

# Creating Content

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One of the most common marketing moans is 'I never know what content to make'

These worksheets are designed to give you a starting point for your posters, flyers and social media posts.

# Creating Content #1

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The thought of marketing your performance can instantly leave you feeling overwhelmed. Before you enrol on a comprehensive Photoshop course and sell your soul to Instagram, take comfort in the inspiration and help offered here.

Knowing who you are 'talking' to and what you want to tell them is going to help you make content that is relevant and purposeful. Check out the **Marketing Master** worksheets to help with this

1. Making a poster/flyer / Advert / What's On Guide
2. Creating core content you can share again and again for social media -

# Content Framework #2

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Posters / Flyers / Adverts / Guides

When creating your material you will want to consider how you communicate these elements:

- Title
- One sentence description
- Key message
- Image
- Date
- Time
- Location (including address)
- Ticket/Entry Price
- Logos

To help get you started, here's some Canva templates I made earlier for some starter inspiration:

What's on Guide - [here](#)

Poster - [here](#) and [here](#)

Clubs & Activities Flyer - [here](#)

Advert - [here](#)

# Social Media Content#3

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Social Media culture makes us think that everyone should be able to post spontaneously. The truth is that if you are a small but perfectly team of one trying to do all the things, it can become overwhelming.

What can help is to create a bank of content in advance that you, or others can use and share again and again! This could be a selection of images, text and key important details.

**Top tips - it's helpful if your posts have**

- a clear message that makes sense to your audience
- a call to action (CTA) which directs them what to do next.

If you are not sure refer back to the Marketing Master worksheets on 'Who are my audience' for help.

# Social Media Content #3

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Core Content for Social Media

But what to create?!

If you (like me!) get to the creation stage and your brain is replaced with tumbleweed then use these templates for inspiration.

Think of them as a reference point and make them your own. You will be prompted to save them as your own files.

You can find them:

- On a Google Doc [here](#)
- On a template in Canva [here](#)

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Here's how to get started using the templates.

1. Start by picking x3 that feel most relevant.
2. Check out the text and image suggestions to think about how they would work for you and what you would change to fit with your audience.
3. Have a go at creating your own versions

# The 'who's who' behind these resources



**These worksheets have been created by Lisa Townsend, Change Your Badge.**

Lisa has been working with artists and performers on their marketing since 2015. She loves to laugh really loudly, makes the BEST lemon sugar crepes and is an introvert who loves to network with strangers. You can find Lisa freelancing and mentoring for social enterprises at [ChangeYourBadge.com](http://ChangeYourBadge.com), or working as Marketing Lead for intoBodmin.

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intoBodmin

**They have been commissioned by intoBodmin**

intoBodmin CIC runs an arts centre, The Old Library in north east Cornwall. IntoBodmin has regenerated the space as a performance venue, café, community garden, and co-working space for local residents.

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