

# Content Creation Basics

**Grampians  
Wimmera Mallee**  
Tourism

for Small Businesses

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ROB EMBURY  
@ROBEMBURYPHOTO





# Overview

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2. Content Creation Tools
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# Intro to Content Creation

- Content creation is essential for engaging your audience.
- Visual content helps **build brand awareness** and drive sales.
- You **don't need** expensive equipment to start.
- We'll cover **photography, videography, editing, and uploading to social media.**











# Content Creation Tools

**Smartphone:** Great for beginners, portable, and accessible.

**DSLR/Mirrorless Camera:** Higher quality, more control over settings.

**GoPro:** Ideal for action shots and unique angles.

**Drone:** A whole new world of possibilities.



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# Recommended Accessories

**Tripod/Gorilla Pod:** Stable shots for both photo and video.

**Tripod Phone Mount:** Stabilise your phone as you would a camera.

**Microphone:** Improves audio quality in videos.

**Lights:** Enhances visual quality and improves color, especially in low light situations.

VLOG kits are available at photography stores or online (Amazon etc)!





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# Content Delivery Methods

Before you start shooting, think about how the content will be delivered.

**Social Media:** Short, engaging content works best. Is it for a reel, a story, a post, or a combination?

**Website:** Use high-resolution images or longer, informative videos.

**Print:** Ensure high-quality, high-resolution content.





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# Creating a Story & Content Pillars

Plan your content before shooting.

Establish **content pillars** (product showcases, behind-the-scenes, stories).

Define your **brand style** – colors, themes, tone.

Create a cohesive story for your brand through **consistent content**.

## 6 Content Pillars For The Travel Industry

Destination  
Inspiration

Travel Tips  
and Advice

Share Client  
Experiences and  
Reviews

Travel Stories  
and Experiences

Collaborations  
and Partnerships

Industry News  
and Trends





privacypls

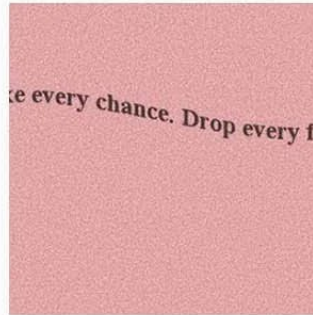
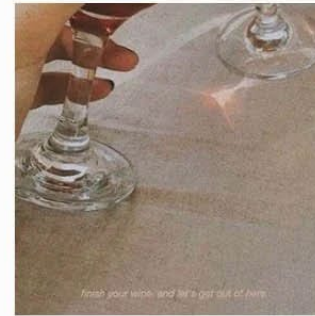
Follow



1,227 posts 99.5k followers 195 following

PRIVACY PLEASE Made #bybabesforbabes  
[likeshop.me/privacypls](https://likeshop.me/privacypls)

Followed by homsweethom



Example of a consistent, branded Instagram feed



# Photography Basics

**Composition:** MOST important thing!

**DSLR/Mirrorless:** Understand key settings like focus, aperture, shutter speed, ISO.

**Phone:** Understand what settings you can change, including focus, light, HDR, image quality, grid.

**People:** For social media, having people in your content is more engaging.

**Practice:** Experiment with settings to achieve better lighting and results.

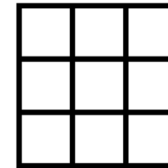
YouTube is your friend!

## 5 Simple Phone Photography Tips

### The Light

Soft natural light is always best! Aim for Golden Hour. Do NOT use your flash. It will create harsh shadows & you lose detail. Deer in the headlights is no good.

01



02

### The Rule of Thirds

Imagine a grid w/9 equal squares. Place most important parts on or near intersection points.

### Posture

Pay attention to posture. No hips square and definitely no slouching!

03



04

### Eye Level

Get down or move up to eye level. Don't tower over your subject.

