

WHAT ARE OTHERS DOING

Developing content to use on social media can be created in a variety of ways using different **platforms and software packages**. Before you begin creating content on a new platform make sure you check out any T&C's as well as what you can do within the limits of each platform or software package.





INFOGRAPHIC CREATION PLATFORMS

Canva

Canva, one of the most popular sites on the market has been developed to make it easy to create and edit customised images for sharing on social media. The site has pre-populated templates for each social media platform and a series of free additional graphics, fonts and images you can utilise.

www.canva.com

Adobe Express

This site enables you to create content fast by allowing you to easily combine text, images, and video content to help share your brand. The company offer paid features and functions so be mindful of this when utilising the platform.

<https://www.adobe.com/express/create>

Consider if your club needs to align some funds to support with the extensive use of an infographic platform such as the two described above. Better still, reach out to your members to see if anyone already has access to any platforms that you could utilise. If there are some members already using platforms such as this, understand if they have some time to lend a hand.





IMAGES

Unsplash

Unsplash is a site which provides freely usable images. Many images can be downloaded for free, however be mindful that some images do have a cost aligned to them so check this out before proceeding with your download. **A hint: in the search bar put soccer instead of football.**

<https://unsplash.com/>

Vecteezy

This site again has a whole series of images and with a search bar whereby you can filter photos by color, location, style, number of people, age of models that is more suited to your club and your content.

www.vecteezy.com

Consider how your club can develop its own stock of images. Try to find out if someone within your club has a skill set or interest in photography then from there see if they can offer some time to capture your club in action.





VIDEO EDITING PLATFORMS

HitFilm Express

HitFilm is a free video editing software, which has key functions to help you create cool, modern videos, connecting you with your audience digitally.

<https://fxhome.com/product/hitfilm>

iMovie

Most of your members will have a mobile device and if its an iPhone, Apple offer iMovie for free. With iMovie, you can create memorable, cinema-quality videos. Videos straight from your phone can be developed into a masterpiece from scratch or through suggested storyboards.

Platforms like the two stated above will have a host of mind-blowing functions, helping you unlock a whole new world of video editing. Where you can, ensure your marketing and communications officer / team take some time to become familiar with the chosen site and all the jazzy features before taking on any tasks or projects.

