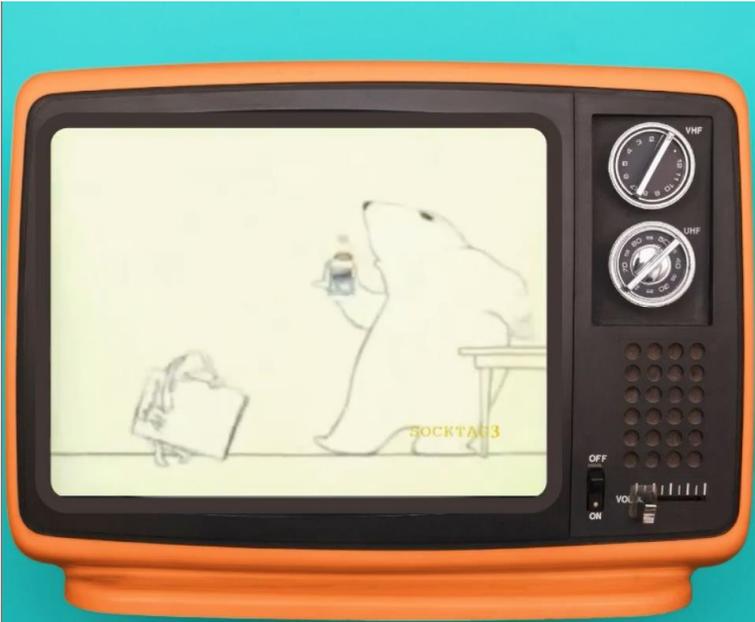
Museum of Brands



MUSEUM of BRANDS

ADVERT OF THE WEEK

Irn Bru, 20



MUSEUM of BRANDS

ADVERT OF THE WEEK

Cresta, 1



MUSEUM of BRANDS

ADVERT OF THE WEEK

Ikea, 15

Museum of Childhood

V&A Museum of Childhood @MuseumChildhood · Dec 15, 2020 ...
Looking for some creative inspiration? Look no further than your surroundings!

Design your own homeware from the objects found around the house. Watch this video to get inspired!- in collaboration with Kristi Minchin.



🗨️ 1 ❤️ 5 📤

V&A Museum of Childhood @MuseumChildho... · Dec 29, 2020 ...
We're making spiral snake mobiles.

From big to small, why not experiment with creating these springy decorations? Check out our guide and discover what you could make.



🗨️ 3 ❤️ 3 📤

V&A Museum of Childhood @MuseumChildhood · Dec 31, 2020 ...
To usher in 2021, today we celebrate by taking a look back at some of our favourite memories and #MoCPicks that you shared. Thanks so much for all your support this year, and in the times to come!



🗨️ 3 ❤️ 6 📤

V&A Museum of Childhood @MuseumChildhood · May 9, 2020 ...
Where can you find 🐾🐾🐾? On TV, on safari and in our collection of course! Join Museum of Childhood curator, Will Newton as he lists his top three big cats and cool kittens in our collection. Do you have a favourite?



🗨️ 20 ❤️ 51 📤



Wellcome Collection

Wellcome Collection @ExploreWellcome · May 20

Artist Sop explores alternative strategies for self-care during the Covid-19 pandemic through a series of meditative sound works.

We're now open! Visit Sop's 'The Den' and book your FREE timed-entry ticket at: wellcomecollection.org/covid-book-you...



5 8



wellcomecollection This is not a prosthetic, but a 'Spirit Rapping' hand. Such props were used during séances to 'rap out' mysterious messages from beyond the grave. This hand dating from the 1930s is on display in our new Smoke and Mirrors exhibition, open now until September 2019. Find out more about magic and the psychology of illusion at <https://wellcomecollection.org>

Credit: Senate House Library, University of London

12,189 views
APRIL 15, 2019



wellcomecollection Do you know why we play? Here's five reasons, inspired by our exhibition 'Play Well' open until 8th March.

#WellcomeCollection #histmed #history #museum #health #medicine #medicalhistory #historyofmedicine #Play #PlayWell #PlayWellcome #playing #toys #games #psychology #childpsychology

71w

2,270 views
JANUARY 23, 2020

Source: Wellcome Collection



wellcomecollection There are no muscles in our fingers? Here are 7 things we learnt from Jennifer Z Paxton and Katy Wiedemann's gorgeous book, 'Anatomicum'...