### Relax, Have Fun & Practice!

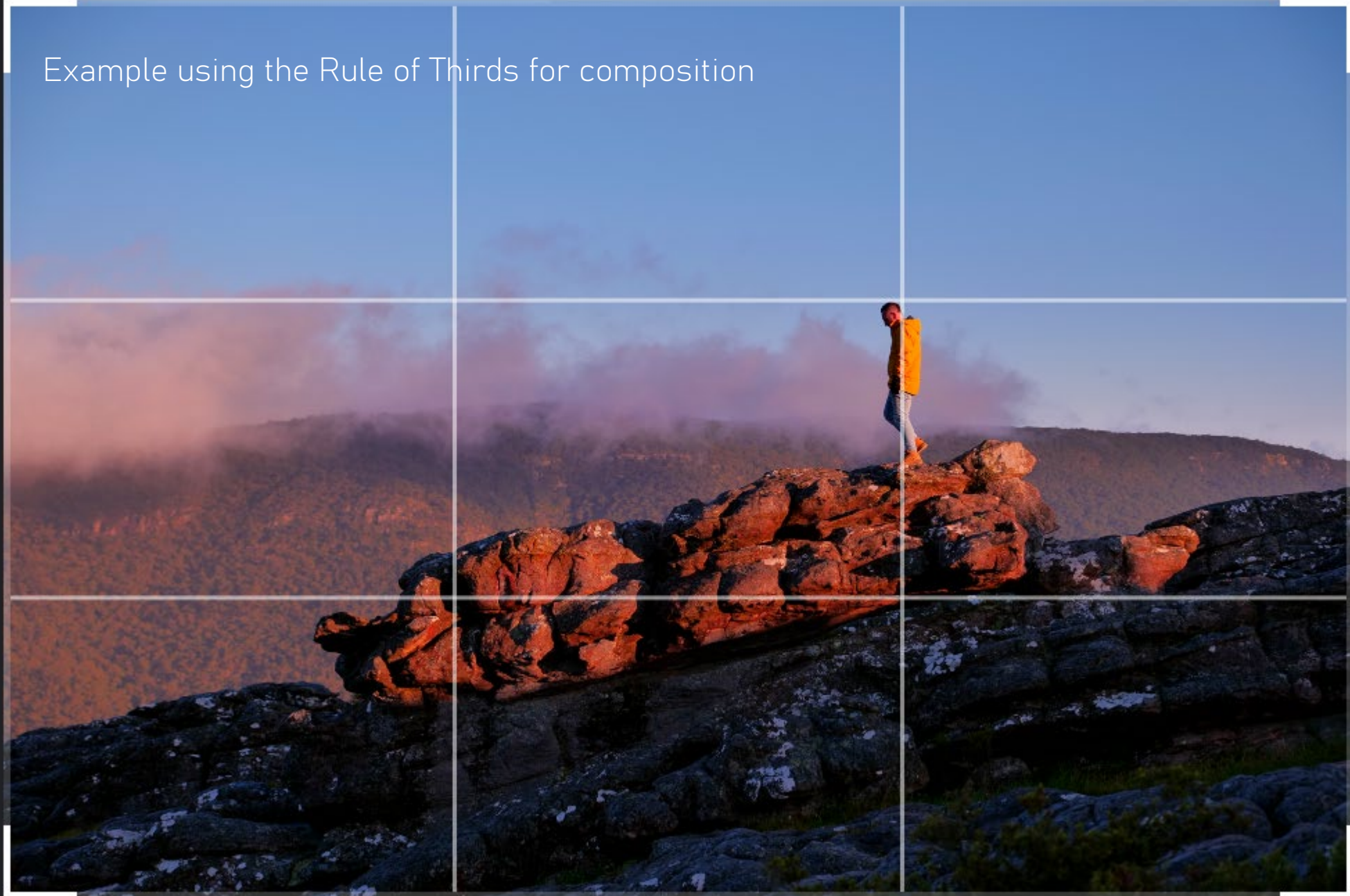
Take a breath. Run around. Laugh. Take a bunch of photos. Take some more!

