

# Creating compelling communication that cuts through the clutter

Presented by Mel Kettle  
[www.melkettle.com](http://www.melkettle.com)





Social media posts that are creative are more likely to be consumed, liked, commented on and shared

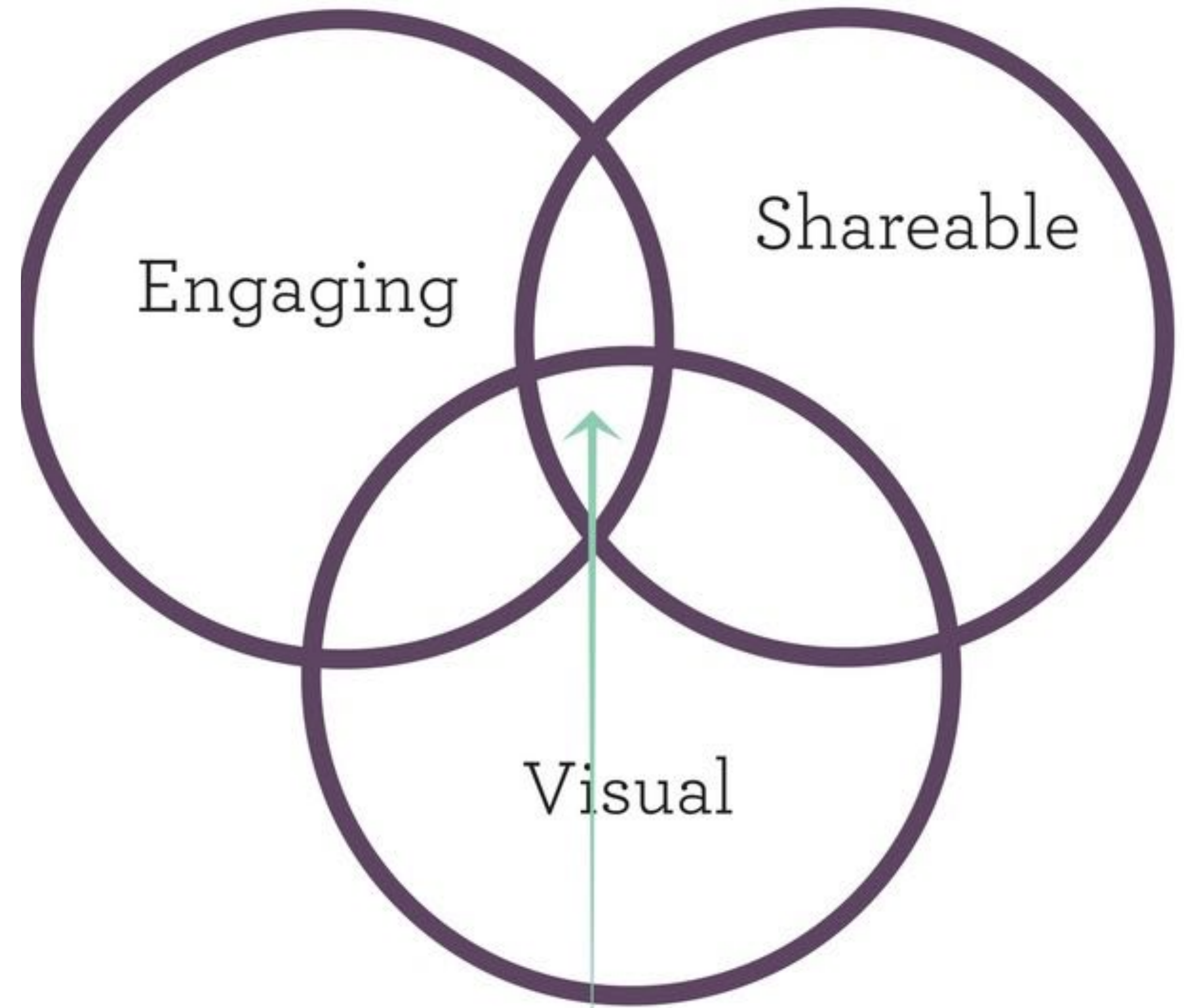
Our attention span is  
shorter than that of a  
goldfish



# Optimise for mobile

image: Shutterstock

Contagious content  
cuts through the clutter



Cuts through the clutter



Oreo Cookie   
@Oreo

 Follow

Power out? No problem.  
[pic.twitter.com/dnQ7pOgC](http://pic.twitter.com/dnQ7pOgC)

 Reply  Retweet  Favorite  More



RETWEETS 15,855 FAVORITES 6,411



5:48 PM - 3 Feb 2013

[Flag media](#)



Australian Taxation Office

Like This Page · 17 July ·

Planning to claim work-related expenses on your tax return? Check the deductions you're eligible to claim before you lodge. Go to <https://ato.gov.au/deductions> — 🏰 watching Game of Thrones.

