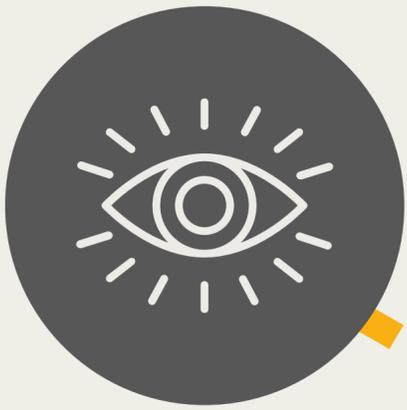


# Using hooks to Capture and hold attention



## Visual hook

Use eye-catching imagery in the first second of the video or reel (or the first image in a carousel) to grab attention, intrigue people, or capture their imagination - this should be easy for arts organisations, we have incredible visual hooks we can use!



## Text hook

Add text on the screen at the start of a reel (or on the image of a post) to spark intrigue e.g. sharing a strong point of view, an interesting question, a problem, an opportunity, the start of a story etc.



## Caption hook

Consider the first few words at the start of your caption. Why might someone watch? Show how the rest of the content will be useful, meaningful, entertaining, or valuable.



## Audio hook

Use spoken audio that demands attention, or music that stops people scrolling past. Time transitions with the music to make it more dynamic and engaging.

[Remember to also add captions for accessibility and for those engaging with the sound off].



## Movement hook

Time movement within the video or reel to keep people watching. This doesn't need to be complex, anything that's moving can help hold peoples attention out of curiosity - walk somewhere, move your hand, scan a scene, use transitions etc.