05





Example using the Rule of Thirds for composition





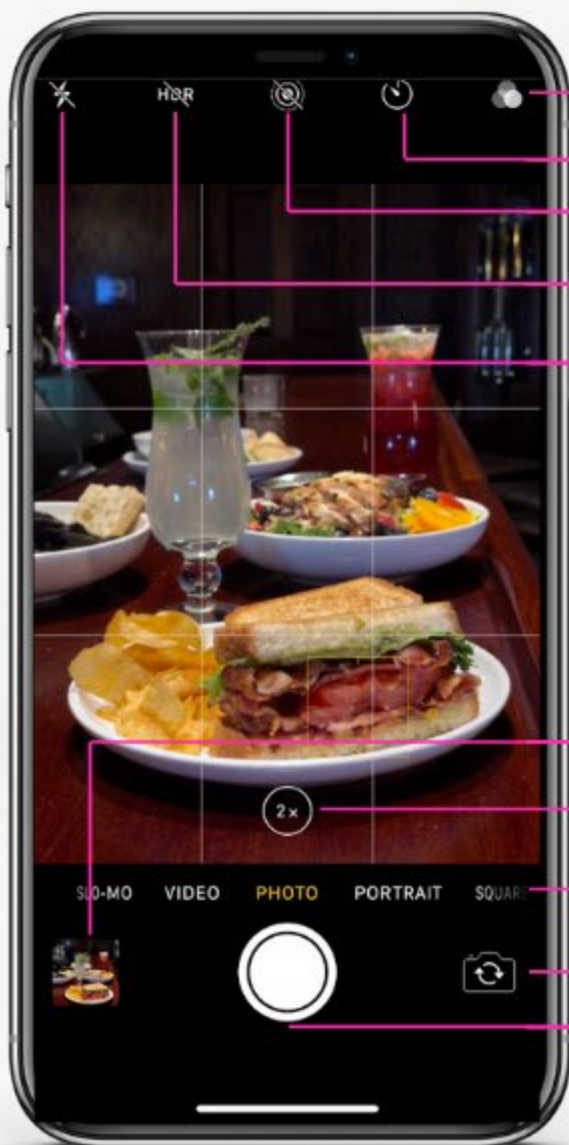


Photo Filters

Photo Timer

Live Photo Mode

HDR Photo Mode

Flash

Gallery Button

Lens Selection

Shooting Modes

Front Facing Camera

Shutter Release

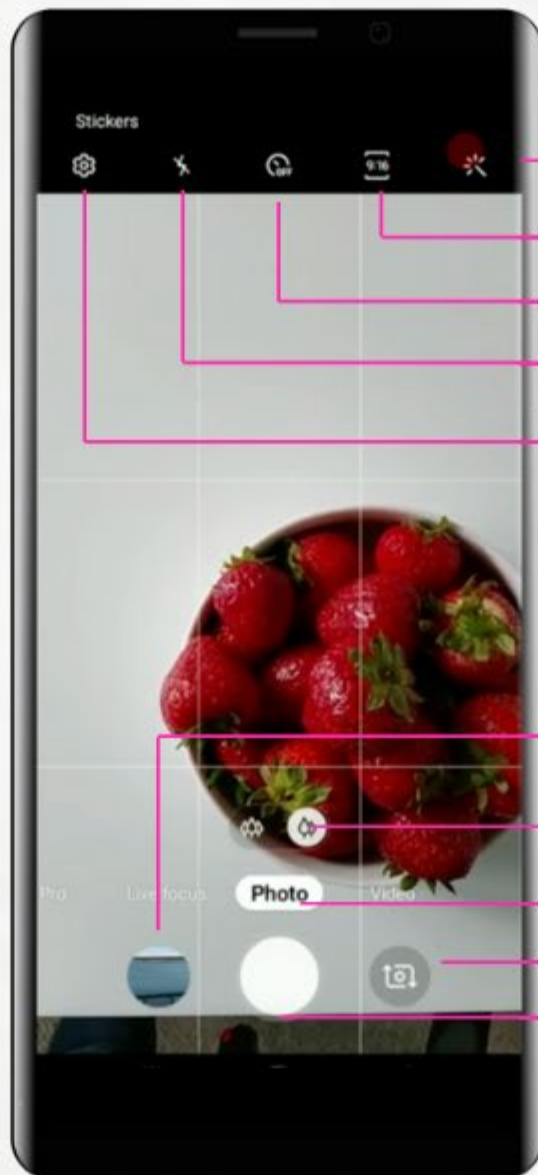


Photo Filters

Aspect Ratio

Photo Timer

Flash

Camera Settings

Gallery Button

Lens Selection

Shooting Modes

Front Facing Camera

Shutter Release

# PHONE

# CAMERA

# SETTINGS



# Videography Basics

Apply the same **composition techniques** as still photos.

Use the right **aspect ratio** for platforms (e.g., vertical for Instagram stories/reels).

Does the video need audio? **Test your surroundings** and check audio after shooting.

Shoot at the **highest quality** available.

Check the **background** of your scene!

YouTube is your friend!

## AVOID VERTICAL VIDEO



Longer videos are best viewed horizontally. Widescreen TVs, laptops, movies, and webinars are all horizontal. Snapchat, TikTok, and IG Stories are vertical but clips look best when the camera doesn't move.

## PLAN CAMERA MOVES



Avoid moving the camera just because you can. Moves should be planned and rehearsed before hitting record.

## AVOID ZOOMING IN



A phone's digital zoom is simply cropping the image, therefore losing quality. It's best to physically move closer to your subject. Zooming can also increase shake.

## SUNSHINE ON YOUR SHOULDER



Pay attention to the amount and direction of light. Seek window light when filming indoors but avoid backlighting. Let the sunshine "kiss" one of your shoulders and fill your scene.

## UTILIZE EXPOSURE AND FOCUS LOCK



Tap and hold the screen to lock in exposure and focus. With iPhones tap and hold until "AE/AF Lock" appears.

## USE A MIC



Keeping a microphone close to your subject is key to capturing clear audio. A low-cost option is using earbuds with a built-in mic while recording. Lav and stick mics are available online.

## USE AIRPLANE MODE



Avoid interruptions by switching to airplane mode before filming unless you're providing live video. Nothing ruins a clip more than a phone call or notification ding.

## USE A TRIPOD



Viewers appreciate stable videos. The easiest method to accomplish a stable video is by using a simple tripod.



# Editing Photos

Use apps like **Lightroom** and **Snapseed**.

