



GA: 2020-1-IT02-KA227-ADU-095006

M2 - CREATING CONTENT

CRAFTING 50 & BEYOND
DIGITAL ENABLER FOR OLDER CRAFTSMEN'S BUSINESSES



Co-funded by
the European Union

In this module, we will talk about:

01

What are digital skills/tools and why do we need them

02

How to use digital resources / content

03

How to create interesting content

What is good content for your target?

04

How to shoot good images and create videos

05

How to create graphics for labels and packages

06

Module Overview

Aim:

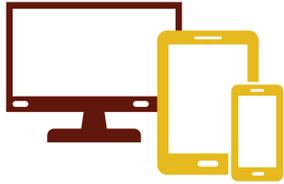
Introduce digital skills/ tools and how to create different types of content.

Objectives:

1. Understand the relevance of digital skills.
2. Provide information on how to create content



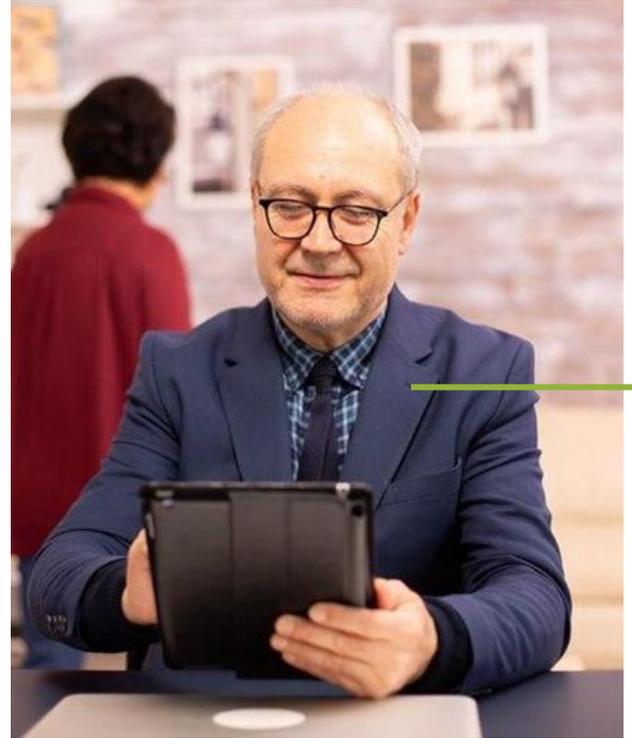
01 - What are digital skills/tools and why do we need them



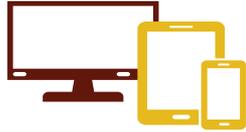
ICT
Information and communication
technologies

ACTIVITY - What are digital skills/tools?

