
MARCH 5-7 2025

ACM WEST 2025 REGIONAL CONFERENCE

FUN TOOLS & PLATFORMS



VIDEO CREATION & COMMUNITY ENGAGEMENT

FACILITATOR: LAUREN FALLAHAY, OPERATIONS DIRECTOR, ACCESS SACRAMENTO, SACRAMENTO, CA

SPEAKER: OLIVIA FRANCO, SOCIAL MEDIA MANAGER/COUNTY PRODUCER, HŌ'IKE, KAUAI

SPEAKER: ANGELA HARRER, MEDIA PRODUCTION SPECIALIST, PASADENA MEDIA, PASADENA, CA

AGENDA

1 INTRODUCTION



4 TIKTOK & CAPCUT



2 DISCUSSION



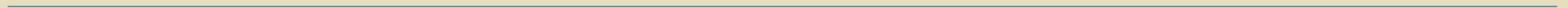
5 Q & A



3 CANVA



6 DEMONSTRATIONS





**WORKSHOP FACILITATOR:
LAUREN FALLAHAY**

Operations Director
Access Sacramento - Sacramento, CA



**WORKSHOP SPEAKER:
OLIVIA FRANCO**

Social Media Manager /
Government Producer Hō'ike, Kauai



**WORKSHOP SPEAKER:
ANGELA HARRER**

Media Specialist / Staff Producer
Pasadena Media, Pasadena, CA



WHAT ARE YOUR NEEDS?

Let's go around the room and answer the following:

- Who are you and which organization are you affiliated with?
 - Who here is familiar and comfortable using tools like Canva, TikTok and CapCut?
 - Which “fun” content creation tools are you currently using to engage your community?
 - Which tools do you hope to familiarize yourself with in the future?
 - How do you think these tools can help with community engagement?
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HOW PASADENA MEDIA ENGAGES USING CANVA & OTHER FUN TOOLS

The efficiency and accessibility that these tools have changed the game for creatives in our field and beyond.



