



MAKERS CONTENT LAB

June 2026

session 1: **intro**

KEY TAKEAWAYS

- Topic: context for social media in 2026
- How making content is a craft
- Talk by [@daisybow_craft](#)
- It's okay to not be online
- Social media can be a powerful tool
- Evolution of the web from a broadcast - network - playlist/interest based algorithm(s)

TOOLS

click on underlined words to open webpage



[canva](#)

[guide to
Canva](#)



[capcut](#)

[guide to
CapCut](#)



[edits](#)

[guide to
Edits](#)



[snapseed](#)

Software



[iphone
settings](#)



[selfie
stick](#)



(or use
earphone mic)

[lapel
microphone](#)

Hardware

These two accounts are great at teaching the 'how to' of content - give them a follow:

[themuthership](#) [theChrisGoor](#)



DECIDE WHAT YOU WANT

- What do you want to achieve? Community? Sales? Follows? Decide how you will *use* the tool, don't let the tool use you.
- Is your account an archive? Portfolio or something in dialogue with community.
- Figure out what capacity you have, and work within that.



"...Influencer Creep, which was about the ways that promotional social media practices have become increasingly central to the way we all live our lives online."
Sophie Bishop p.1

WHAT DOES THE ALGORITHM WANT?

- A platform wants to keep people scrolling, and depends on you to do this. It will tell you what it wants from you.
- What you see when scrolling, is what it wants from you.
- Good storytelling is key!
- A strong hook will make a big difference.
- Use music! Especially from their library
- Think of everything as a hashtag - the text, image and sound operates as a signal to the algorithm.

PATTERNS

- Look at what other successful users are posting: photos/videos? Carousels? In landscape or portrait?
- What topics are they posting about?
- And in what style how have they edited their content?

Reflect on the style of these content examples



at work



use of a voice over



idea, process, result



How to

Use template



Quick win? Click this (if it's on a video Reel), it will open Edits and give you a paint by number type editing format. Full tutorial [here](#)

COLLECT/MAKE MEDIA MATERIALS

Every project needs the right materials. Your photos, videos, text and sound are the materials of content

Plan to capture useful subjects/topics:

- your process
- your products in use
- events you attend
- media of you... it doesn't need to be perfect



Consider the ratio - is right for the platform.
e.g. portrait or landscape

SKILL

- Give yourself time to learn. To make is to learn
- To experiment is to grow
- To fail is to evolve
- No one size fits all - content comes alive in the creator
- No one will actually see your fails

WHAT NEXT?

- Decide what you want to achieve and what capacity you have.
- Scroll as research and save posts of content that you want to replicate.
- Test out making content using tools.
- Gather media materials as you work.
- Practice and review
- This activity needs to serve you. With skill comes play so you can become a content creator not just a content creator

REFERENCES

Gauntlett, D, *Making is Connecting*, 2nd Ed, (Cambridge, Polity Press: 2018), p.208

Petrosyan, A. "Number Of Internet And Social Media Users Worldwide As Of February 2025", Statista, 1/04/2025

Narayanan, A. , 'Understanding Social Media Recommender Systems, Optimizing for What'

The Chris Goor: [shooting tips](#)