Mentimeter - Insert here the link to do the activity

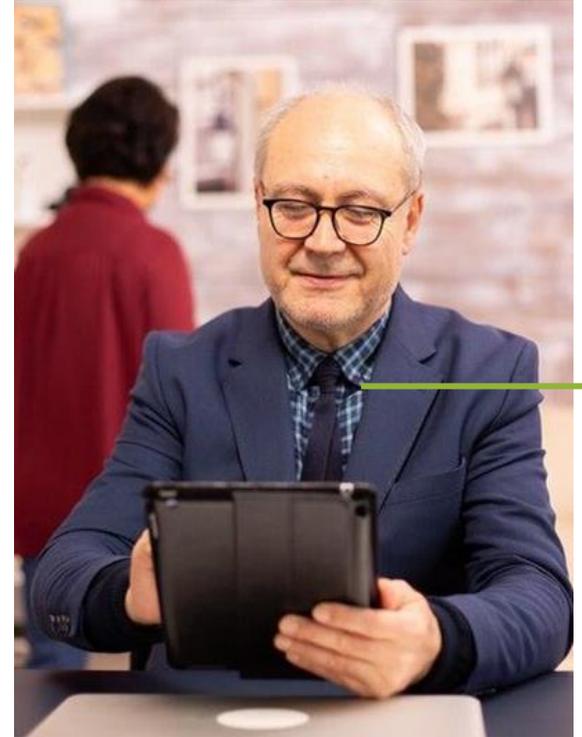


01 - What are digital skills/tools and why do we need them

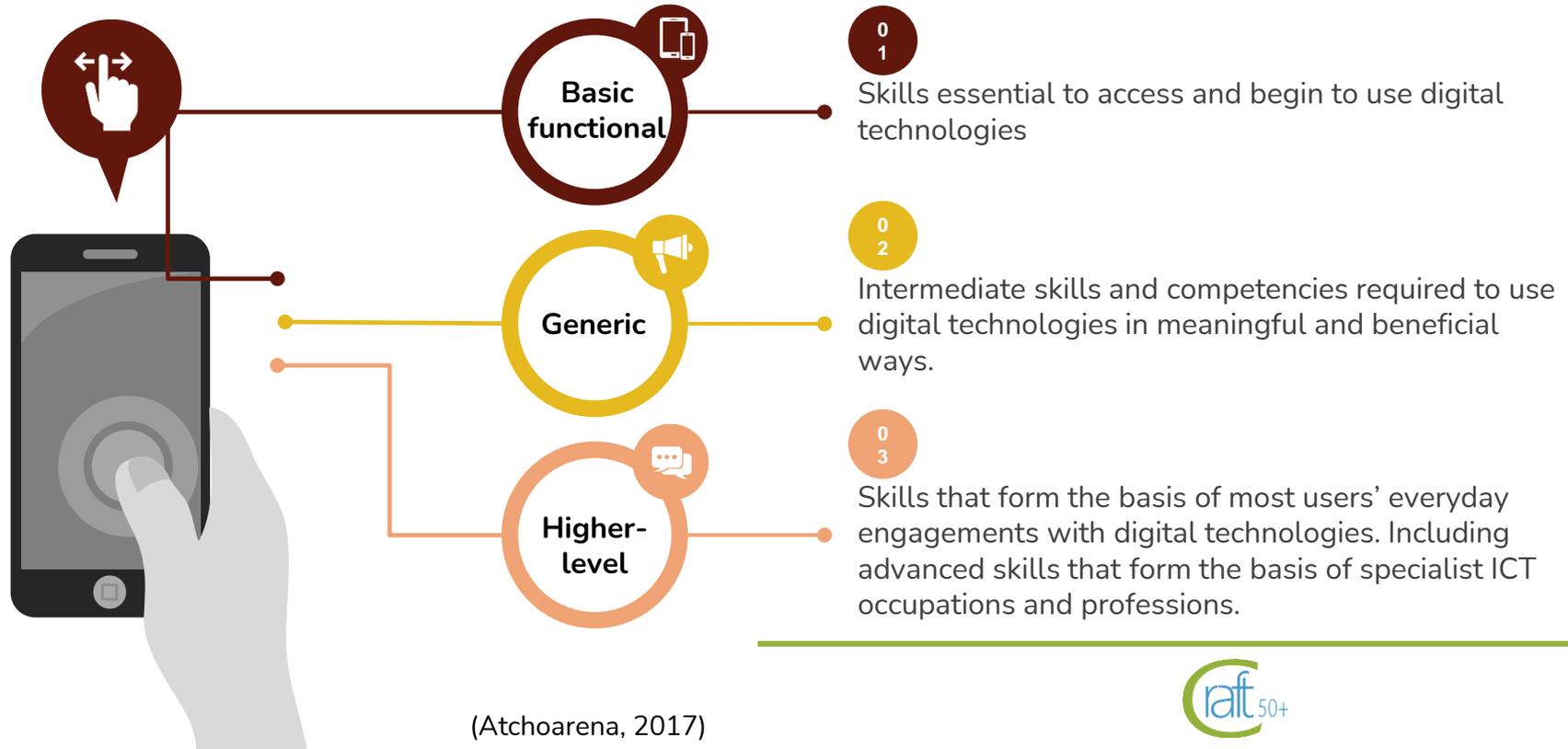


ICT - Information and communication technologies

- Products or services that receive, manipulate, store, transmit, or retrieve information electronically (Mariano, 2021; OECD, 2019).
- Digital technologies have fundamentally changed how people live, work, interact with each other and participate in the economy (Mariano, 2021; OECD, 2019; UNESCO, 2009).
- Digital skills are essential to workers (Leahy & Wilson, 2014) due to technological changes (Atchoarena, 2017).
- The skills needed for effective participation in the digital society and digital economy are influenced by the rapid changes and the ongoing development of digital technology. These can be categorized in terms of three broad and distinct areas. (Atchoarena, 2017).