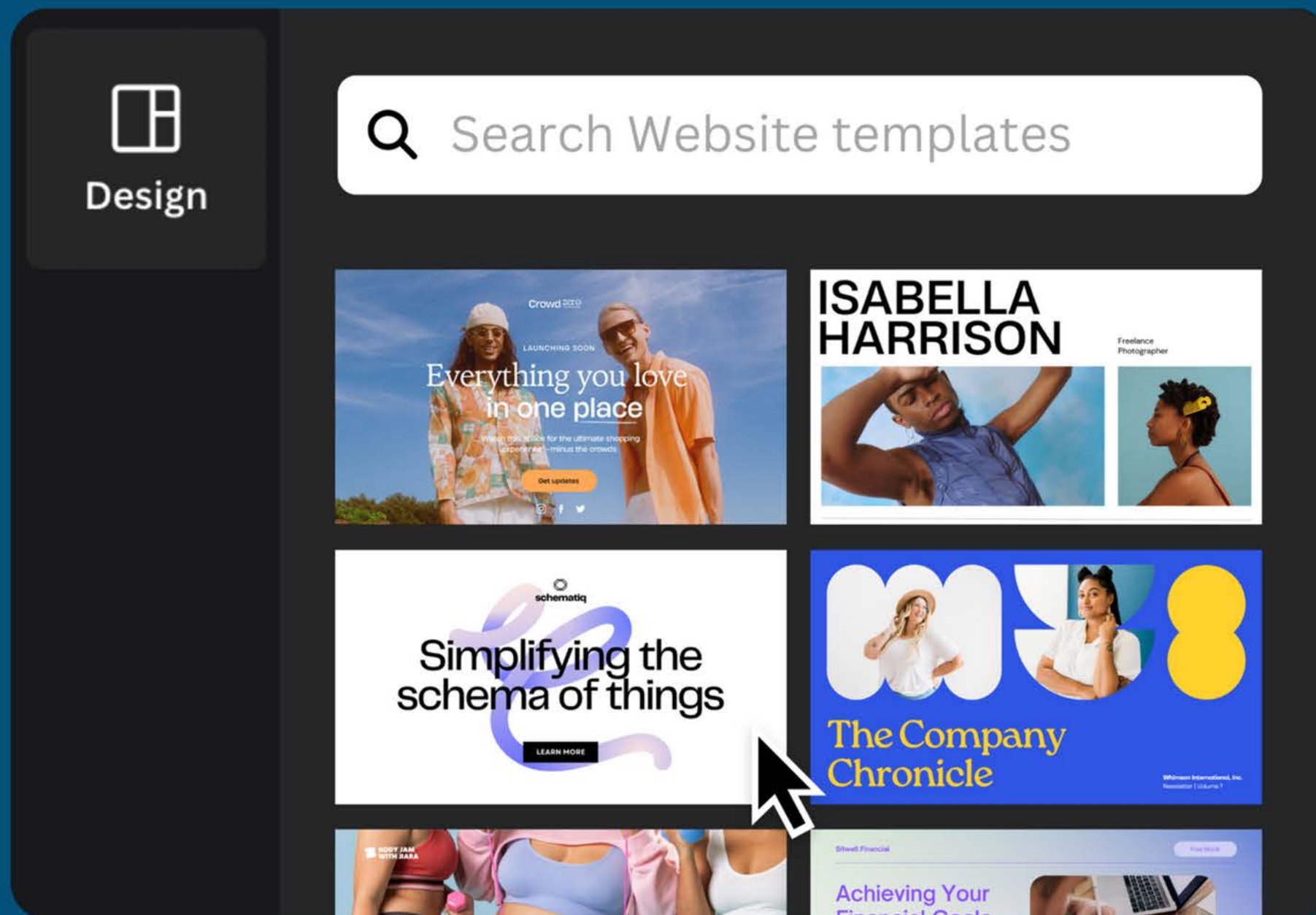
Canva



WHAT IS CANVA?

Canva is an online design platform that lets users create graphics, images, and other visual content. Free and paid versions available.

- Canva offers a free Canva for Nonprofits program and Canva for Education for eligible organizations and educators.
- Great for social media, presentations, marketing materials, and more.
- Streamlines workflows, replacing expensive and less robust platforms like photoshop and illustrator.
- Endless templates to customize.
- User-friendly, intuitive interface.
- No prior design experience needed!





CANVA KEY FEATURES

1. DESIGN TOOLS & TEMPLATES

- Thousands of pre-made templates for social media, presentations, posters, business cards, etc.
- Drag-and-drop editor for easy customization.
- AI-powered design suggestions to enhance layouts.

2. MEDIA & ASSET LIBRARY

- Millions of stock photos, videos, illustrations, and icons.
- Brand Kit to store logos, fonts, and colors for brand consistency.
- Background remover (Pro feature) for easy editing.

3. COLLABORATION & SHARING

- Real-time collaboration, allowing teams to edit and comment.
- Version history to track changes.
- Custom share links with view or edit permissions.

4. ADVANCED EDITING & AI FEATURES

- Magic Resize to adjust designs for different platforms.
- Text-to-Image AI to generate images from descriptions.
- AI-powered writing assistant for content creation.

5. VIDEO & ANIMATION

- Simple video editor with transitions, effects, and music.
- Animated elements.
- Screen recording and video trimming features.

6. PRINTING & EXPORTING

- Export in multiple formats (PNG, JPG, PDF, MP4, GIF).
- Print service for physical products like business cards, flyers, and posters.
- Website builder for simple, one-page websites.





LET'S CREATE CONTENT WITH CANVA!

Select the type of content you want to create.



SOCIAL POSTS



VIDEOS & ANIMATIONS



PRINT DESIGN



PRESENTATIONS





GETTING STARTED

STEPS:

- Visit [Canva.com](https://www.canva.com) and sign in.
- Choose a design type (Instagram post, flyer, presentation, etc.).
- Select a template to customize.

QUESTIONS TO ASK YOURSELF:

