



MAKERS CONTENT LAB

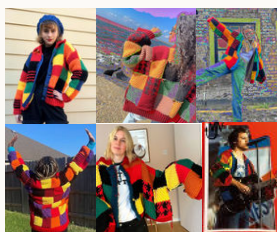
August 2026

session 3: what to post?

KEY TAKEAWAYS

- Copy other content styles or stories like a pattern, but make it your own
- Plan out your content pillars - what do you want to share, what does your audience want?
- Permission to repeat. Retell stories, reshare makes
- Make it sustainable for yourself by posting low effort B grade content more often than high quality polished A grade content.

PATTERNS

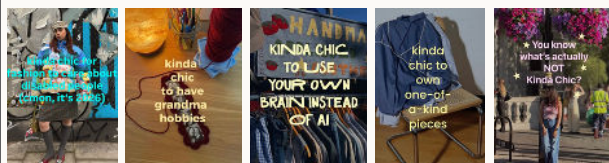


Same pattern, same tools, same materials but what makes this JW Anderson Harry Styles cardigan different? The person who made it. You do not have to invent content ideas from scratch - you can look to others for inspiration and copy their format, shooting style or topics - just make sure to adapt it, to make it your own.

For example, trends are one way to utilise a 'pattern' and make it your own. Trends emerge all the time, sometimes accompanied by an audio or visual aesthetic. Taking part in a trend gives you a creative prompt to practice with and it gives you a chance to take part in a

social conversation. Added bonus?

Taking part may increase your reach as trending content is pushed to more viewers by the algorithm, and viewers may be curious to see how you added your flavour, increasing engagement.



THINK OF YOUR AUDIENCE

The algorithm isn't your only target, you want to actually think about the people on the other side of the screen. People scrolling online don't want to be advertised to they want to be:

Educated, Entertained and Inspired

So in planning your content, think of what sort of stories people may want to hear, or how you could turn one topic into multiple stories.



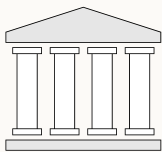
EXERCISE/ HOMEWORK



If you were publishing a magazine, who would be your readership and what sorts of features would you cover in your magazine? What would they come back to read, see or learn?

What regular sections might it contain? An 'Agony Aunt' answering FAQs, a Feature Article exploring an idea or story, a Maker Showcase celebrating someone else's work, Behind the Scenes section showing your process, or a regular What I'm Making column. These don't need to be rigid weekly series... but content topics you can return to again and again, giving your profile a sense of structure, personality and purpose. A spider diagram can help brainstorm this.

CONTENT PILLARS



These are handful of subjects you return to, because they sit at the meeting point of what you do, what you care about and what your audience enjoys or needs.

One pillar could be **the work** where you showcase finished pieces, products, commissions, exhibitions. You can do anything you want - other possible content pillar examples:

- **The craft:** process, tools, materials, skills, heritage and techniques
- **The maker:** your story, taste, working life, values, inspirations
- Topics that include the **audience:** teaching, questions, advice, events, ways to buy or take part
- **Adverts:** for workshops, products, talks, exhibitions

Pillars help you take part in trends or work out whether to share holiday photos or not. For example: want to share holiday pics? Instead of, I went on holiday to the beach, you could say, "This is how the seaside inspires my work (**The Craft Pillar/process**) showcasing holiday photos and then some of your work (if it is inspired by the sea of course, but you get the point).

For the "**it's kind of chic trend**", you could say "it's pretty chic to buy from a heritage crafter to keep a craft alive" (**The Maker Pillar/values**) and showcase your work.

MAKE IT SUSTAINABLE

After planning what your core pillars (stories/topics) are and how they relate to your audience, consider ways to make it easy to collect materials (your photos and videos) and ways to make it manageable for the time you have. No point planning to only do long detailed tutorials if all you have is 1 hour a week to edit your content.

Gathering Content Materials

Find a way to weave in capturing footage while you work. It doesn't have to be the whole process, it doesn't have to be every project, but snippets of the making process will do. A tripod makes this much easier. Always try to capture lots of footage at craft fairs or in workshops to use later.

Capacity

Work out how much time you can realistically dedicate to the making process - content takes time. You need to scroll for inspiration, capture, edit, post and then reply to comments. So ensure you dedicate reasonable time to bring your ideas to life. If this means you can only post photos, then that's okay. But remember the more you make and experiment the quicker you get.

A GRADE VS B GRADE

If everything is always high quality, you'll burn out. Find easy, quick and maybe even playful or experimental content that's easy to make and keeps the algorithm and audiences warm. Post more B grade than A grade content.

A grade Content

Longer, story-led reel, voice over, tutorial, carousel, campaign or polished launch.

B grade:

simple, playful, unpolished a photograph, a meme, a short reflection, a work-in-progress, a tool, a quick video clip, a reposted piece of useful content.

PERMISSION TO REPEAT

Repeat, retell, reshare, just change it up a little each time. Won an award? Made a thing? You can talk about it multiple times, year after year.