



**A GUIDE TO
CREATING
CONTENT
YOUR WAY**

About The Cooks



Joe Calderon
Comms Assistant Director



Jasmine Infante
Social Media Coordinator

Old vs New











Old vs New

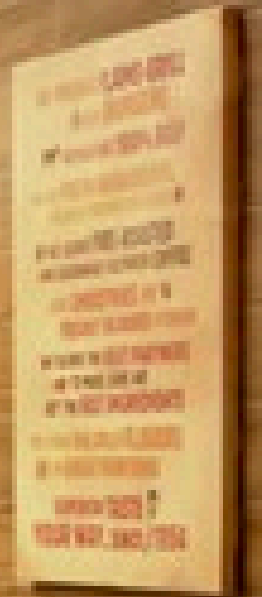






What's Your Order

what's your message?



What's Your Order



- **PSA - educational piece**
- **Celebration - to wish the community happy holidays**
- **Marketing - promoting upcoming events**

Behind The Counter

**The Best Content Comes
From Collaboration**



Long Form

/

Short Form



Long Form

- Depth
- Storytelling
- Trust
- Educate
- Document



Short Form

- **Reach**
- **Awareness**
- **Quick Hits**
- **Hook**
- **Tease**



The Ingredients

What makes the perfect order...



The Ingredients



DJI Avata



Sigma 70-200mm



Sigma 18-35mm



Canon 24-105mm



DJI Ronin



Canon R6



Rode Go Microphones



Sigma 24-105mm



Sigma 50 mm



Iphone & NewRig Cage

The Whopper



The Ingredients



The Whopper



The Ingredients



The Whopper

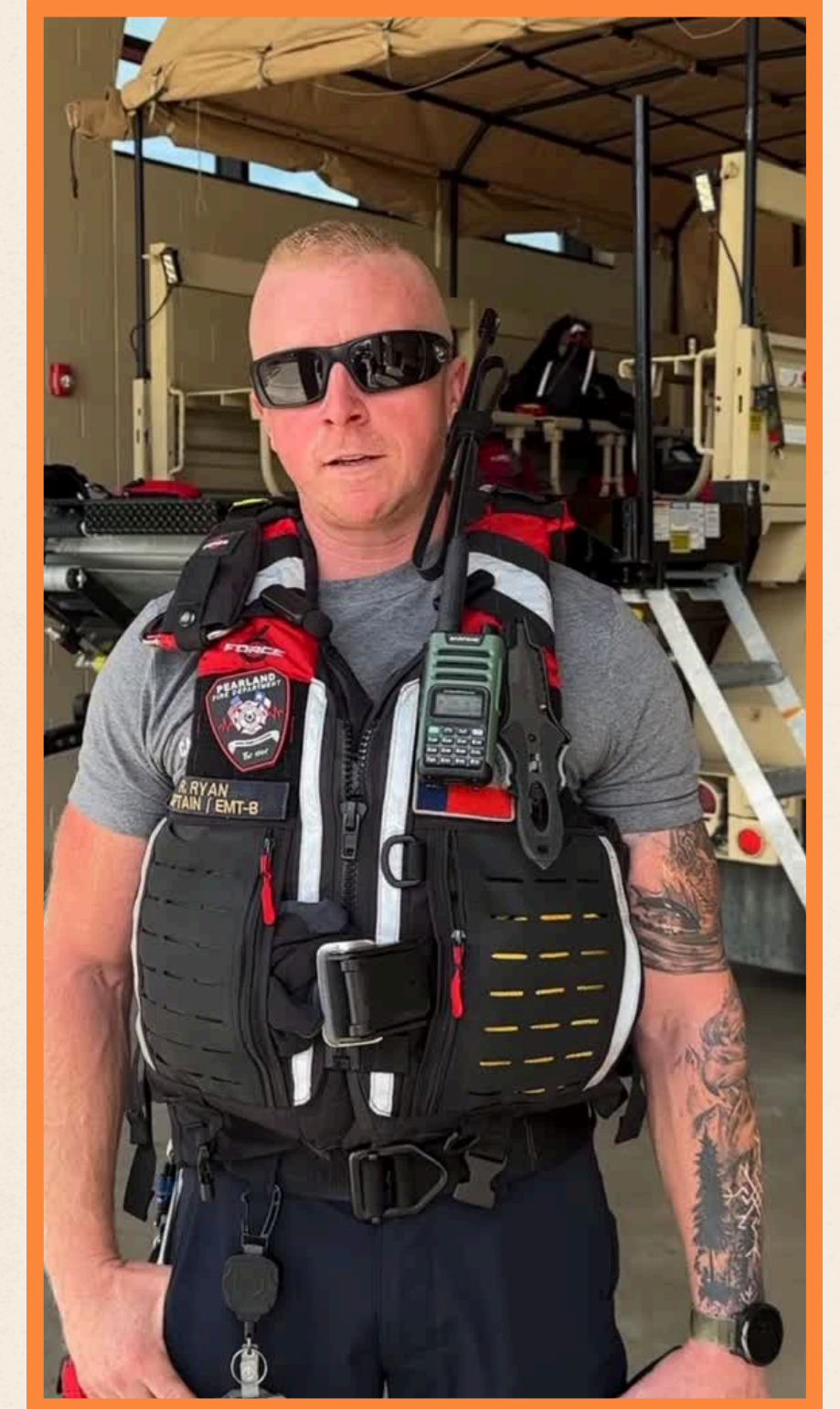


The Ingredients



Whopper Jr.

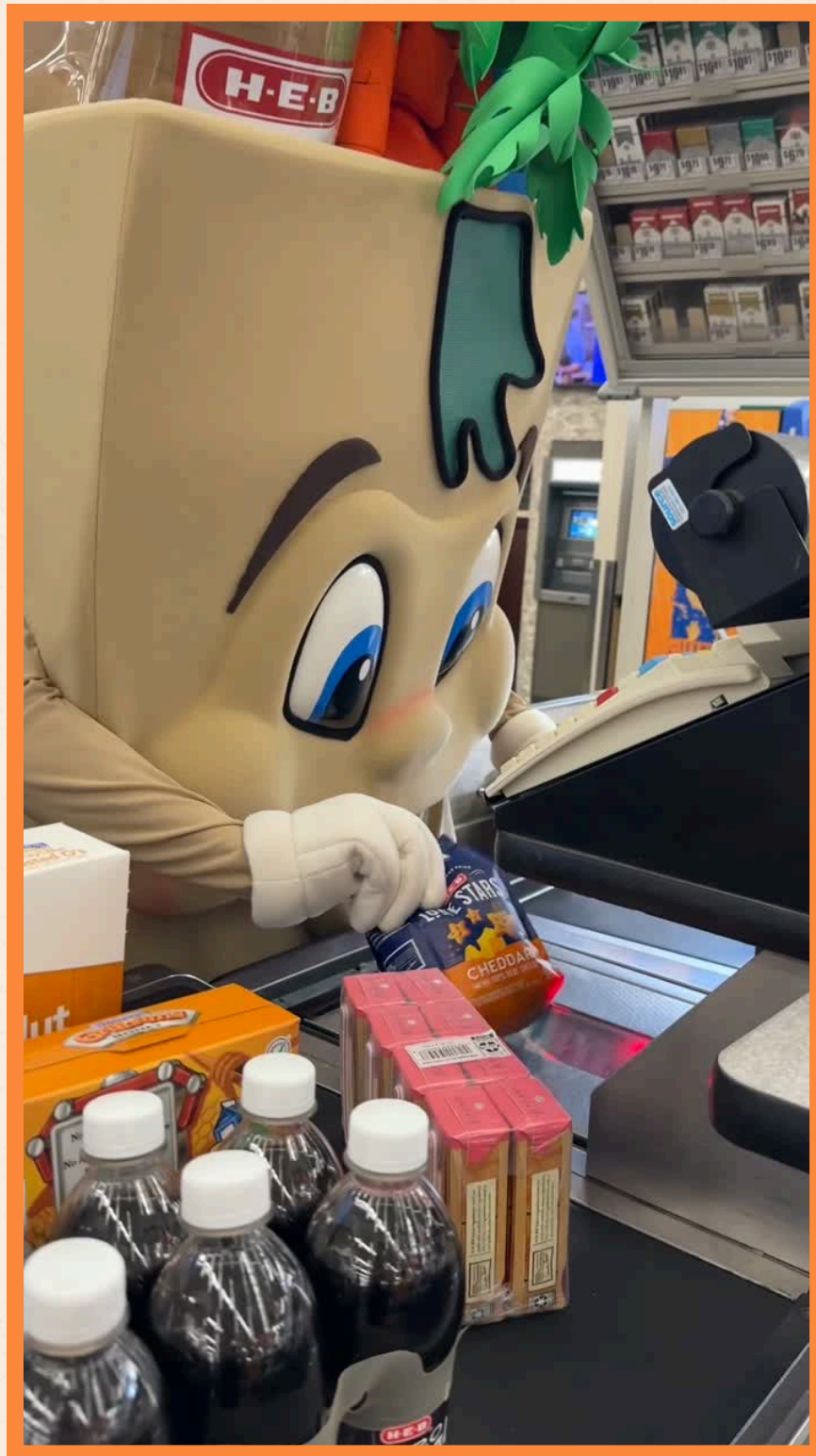
The Ingredients



Whopper Jr.