01 - What are digital skills/tools and why do we need them



(Atchoarena, 2017)

01 - What are digital skills/tools and why do we need them

Digital skills are not static they change rapidly due to technological advancements (Atchoarena, 2017).

This reinforces the need to invest in the development of workers' digital skills enabling them to reach further.

90%

In the EU 90% of jobs require some kind of digital skills.

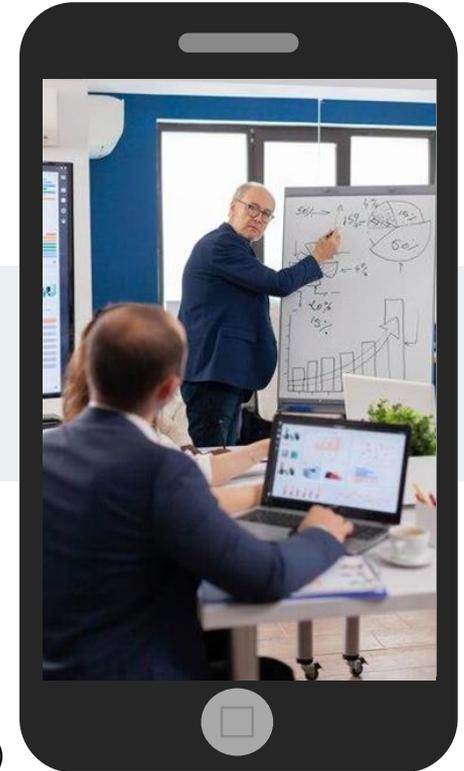
44%

Almost half (44%) of the EU workforce has low basic digital skills.

22%

Of which 22% have no digital skills at all.

(Brolpito, 2018)

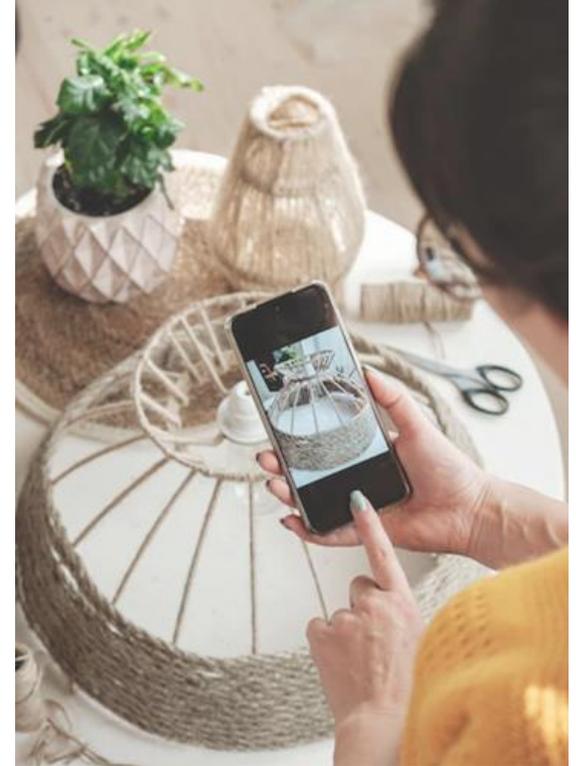


01 - What are digital skills/tools and why do we need them

Several definitions have been proposed to describe digital skills and competence (DSC), suggesting three main categories.

- ✓ **Digital literacy:** encompasses a set of basic digital skills, covering information and data literacy, online communication and collaboration, digital content creation, safety and problem-solving.
- ✓ **Job-specific digital skills:** range of specific digital skills for those involved in jobs including the use of digital tools.
- ✓ **Digital skills for ICT professionals:** a set of highly specialised, and advanced digital skills for those involved in the ICT occupations.