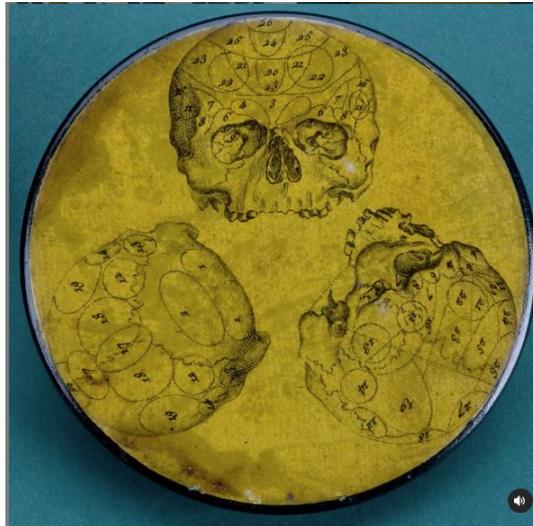
#histmed #wellcomecollection #bookstagram #books #bodies #facts #anatomy #medicine #illustration

82w

susanghepburn Wow! 82w Reelv

2,397 views
NOVEMBER 13, 2019

out have air-filled s within them



wellcomecollection This French snuff box dating from c.1800 shows 3 views of a phrenological skull with numbers relating to character traits. A key to what they are is inscribed on the base of the box. While phrenology looked pretty it was ultimately a racist, sexist and unscientific discipline.

Originating in the 19th century, Phrenology was a pseudo-medical discipline that believed measuring the shape and size of a person's skull (and its natural bumps and lumps) could indicate an

2,598 views
JULY 24, 2019

Tate Collective

5,009 Tweets

Tate Collective @TateCollective · Mar 30

Want to see your designs on Coffee by Tate?

We want Tate Collective to create an artwork for the packaging of their next range of coffees! These coffees will be sold online and in the shops across Tate.

Learn more: bit.ly/3wc1nQr



0:00 154 views

5 retweets 5 likes

Tate Collective @TateCollective · May 5

Catch the Zanele Muholi exhibition until 31 May! Muholi describes themselves as a visual activist. From the early 2000s, they have documented and celebrated the lives of South Africa's Black lesbian, gay, trans, queer and intersex communities. bit.ly/3u7ot9j



0:16 48 views



tatecollective HONNE • free love

tatecollective For LGBTQ+ History Month, watch @imnotu make a resin piece with embedded yarn that spells out "LOVE WINS" in Morse code!

'Inspired by Anni Albers' work in Tate's Collection, I wanted to create a piece that forms a language using geometric shapes, colour and textile materials. I turned to Morse code as it's a form of communication that uses shapes and although it can be read by anyone, it's subtle and hidden at first. I looked into

Liked by tate and 469 others

FEBRUARY 17

Add a comment... Post



tatecollective Rook1e • Solitude (feat. Tomcbumoz)

tatecollective For Women's History Month watch @kimacoprints carve a Lino cut print inspired by artist Fiona Tan!

'Inspired by Fiona Tan's Saint Sebastian I created this multi-layered linocut print exploring women in ritual, contemporary tradition, and religious practice. Depicted in the image is a woman holding Santo Niño during the Sinulog festival, an annual Catholic celebration in the Philippines commemorating a transition in religious

206 likes

MARCH 1

Add a comment... Post

Old Operating Theatre



The Old Operating Theatre Museum & Herb Garret @. · Apr 15 ...
#ThrowbackThursday! That time we won the first edition of the #NationalOdditiesChampionships @EghamMuseum and they sent us this mug so we could brag about it! Thank you! 😊 #TBT #oldoptheatre #oddities #histmed



0:05 672 views 1 4 30



The Old Operating Theatre Museum & Herb Garret @. · Mar 28 ...
#LeechUpdate: Do you want to see a timelapse of Lister, Jenner, and Semmelweis? Yes, yes you do! 😊 #oldoptheatre #leeches



0:37 1.5K views 7 32



oldoperatingtheatre
The Old Operating Theatre Museum ...
Our #TemporaryExhibition 'Message in a Bottle' is on! Are you going to miss it if you are doing #London? You are in luck! We still have some tickets left for mid-day today! Book now via our links in bio!
#histmed #letsdolondonbetter #hiddengem #oldoptheatre #herbgarret #OOTMIB #pharmhist #COVID19 #covid19uk #lockdownvisions #lockdownart #hiddenlondon #secretlondon #londoncalling #atlondonbridge

387 views MAY 29 Add a comment... Post

British Museum



britishmuseum  Original Audio 



britishmuseum    2,000,000 

We want to say a huge thank you as we celebrate two million followers on @Instagram!

