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.
Content Strategy?
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. Now that you learned more about content strategy, will you be able to still use it to build out your own?
Content Strategy Plan Process
Analyze

Create, curate and collaborate

Deliver, publish and share

Measure

Maintain, expire, destroy
Create: 65%
Curate: 25%
Syndicate: 10%
Create a content taskforce
Summarize what you already have
Repurpose content
Content strategy plan...it’s easier than you think!

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<tr>
<td>1</td>
<td>Learner Lifecycle Stage</td>
<td>Title</td>
<td>Description</td>
<td>Course Code</td>
<td>Target Audience</td>
<td>Delivery Channel</td>
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<td>2</td>
<td>Onboarding</td>
<td>Sales 101</td>
<td>Learn about basic sales tools and how they are leveraged</td>
<td>S101</td>
<td>New Staff</td>
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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.
Take it to the next level: Trello
Let’s explore Trello together!

→ Sign up for Trello
→ Start using it for your own purposes
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
Questions?