The Ingredients

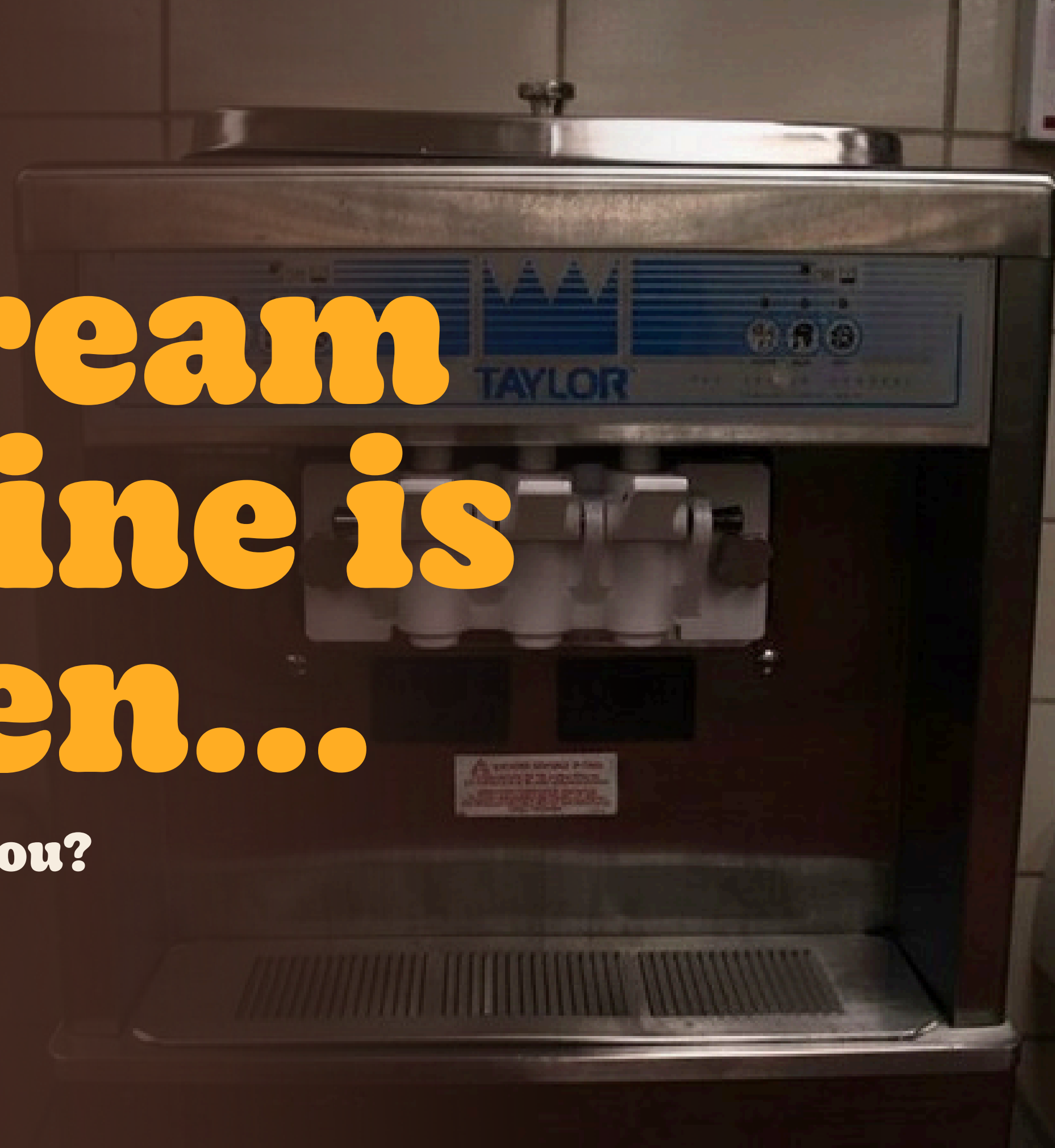


The Sides



The Ice Cream Machine is Broken...

What else can I get you?



The Ice Cream Machine is Broken...

What else can I get you?

- Pearland in Motion
- Talk of the Town
- Event Livestreams

What's The Secret Sauce

YOU ARE! As the communicator, you possess the key—the secret sauce, if you will. This power lies in your ability to say **yes** or **no**.

Ultimately, you will discern what essential information needs to be shared with the community.



Trivia

Thank you for joining!



You Rule