👍 Like   💬 Comment   ➦ Share   📱 Buffer

👍 😄 🍷 1.8k

Top comments ▾

612 shares

280 comments



**Sandra Ash** Going through the process to link ATO through the MyGov. Worked OK with my bank details and I was using my SuperFund information for the 2nd verification. 45 min later with NO SUCCESS. I GIVE UP. Doesn't your system recognise simple data such as an ABN and Membership number? I'm trying to update my international address.

Like · Reply · 🍷 1 · 18 July at 03:58 · Edited



**Australian Taxation Office** ✓ Hi Sandra,

Thanks for your comment.... [See more](#)

Like · Reply · 18 July at 08:51

➦ View more replies



**Steve Separovic** Sharpening of valerian steel  
Cost of sending ravens

I think if he had his deceased estate processed it would break the ato by having him return to life. I wonder what the reasonable rates if travel would be north of the wall.

T4 zone allowance special zone?

Like · Reply · 🍷 🍷 🍷 49 · 17 July at 19:40



**Steve Separovic** Id assume the nights watch would have their uniform registered

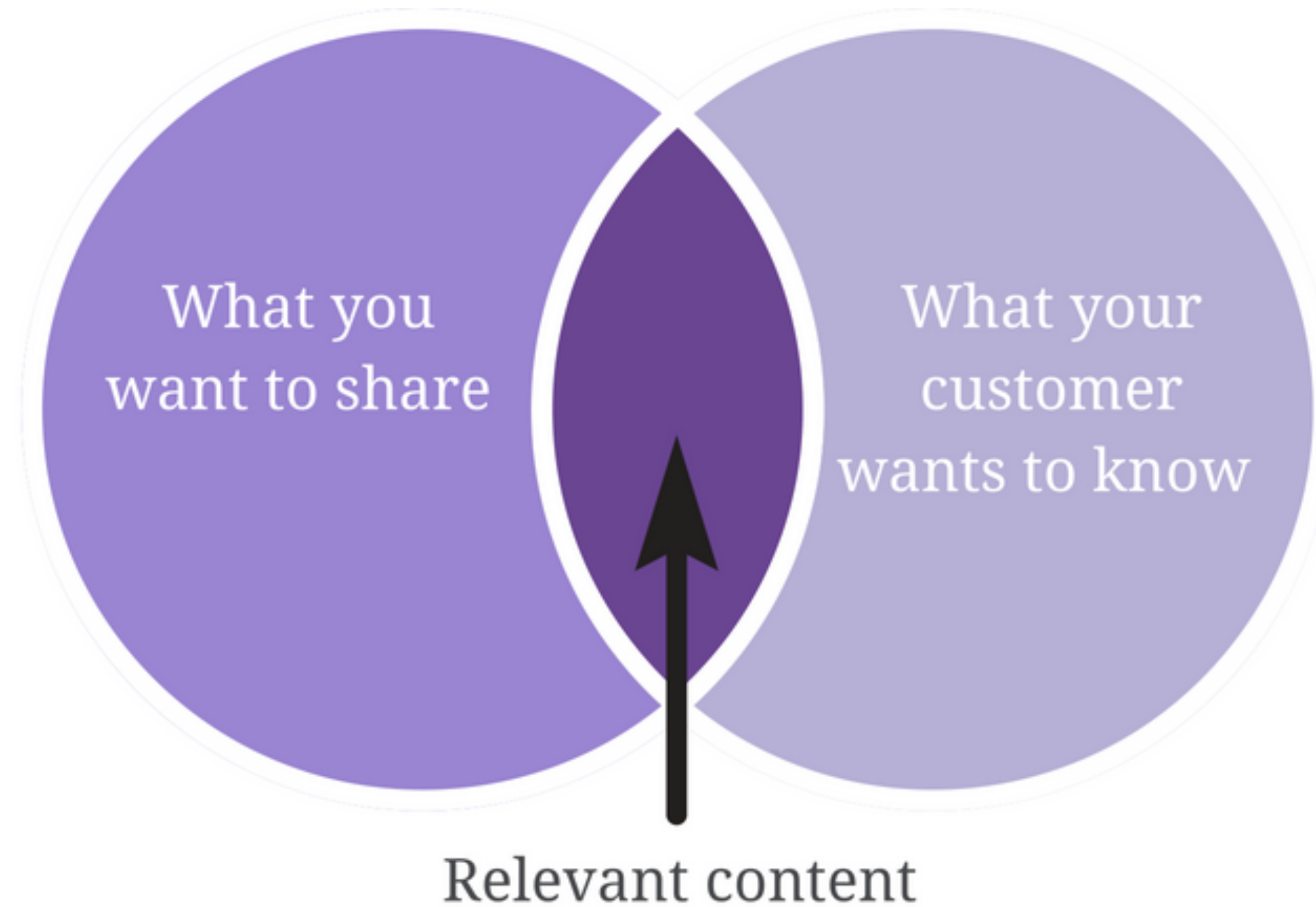


Write a comment...



3962

# Relevant content





Create evergreen content



**GRAB  
ATTENTION**