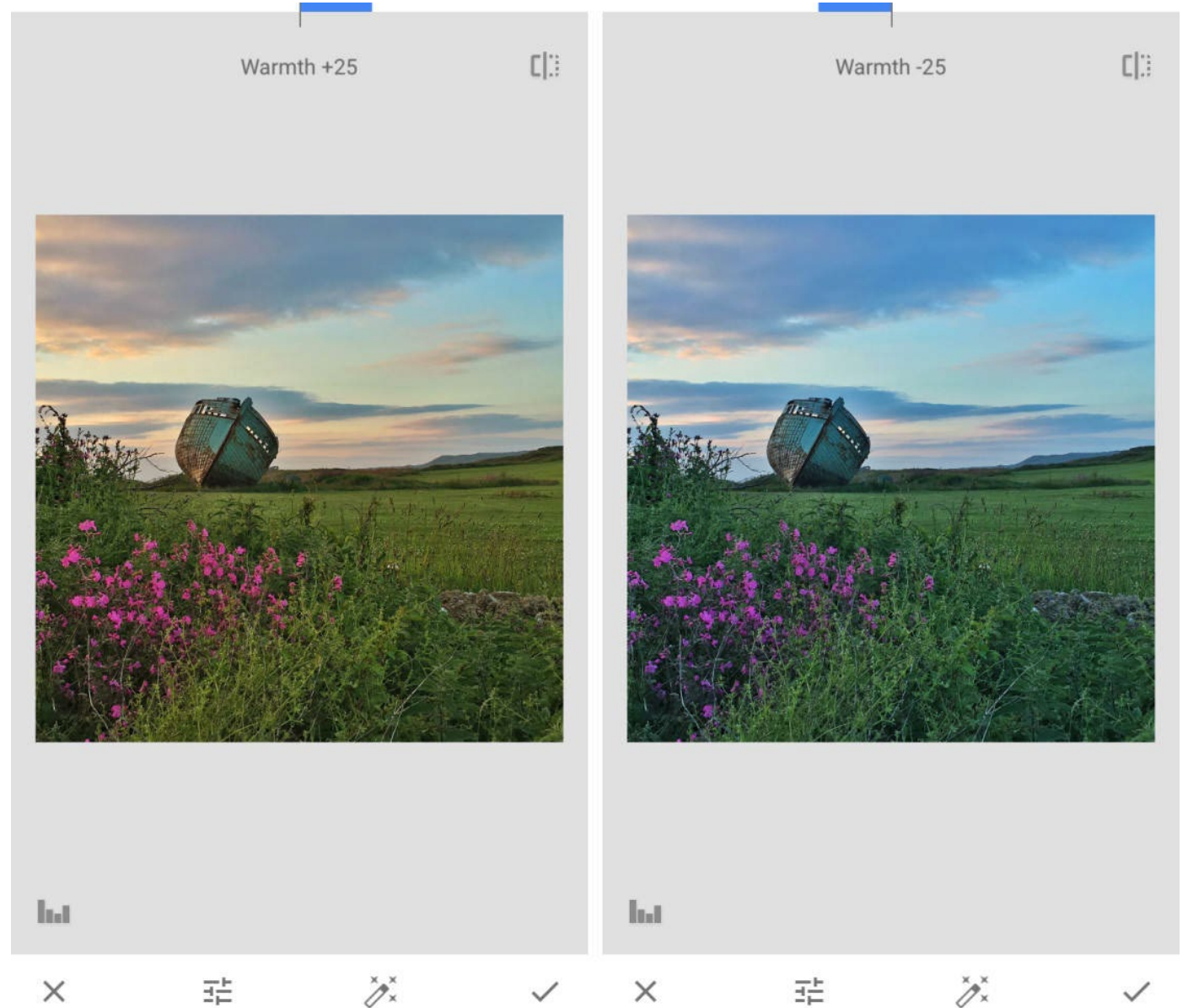
Crop, adjust brightness, contrast, sharpness, colours, and/or apply filters.

