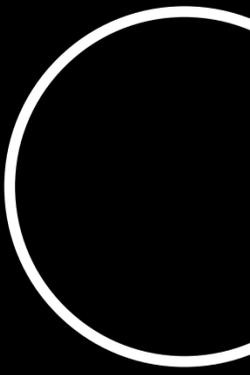


EDUCATION CONTENT PLAN 2020

**DEPARTMENT
OF THE
FUTURE.**

**DEPARTMENT OF THE
FUTURE ARE EDUCATION
CONTENT SPECIALISTS
WITH OVER A DECADE'S
EXPERIENCE CREATING
CONTENT AND DEVELOPING
STRATEGY FOR THE YOUTH
MARKET.**



NEVER MADE A CONTENT PLAN?

Video content is key in today's market - but the best thing about video is that one piece of video content can be expanded into many pieces of content that can serve across all of today's essential platforms.

Our basic campaign content plan will take your existing campaign content and use it to expand your reach and target your engagement. It can be used in-house or in combination with a content agency, like us.

Plus, learn some of our tried and true tips, tricks and industry insights for making efficient and engaging content.

WE'RE HERE TO HELP.



WHO IS YOUR AUDIENCE?

It's important to know your audience - and know how to advertise to them.

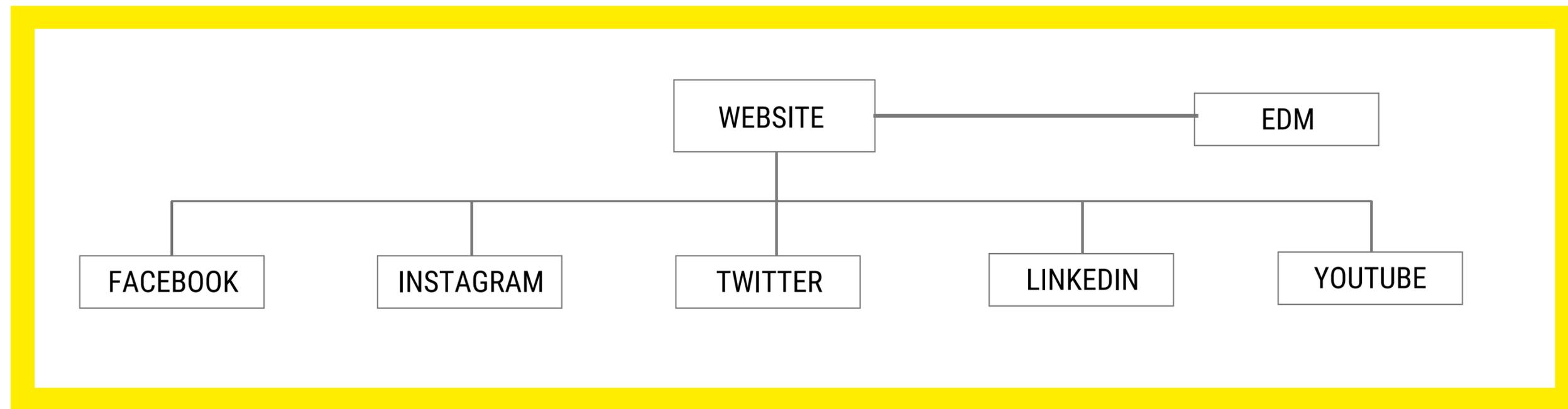
Content, tone, aesthetic and distribution are as diverse your potential viewers. Are you targeting parents, students or industry? Australian or international? Academia or vocational? Arts or sciences? Whilst one primary piece of content might require broad appeal, this content plan will allow you to repurpose that content to appeal directly to multiple niche audiences - and you need to know who they are and what you want to say to them.

ONE SIZE DOESN'T FIT ALL.



WHICH PLATFORMS ARE RIGHT FOR YOU?

No matter how great your content is, if it's not getting to the right audience, there's no point in making it. Below is a selection of basic platforms, keep reading to find out which are best for you.



WEBSITE

This is your online home and is the first point for establishing your brand presence and personality.

RECOMMENDED CONTENT

Your website has a somewhat captive audience - you're not clawing attention away from other users. Use that to your advantage and host longer, more detailed works on your website. Mid-length documentary or narrative content. Blogs. Staff or student profiles.

3+ MIN WIDESCREEN VIDEO - WEBSERIES - BLOGS

APPEALS TO?

Depends on your brand.

Your website should be geared towards your target audience.

EDM

An EDM - or an email newsletter - is the perfect example of a captive audience. Because an EDM is sent out on a schedule (usually weekly) your content can afford to be fresher, shorter and time sensitive.

RECOMMENDED CONTENT

The captive audience with fresher content. You can create content series to be updated weekly. GIFs work really well in the email space, as do stills. Use EDM content to draw your audience elsewhere.

