




Content Strategy: Planning, Activation, and Measurement


December 8, 2021

SETTING YOUR CONTENT PRIORITIES

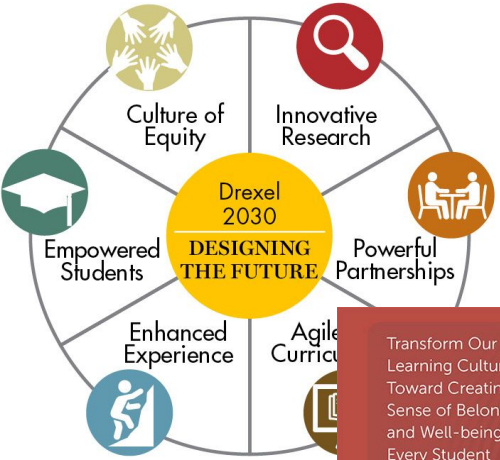


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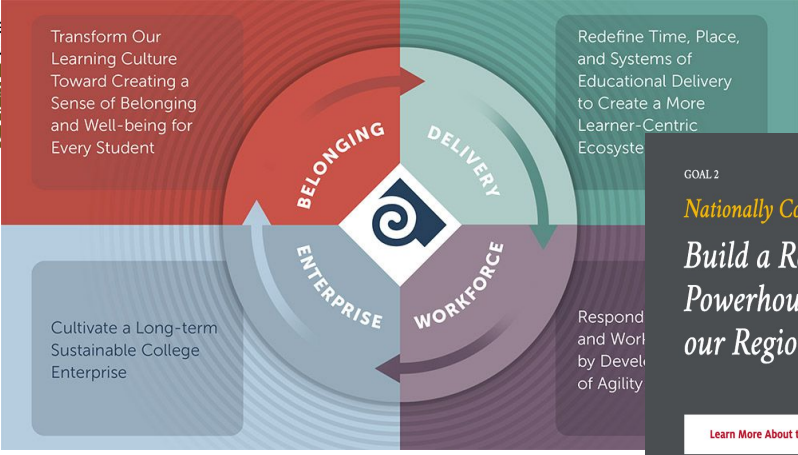
*How do we translate
institutional aspirations
to actionable
communications
priorities?*

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Defining Content Priorities



EQUITY		
 GOAL 1 Academic Excellence and Distinction	 GOAL 2 Student Support and Success	 GOAL 3 Marketing and Enrollment
 GOAL 4 Community Engagement and Public Good	 GOAL 5 People and Culture	 GOAL 6 Resources and Infrastructure



GOAL 2
Nationally Competitive Research
Build a Research Powerhouse that Impacts our Region & the World

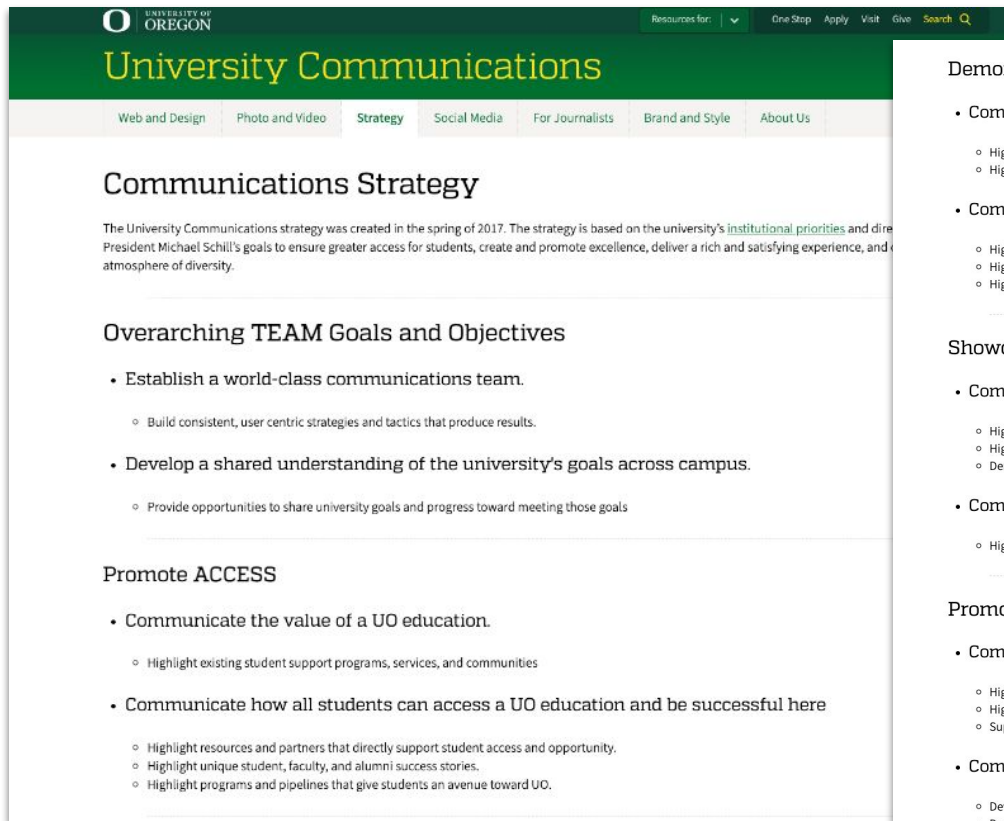
[Learn More About the Nationally Competitive Research Goal](#)

