

DIGITAL CONTENT CREATION



Authors:

Wulystan Pius Mtega

Deborah Mbilinyi

Elias Mwabungulu

Evans Wema

NIAGARA



Co-funded by
the European Union

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.



4. DISSEMINATING DIGITAL CONTENT

- When ready, content will have to be delivered to you're your audience. That will be through Facebook, X, LinkedIn, YouTube, TikTok, or other platform.
- What you will do here depends on the platform in question.
- Here is where you will describe your content because even the best content might not perform well without a good description in the form of a caption.
- Informative caption do not only provide information about the video, they can also hooks, engagement boosters, and SEO tools.
- For discoverability, a caption should use keywords that are relevant to the content and applicable to potential consumers.

4.2 WORKING WITH HASHTAGS & OTHER REACH TOOLS

- When content is shared, a content creator's wish is that it reaches as many right people as possible.
- This is where reach and discoverability tools come in.
- Hashtags are a powerful reach and discoverability tools for many platforms.
- Through hashtags, your content will be categorized with the ones it shares a niche with, hence allowing the algorithm to your potential audience.
- Hashtags also make your content searchable.
- On many platforms, hashtags can be searched by starting a keyword with hash symbol (#).

4.3 USING PAYABLE DISSEMINATION MECHANISMS

- Sometimes, content does not have sufficient reach organically. This can be due to various reasons, e.g., poor quality of content, competitive niche, and niche being an uninteresting one.
- In cases like these you can enhance reach by paying for in-app services that help you to do.
- On Meta platforms, these are available through boost buttons on the platforms and through Meta Business Suit.
- This also applies to other platforms but with varying steps
- In other cases, you might need someone influential to create or post your content for more reach and impact.

Bibliography

- 1] T. Samara (2020). Design Elements: A Graphic Style Manual. Rockport Publishers.
- 2] M. Rabiger, & M. Hurbis-Cherrier (2020). Directing: Film Techniques and Aesthetics. Focal Press.
- 3] T. Bucher (2018). If... Then: Algorithmic Power and Politics. Oxford University.
- 4] N. K. Chan, C. C. Su, & A. Shore (2025). Shifting platform values in community guidelines: Examining the evolution of TikTok's governance frameworks. *new media & society*, 27(2), 1127-1151.
- 5] W. Ongsakul & V. N. Dieu (2016). Artificial intelligence in power system optimization. Crc Press.
- 6] S. Yesiloglu & J. Costello (2024). Advertising in the Digital Age Theories and Practices. SAGE Publications.
- 7] A. Cuntz, C. Fink, H. Stamm (2024). Artificial Intelligence and Intellectual Property: An Economic Perspective. *World Intellectual Property Organization (WIPO)*
- 8] Kulesz, O., 2018. Culture, platforms and machines: the impact of artificial intelligence on the diversity of cultural expressions. UNESCO, Paris.

CONTACT US



Elin Opheim

Project Leader

University of Inland, Norway

University Library, Campus Elverum

Email: elin.opheim@inn.no

- [NIAGARA Webpage](#)
- [NIAGARA Facebook](#)
- [NIAGARA LinkedIn](#)
- [NIAGARA X](#)