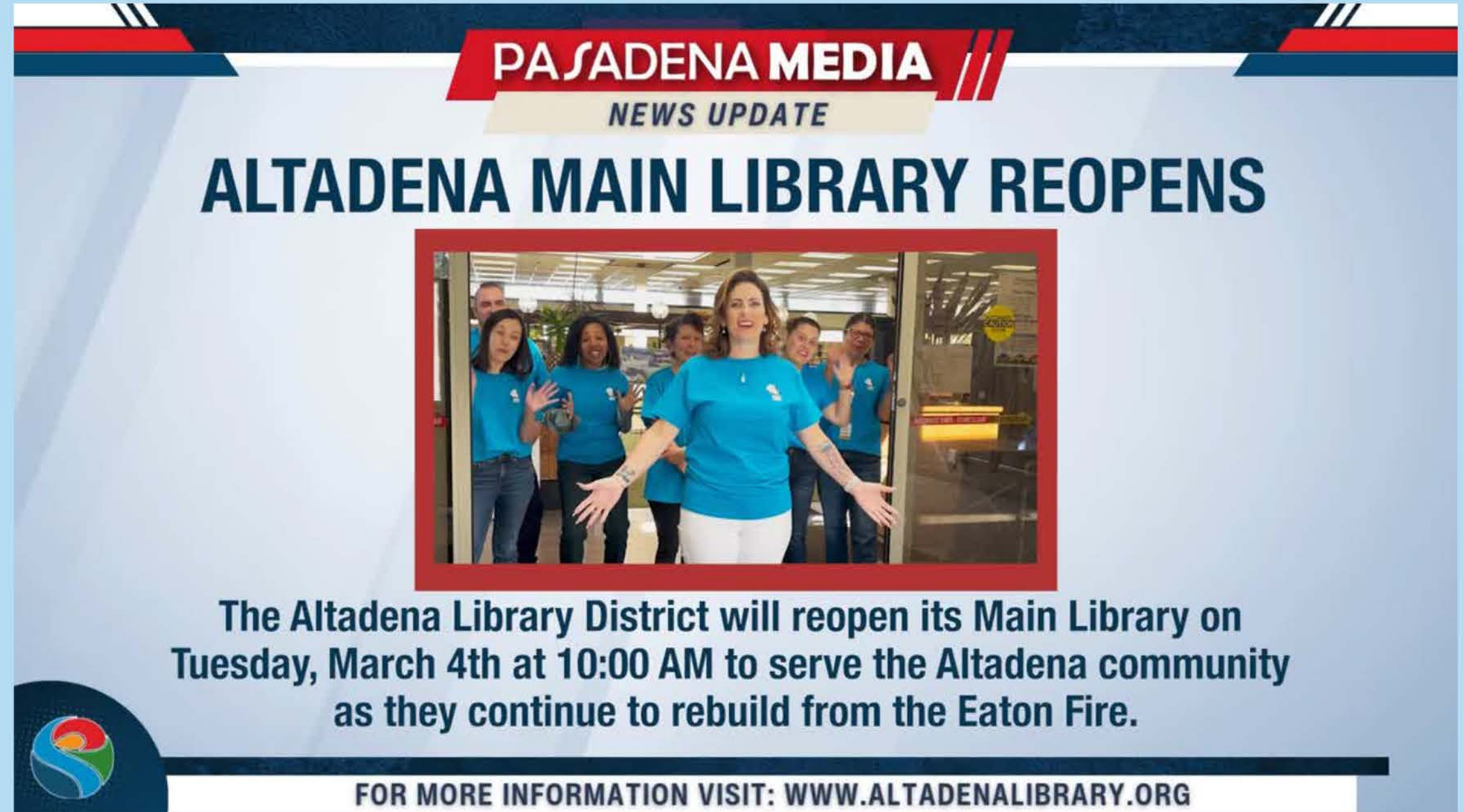
- How can I get my own organizations brand font, logos, etc into Canva?
- What kind of assets does Canva have that I can utilize in order to create better designs?
- What do I want to share with my organization following this conference that Canva can do?



CANVA'S CAPABILITIES & LIMITS



➤ Sample 1 - New York Sizzle



➤ Sample 2 - Pasadena Media News Story





CANVA CAUTIONS

Keep In Mind:

- Don't blindly accept templates. Try to get creative and use new ways to make these templates work for your needs and in harmony with your branding. Don't make all of your marketing tools "Canvified."
- If you have the skills, try to make it look like it was totally original.
- It's not a final answer to all of your design needs. You still need taste, style and creativity.
- Aspect and frame ratios are often overlooked. While the resize option can be a big help, not every template looks good in every format. Think ahead and imagine where your designs will be used.