**Save your presets** for consistency, or consider purchasing presets.

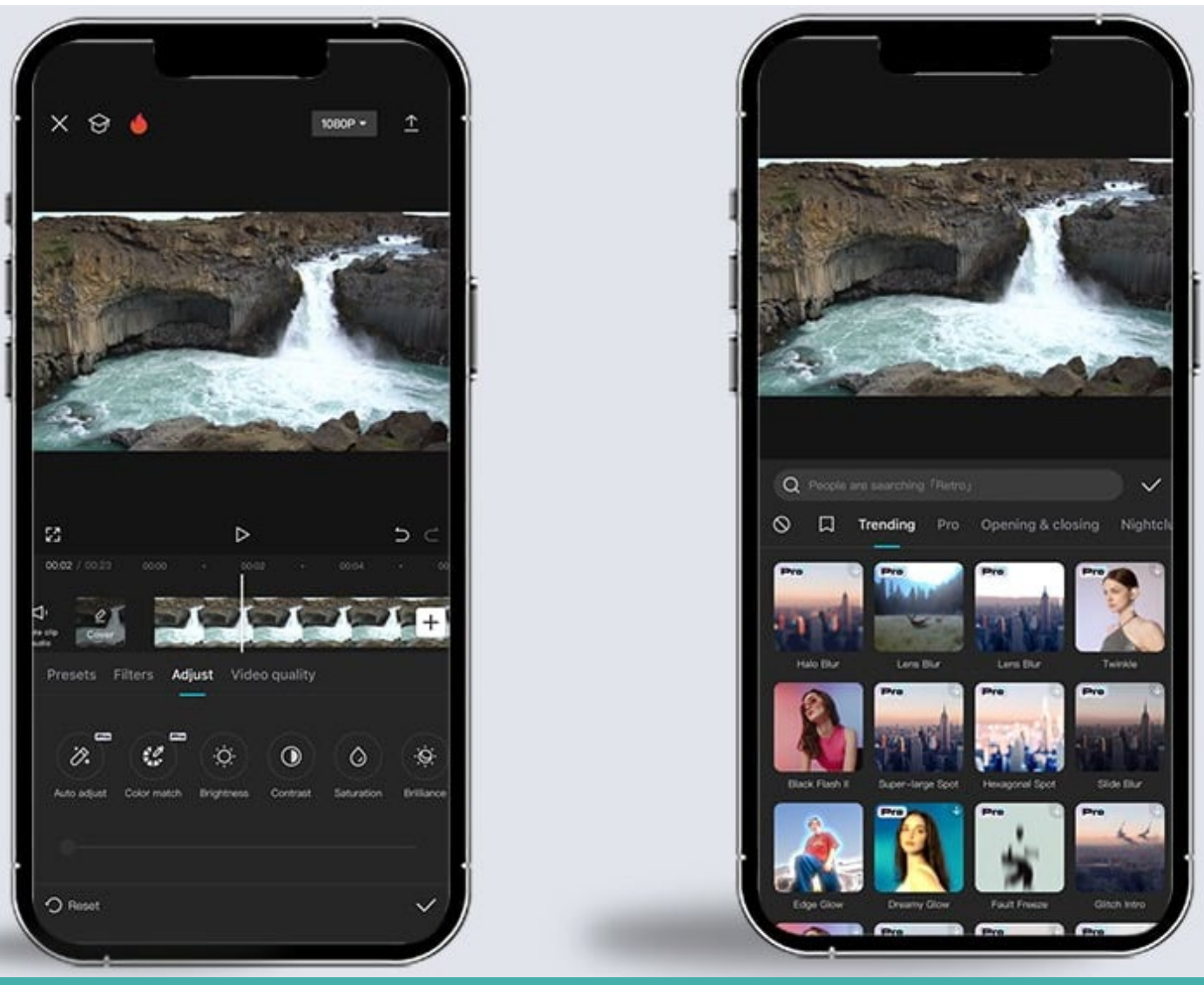
Consider the output settings (crop, quality etc) based on the delivery method.

**SCRL** is a great app for Instagram carousels.

Dive into tutorials – just search YouTube for tutorials for the app you are using!







# Editing Videos

The BEST app at the moment is **CapCut** (desktop or mobile). Free or paid version available.

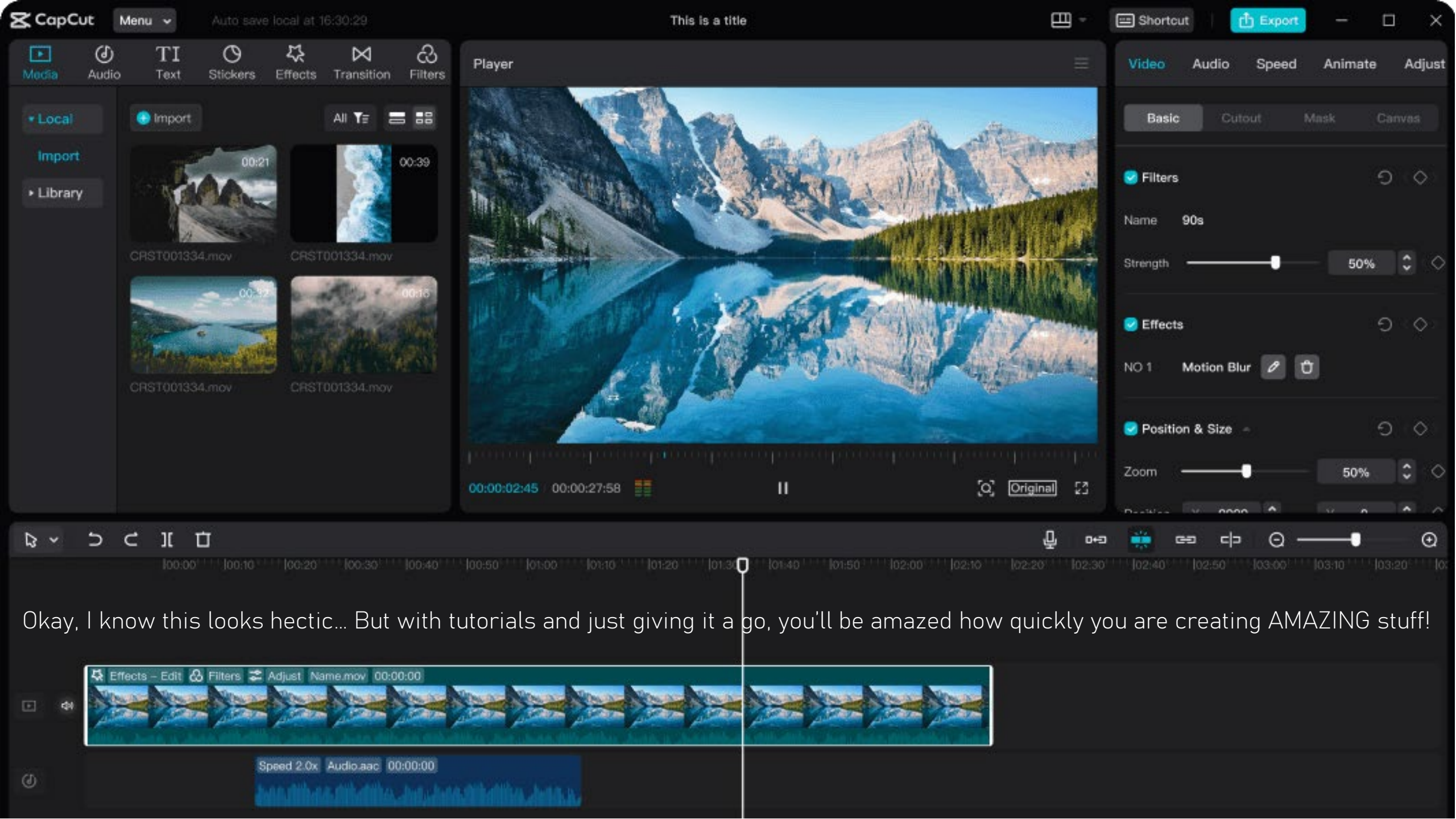
Others include iMovie, Adobe Premiere Rush, InShot.

