

## Introduction to Short-form Content Creation for social media

### Creative vs non-creative short-form content for Instagram



**Vs**



- Remember that a visual person is always looking to see a catchy picture with a short, smart and symbolic (3 Ss) caption.



- Be inspired by others but don't copy them
- Constantly use your creativity in your daily life e.g keep notes or a diary when an idea comes into your head
- Be aware of what is happening around you e.g watch, read or listen to the news
- Train your brain e.g listen to music, read a book, watch movies, relax and think.
- Play games to make your brain think
- Find existing problems and try to provide solutions.
- Make sure you know about the subject you are posting about
- Think outside of the box
- Be a doer!

**My own short-form content - photo description:**

Choose a picture and create a related short-form content description to post on Instagram (You can delete it later). Good luck!



**Notes:**

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