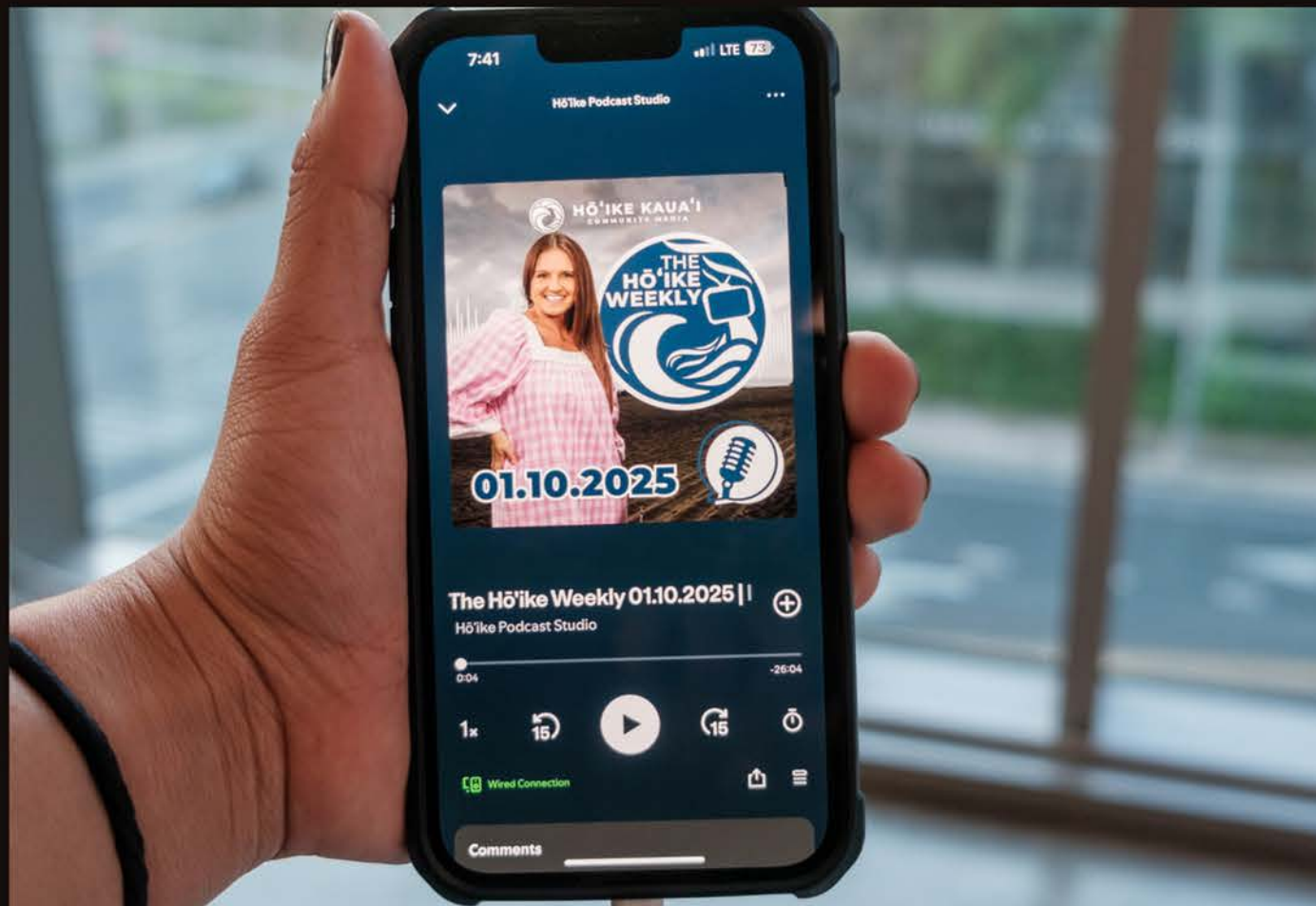




CAPCUT AND TIKTOK



HŌ'IKE KAUA'I
COMMUNITY MEDIA



CapCut can sometimes feel like a more stripped down video editing tools and can be challenging to learn and deviate from traditional editing tools.

- It has many benefits, especially with changing things up when it comes to longer videos
- It has its weaknesses too, with formulaic content becoming disengaging for audiences



“IMITATE, THEN INNOVATE”

HOW DO I ENGAGE MY COMMUNITY WITH THESE TOOLS?



HŌ'IKE KAUA'I
COMMUNITY MEDIA

Trend Monitoring is great and all but copy and paste isn't going to increase engagement all by itself. Work on being creative to attract your actual audience.



MADE IN CAPCUT

Here are some examples of things that I have used to engage my audience back home, while still attending conference!

Travel Centric Vlog

Trying to emulate a trend but still staying true to our mission.