Crop, trim clips, add music, captions, transitions. Use templates.

Optimize videos for each platform in terms of crop, resolution and file size.

YouTube tutorials for the win!





Okay, I know this looks hectic... But with tutorials and just giving it a go, you'll be amazed how quickly you are creating AMAZING stuff!





Search templates

Templates

Styles



Edit photo

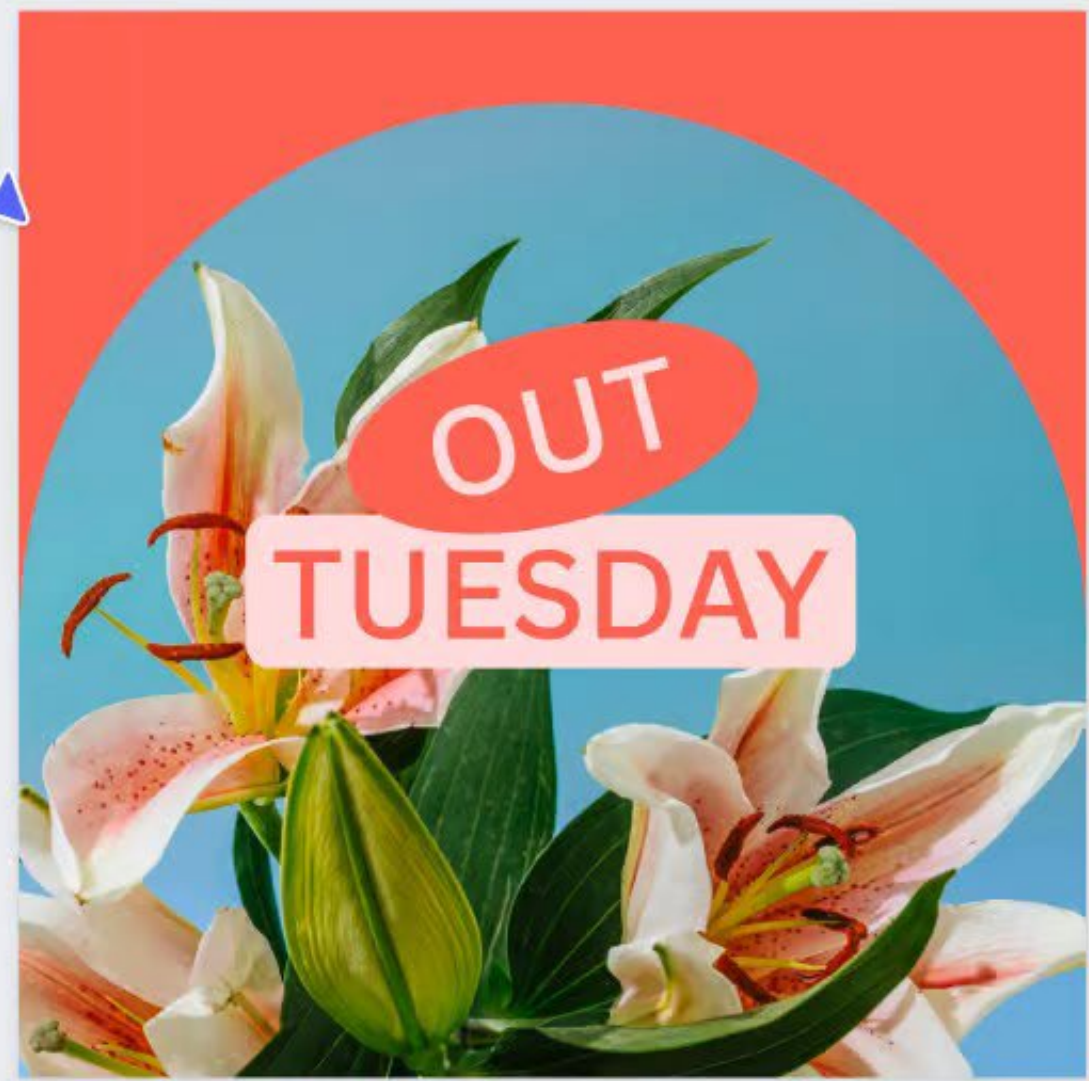
Flip



Animate



Joe



50%





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# Posting to Social Media

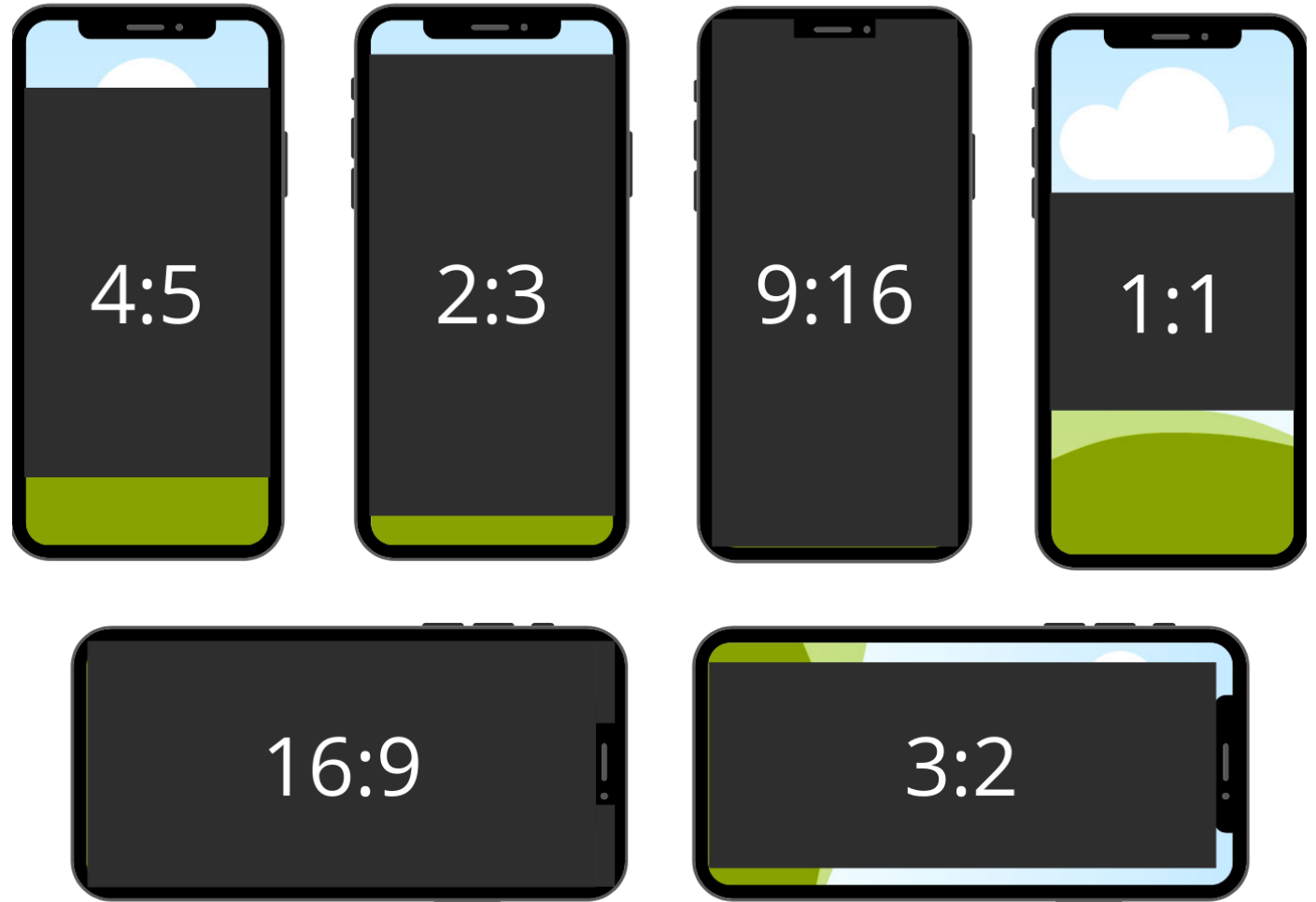
Ensure content is optimized for each platform (aspect ratio, size).

Instagram: Square/portrait images, carousels, 9x16 vertical for reels.

YouTube: Longer landscape videos.

Use hashtags and engaging captions to increase visibility.

Use Instagram editing features (music, text).







# Building a Content Library

- Store content in cloud storage (Google Drive, Dropbox) so it can be easily available to different people, or on different devices.
- Organise your content **logically**. File names, folders, type, date, or campaign. TRUST me, you will thank yourself for this later!
- Have a steady stream of content ready for planned and spontaneous posts.





