

DIGITAL CONTENT CREATION



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ABOUT THE NIAGARA PROJECT

The main aim of the project is to utilize the partnership between universities in Zambia, Tanzania, Poland and Norway to improve and expand information services by developing libraries' ICT infrastructure and librarians' digital competencies.

The specific objectives of the project are as follows:

- to strengthen the digital infrastructure in partner university libraries in Tanzania and Zambia that will benefit all students and staff and ensure inclusive and equal access to library and information services;
- to examine current digital competencies needed for efficient provision of library and information services;
- to develop and implement tailored courses (the primary target groups are the HEI librarians and LIS students in Tanzania and Zambia).

Further target beneficiaries are all students and faculty members (including those with fewer opportunities) in the noted countries and beyond.



1. INTRODUCTION TO DIGITAL CONTENT CREATION

- **Content** is any type of information, that users/consumers can get value from.
- **Digital content** is any information in a computerized format such as text, image, audio, or video which is created and shared by digital devices such as PCs or phones [1].
- A **digital content creator** is a person who can develop (create) digital content using special applications or tools

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1. INTRODUCTION TO DIGITAL CONTENT CREATION

- **Digital content creation** is a content marketing approach focusing on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience[2].
- What is digital content creation?: <https://www.youtube.com/watch?v=4b1-i5DCjMg>
- **Content creation tools** are digital applications and platforms that facilitate the creation, management, and distribution of various types of content [5].

1. INTRODUCTION TO DIGITAL CONTENT CREATION

Digital content may be:

- Written content (blogs, articles, e-books, and newsletters),
- Visual content (info-graphics, images and memes),
- Audio content (podcasts, audio-books, and voice-overs),
- Video content (YouTube videos, vlogs, live streams, TikTok),
- Interactive content (quizzes, polls, and surveys) form[2].

1.1 DIGITAL PLATFORMS AND DIGITAL CONTENT

A **digital platform** is an intermediary that facilitates interactions between and among stakeholders such as consumers, application providers and partners [4].

Digital platforms are used to **create** and **distribute** digital content.

Digital platforms differ by the number of **sides** and **scope** of a platform.

One-sided digital platforms consist of just one group of participants from whom it extracts its value (eg. users) while the **multisided digital platforms** support multiple types of participants (eg. Developers and users).

1.1 DIGITAL PLATFORMS AND DIGITAL CONTENT

With respect to scope, there are three types of platforms:

Transaction Platforms: This is a platform that brings together producers/sellers of goods and services and consumers. It is a digital marketplace.

Innovation Platforms: This type of platform can facilitate and enhance collaborations in developing solutions to challenges from participants.

Engagement Platforms: These enable people to communicate with each other and share common interests.

1.2 DIGITAL CONTENT AND ACADEMIC LIBRARIES

Libraries create content to engage with and serve patrons.

Content creation is important for the ***marketing of library services*** among the community members served.

Marketing involves promoting the library's resources, services, and programs to its users to increase awareness, engagement, and usage.

Marketing uses content created and distributed to patrons for awareness creation, service promotion or user engagement with library services.

2. DIGITAL CONTENT STRATEGY

A digital content strategy is an approach to creating, managing, and distributing content.

The strategy involves planning and executing a roadmap for content creation, distribution, and optimization.

It ensures that content created is audience centric.

The purpose of the digital content strategy is to ensure that content is created to support business goals.

2.1 DIGITAL CONTENT PLANNING

Content planning is a detailed step by step process to achieve the content-creation goal.

The process maps out all of the the goal for the content, the target audience, the topics to be covered, catchy titles to grab attention, and relevant keywords.

Content planning addresses the media forma and media channels for distributing the content.

It also divides responsibilities for the content creation process.