(Brolpito, 2018)



01 - What are digital skills/tools and why do we need them

The Digital Competence Framework for Citizens (DigComp) provides a common understanding of what digital competence is.

The DigComp clusters basic Digital Competence into **five** competence areas, including 21 competences evaluated over **eight proficiency levels**, described in terms of learning outcomes and including examples of use (European Union, 2018).



02 - How to use digital resources/ content

Activity: Explore the value of digital engagement for craftspeople

- ✓ Reflect on what you see as **opportunities** and **benefits** but also the **challenges** and **fears** you have around this topic



02 - How to use digital resources/ content



Digital skills are essential tools nowadays, without these there is a danger of being excluded.

-  Lifelong learning is a necessity in personal and working lives.
-  Information and communication technologies (ICT) is an essential foundation for learning.
-  The decreasing costs of technologies and the acquisition of digital skills create new opportunities for entrepreneurship or self-employment.

02 - How to use digital resources/ content



Digital skills are required in all areas of employment.

- ✓ Technical skills range from being comfortable with technology to reach the level of an IT practitioner.
- ✓ Information handling is considered a basic skill, being able to locate, evaluate, create, and synthesise information.
- ✓ Communication is the ability to use social networking tools, collaborate and network.
- ✓ Work-related skills will depend on the industry in which the person works and the level of seniority of the person in the organisation.
- ✓ Personal attributes such as cognitive, motor, sociological, and emotional skills.
- ✓ Personal attitudes towards technology will affect how he/she will use it.

(Leahy & Wilson, 2014)

The digitalization offers diverse opportunities for SMEs and has become a strategic imperative; however, *risks* will need to be taken into consideration (Lukonga, 2020).

02 - How to use digital resources/ content

Online social media allows high levels of **interaction**, **collaboration**, and **engagement**; therefore, significant **marketing opportunities** are created to target and communicate with consumers more effectively (Turan, & Kara, 2018).

Social media tools have potential value creation for artisans allowing them to gather a customer base, get followers, increase the number of buyers, and take advantage of free advertising techniques. Craftspeople use social media platforms to reach various goals.

However, their use is affected by several issues such as their literacy, digital literacy, access to the Internet and new technologies, and their audience (Dana & Salamzadeh, 2021).



02 - How to use digital resources/ content

Online social media allows high levels of **interaction**, **collaboration**, and **engagement**; therefore, significant **marketing opportunities** are created to target and communicate with consumers more effectively (Turan, & Kara, 2018).



Craftspeople seem to prefer specific social media platforms, such as:



because of ease of access, their level of use in society, and their target groups.

(Dana & Salamzadeh, 2021)

02 - How to use digital resources/ content

The fundamental advantages of digital technology are:



Understanding

Allows craftspeople to communicate directly with their clients and can lead to a better public understanding of what heritage crafts are.



Community

The interactive nature of digital technology can foster a sense of community amongst counterparts.



Promoting

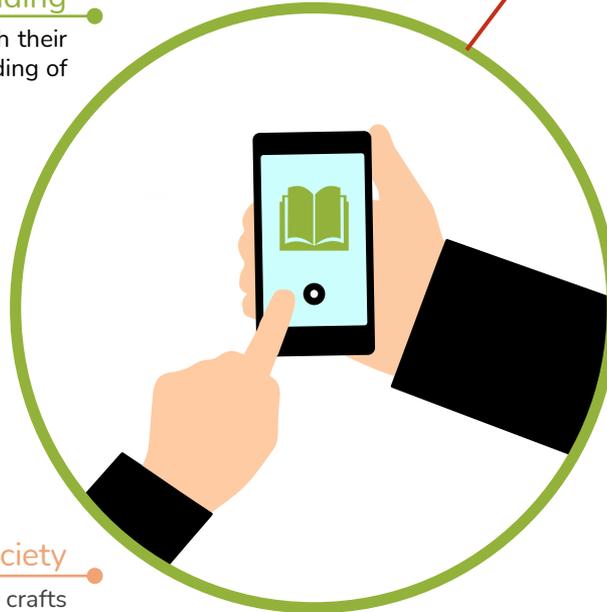
Digital technology and websites, can be a marketing/promotional tool, with social media feed or website galleries acting as portfolios for the craft businesses.