HIGHER EXPECTATIONS

STRATEGIC PLAN
for The University of North Carolina • 2017-2022

- Access
- Student Success
- Affordability and Efficiency
- Economic Impact and Community Engagement
- Excellent and Diverse Institutions

Defining Content Priorities



The screenshot shows the University of Oregon Communications Strategy page. The header includes the University of Oregon logo and navigation links: Web and Design, Photo and Video, Strategy (selected), Social Media, For Journalists, Brand and Style, and About Us. The main heading is 'Communications Strategy'. Below it, a paragraph states: 'The University Communications strategy was created in the spring of 2017. The strategy is based on the university's institutional priorities and directed by President Michael Schill's goals to ensure greater access for students, create and promote excellence, deliver a rich and satisfying experience, and foster an atmosphere of diversity.'

Overarching TEAM Goals and Objectives

- Establish a world-class communications team.
 - Build consistent, user-centric strategies and tactics that produce results.
- Develop a shared understanding of the university's goals across campus.
 - Provide opportunities to share university goals and progress toward meeting those goals

Promote ACCESS

- Communicate the value of a UO education.
 - Highlight existing student support programs, services, and communities
- Communicate how all students can access a UO education and be successful here
 - Highlight resources and partners that directly support student access and opportunity.
 - Highlight unique student, faculty, and alumni success stories.
 - Highlight programs and pipelines that give students an avenue toward UO.

Demonstrate Rich Campus EXPERIENCE

- Communicate the unique journeys and experiences from inside and outside the classroom.
 - Highlight our uniquely Oregon experience
 - Highlight our opportunities for growth and discovery
- Communicate the broad opportunities that serve diverse needs and aspirations.
 - Highlight the value of our experiential programs
 - Highlight the life-changing impact of our network
 - Highlight the benefits of the UO campus ecosystem

Showcase Academic and Research EXCELLENCE

- Communicate our commitment to excellence.
 - Highlight resources and infrastructure that foster excellence
 - Highlight the students, programs and faculty that differentiate us.
 - Demonstrate the common language of excellence
- Communicate the positive impact of our work on society and individuals
 - Highlight UO-led research with benefits and impact

Promote Values of DIVERSITY and Inclusivity

- Communicate the value of diversity.
 - Highlight stories that reinforce our commitment to diversity
 - Highlight the value of investing in diversity
 - Support diversity goals and resources across campus
- Communicate the benefits of an equitable and inclusive environment.
 - Develop team competencies in culturally sensitive communications
 - Develop a system for finding and celebrating success stories

Defining Content Priorities

Integrated Content Strategy

Our content strategy centers around the ongoing themes of our campus strategic imperatives (Lead. Innovate. Impact.) through the inspiring stories of our dynamic people, innovative programs and positive outcomes.



Strategic Messages

Our strategic messaging platform, which emanates from the broad themes of our campus strategic plan vision, values and imperatives.



Content Themes

Recurring monthly themes and areas of emphasis based on key audience needs and university initiatives that support the campus experience.



Brand Attributes

The personality behind our content—our consistent tone, attitude, character and values.



Multichannel Distribution

Integrated content distribution that supports CU Boulder’s communication goals through a coordinated approach to paid, earned, owned media and digital engagement (social media).