# 1. Tell stories

What's your story?



“A picture may well tell a thousand words, but a well crafted story can evoke strong images in the mind.”

- Gabrielle Dolan, Stories for Work

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Heart Foundation  
@NationalHeartFoundatio  
n

Home

About

Events

Photos

Videos

Community

Instagram

Twitter

Groups

Posts

Liked Following Create fundraiser



Heart Foundation

27 July at 08:00 ·

After having five open heart surgeries between the ages of 13 and 41, Peter Gallagher knows a thing or two about recovery.



HEARTFOUNDATION.ORG.AU

**Lessons learned: recovering from open heart surgery**

After having five open heart surgeries between the ages of 13 and 4...

49

3 Comments 2 Shares

Like

Comment

Share



Most relevant

# [www.saddlebackleather.com/the-story](http://www.saddlebackleather.com/the-story)

## The Saddleback Story

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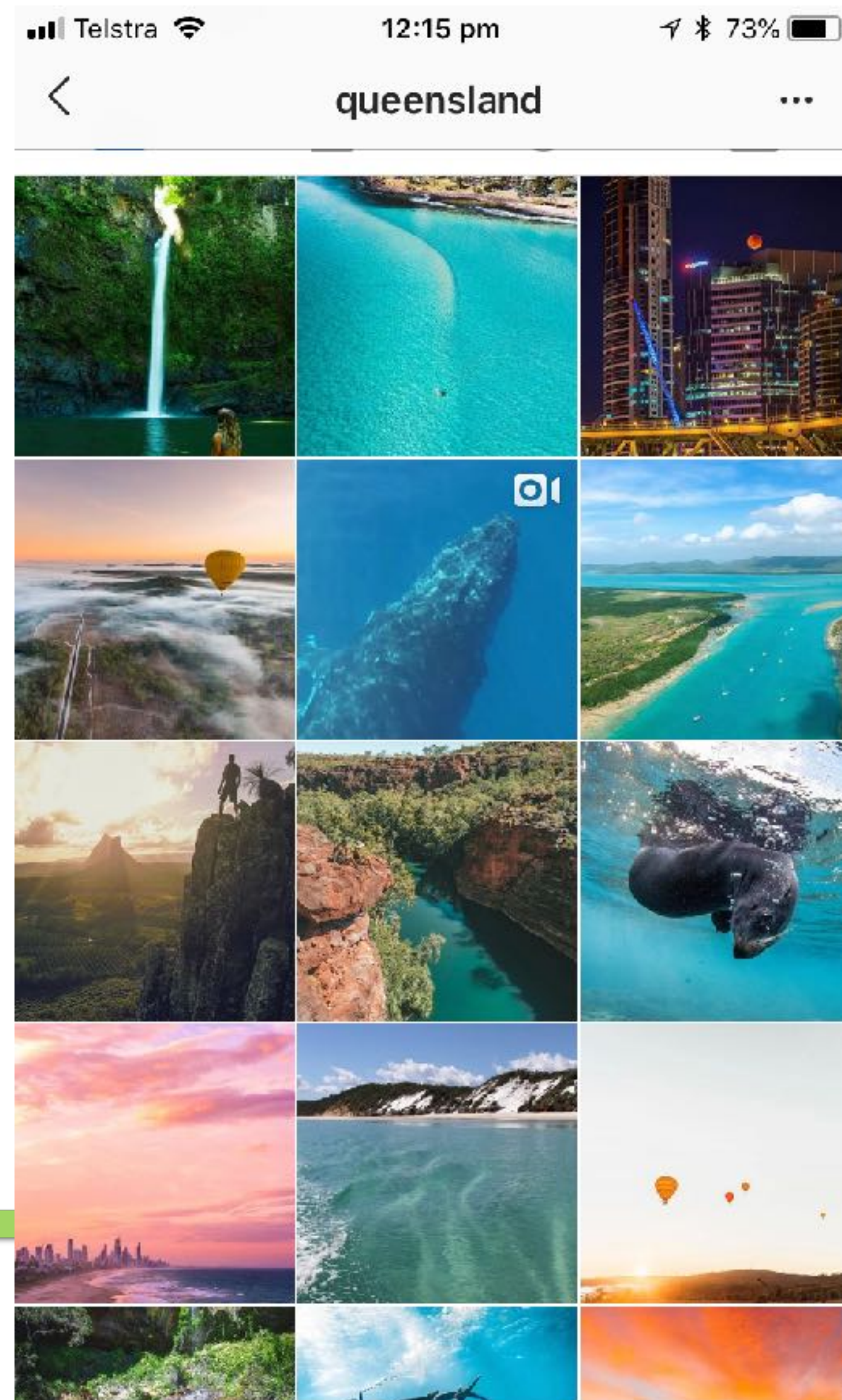
A hot wife, two fabulous kids, 14 Rwandan sons and daughters, a cool dog and a crooked federale sent to kill me kind of makes up the Saddleback story. And here's how it happened.