Moving with Society

Incorporating digital technology into the heritage crafts domain seems key to sustaining the longevity and survival of these crafts enabling them to be applied with relevance to the modern world.

(Sweetman, 2019)



SELL ONLINE 

Selling online has become very simple, websites like Etsy, Amazon, eBay and Pixie Faire are **marketplaces** that gather lots of **buyers**. Other **social media** sites like Facebook, Youtube, Twitter, and Instagram can also be used making it easier to **build a following** of customers and communicate with them directly (Miles & Miles, 2015).

03 - How to create interesting content

Content marketing: What is it?

CM

CONTENT MARKETING

The process of **creating** valuable, relevant digital **content** to attract, acquire, and engage your audience.



Companies provide "content" free of charge to its customers. The **type of content** you create will depend on your **brand**, but it all has one goal in common: to **build relationships**. The more value you offer your customers, the more brand loyal they become.

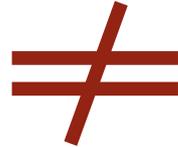
03 - How to create interesting content

Content marketing: What is it?

CM

CONTENT MARKETING

Is the practice of drawing your audience to you by delivering valuable content. Content marketing **develops relationships.**



A

ADVERTISING

Advertising calls attention to a product or service with the goal of **promoting** its sale.



03 - How to create interesting content

Why it is important for artisans



Content marketing is particularly relevant for the craft sector because it allows them to share the added value of products is their unicity, their heritage and their special connection with the place where they are produced.

Releasing content related to the products developed by social media allows the hidden stories behind the craft object to be told.



These stories might concern the skills and materials used to make the object, the processes involved and the provenance and traditions around them.



Social media allows the maker to narrate the story of how an object came into being in an authentic way and explain how it uses skillful and risk-intensive processes to transform materials into a unique creative artifact.

03 - How to create interesting content

Types of content

There are many different types of content that can be developed in this framework; however, some ideas could be the following:



Content marketing can also aim to educate and inform your target group in order to provide them new knowledge. For example, you might want to explain to your customers in a text or in a video how to take care of the products they purchased to make them last longer.

You can use a camera or a smartphone, a tripod and a microphone to these videos. It is recommended to **plan** what you would like to show and to say, for example by creating a **script** and a **storyboard** to follow.



03 - How to create interesting content

Types of content

There are many different types of content that can be developed in this framework; however, some ideas could be the following:



Explain the production process behind how your product is made. This can be entertaining and educational and engage your viewers so that they would like to know more and highlight the value of the product sold.



03 - How to create interesting content

Types of content

There are many different types of content that can be developed in this framework; however, some ideas could be the following:



Tutorials



Production
process



Story behind

The brand backstory is the tale of what came before the product. Building a brand story allows consumers to value the product and develop trust in the maker. When that trust is established, people are generally more willing to pay more for the crafts.



03 - How to create interesting content

Types of content

There are many different types of content that can be developed in this framework; however, some ideas could be the following:



The crafting sector is community-based; usually supported by clients who share the passion for that specific craft and are happy to be surrounded by others sharing their interests, information about where to buy products, going to events etc...

In this sense, social media can be very helpful for creative entrepreneurs as they allow them to communicate directly to their **consumer community**, worldwide, nourishing relationships and making them feel heard/ seen/ acknowledged.



03 - How to create interesting content

Types of social media

01 Facebook



It's the world's largest social network. The best type of content to publish is:

- ✓ Short videos
- ✓ Blog posts and curated content

- ✓ Try to post new content regularly.
- ✓ Make sure that you create your professional page on Facebook, keeping it separate from your profile.
- ✓ Remember to connect with your Facebook community.



03 - How to create interesting content

Types of social media

01 Facebook



It's the world's largest social network. The best type of content to publish is:

- ✓ Short videos
- ✓ Blog posts and curated content

02 Youtube



It's a dedicated video sharing platform. The videos can be tutorials, documentary-style, interviews, explaining how customers can take care of and maintain your products etc.

- ✓ Try and keep your videos short whilst including as much as you can.
- ✓ Create your own Youtube Channel where you can post your videos, information about yourself and links to your other social media or online shop.
- ✓ Interact with your community by answering the comments.