Defining Content Priorities

	Target audiences for communications	Desired actions	Desired feelings
Institutional Priority A			
Institutional Priority B			
Institutional Priority C			

Pocket Content Strategy

The goal of the content strategy “mad lib” exercise is to surface priorities and begin achieving consensus on an overarching content strategy for your marketing platforms.

Our organization publishes content that is _____, _____, and _____
adjective *adjective*

_____ about _____, _____, _____, targeting
adjective *topic* *topic* *topic*

_____, _____ and _____, in order to help us accomplish
audience *audience* *audience*

_____, _____, and _____.
objective *objective* *objective*

Pocket Content Strategy

Gut reaction: Does this feel true? Anything missing or off-base?

Gap analysis: Think about content — any content — you have published recently or is slated to be published soon.

- Which pieces align? Which are not aligned?
- Which priorities or messages are not being communicated? Are any being over-emphasized?



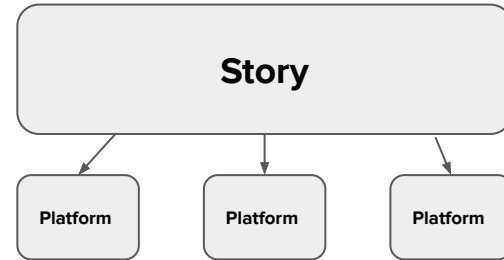
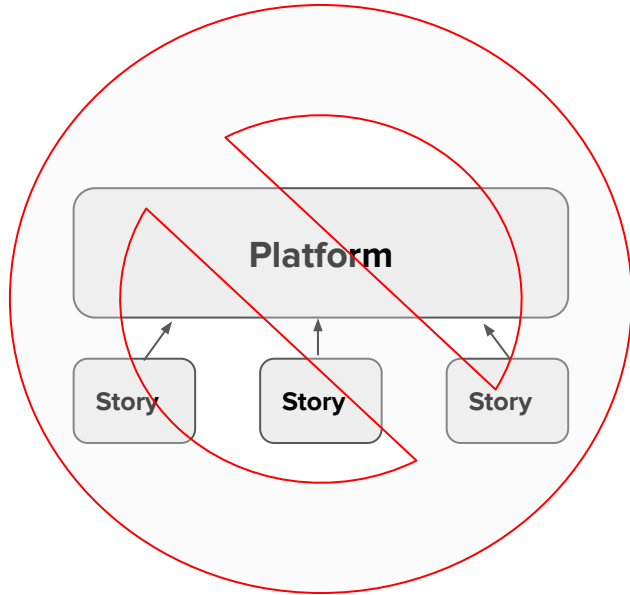
SHAPING YOUR EDITORIAL PROCESS