2.1 DIGITAL CONTENT PLANNING

Content planning involves the following steps[6] (click on each step for details):

1. Define the objectives, target audience and metrics for measurement
2. Brainstorm content ideas
3. Put together a content calendar
4. Start creating content
5. Determine a viable content promotion strategy
6. Measure results and adjust your plan accordingly

2.2 ESTABLISHING CONTENT CREATION TOOLS AND OTHER REQUIREMENTS

Useful tools for digital content creation

Some useful tools and Applications for Digital Content Creation

Public Portals

- **YouTube (from Google)**
 - Free video distribution
- **Wikipedia**
 - Similar to a digital online publicly-written Encyclopedia

Office Apps

- MS Word
- MS Excel
- MS PowerPoint
- One Note

Google Apps

- Docs
- Sheets
- Slides

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2.2 CONTENT CREATION TOOLS AND OTHER REQUIREMENTS

Useful tools for digital content creation

Some useful tools and Applications for Digital Content Creation

E-mail

- **Outlook** (Microsoft)
- **Gmail** (Google)

- Use it for electronic communication by sending and receiving messages

Cloud Storage

- **OneDrive** (Microsoft)
- **Drive** (Google)
- **Dropbox** (Dropbox)

- Use it for storing, accessing, and sharing files online

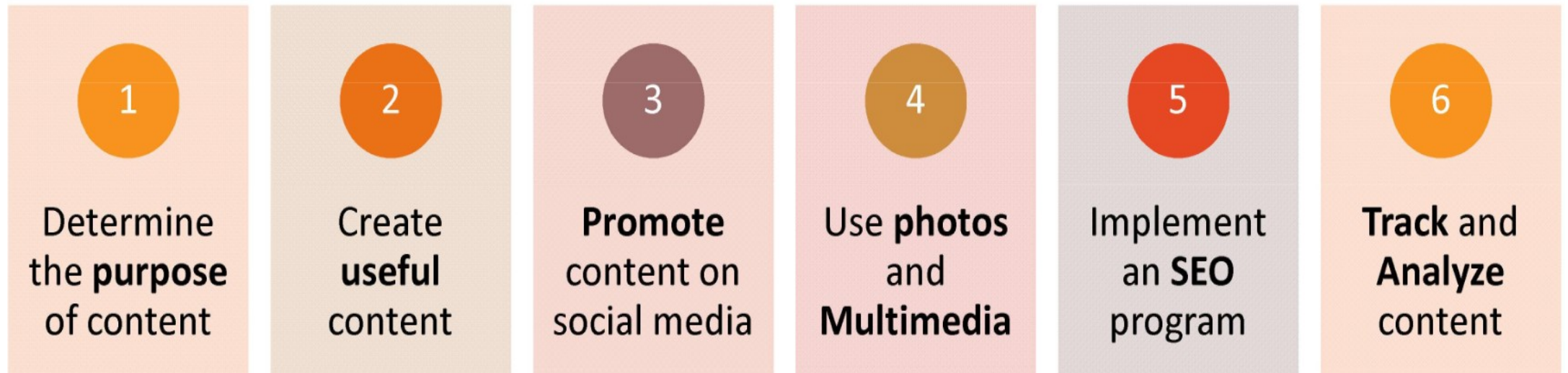
Forms

- **Ms Forms** (Microsoft)
- **Google Forms** (Google)

- Use it for Online surveys and statistical analysis

2.3 DEVELOPING A DIGITAL CONTENT CREATION STRATEGY

A step by step to create a digital content strategy



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Steps to Create a Digital Content strategy

4) Utilize



Utilize multimedia in your content like images, audios, and videos.
*Content with attractive images is likely to get more views

5) Implement



Implement an SEO program.
SEO (Search Engine Optimizer): is a strategy of **organizing** your content by **topic** to **improve the chance** of appearing in search results
*Powerful **SEO** ensures that your **content is relevant** and **valuable** to your target audience
* Powerful **SEO** helps you **identify the right keywords** to use so the content can be found by people who are searching for that information

6) Track

Track and analyze content because It's important to stay aware of your ranking in the best search engines and continually aim to improve these rankings.

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