03 - How to create interesting content

Types of social media

01 Facebook



It's the world's largest social network. The best type of content to publish is:

- ✓ Short videos
- ✓ Blog posts and curated content

02 Youtube



It's a dedicated video sharing platform. The videos can be tutorials, documentary-style, interviews, explaining how customers can take care of and maintain your products etc.

03 Instagram



It's a photo and video sharing social network, the best type of content to publish is:

- ✓ High-resolution photos
- ✓ Stories/Reels

04 - What is good content for your target?



BRAND AWARENESS

The focus of the content is your brand. It communicates its vision and values, highlights differences from other producers, and stresses the strong points. The aim is to make customers know the brand name, recognize the logo, and understand what it represents, its philosophy and its quality.

TRAFFIC INCREASE

The topics covered are interesting for your target audience. Content is renewed often, and repetitive visitors see the fresh news, articles or posts. Use of keywords which ensure high ranking in the search engines.

CUSTOMER CONVERSION

Making the audience act is one of the important goals for all businesses and headlines play a significant role in their conversion.

CUSTOMER LOYALTY

Customer loyalty is the act of choosing one company's products and services consistently over its competitors. Good content for this purpose will be that which builds emotional relations with your customers, communicates impact sales made, underlines the good experience they will have with you etc.

04 - What is good content for your target?



TARGET
AUDIENCE



LOCATION



GOAL

The **consumer profile** of your brand is important to not only ensure your **product matches** the client's **demands** but also for matching digital content to their **interests** and **needs**. There are a number of characteristics of your target to take into account when developing your content. These may be areas of interest, gender, age groups, proficiency in crafts you are practising, and their needs.



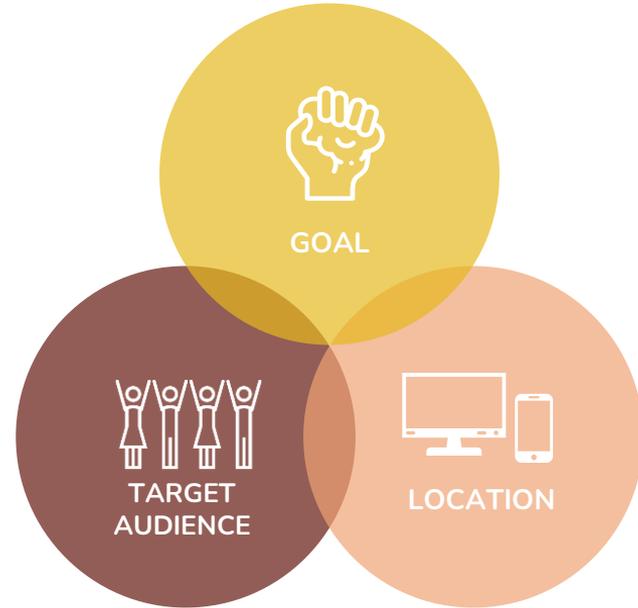
04 - What is good content for your target?



When planning the content, it is important to have in mind **where** it will be **placed**. Design means of storytelling, and components of the content are **different** for web pages, blogs, and various **social media**. What is good for one will not work for the other, thus matching the requirements of a particular platform is very important for the success of content marketing.

04 - What is good content for your target?

General rule: No matter the **goals**, **platforms** or **target audience** it is important that the content is true and authentic, not repetitive, well written and accompanied by quality visuals.



04 - What is good content for your target?

Keywords

Are any word or phrase entered into a search engine that helps describe what website content is about, thereby are important components of digital content.

(Luke Harsel, 2022)

Crafts



Ceramics



Textile



- > In social media, they are usually integrated into titles, descriptions, and names of image files.
- > The keyword's main function is to make finding your page easy for the customer. They are one of the most important ways in which an audience finds your digital content.

04 - What is good content for your target?

Storytelling

Storytelling might be the oldest form of sharing experiences, histories, and emotions. Stories bring people together and evoke a sense of belonging. Storytelling can be conducted in different forms and different formats, it can be just speech, narrative, images, videos etc.