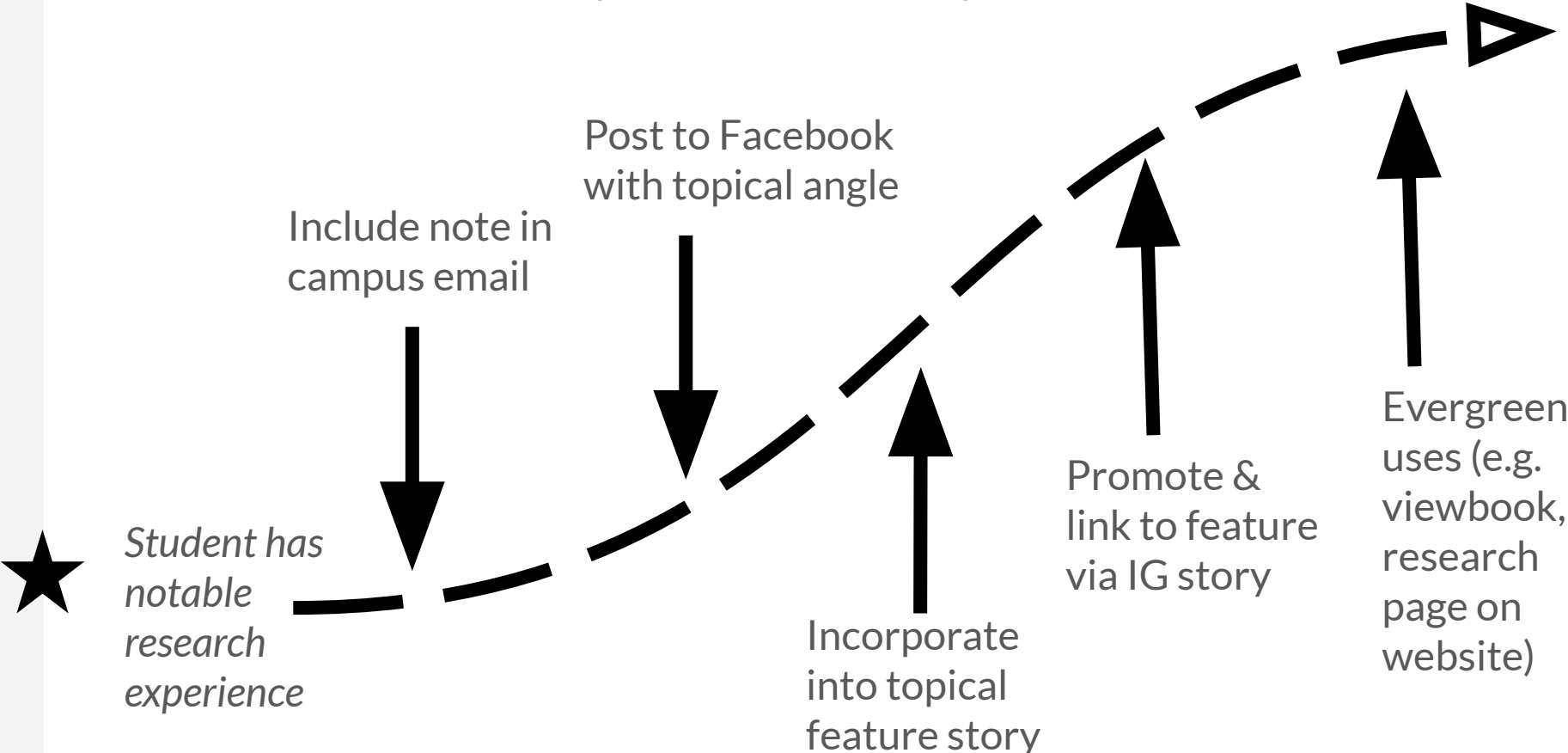
Redefining “story”

Story-First Approach

A story is not a product residing within a platform — **it is a seed** informing various products (articles, videos, etc.) created across a range of platforms.




Promotional Lifecycle of a Story




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Content planning approaches

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*Effective content
planning lives at
the intersection
of process, tools,
and strategy.*

