



# Create Digital Content That Makes an Impact

Follow these steps to create content that makes a difference:

- **Research the digital landscape.** Choose a problem, topic, or issue you're passionate about and find out more. Research the root causes and what others are doing to help. Then consider what you can do. How can you uplift others? How can you support these efforts?
- **Keep the affected community at the center.** Make sure that how you communicate about the problem and solutions feels good for people in the affected community. What language do they use to talk about the challenges? What message do they want to send?
- **Understand your audience.** Who do you want to reach? Are you trying to directly connect with people impacted by the problem or raise awareness and mobilize people outside the community? Look into how the audience uses technology. What inspires and engages them? What platforms do they use?
- **Explore your digital tools.** How can images, text, video, or any other digital content share your message? Find the right platforms to create and share your content. What tools can you use to make the content? How will you reach your audience?
- **Create accessible content.** Use photos, text, facts, video, or anything else to motivate and inspire others about your topic. Include a specific call to action: what do you want people to do? Make the content accessible, written in a language and shared in places familiar to your audience.
- **Evaluate and amplify your content.** What impact did your content have? Collect audience engagement data, like the number of likes, follows, clicks, comments, or other feedback. Most importantly—how many people took action? Consider how you can expand your effort. Do you create more content or share more widely? How can you grow the impact your digital community can have?