It gains even more important for the **craftsmen** and crafts businesses as the **stories** behind the **products** are a significant part of their **value**.



04 - What is good content for your target?

Storytelling

Stories may have different topics and address different audiences. Each story is developed in stages:

Develop an idea: What is the main topic of your story, what do you want to tell your audience.

Research and plan - define your target audience and the purpose – to educate, teach, engage etc.

Write – make it sound natural, underline the unique features, have in mind the platform for which you make it and follow its requirements and limitations.

Creating a storyboard – is a good tool to bring and organize all components of your story such as texts, images, drawings etc. it helps to structure and visualize the story.

Prepare images, videos, and other visuals – Decide what kind of visuals better illustrate the main idea of your story, what should be shown and how.

Assemble and publish – Put together all parts of the story and place it online.

Evaluation - Getting feedback on your story provides you with information on how the story can be improved.



04 - What is good content for your target?

What craftsmen can tell

Selling your **story**, not the product is a popular approach in modern marketing. It is especially true for the crafts sector, which possesses **unique** and fascinating information **behind** each item. Some of the topics that can be communicated and reflected in the stories:

TRADITION AND CULTURAL CONTEXT

Integral part of crafts products. Knowledge of specific traditions, the period of their existence, their function and significance for the communities is what makes crafted items different and makes customers value them more. Interpretation of the symbols and ornaments is also a good way the engagement the customers and can be presented even as a small "deciphering" game.

MATERIALS

Customers are always interested in the quality and characteristics of the material used for making the product. How they are obtained, what is the way they pass from nature to the workshop and how they are transformed into particular objects is a fascinating story that captures interest. How to take care of the materials, especially for specific ones.

PRODUCER

Craftsmen might be one of the most interesting characters in the storytelling. What are his artistic persona, his philosophy, and his values. All these make crafts products more understandable to the customer. Becoming familiarized with the history of the author, community or business allows for seeing people beyond the product and contributes to the establishment of strong ties and building loyalty to the brand.

05 - How to shoot good images and create videos?

How to shoot good images

Some advice to take pictures with your smart-phone:

1. Use natural sunlight

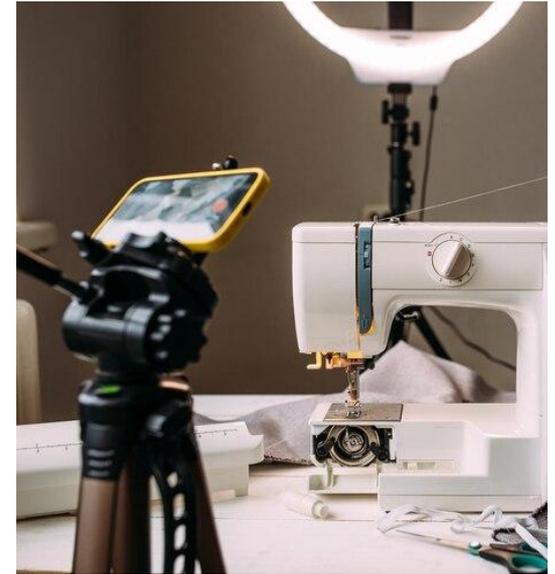
Natural sunlight will give you the best photos. Be aware that using sunlight doesn't mean being outside – you can take the picture from the inside as long as the natural sunlight is hitting your items.

2. Alternatives

If sunlight is not available, buy a lighting kit. While regular bulbs would not work well and using a flash most of the time will make a photo look overexposed and alter colours if you need to take pictures indoors and in the dark, you can buy a lighting kit.

3. Consider using a backdrop

You can use contrasting backgrounds to help show off your crafts. You can also create contrast by using patterns and texture. Be careful that the background isn't so noticeable that people miss the object.



05 - How to shoot good images and create videos?

How to shoot good images

Some advice to take pictures with your smart-phone:

4. Stage your items

Stage your items and use props. Try to showcase your products the best you can.

5. Photo-editing tools

There are many free photo-editing tools, that will help you adjust the light, remove shadows and frame your pictures, improving the final result.

6. Gridlines

Use gridlines to balance your shot. That superimposes a series of lines on the screen of your smartphone's camera that are based on the "rule of thirds".

