



fabric

Social Media Content Guide

Why and what we create social media content for

Thank you for sharing your work with our audiences.

The content you create plays a key role in telling the story of your work, from the work itself to the people and ideas behind it.

This pack shares guidance in how you can support the sharing of your work, helping us to share clear, compelling and inclusive narratives together across our social media channels, building curiosity and connection around your work.

Fabric has the following social media channels we can utilise to support and connect people to your work:



@fabric.dance



@fabricdance



@fabricdance



@fabricdance

Content Ideas

Some content ideas you might like to try:

- Behind the scenes type footage of rehearsals, in-the-studio, on stage or just something that shows you in your process
- Talking head video from choreographer/performers, talking about yourselves, the work & sharing insight/context for people to connect with. We could even add this over any existing trailers you may have to make it more personal about your time with our audiences
- Fabric Instagram takeover – following you around for the day

OR if you have some other ideas, get in touch with us. These are just some popular examples we've used; we're always happy to discuss and support some other creative content ideas you may have that you feel is suited to your work.

Content Style and Tone

Keep it short: Aim for videos under 1 minute unless otherwise agreed.

Be authentic: Speak naturally and with enthusiasm – your personality is your superpower.

Be welcoming: Imagine you're inviting someone new into your world. Keep the tone friendly, inclusive and warm.

Music and Language

Avoid explicit or inappropriate lyrics in any music you use (including background tracks).

No swearing or offensive language, even if lighthearted – we want our content to be suitable for all audiences.

Please ensure you have the **right to use any music or sound** featured in your videos (e.g. royalty-free, original, or platform-approved music).

Consent Permissions

Do not film or share participants without their permission.

If filming others (even briefly), ensure you have their **verbal or written consent** before sharing the content with us.

Be mindful of safeguarding – avoid close-ups of children or vulnerable adults unless agreed in advance.

Content Formats

Instagram content

Portrait videos works best for IG. An aspect ratio of 4:5 for posts work well and 9:16 for stories and reels. We say this as IG will crop your content to fit these frames.

(the first number represents width and the second number represents height. So an IG story for example is more rectangular with larger height than width.)

Facebook content

Video content same as IG format as they share Meta platform.

Images that aren't too detailed make it easy to focus a message or add text to, to help promote your work.

Website/YouTube content

High-quality landscape videos are ideal here, especially for trailers, interviews and longer-form storytelling.

Important Note: For any videos we would need to ensure any speaking is captioned. Videos specifically for socials work best being around 1-min in length.

Technical Tips

Good lighting and clear audio

make a huge difference – natural light is great! Make sure the light source is facing you.

If speaking please ensure you can be heard clearly. Try and make sure any background noise is kept to a minimum.

Keep camera steady if possible (tripods or phone stands are handy).

Start with a **clean lens** and **background** where possible.

Previous Examples

Video content created
for social media



Submitting Content

Send videos and images via WeTransfer, Google Drive, or email to marketing@fabric.dance.

If speaking, please subtitle the video. If you need us to do this, this will need to be agreed in advance.

Include a short caption or context if you'd like us to mention anything specific.

Let us know if there are any crediting preferences (e.g. tagging your social handles).

Any questions? Get in touch



If you would like to talk through anything in this pack, feel free to start the conversation with the marketing and communications team via email: **marketing@fabric.dance**.

This inbox is monitored by the marketing and communications team everyday during office hours (Monday to Friday, 9am – 6pm).

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