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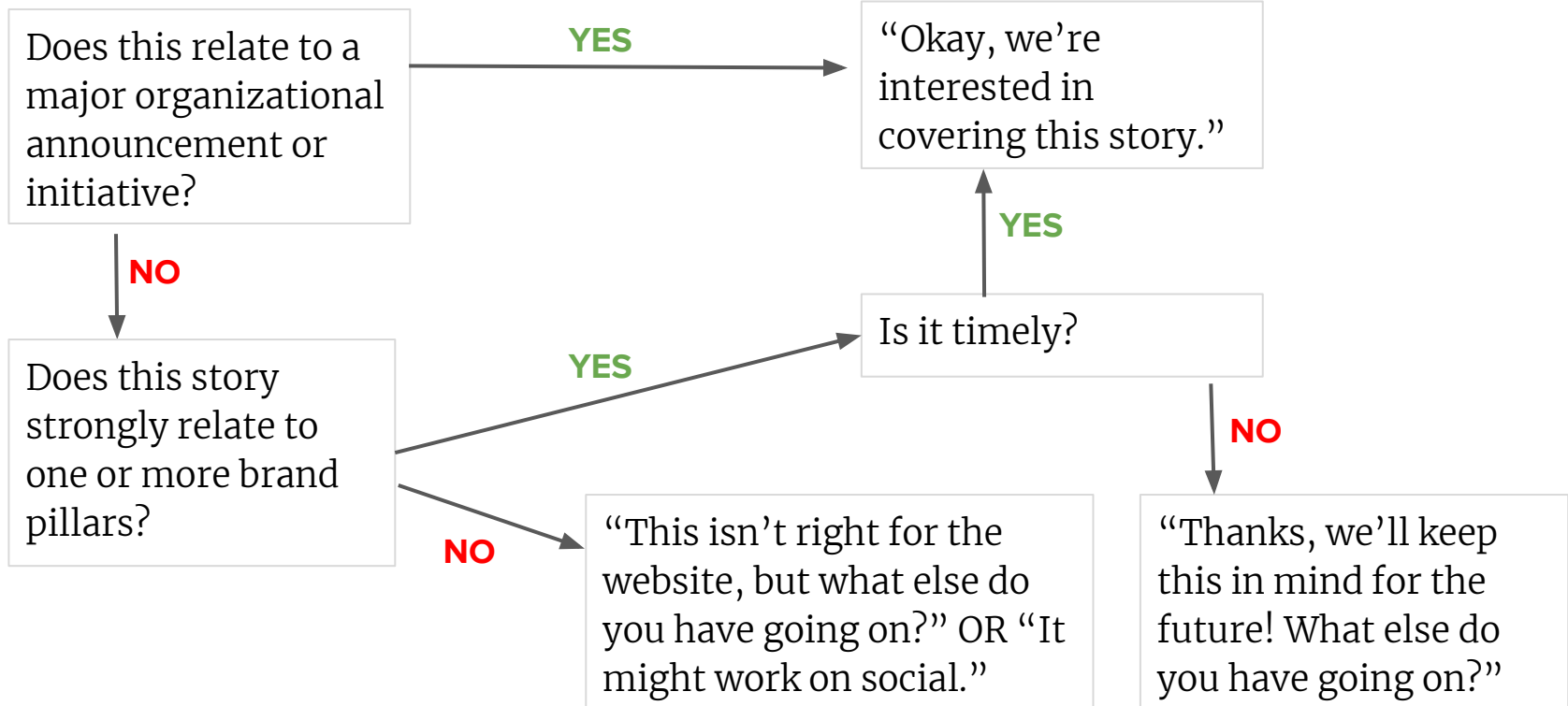
Content Planning

How do you account for requests from across the institution (**reactive**) while considering strategic communications opportunities (**proactive**)?

<p>Strategic / Proactive</p> <p>75% of capacity</p>	<p>Reactive</p> <p>25% of capacity</p>
<ul style="list-style-type: none"> ● Align content decisions to institutional priorities, audience needs, communications and brand objectives ● Socialize strategy across campus 	<p>Provide content criteria and set publishing expectations via request forms</p>

Responding to coverage requests

START HERE



Content Planning — Editorial Calendar

- Plan, schedule, and organize digital content publishing.
- Track story ideas, deadlines, workflow, and generally facilitate day-to-day editorial decision-making.
- Work as an online complement to offline editorial meetings, allowing communicators a place to list, organize, and prioritize content and not use valuable meeting time to repeat those details.
- Create consolidated internal awareness of cross-platform activity
- Serve as institutional publication history, tracking content performance and recurring themes to inform future editorial decision-making

