

Short-Form Video Strategies: Task Sheet

Overview

In order to help you apply the learnings from the training course “Short-Form Video Strategies” in a more practical sense, please find below some suggested tasks you can do after having watched this course. These are designed to help you implement what you’ve learned.

Content Plan

Task: Choose an upcoming or existing release of your artist and come up with a short-form video content plan around it. Decide which platform(s) to post these to.

First Steps:

- Discuss what the artist will do / won't do
- List at least 10 different videos to create
- Look up examples from artists your artist likes to help them understand what to do
- Agree what the artist wants to create and provide filming instructions if needed
- Create a bank of content that can be posted according to your planned schedule

Posting

Task: Get experienced in editing and posting to your chosen short-form video platform(s).

First Steps:

- Upload and edit videos according to an agreed schedule, get artist approval to post
- Make use of native editing features

UGC

Task: Engage with UGC created to the artist's sounds.

First Steps:

- Search for the artist on the relevant app and find songs with the most creations
- Create a list of top tracks for each app
- Look through the UGC and analyse if there is a common theme you could jump onto
- Find high-quality UGC and agree with the artist on how to respond to them e.g. liking, commenting, sharing, remixing