## 2. Use images



# Curate vs create





# Image resources

## **Image creation**

- Canva, Easil
- Apps - Snapseed, Color Splash, VSCO, A Beautiful Mess, Wordswag


## **Video creation**

- Wave.video, Lumen5
- App - Ripl


## **Royalty free images**

- Shutterstock, Unsplash (free), Pixabay (free)
  - New York Public Library, British Library
-

# 3. Use video

 **Mel Kettle** was live.  
2 hrs · 🌐

My book has arrived!!



1.00

-1:12

Your video is popular with [women aged 45-54](#) [Boost Post](#)

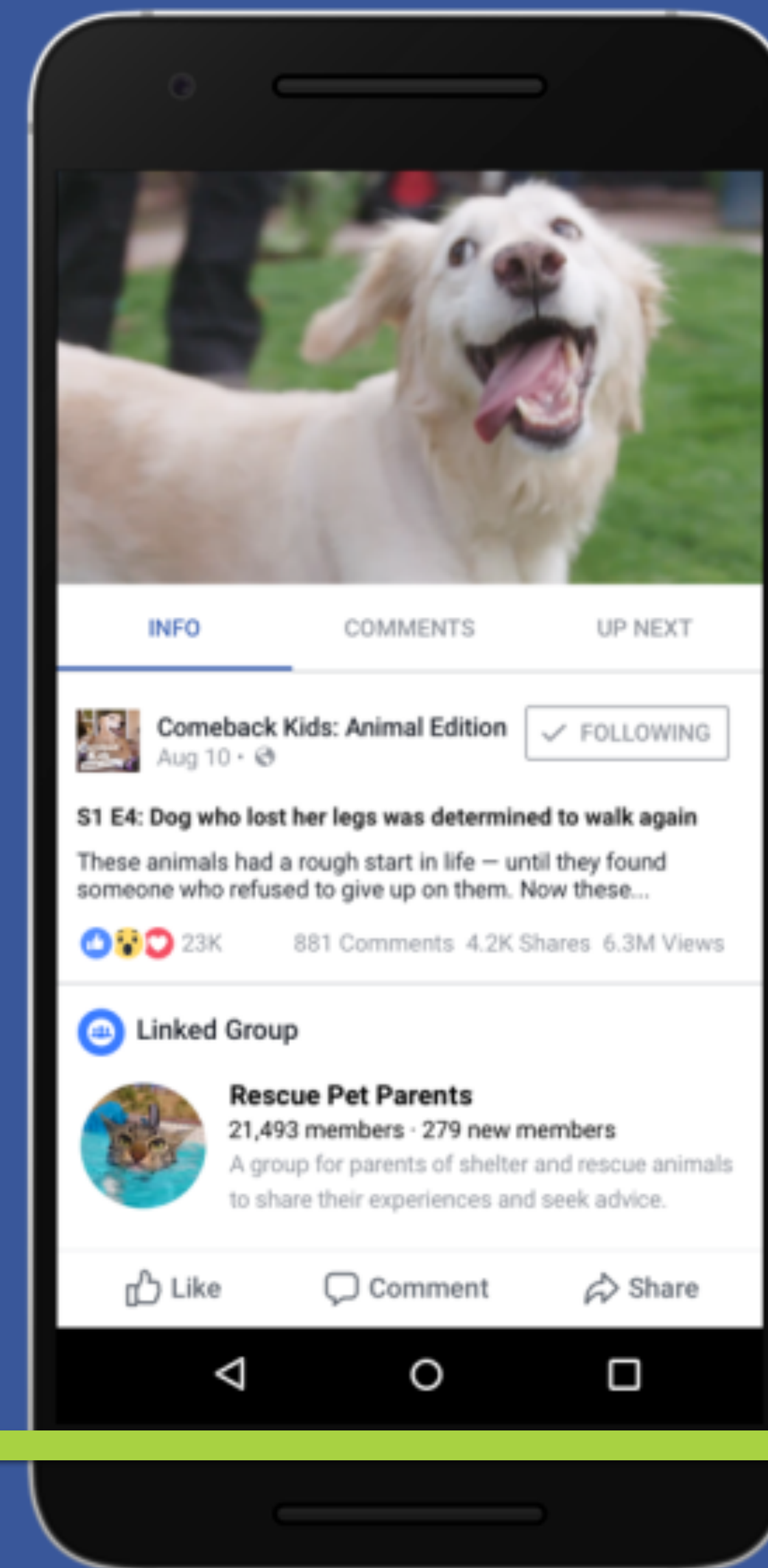
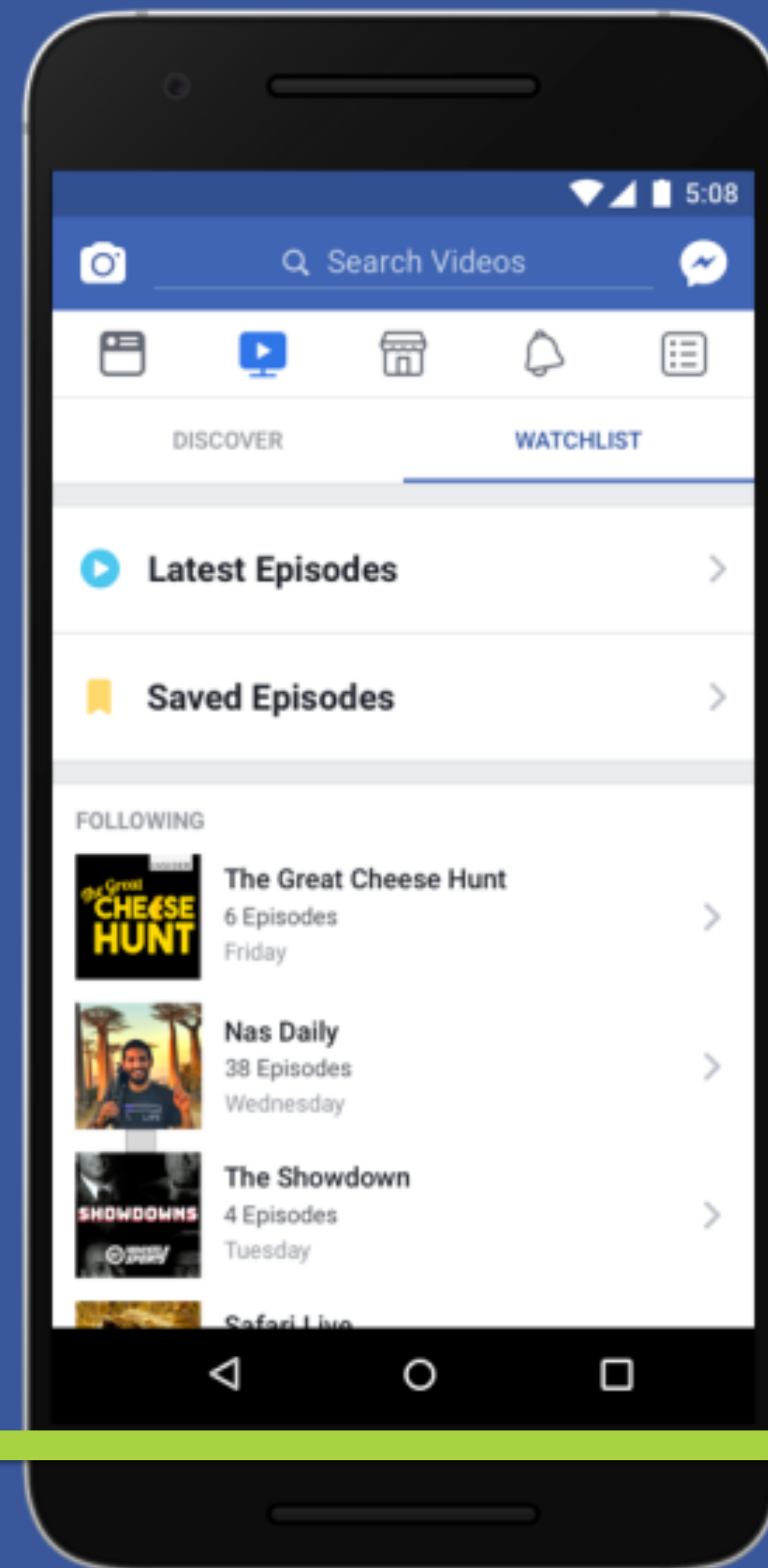
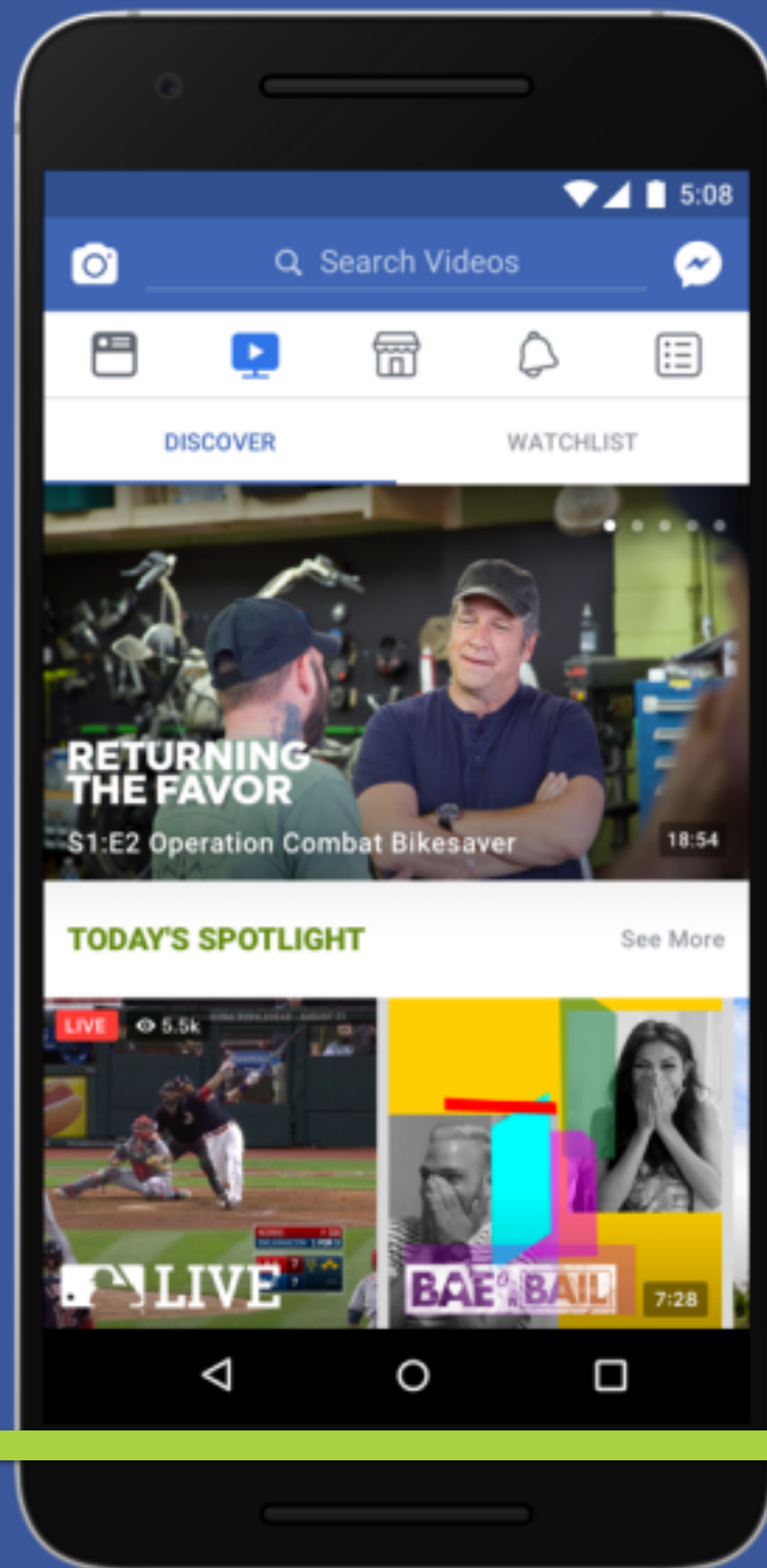


