Final Presentation, Student M

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So I sort of split mine into two sections on sort of some general reflections on what I learned at MoDA, and then the skills that we learn. So I'll start with sort of some general reflections. So working within such a small team and such a closer team, I really enjoyed it because I felt like we had a really comfortable environment to work together in. I felt like we worked really well together and everyone was kind of on the same page as such as the content we wanted to create and how we wanted to go about it and how we planned the content together.

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<mark>Moving on to the guest talks. I really enjoyed how they gave us such different perspectives on not only creating the content, but UM, sort of the career path to get into roles that the people that we heard from got to. It was a really interesting insight into jobs within the museum sector, as it's not something that I have personally researched before</mark>

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And obviously this then leads on to how we plan the content and using the iteration planners was really helpful because I felt like we had a really clear plan of what we wanted to do and if we needed to check up on that plan, we could go so back so easily back to it and sort of check that everyone was on the right track and it made it easier to create and then easier to reflect on.

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And thinking about the tone and content of each post. So rather than just creating a post for the sake of it, we think about how our audience and we have quite a few conversations about how the audience responded to content and how it's important that you think of the audience when you're posting. Obviously, content creation is so important from a company or business or a museum's perspective, but you have to think about the people that are going to be reading your content.

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Which then leads on to obviously researching for the content. How we Sort of wanted to not just post like a picture of something. We learned that as the iterations went on, we learned that we wanted to add in more content and add in more information about, say if we had some wallpaper, what inspired it and maybe a little bit about the culture behind things and so on. And it was really interesting then, to see how our views changed and how the analytics and search has changed, and between iterations. So how we looked iteration one and realized that something didn't work. And how we dealt with that in order to take it into iteration 2 and then into iteration 3,

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And I feel like we all really learnt well together about like how we had to change our approach slightly If something didn't go according to plan.

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So moving on to the skills, I think the main skill for me is video content, because it's something that I've not, I've not ever done before, to be honest. I've never made Instagram reels and I think that the way social media is going. If you think about the Instagram reels being such a big part of Instagram now, which is obviously an influence of TikTok. If I am to progress in this sort of job, the role of creating content, knowing how to use video content is going to be something that is gonna keep coming up and I'm definitely gonna need. So I'm really happy to have a start on that.

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And the same goes for Canva, I'd never used Canva before. I must say I found it, at first I found it a little bit daunting trying to sort of navigate the templates and everything that was already set up. How to make it into my own content, but it's definitely something that I want to develop.

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Being resourceful. I also think that in general, not just in terms of museum content, but in content creation, even personally to my own Instagram, I feel like there's such a constant need that all content has to be new. You have to be creating content specifically for this certain Instagram post. Whereas I think being resourceful and thinking about what you already have is something that I think people definitely need to focus on. It's something that I'm gonna focus on going forward.

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And finally copywriting. I will admit that it's something that I had not thought of and I definitely know that it's something I should be thinking of when making content creation. And I found it really interesting to have I mean a very small insight to sort of quite a big topic.

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I think to start off with, and it's something that you have to be constantly learning and constantly checking up to see if rules have changed and how content is used and the rights around the content. I found that really interesting.

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So yeah, thank you. It's it's been a really nice experience. I've really enjoyed it and I think we've spoken before about how being hesitant to apply for jobs and I had never thought about museum content creation until the job popped up. I think I got an email for it. I thought that sounds really

interesting and I really pushed myself and I think this project has really helped with my confidence in terms of sharing my ideas and speaking with other people.

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Teamwork, I think is quite daunting, but I think sort of working together in this team and creating the content of something that I didn't really know much about I think has been really 've known for me so yeah, thank you.