# Engaging Your Community

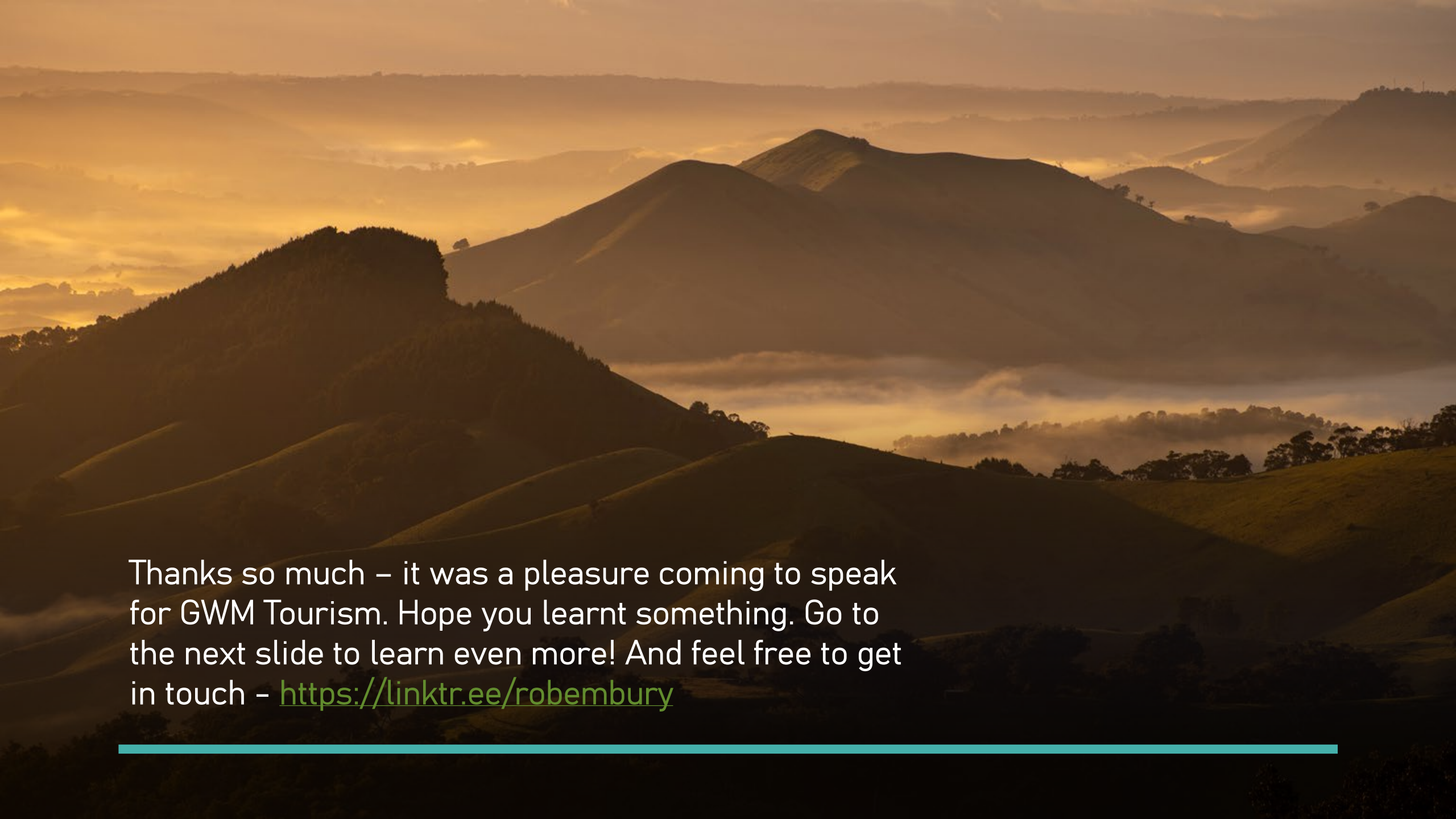
Encourage user-generated content (UGC). Engage with content creators and influencers.

On social media, respond to comments and start conversations.

Pay attention to what content has better reactions, and what falls flat.

More interaction = stronger community and higher visibility for your brand.





Thanks so much – it was a pleasure coming to speak for GWM Tourism. Hope you learnt something. Go to the next slide to learn even more! And feel free to get in touch – <https://linktr.ee/robembury>

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# Handy Information & Links

## Content Creation Tutorials

[DSLR/Mirrorless Camera Basics](#)

[Smartphone Photography Tips](#)

[Smartphone Videography Tips](#)

[Composition Tips for Better Photos](#)

[Best Vlogging Camera Setups](#)

There's so much more on YouTube!

## Apps for Editing Content

Snapseed – Photo Editing | [iPhone](#) | [Android](#)

Lightroom – Photo Editing | [iPhone](#) | [Android](#)

CapCut – Video Editing | [Phone or Desktop](#)

InShot – Video Editing | [Phone or Desktop](#)

[Canva – Add Text, Create ANYTHING!](#)

Again, search tutorials for each app!