7. Mobile tripod

These give you the freedom to mount your smartphone for quick hands-free shots without lugging any heavy equipment. Most mobile tripods are barely bigger than your mobile device and can bend to any angle.

05 - How to shoot good images and create videos?

How to create videos

When approaching video-making, it is advisable:

OUTLINE OF THE VIDEO



Describe what you are supposed to show and say during the video. Arrange the text to suit the flow of the message you are trying to deliver. Of course, this will change whether it is a video tutorial, a documentary or another kind of video.

SET UP YOUR EQUIPMENT



Microphone: Try to film in a quiet area where you can limit the amount of external noise. We also recommend using an external microphone.

Lighting: make sure you're positioned with lights coming at you rather than from behind you.

Webcam positioning: Position your webcam so that you're looking slightly up at it rather than down.

EDITING



There are some free video-editing tools that you can use, including the one which is embedded in YouTube itself, that will allow you for example to cut part of the recording. You might also consider adding some background music.

06 - How to create graphics for labels and packages

Packaging is a great way to market your brand to your customer.

Packaging can communicate your **values**, make a memorable first **impression**, offer **marketing opportunities**, build **brand loyalty** etc.



The packaging is the **first contact** you have with your customer, that's the first impression they will have of your brand.

Your packaging influences the “**unboxing experience**”: it's about the experience you create. Nice packaging adds **value** to your brand, as your customers will perceive they are getting more out of their money.

Packaging can help you convey your **mission**: copy your brand's mission onto your product packaging. This helps build a **rapport**, **trust** and a **relationship** your customer wants to stay loyal to.

06 - How to create graphics for labels and packages

Labels



CANVA

It is an online tool that offers a variety of label templates that you can easily customize.

COMPANY

Choose a company that produces labels and use their online customization software.

When designing your label remember that:

- ✓ Every product has its own unique **packaging**. Consider the product's shape and size, and the label's location on the packaging.
- ✓ **Readability**: your company and product name must be readable.
- ✓ Importance of **contrasts** - contrasting colours or fonts adds dimension to your overall design.
- ✓ Avoid elements in the label to are too **cluttered**.
- ✓ Every product label should have at least one **decorative** design element.

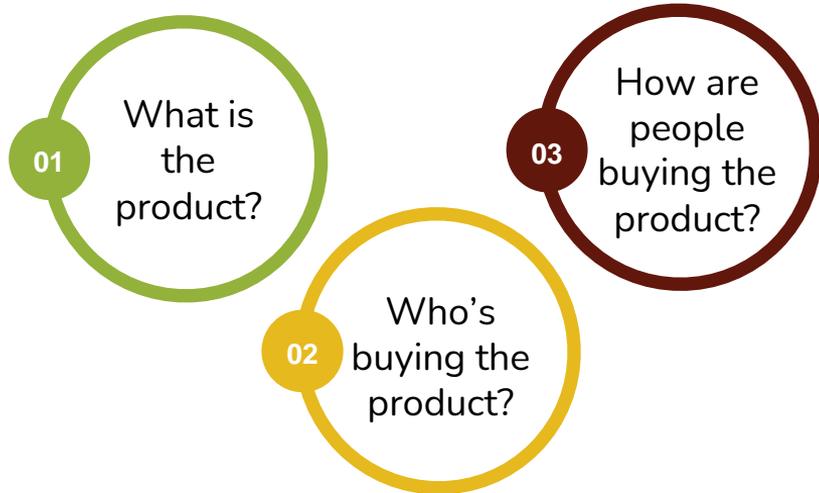


06 - How to create graphics for labels and packages

Packaging

Creation of the exterior of a product, that includes choices in material and form as well as graphics, colours and fonts used on wrapping, a box or any kind of container.

There are three questions to answer before you start designing the packaging for a product:



Ideas to design your packaging

Keep it simple: The texts must have legible. Information and design elements should be balanced.

Inside printing: Printing on the interior of the packaging adds value to your brand, and it allows you to continue your story to the inside of the box.

Make it personal: you might want to include a small “thank you” note for your customers and put it inside the box.

Go green: If your product permits, try to package it without using plastic or non-recyclable materials.

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