 Thank you for your continued support online while the Museum is closed

 Thank you for sharing your wonderful photos with us

 Thank you for your kind support through donations and Membership

We can't wait to welcome more 'studious and curious persons' through our doors again soon. If



8,218 likes

APRIL 8



Add a comment...

Post

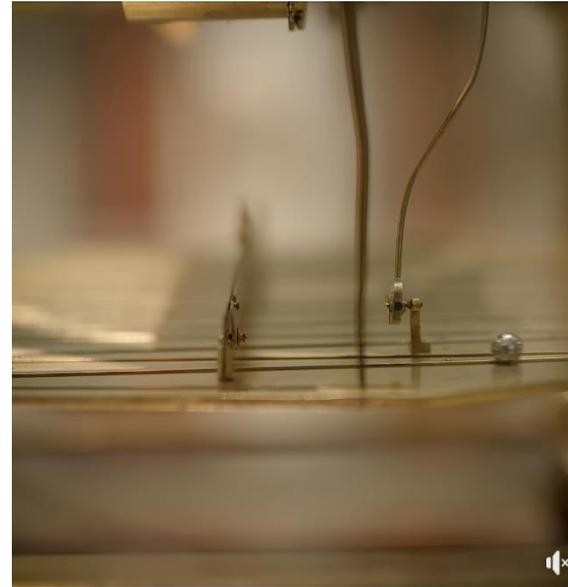


British Museum  27 March 

 Clocks go forward in the UK tonight 

Here's an elaborate timepiece from the collection – a 19th-century rolling-ball clock made in London 

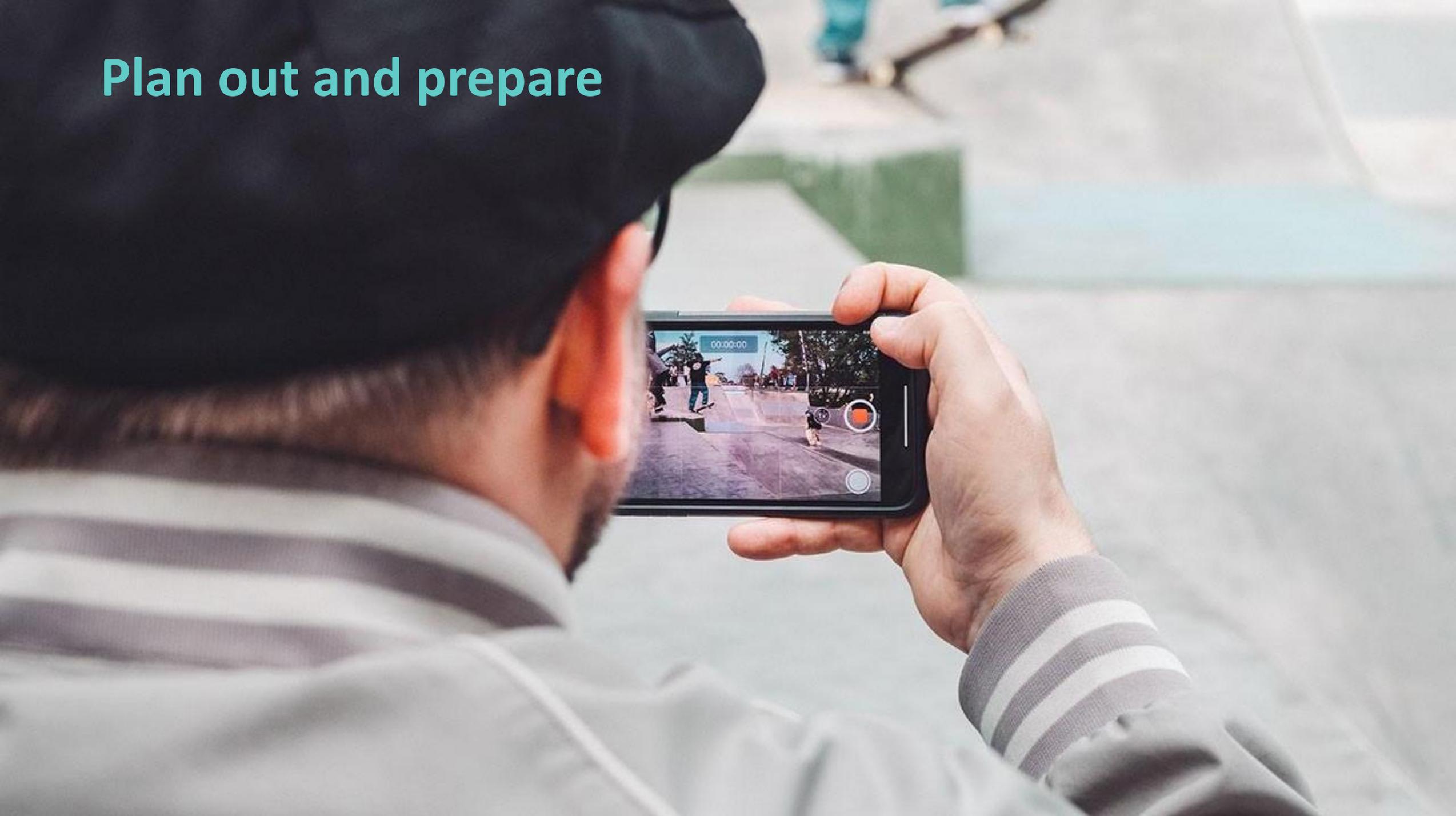
When the ball reaches the end of each run, it hits a release lever causing the tray to tilt, and the ball rolls back along the track. This process repeats every 30 seconds.... [See more](#)