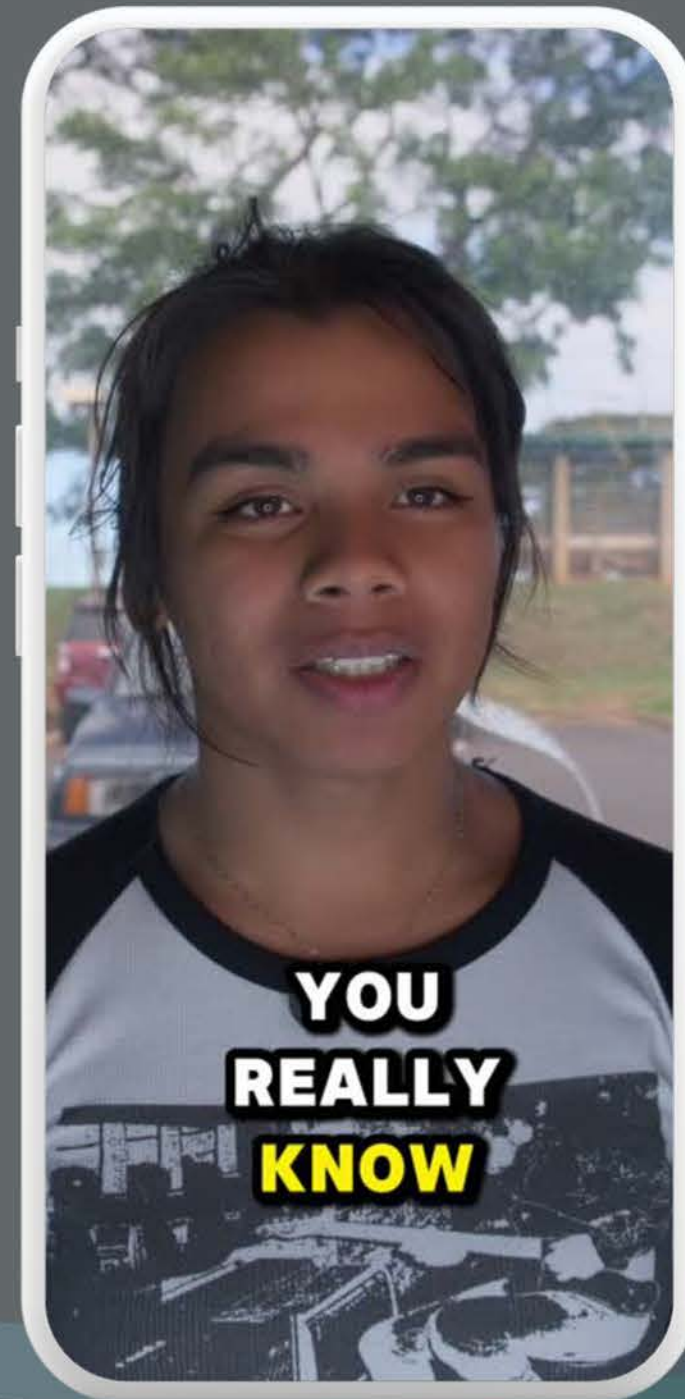
Quick Montage

FROM 16:9 TO 9:16

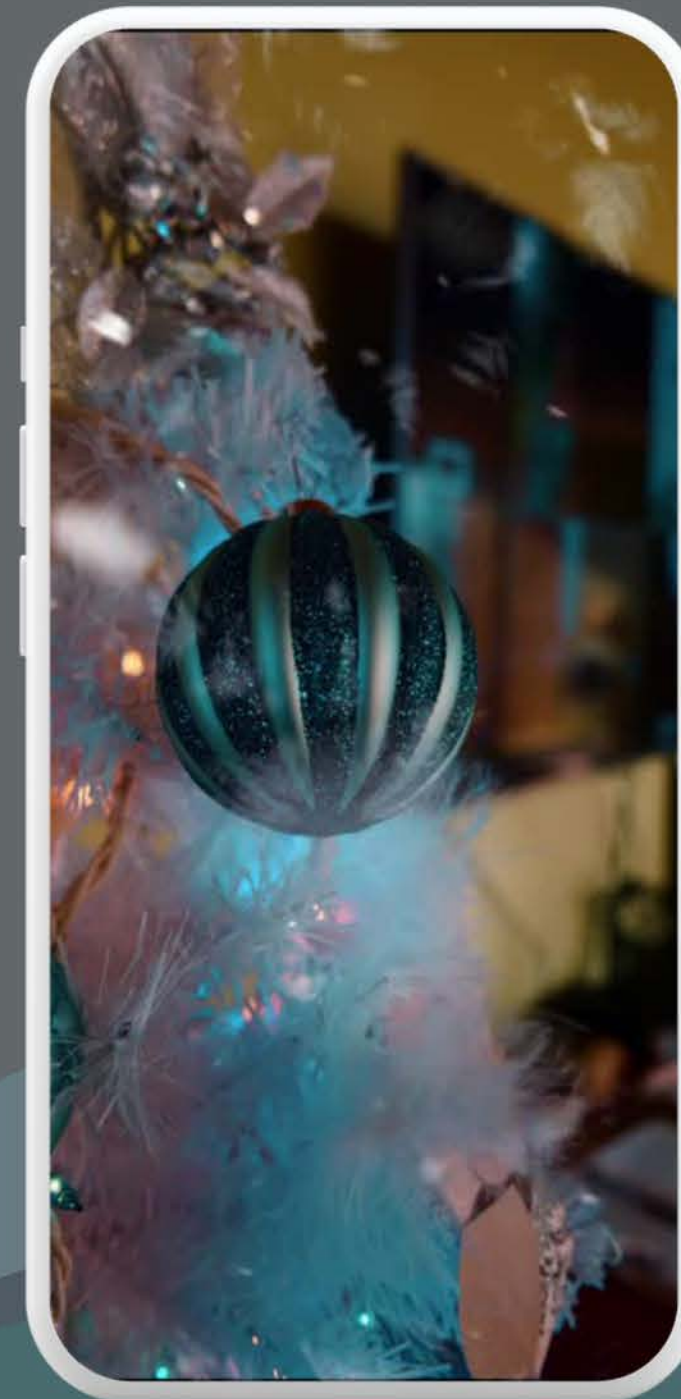
How can I take content for broadcast, and turn it into engagement?

Podcast Highlights

Creating an engaging way to consume the content



Quick Holiday Montage





NOT JUST SOCIALS

*CapCut can compete with
Premiere and FCPX with it's
speed and ease of use.*



CAPCUT'S BENEFITS

