Taking Advice From the Social Media and Video Readings

Write down a quote or paraphrase of one piece of advice that you found helpful in the Social Media or Video readings. Then write about how you intend to specifically apply that advice in your own project.

Example:
Madeleine: One of the tips in the Artspeak reading is to “Make the audience the hero,” which means that I should think about what the audience needs and make them feel good about their interaction with my social media posts. I’m going to do this by directly complimenting the audience (for instance, “You have a great sense of style…”) and by directly asking for comments at the end of the post (for instance, “Let me know what you think!”).

Lizzy Portillo: One of the tips that stood out to me from most of the readings was to capture the audience’s attention immediately with a strong hook to make them engage and pay attention to your message. I plan to do this with my social media post by putting shocking data or stats in the first page and then explaining it from there, once people’s attention has been caught. I will also show visuals and then make a persuasive message to encourage people to wear sunscreen.

Rebecca Hernandez: In the reading about tips for TikTok videos, a couple of tips about the audio stood out to me. I never thought about how important the audio aspect of the video was because when I think about videos, I think more about the visual aspect, but really they both go hand in hand. In my video project, I plan to incorporate some audio that encapsulates the tone of the video to draw in viewers and to set the tone/get the message across.

Kyle Lo: One tip from the Artspeak reading that I liked was “Get the important information into the visual.” When I look at posts on social media, the thing that catches my eye first is the visuals so I will be trying to incorporate this into my project. Have a good visual piece and then support it with some small captions to give the audience a better understanding of what is going on.

Lily Jepson: One of the tips from the reading on the five minute video formula that really stood out to me was about avoiding filler throughout the video, by using the “Use the “What, Why, How” approach” which allows you to get to the point being made without confusing the audience by adding unnecessary details. I will try to incorporate this into my project by not talking about anything that doesn’t relate to the main point I am trying to make.

Dora Ung: One tip I found helpful from the “Video Content Strategies for Three-Minute Videos” article was to “anchor your video with a well-constructed story” and “hook viewers by creating and relieving tension and bringing your topic to life in a relatable and believable way”. In other words, I should aim to narrate what I am speaking about rather than simply sharing information in order to engage the audience. In my video project, I plan to follow this advice by adding a tense introduction using audio that builds up and videos that demonstrate frustration to introduce my topic. Afterwards, I aim to relieve this tension with a more positive message I hope viewers will take as a call to action.

Zumi Fering-Yoshioka: One of the tips that spoke to me the most from the “Video Content Strategies for 3-Minute Videos” reading was how I need to use language and issues that are directly relevant to my audience. Before reading this I would’ve used language that makes sense to my age group so now I know to research how younger people speak about my topic. By doing this I will be able to more strongly engage younger audiences and hopefully make them more educated/aware on how social media platforms operate.

Ruihan Xu: One helpful tip from the Immediately Improve Your Instagram Reels reading is: “Begin by hooking your audience: You have seconds to grab their attention with a song, question, hook or visual.” I plan to begin my Reel with polished restaurant photos, high ratings, and the question, “Would you trust what you see online?” I will then contrast these three expectations with footage of actual food and dining experience. This before-and-after structure will help catch viewers’ attention while communicating my message that online images, reviews, and recommendations do not always match reality.

Nicole Ante: One piece of advice I really enjoyed reading about from the tik tok video top 7 tips was that a big production isn’t needed to get your message across. It states “ content creation doesn’t require a big production budget. A mobile phone with a video camera is all you need to start creating”. Just being authentic and the addition of sounds will make content pop. I also enjoyed seeing that using what is trending at the moment can help spark new ideas and or tips that can be implemented in your work.

Mei Roy: Advice that would be helpful from watching how to create a 3 minute video content is to make sure to be expressive with your facial expressions and to have a more engaging voice instead of sounding monotone or bored. What captures the audience is to be kind of energetic and also practicing what you’re going to say

beforehand so it sounds more smoothly instead of looking like you're just reading off of a script, so maintaining eye contact with the camera.