Content Planning — Editorial Calendar

		DEADLINES			KEY MESSAGES			AUDIENCE			ASSIGNMENTS			CONTENT NEEDS			PLATFORMS			TAXONOMY				
STORY TITLE	STATUS	PUBLISH	DRAFT	REVIEW	THEME 1	THEME 2	THEME 3	GROUP 1	GROUP 2	GROUP 3	WRITER	PHOTO/VIDEO	EDITOR	MEDIA	SOURCE	CROSS PROMO	WEBSITE	NEWSLETTER	FACEBOOK	TWITTER	TAG 1	TAG 2	TAG 3	
Lorem ipsum dolor sit ame	published	4/15/2021	4/12/2021	4/13/21	TRUE			TRUE	TRUE		Jane	Rob	Barbara	portrait	n/a	n/a	TRUE		TRUE	TRUE	TRUE			
Consectetur adipiscing elit	published	4/16/2021	4/13/2021	4/14/21		TRUE			TRUE		Alicia	Matt	Barbara	portrait	n/a	department	TRUE		TRUE	TRUE		TRUE		
Sed do eiusmod tempor	published	4/17/2021	4/14/2021	4/15/21			TRUE	TRUE		TRUE	Fred	Courtney	Kimiko	portrait and candid	Wall Street Journal	major	TRUE	TRUE					TRUE	TRUE
Incididunt ut labore	ready	4/18/2021	4/15/2021	4/16/21					TRUE		Alicia	Courtney	Fred	video	n/a	major	TRUE				TRUE		TRUE	
Dolore magna aliqua	ready	4/19/2021	4/16/2021	4/17/21	TRUE			TRUE			Fred	Matt	Barbara	subject to provide	n/a	n/a	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE		
Ut enim ad minim veniam	review	4/20/2021	4/17/2021	4/18/21		TRUE				TRUE	Jane	n/a	Fred	candid	n/a	n/a	TRUE						TRUE	
Duis aute irure dolor	review	4/21/2021	4/18/2021	4/19/21	TRUE			TRUE			Jane	Rob	Kimiko	subject to provide	n/a	n/a	TRUE							
Excepteur sint occaecat	review	4/22/2021	4/19/2021	4/20/21		TRUE		TRUE			Fred	n/a	Barbara	candid, video	n/a	center	TRUE	TRUE		TRUE	TRUE		TRUE	TRUE
Sed ut perspiciatis unde omni	draft	4/23/2021	4/20/2021	4/21/21				TRUE		TRUE	Jane	Courtney	Alicia	archival video	n/a	giving opp		TRUE	TRUE		TRUE	TRUE		
Neque porro quisquam	draft	4/24/2021	4/21/2021	4/22/21			TRUE		TRUE		Barbara	Courtney	Barbara	portrait and candid	n/a	previous story	TRUE	TRUE					TRUE	
Ut enim ad minima veniam	assigned	4/25/2021	4/22/2021	4/23/21	TRUE		TRUE	TRUE			Kimiko	Matt	Barbara	subject to provide	n/a	previous story	TRUE						TRUE	
Quis autem vel eum	assigned	4/26/2021	4/23/2021	4/24/21	TRUE			TRUE			Will	Rob	Fred	portrait	n/a	center	TRUE						TRUE	



PRO TIPS

1. By including columns for brand pillars and tags in an editorial calendar spreadsheet, you can use filters, pivot tables, and charts to see the balance of themes over time.
2. Keep a “parking lot” of ideas that may get picked up in the future
3. Consider including notable content outcomes to inform future editorial planning

Content Planning — Editorial Meeting

An editorial meeting is a collaborative effort where you share ideas and plan efforts as a team. It is not simply assigning tasks to be done but working together to define the path forward.

- Share outcomes and measurement from previous efforts
- Review and score story ideas
- Identify relevant platform(s), schedule content creation, and allocate tasks to staff

Content Scoring

Story	Goal 1	Goal 2	Primary Audience	Message 1	Message 2	Total
A						
B						
C						

3 = High Alignment
 2 = Medium Alignment
 1 = Low Alignment

Content Idea Matrix

	Message 1	Message 2	Message 3	Message 4
Goal 1				
Goal 2				
Goal 3				

Content Idea Matrix

	Message 1	Message 2	Message 3	Message 4
Goal 1	High	High	Low	High
Goal 2	High	Med	Med	Low
Goal 3	Low	Med	Med	Low

Omnichannel Strategy

How do you set criteria for what you publish on a given platform?

- Institutional priorities & goals
- Relevance to target audience
- Alignment to key messages
- Appropriate for the medium/format

You may not have the resources to do everything everywhere — and it may not be appropriate to do that anyway. That's OK — focus and prioritize your efforts to maximize impact.

Platform Inventory

Gain more shared awareness around your existing platforms by documenting the following for each:

- Purpose/goals
 - Desired action(s) by reader
 - Success metrics
- Top audience(s)
- Content formats)
- Optimal topics/themes
- Promotional strategy
- Owners/influencers (RACI)
 - Current workflow for production & promotion

Content Planning — Omnichannel

	Story	Platform
Purpose	What action or understanding are we hoping this story will motivate?	What is the primary purpose of this platform? (e.g. drive brand awareness, support recruitment)
Top audience	Who is our primary audience for this story?	Who is our primary audience here?
Format(s)	What content format will best support this story, given the defined purpose and audience?	What content format works best here? (e.g. video, photo, short text, longform article?)
Key topics/themes	What topics does this story reflect?	What topics perform well here?

