

2025 Delaware Arts Summit

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Supplemental Materials

Comms Strategy Template (please make a copy!)

CONTENT PLANNING

[HubSpot: 6 Social Media Calendars, Tools, & Templates to Plan Your Content](#)

[RightSource Marketing: Why You Need a Content Strategy AND a Content Plan](#)

SHOOTING VIDEO ON YOUR PHONE

[NYT: A Beginner's Guide to Taking Video on Your Phone](#)

[My phone tripod](#)—there are [cheaper knockoffs](#) too

LIGHTING

[Here's a link to LED lights that are similar to what I bought.](#)

[Lightbox example](#)

SCHEDULING/SOCIAL MEDIA TOOLS

[Later: 13 of the Best Free Social Media Management Tools](#)

METADATA AND SEO

[Kanuka Digital: Beginner's Guide to Writing Metadata](#)

[Search Engine Watch: How to Write Meta Descriptions for SEO, With Good and Bad Examples](#)

HASHTAGS

[Jumper Media: Guide to Hashtag Research](#)

[Hootsuite: How to use hashtags](#)

GOOGLE ANALYTICS COURSE

[Google Analytics Course for Beginners \(video series\)](#)