Emily Richardson: One piece of advice that I found helpful while going through the social media readings was that mentioning other accounts would give the post more visibility and reach. I plan to apply this advice with my own social media project by mentioning other UCSB Instagram accounts within my own post that I believe will benefit my audience of UCSB students that are at risk of prediabetes, such as the UCSB Run Club, Girl Gains, and UCSB COWSWB. By mentioning these other accounts, those organizations may share the post that I make surrounding prediabetes which will lead to my post being exposed to more UCSB college students who may be at risk for prediabetes or that may need some help in reversing their prediabetes diagnosis.

Jennifer Vasquez: A piece of advice that I will be using in my social media project is from the Artspeak reading. They mention 8-steps to writing your post, and the step that stood out to me the most was to make the information and wording easily digestible, interesting, and something they want to share. With that being said, each slide of my social media project will contain one message per slide to not bombard the audience with a bunch of information all at once

Juan Fonseca: One piece of advice that I found helpful in Writing for Social Media The complete guide by Megan Dennett is to assume what you are writing is too long. Most people have short attention spans. I tend to overwrite sometimes, and that reminder to condense information was helpful to me. I plan on using this advice for my slide carousel. I'm going to attempt to get my point across without too much text. I plan on incorporating more visuals than words per se.

Jasmine Luria: One piece of advice that I found most necessary is the idea that you need to capture attention immediately. For my video project, I think the most important thing to do is hook the audience in a way that interests them. In the *Video Content Strategies* article, it states you must "Hook viewers by creating and relieving tension and bringing your topic to life in a relatable and believable way." People have a tendency to doomscroll, and once they end up on a video that is tailored to their interests and is captivating in a certain way, that is when they decide to keep watching. For my project specifically, I want to present a short video that grabs the audience's attention instantly, by providing a very realistic scenario of someone getting caught up or obsessed with their own social media image.

Johana Ayala Pacas: Something that stood out to me from the reading was how important it is to have a really strong hook at the beginning of a social media post or video. I never realized how much the first few seconds or the first image can determine whether someone keeps watching or scrolling away. This made me think about my own project because I want to create an Instagram carousel about Instagram vs. Reality, focusing on body insecurities and unrealistic beauty standards. I want my first slide to immediately grab people's attention and make them curious enough to keep swiping. I think using a strong visual and a short, powerful message will help my audience stop and think about how social media often shows edited and unrealistic versions of people's lives and bodies. This reading gave me ideas on how to make my project more engaging while still communicating an important message

Kay Aryamehr: I read the Skillshare reels article and the tip that stuck with me is to hook viewers in the first few seconds with a strong visual or a question. I am going to apply it by opening my Persian breakfast reel with my best shot, the dark red tea pouring into the glass, with one question on screen, ever seen a Persian breakfast? The spread builds after that.

Adrian Magana: one suggestion that stood out to me was “anchor your video with a story instead of only sharing facts. A story helps capture the audience's attention and makes the message more memorable.

I plan to start my video with a brief example of someone who cannot afford their medication and then explain why affordable prescriptions matter. I'll end with a clear call to action encouraging viewers to support better access to affordable healthcare.

Kylie Garrett: “Get clear on your *primary* audience and what action you hope to influence with your video.” I struggled with this on the image/text project and want to do better moving forward. This project, I plan to implement this by deciding who I want to target early on so I can really plan my video out. Without this, the video may seem almost pointless and as if there is no motivation to watch it. I feel like this is the first step to having a good video.

Ava Reynolds: one thing I learned from the social video resources, specifically the Hootsuite article, is that social media content should “grab the readers attention” by

using an intriguing and clear headline or hook. The reading also recommends strong visuals, and a direct balance of being clear and visually aesthetically pleasing.

Anyi Chong: One tip that stood out to me was to capitalize on current trends. I plan on doing this by scrolling on instagram or tiktok to find popular trends to reference back to my video. I hope to make it humorous and relatable to viewers. I also want to take into account what editing techniques they use.