TikTok

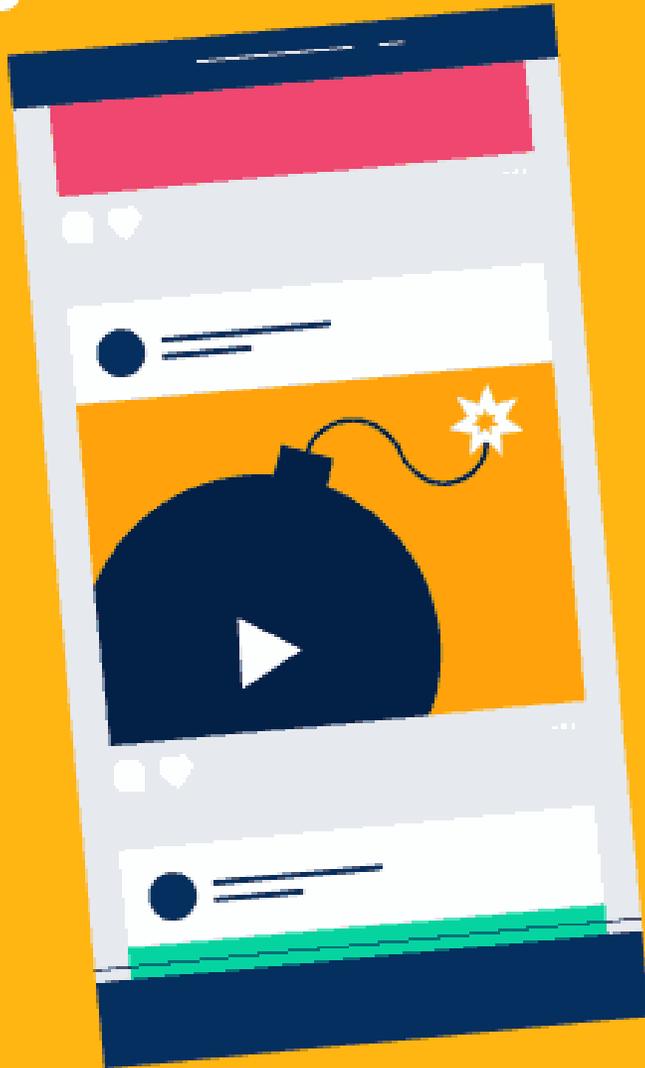


Plan out and prepare



Remember not
everything will
be polished...

BUT it should be
engaging



Thank you...

W&A