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BYOD: Content Strategy—Not Just for Marketers

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Content Strategy Isn’t Just For Marketers

DIGITAL EDUCATION SUCCESS
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Content Strategy

Content Strategy Plan

Use Trello
Think of an area or topic you would like to create a content strategy for. It could be a current or upcoming project that you are very familiar with.
What’s available and what’s needed?

Drive an individual’s performance

Right content, audience, time and place

Content is a business asset
Think back to the topic you had selected earlier in this session. Now that you learned more about content strategy, will you be able to still use it to build out your own?

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Analyze
Create, curate and collaborate
Deliver, publish and share
Measure
Maintain, expire, destroy
How would you create your own content strategy plan?
1. Analyze what you need (learner personas, responsibilities, content, etc.)
2. Decide if you want to create, curate or collaborate
3. Make a call on delivery channels and where to publish
4. Decide what you want to measure
5. Decide how you want to maintain content

Use the Excel spreadsheet provided to get you started. Adjust it for your own needs.
Let’s explore Trello together!

➔ Sign up for Trello
➔ Start using it for your own purposes, how would you set it up?

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Create engaging, reusable and sustainable content
Manage content as business asset

Right content, right time, right audience
Analyze, create, deliver, measure, and maintain

Start small and graduate to Trello
Use example and tips and tricks boards