# Video

- FB live video has 6x interaction of native -
- Episodic video
- LinkedIn - native video
- Instagram and FB stories



# Facebook Watch



- Home
- Trending
- Subscriptions

LIBRARY

- History
- Watch later
- Liked videos

SUBSCRIPTIONS

- ByAshaXO 1
- Aldwyn Altuney 5
- Browse channels

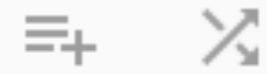
MORE FROM YOUTUBE

- YouTube Red
- YouTube Movies



# The Journey


23 videos • 13,522 views • Last updated on Mar 22, 2018





Social Media Examiner

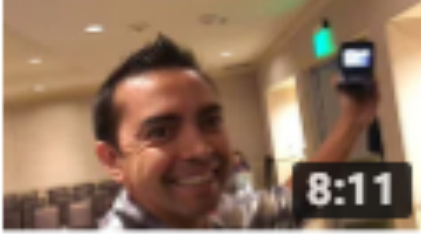
SUBSCRIBE 18K

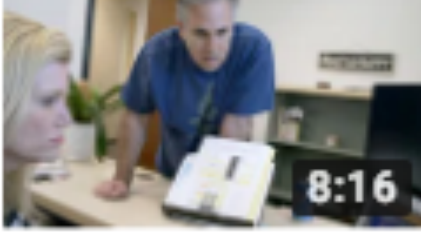
The Journey reveals what many will see as an impossible goal pursued by Michael Stelzner, founder of Social Media Examiner. Watch as he inspires and mobilizes his marketing team to take action.


- 

**Just Ship It! The Journey, Episode 1**  
Social Media Examiner  
5:42
- 

**Rallying the Troops: The Journey, Episode 2**  
Social Media Examiner  
7:08
- 

**It's About Time: The Journey, Episode 3**  
Social Media Examiner  
7:07
- 

**Leaving the Nest: The Journey, Episode 4**  
Social Media Examiner  
8:11
- 

**It's Hot in Here: The Journey, Episode 5**  
Social Media Examiner  
8:16
- 

**Necessary Endings: The Journey, Episode 6**  
Social Media Examiner  
7:56



# Chewbacca Mom, Candace Payne

- 167m views
- 3.3m shares
- appearances on James Cordon, GMA
- speaking opportunities
- a Candace Chewbacca doll



# Shot on an iPhone



<https://www.youtube.com/watch?v=lyYhM0XIIwU>

# Video resources for your smartphone

## Hardware

- A smartphone with the latest updates – I use an iPhone 7
- A lapel microphone – I use a Rode SmartLav+
- Lapel microphone extension – I use the RODE SC1 TRRS Extension Cable for SmartLav+
- Tripod – either mini or full size
- Bracket mount holder for your phone (as on a selfie stick)

## Software

- Use the camera app on your phone to take photos and video
  - Mac and iOS - iMovie (free)
  - Android - FilmoraGo or VivaVideo (both free)
-



# The rise of audio



# Adele

The importance  
of authenticity



Ok, so we \*may\* have printed 17,000 bags with a typo. We're calling it a limited edition.



# Be more human.

- Focus on a smaller, more relevant audience.
- Quality not quantity
- Show your audience you value them
- Have meaningful interactions
- Start with your staff



**Mel Kettle** @melkettle

6 Dec

Damn you @charlotteshucks for making me cry on the train. P175 of Love & Hunger dredged up many memories that are all too recent

[Details](#)



**Queensland Rail**

@QueenslandRail



Following

@melkettle Will you require tissues on your arrival?

