“The main goal of content strategy is to use words and data to create unambiguous content that supports meaningful, interactive experiences. We have to be experts in all aspects of communication in order to do this effectively.”

- Rachel Lovinger
So...what is content then?
Transforming Washington's Budget »
Jobs First »
Education »
Health Care »
Healthy Puget Sound »

THE BLOG
09/11 - Did you know that reading to your child just 20 minutes a day can ensure future success? Recent studies suggest that if a child is proficient in reading by the time they finish 3rd grade – they’re more likely to graduate from high school. Read more »

Governor Chris Gregoire

HOW DO I?
Learn more about Hurricane Sandy relief efforts
Support Hurricane Sandy relief efforts through the Combined Fund Drive
Know what to do if you see marine debris on Washington beaches
Find information for students

SPOTLIGHT ON:
Watch Governor Gregoire's remarks at the Lean Transformation Conference
Fiscal WA Gov: Washington Transparency: Learn about your state budget
Chris Gregoire GovGregoire
The common fallacy…
The common fallacy…

…content is your blog.
What we know to be true…

…content REALLY is:

- Blog content
- Page text
- Navigation elements
- Meta data
- Anchor text
- Social content
- Images
- Videos
- FAQ’s
- Community forums
- Site SERP’s

- Bread crumbs
- Header/Footer elements
- Outbound links
- Comments
- Reviews
- Sidebar
- Captions
- Ads
- Buttons (social, RSS, action oriented, etc)
If content is ALL of those things... how does it fit into our overall web strategy?
But...this session was supposed to be on social media content strategy?
“Social media isn’t where we start. It isn’t where we stop. Social media is a tool. A tool we ought to use as an input to strategy development and a channel we damned sure should be executing in. But really…that’s it.”

- me
ORGANIZATIONAL

substance

structure

PEOPLE

workflow
governance

core strategy

framework credit: Brain Traffic

@kristy
How do we answer the substance question?
what are they thinking about?

what are they hearing?

what are they seeing?

what are they feeling?
business objectives

website analytics data

CRM/database

social listening

measurement

@kristy
the goal is to marry:

what a user’s complete experience looks and feels like online with the outputs of their interactions.
content sources

- original
- user-generated
- licensed
- aggregated
- guest content
- curated
Workflow...that's about process right?
A: audit current content
B: research and analyze
C: benchmark and plan
D: create
E: reviews & approval process
F: format and publish
G: track performance
H: archive, update or sunset
four tools to help you succeed:

Editorial Calendar

ed-i-to-ri-al cal-en-dar

*n.* A tool, usually either in spreadsheet or table format, that allows a user, group of users or a team publishing schedules. Will typically include authors, timelines, formats and distribution information.
four tools to help you succeed:

RACI

RACI

acronym. Stands for Responsible, Accountable, Consulted and Informed. Usually built in a spreadsheet. This document helps teams hold individual members responsible and instill accountability into processes and workflows. Aids in organization.
four tools to help you succeed:

QA Checklist

q-a check-list

n. This document is designed to act as a requirements quality assurance exercise. Include in the checklist criteria such as attributes (meta-data, anchor text, etc) and processes (spell-grammar check, fact-check, etc) that need to be met before the content goes live.
four tools to help you succeed:

Style Guide

*style guide*

*n.* You likely already have a brand style guide. This document is not a blanket piece that will cover social channels. Social channels are different and require different style elements. Use your brand style guide as a starting point. Your social style guide becomes your content “north-star”
Governance? What does governance have to do with social or content?
the answer is...a lot!

@kristy
Isn’t structure someone else’s job?
information architecture

ux designer

marketing

seo

@kristy
the social landscape

owned media: .com, microsites

branded media: social networks

earned media: 3rd party blogs, message boards, news sites

home base

outposts

passports

@kristy
audience, format, & extensibility

owned media: .com, microsites

branded media: social networks

earned media: 3rd party blogs, message boards, news sites

home base

outposts

passports

@kristy
One final, and perhaps most important thing.
helpful tools & resources

Listening
- Radian6
- Sysomos
- Visible Tech

Measurement
- SimplyMeasured
- Prosodic
- Unmetric

Analytics
- Google Analytics
- Webmaster Tools (in Google)
- Omniture

Planning
- Smartsheet
- Google Docs
- Basecamp

Publishing
- WordPress
- HubSpot

Reading & Education
- Content Strategy for the Web (Halvorson)
- Web Analytics 2.0 (Kaushik)

People to follow
@Halvorson
@BrennerMichael
@copyblogger
thank you!

@kristy

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