

Maverick Communications: Content Strategy Session

February 24, 2014

UNO HAS A BIG GOAL

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Expand student body
to 20,000 students by 2020

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to 20,000 students by 2020

No one person, unit, department or college is
responsible for this goal.



Hey! It's a team effort!

As communicators, our role is to share the UNO story with content we create and publish on our website.

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Great. So what's "content?"

CONTENT IS EVERYTHING ON YOUR WEBSITE

- headlines
- blocks of copy
- links
- photos
- videos
- sidebar “features”
- buttons
- contact information
- error messages
- browser titles
- navigation titles

CONTENT IS EVERYTHING ON YOUR WEBSITE

(No pressure,
right?)

- headlines
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- sidebar “features”
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As communicators, we connect the dots.

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Amazing faculty research > communicator >
website

As communicators, we connect the dots.

Amazing faculty research > communicator >
website

Cool student achievement > communicator
> Facebook

DANGER

BE CAREFUL
WHEN BELT
IS IN MOTION.



The content needs.
Just... Keep...
Coming...

If only we had some
sort of guide. You
know, like a plan...

ER
BE CAREFUL
WHEN BELT
IS IN MOTION.



CONTENT STRATEGY

Content strategy plans for the creation, publication, and governance of useful, usable content.

Content strategy will make you happy.

It leads to:

Better user experience

Greater consistency

More operational efficiency

More accurate information

PLAN
CREATE
IMPLEMENT
GOVERN

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CREATE
IMPLEMENT
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PLAN

- Audit pages
 - Make friends with Excel
 - Assess the pages you have
 - Build a checklist of work to be done



"Thirty years ago my older brother...was trying to get a report on birds written that he'd had three months to write. It was due the next day... he was at the kitchen table close to tears, surrounded by binder paper and pencils and unopened books on birds, immobilized by the hugeness of the task ahead. Then my father sat down beside him, put his arm around my brother's shoulder, and said, 'Bird by bird, buddy. Just take it bird by bird.'"

– Anne Lamott, *Bird by Bird*





Pick a bird.



PLAN

- Prioritize pages
 - Top level to bottom
 - Based on timeliness
 - Based on what is most ready to promote
 - Based on what needs the most help

PLAN
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CREATE

During the creation process someone writes actual words that will ultimately appear on your web page/site

- Delegate an owner
- Schedule a delivery date
- Content creation is a process, not a project

CREATE

- When writing ask: what, why, how, when, for whom, with what, where, when, how often, and most importantly what's next



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Undergraduate Application Submission Deadlines

Fall Semester — August 1st
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CREATE

- Think “promotional”
 - Use the UNO Advantage “20 questions”
 - Drive users to central resources (online undergraduate or graduate catalogs, for example)
 - Own what you know

CREATE

- Don't reinvent the wheel
 - How can you repurpose existing, up-to-date materials (brochures, newsletters, etc)?

CREATE

- Remember content is political. Changing content is a people process.
- Secure approval or sign off

PLAN
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GOVERN

IMPLEMENT

- Goals come before tools

IMPLEMENT

- Goals come before tools

CHALLENGE: Mistaking CMS workflow for content strategy



ONE DOES NOT SIMPLY

GET RIPPED IN A WEEK

IMPLEMENT

- Goals come before tools

CHALLENGE: Mistaking CMS workflow for content strategy

SOLUTION: Using technology to support your content plan, not lead it

IMPLEMENT

- Goals come before tools

CHALLENGE: We can publish anything,
anytime

IMPLEMENT

- Goals come before tools

CHALLENGE: We can publish anything, anytime

SOLUTION: Publish with intent

PLAN
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GOVERN

Governance empowers units to quickly create and publish engaging, accurate, consistent, and relevant content that supports the University's mission.

- Audience First
- Consistent Brand
- Accessible and Secure

faceboot



Google

Snears

GOVERN

- Governance is not about “policing” each other, it’s about:
 - Consistency
 - Resources
 - Clearly defining roles and work protocol
 - Measurement of content and communication goals
 - Improvement cycles
 - Training

“Content Strategy in Higher Ed” Survey Results

32% said “neither my job title nor job description reflect content strategy but it is still the focus of my work”

“Content Strategy in Higher Ed” Survey Results

26% said their top challenge in executing content strategy was a “lack of collaboration or communication among peers”

“Content Strategy in Higher Ed” Survey Results

Most popular content strategy tools/processes

Development of communication goals = 65%

Content templates = 59%

Content audit = 58%

Editorial calendar = 54%

Thank You!

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