

Creating Beautiful, Effective and Inclusive Content

Sierra Duffey

- Honours Bachelor in Public Relations from University of Ottawa and Algonquin College.
- Worked in communications, web design and project management in the Government of Canada.
- Photographer and artist .
- Blends art with process to create beautiful and effective content.



Today's workshop

Creating visuals and writing captions

Hashtags, tagging and collaboration

Inclusivity and accessibility

Writing and design tools

Canadian Copyright

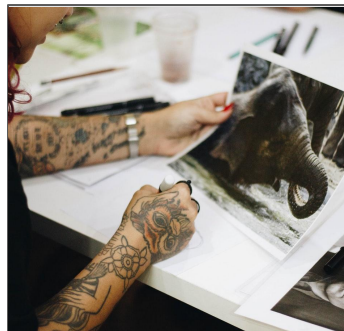
Engaging with followers after your
content has been posted

Work with a content strategist



Prepare your visuals

- Use the highest-quality visuals possible. Get professional photography done and hire a graphic designer.
- Know your visual aesthetic on your different platforms, but don't be too prescriptive.
- Always use visuals that are relevant to the message you are writing.
- Be inclusive.
- Learn about accessibility and colour contrast before putting text on top of images or colours.



How I work with clients



Set up a custom work plan
and contract



Free consultation to talk
about your brand, business
goals and current content
strategy



Work collaboratively to
create a process that
works with your voice and
business goals

Stay Connected!

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