[Reply](#) [Retweet](#) [Favorite](#)

8:58 AM - 6 Dec 12 · [Embed this Tweet](#)

Reply to @QueenslandRail



**Mel Kettle** @melkettle

6 Dec

@QueenslandRail haha! Am very glad I had some but thanks :)

[Details](#)

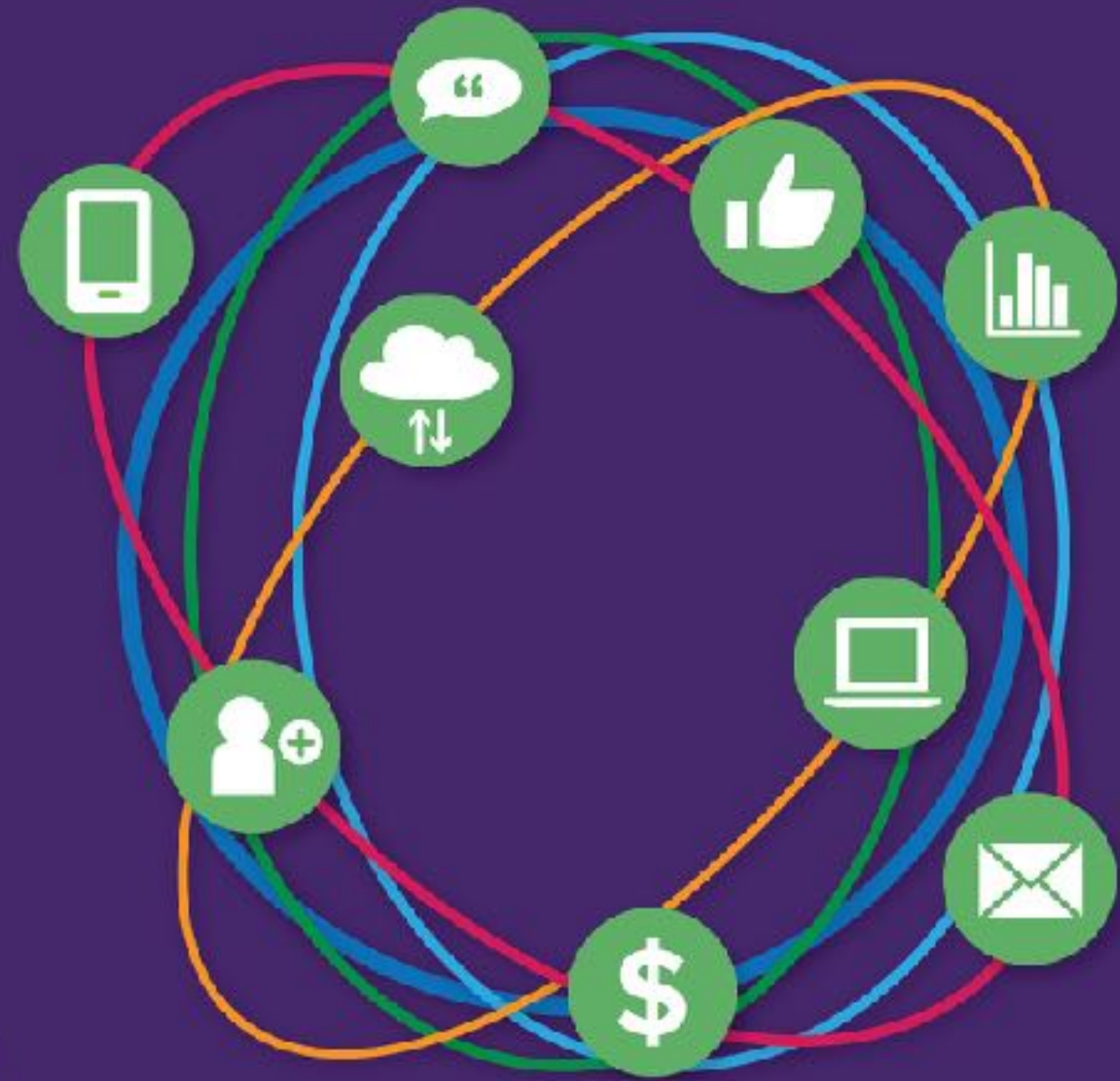


Leverage your  
content



Any questions?





# THE SOCIAL ASSOCIATION

5 key skills not-for-profits need  
to increase member engagement,  
generate ROI and create a thriving  
online community

MEL KETTLE

## My book

A signed hard copy - [melkettle.com](http://melkettle.com)

Unsigned - Amazon, Barnes & Noble

ebook - Amazon, iBooks, Kobo



# Want more? Pop your email in the chat box

- Workshops
- Coaching
- Training
- Mentoring
- Keynotes





THANK YOU:)

# Mel Kettle

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