

The image features a white background with decorative gears. In the top right corner, there are two gears: a smaller red one and a larger light pink one. In the bottom left corner, there are also two gears: a smaller red one and a larger light pink one. The text is centered on the page.

Create Quality Content

Grass Roots Media

One of our most valuable tips to creating quality content is this: keep it interesting. While this may feel overwhelming, we have a little hack to make sure we don't get stuck in a rut.

Captivating. Educating. Activating

We use these three categories to ensure our content doesn't become stale. Whether you post 5 days a week or 3 - we work to make sure that our content is a healthy mix of all three.

We have included examples from Moustache NZ - a Milk and Cookie Bar based out of Auckland.

While it might be tempting to simply fill her feed with beautiful mouth-watering cookies, her content is authentic and all of the above categories can regularly be seen in her newsfeeds.

We also included three challenges to workshop this tool into your OWN content. When you are finished, you will have 6 pieces of content to use on your platforms. That could be two weeks worth of content - Hurrah!

Captivating

Think about who you are wanting to engage with online. What would capture the attention of your listeners and hold their attention - even for a moment?

For some people this is a stunning sunset. For others this is a really good story with a photo that makes us do a double take. A clever use of emojis or a poll with fun GIFs. It might be out of norm - but still on brand.

Example:



Your Turn: Write two captivating posts that your target market may be interested in and what type of image or video could go with it.



Educating

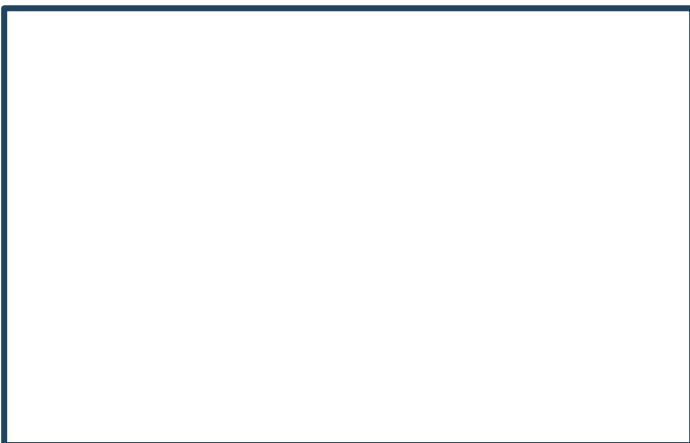
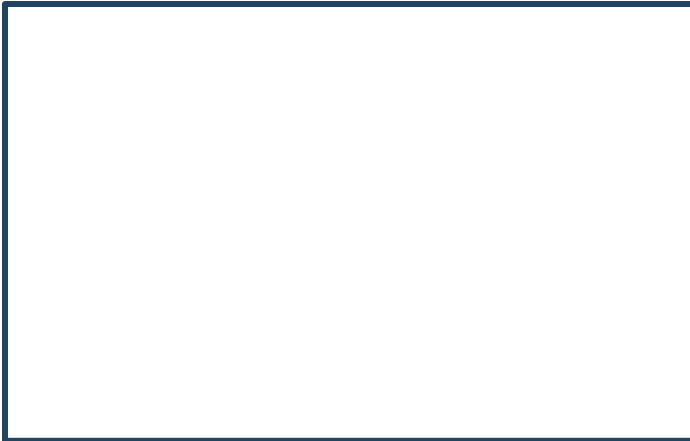
Often, we forget that our everyday job and tasks are fascinating. People love a behind the scenes shot, video, or explanation. They want to know why, who and how.

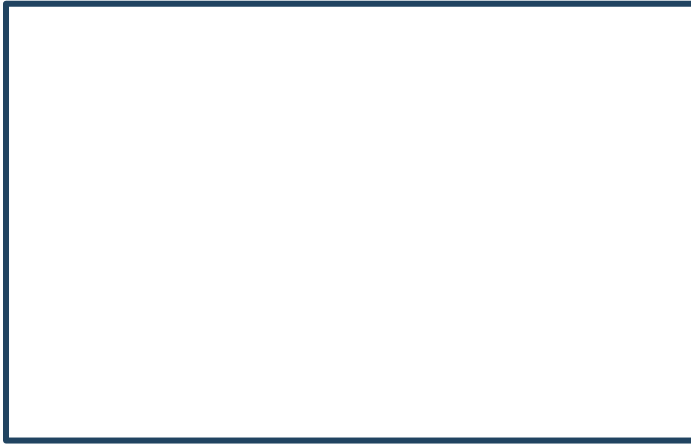
You can choose to educate about your day, the work behind your product, or your product itself. Use this space to inform your curious audience.

Example:



Your Turn: Write two educating posts below and what type of image or video could go with it.





Ta Da!

You officially have six different posts for your content calendar. Let us know you have completed this so we can come see and celebrate your work in action. email hello@grassrootsmedia.co.nz for feedback and an extra “like” for your efforts!

This is a great start but if you have any questions or feel like this is simply scratching the surface of the work you can do to add depth and quality to your content. Get in touch! We can answer any questions and can also set you up with a sweet offer to take this to the next level.

-Trista

Pssst: Here are a couple bonus tips.

As you dig in remember these two rules:

1. **Be authentic to your brand.** Think “if my brand were a person, would this be the image, humour, or tone of voice they would use?”
2. **Always include a visual of some description.** GIF, video, photo, boomerang