WIDESCREEN VIDEO UP TO 2 MINUTES - GIFS - STILL

APPEALS TO?

As per your website.

Your EDM service might have demographic information and you may find a strong, unexpected audience.

FACEBOOK

The platform that helped 'social media' become a household name. Everyone including your grandmother is on Facebook these days, so as a result, the youth market generally isn't.

RECOMMENDED CONTENT

Facebook recommends videos of a minimum of 1 minute and will preference posts with video. Stills with related copy are hugely popular (who hasn't shared a multi-paragraph rant on Facebook?)

1:1 1 MINUTE+ VIDEO - STILLS - COPY

APPEALS TO?

24-64 yr olds

**Parents.
Post-secondary
students.**

**Mature-age students.
Industry.**

INSTAGRAM

Our favourite visual platform, Instagram thrives on 1:1 images (that famous square box) and its Stories function - 15 second bursts of video storytelling.

RECOMMENDED CONTENT

We cannot emphasise VISUAL enough. The aesthetic of your content is key in the world of Instagram. Instagram works well around influencers and personalities, so authentic stories work well in this space. And always remember hashtags.

VERTICAL 15-30 SECOND VIDEO - 1:1 60 SECOND VIDEO - STILLS

APPEALS TO?

13-49 yr olds

Secondary students.

Post-secondary students.

Parents of Primary & Secondary School students.

TWITTER

Short, sharp statements in an ever-churning, quickly changing platform. The best way to work this platform is to be ever engaging with your audience. Humanise your presence.

RECOMMENDED CONTENT

Twitter is a place for a conversation. Keep video short, keep the gifs plentiful and check your copy before you post. Authenticity and a good sense of hashtagging are equally significant on this platform.

WIDESCREEN <60 SECOND VIDEO- STILLS - GIFS - COPYWRITING

APPEALS TO?

18-49 yr olds

Post-secondary students.

Post-graduate students.

Parents.

Industry.

LINKED IN

The social network that's all business, LinkedIn takes your resume to your career community. It's the serious social platform and is the best place to find staff and connect with industry.

RECOMMENDED CONTENT

Keep your content informative and inspiring. Your audience on LinkedIn wants to learn about the business side of your business and they're happy to stick around a little longer.

WIDESCREEN VIDEO UP TO 6 MINUTES - GIFS - STILLs

APPEALS TO?

18-49 yr olds

**Industry.
Staff.**

**Yr 12 students.
Final-year students.
Post-graduate
students.**

YOUTUBE

The home of video on the internet and one of the modern wonders of the world, people are willing to spend serious time watching videos through YouTube. Make sure your content stands out from the noise.

RECOMMENDED CONTENT

Anything video. Widescreen is better for the fullscreen appeal. Content series are recommended to take advantage of the autoplay channel function - your audience might go to watch one video and are automatically funnelled to the next.

**2+ MINUTE VIDEO - DOCUMENTARY - VLOGS
EXPLAINER - NARRATIVE SHORT FILM**

APPEALS TO?

12-80 yr olds.

**Students.
Parents.
Staff.
Industry.**

SOLVE YOUR CONTENT PROBLEMS!

Here are some quick tips to get around common content roadblocks.

- **The best person for the job will do the best work.**

Copywriting, strategy and creation are all separate skillsets and your internal team might not have all of these skills. Work out the strengths in your internal team and outsource the weak points to professionals.

- **Video content is a niche.**

Your team might be great at marketing, copywriting and campaign strategy, but these don't always translate to video. Make sure your video content creators have proven experience in video content.

- **Work with authenticity, not against it.**

Don't try to turn real world talent into actors performing a script. Be flexible and work closely with talent to get their truth on camera. An experienced director and producer should be able to make the set a safe space to encourage confidence and comfort so they can talk their truth and the brand's messaging.

TIPS & TRICKS

FILL ME OUT!

CAMPAIGN CONTENT PLAN 2020

CAMPAIGN: _____

AUDIENCE/S: _____

Mix and match these content forms & platforms to target your audience!

	WEBSITE	FACEBOOK	INSTA	TWITTER	LINKEDIN	YOUTUBE
PRIMARY CAMPAIGN VIDEO	<input type="checkbox"/>					
60 SEC	<input type="checkbox"/>					
15 SEC	<input type="checkbox"/>					
STILL IMAGE	<input type="checkbox"/>					
GIFS	<input type="checkbox"/>					
COPYWRITING	<input type="checkbox"/>					

KEEPING IT IN HOUSE?

Department of the Future can support your team in content creation or train your team through specialised workshops to ensure that your in-house team is efficient and engaging

Learn directly from our content experts - whether you want to understand the platforms available to your business, learn best practice in video content or want to see how your content strategy can be improved.

Our experience in the education industry ensures that your staff will learn skills relevant to their audiences.

WE'RE HERE TO HELP.



GET IN CONTACT!

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