CapCut is a popular video editing tool that is different than a full video suite that is designed with a quick pipeline for things like social media, YouTube, etc.



1. Pre-Made Templates

a. Lots of templates from the community to base your own videos off of

2. CapCut has a robust mobile app

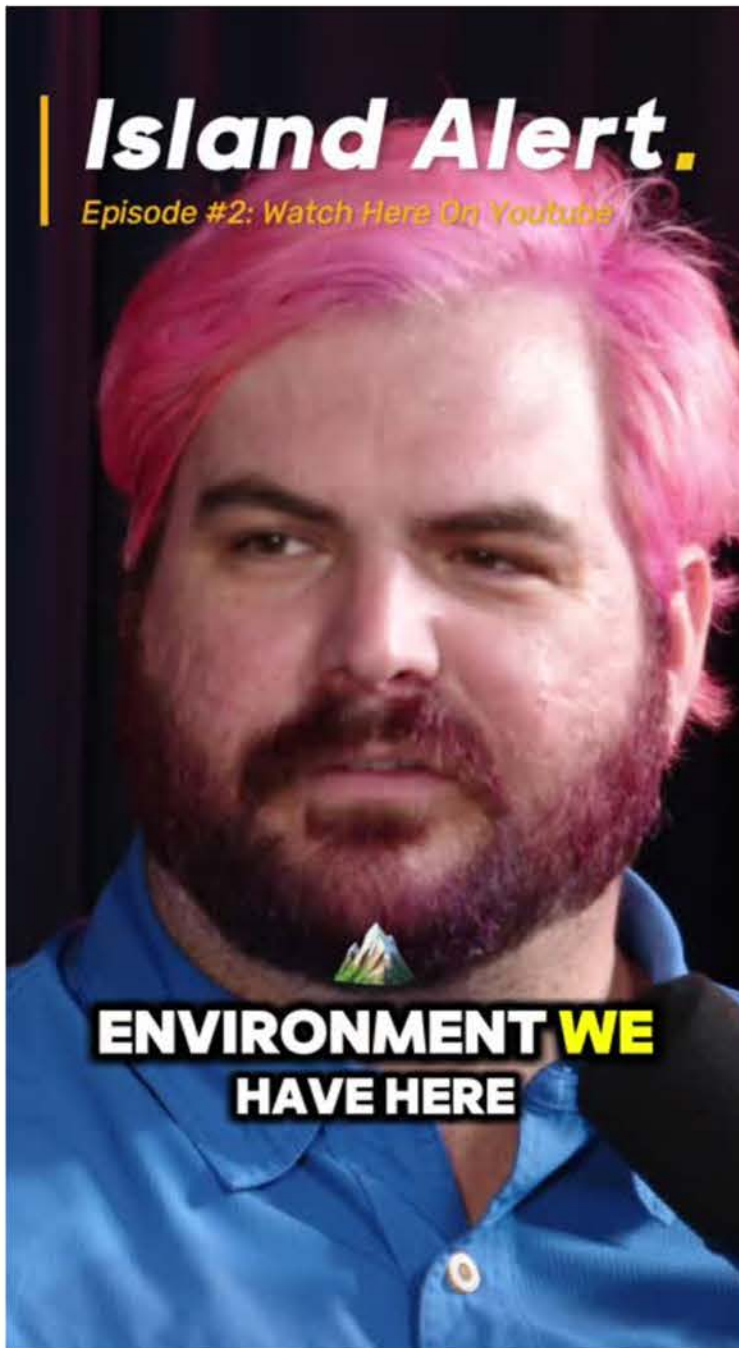
a. CapCut is perfect for starting a draft on your phone, then bringing onto Desktop to refine it

3. Auto Captioning is accurate, even with Hawaiian names

4. Content Repackaging

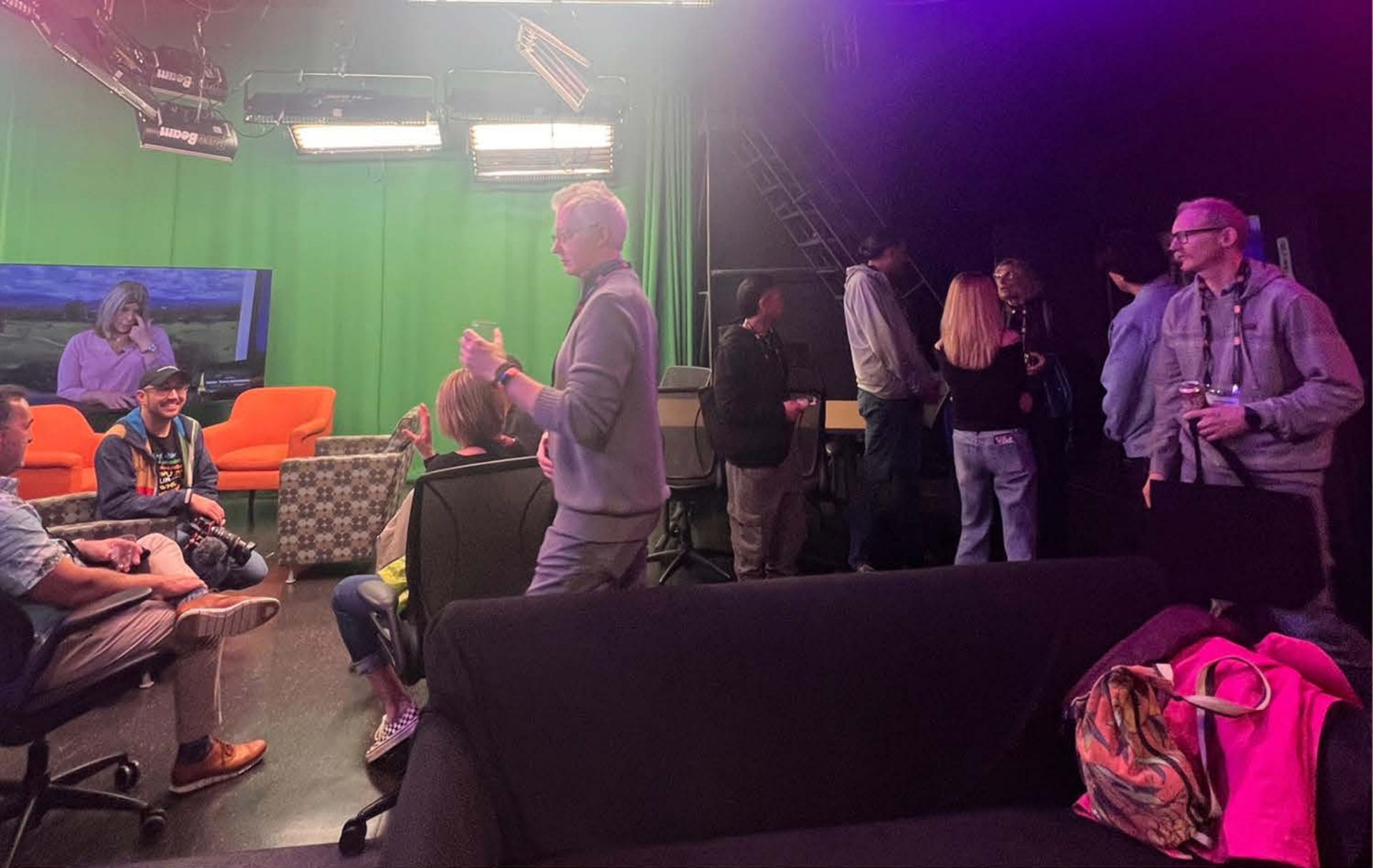
a. I'm able to take long form videos and turn them into shorts for a completely different audience

CAPCUT'S CHALLENGES



1. CapCut's templates can sometimes be **hard to work with or inflexible with branding so you have to workaroud.**
2. CapCut is **dependent on a WiFi** connection and that can be difficult when working away from the office
3. CapCut's "Noise Isolation" and "Stabilize" Features can sometimes leave a lot to be desired (Premiere and FCPX will be much stronger)
4. CapCut doesn't feature many of the collaboration tools others may offer

Overall, CapCut is NOT designed to fully get rid of full editing suites. It is instead, a tool that makes creating FAST, DIVERSE content EASY



CAPCUT & TIKTOK

LET'S DEMO IT!

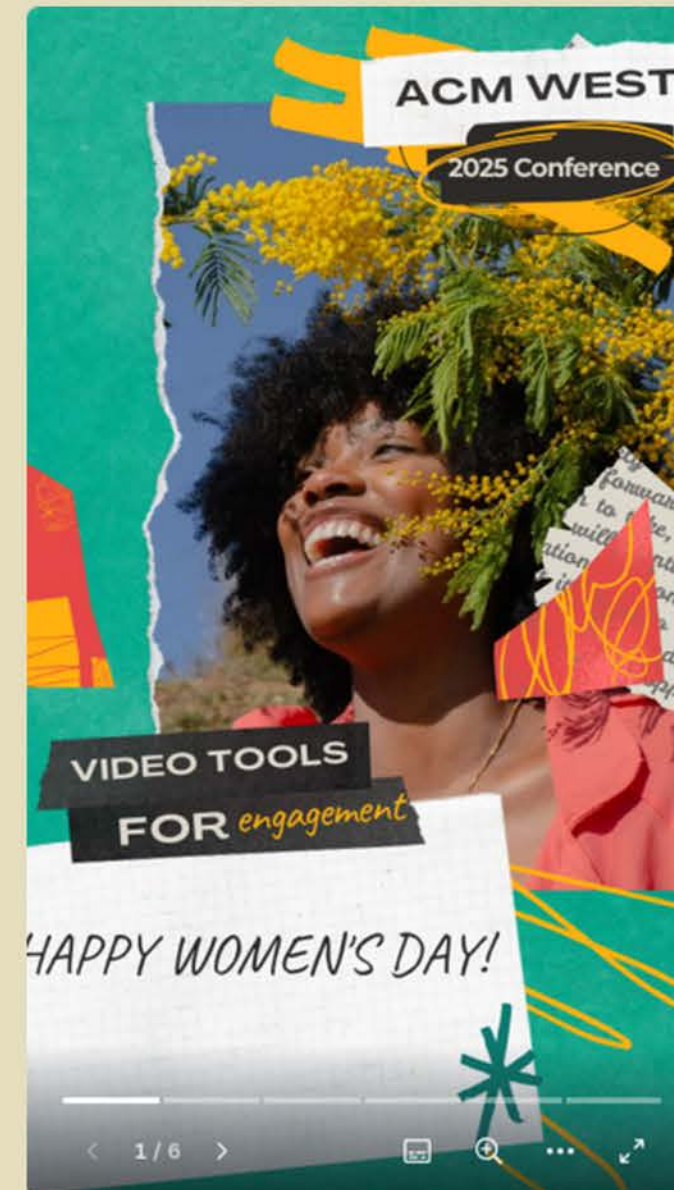




COLLABORATIONS ACROSS TOOLS

Let's build together!

- Get into groups of 3-4 people.
- The challenge would be to create a social media post that supports your media center as a call to action.
- Olivia and Angela will assist if you *don't* have any experience don't worry!



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THANK YOU!



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