Content Planning – Omnichannel

Seek alignment between the core elements of your story and the focus of your platforms

STORY IDEA

- Purpose
- Top audience
- Format(s)
- Key topics/themes

FACEBOOK

- Purpose
- Top audience
- Format(s)
- Key topics/themes

NEWS SITE

- Purpose
- Top audience
- Format(s)
- Key topics/themes

INSTAGRAM

- Purpose
- Top audience
- Format(s)
- Key topics/themes

YOUTUBE

- Purpose
- Top audience
- Format(s)
- Key topics/themes

Content Planning – Omnichannel

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NEWS SITE

- Purpose
- Top audience
- Format(s)
- Key topics/themes

SHARED CONTENT NEEDS
(customize to platform specs)

- Photo and/or video
- Writing
- Measurement planning

INSTAGRAM

- Purpose
- Top audience
- Format(s)
- Key topics/themes

YOUTUBE

- Purpose
- Top audience
- Format(s)
- Key topics/themes



DRIVING SUCCESS THROUGH MEASUREMENT

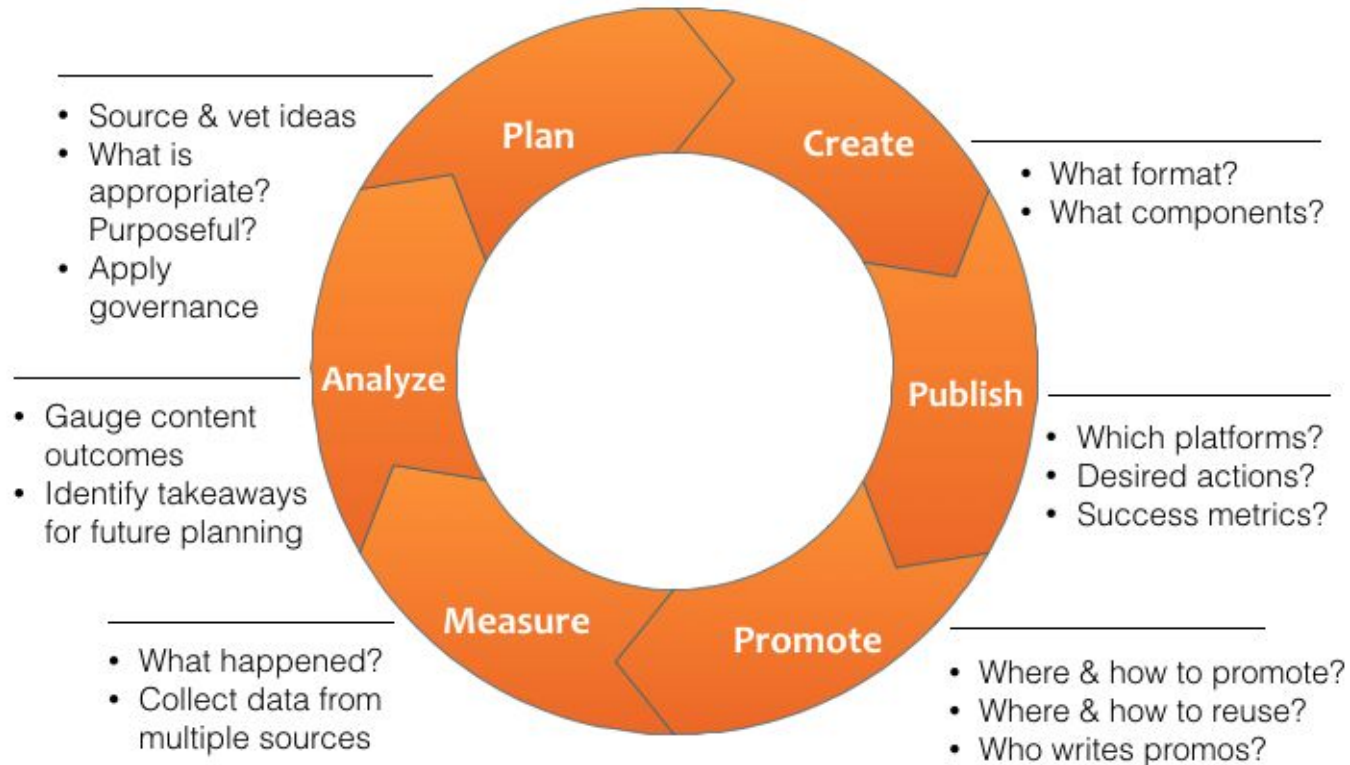


The value of content is defined by how successful it is in achieving its purpose.

The importance of measurement

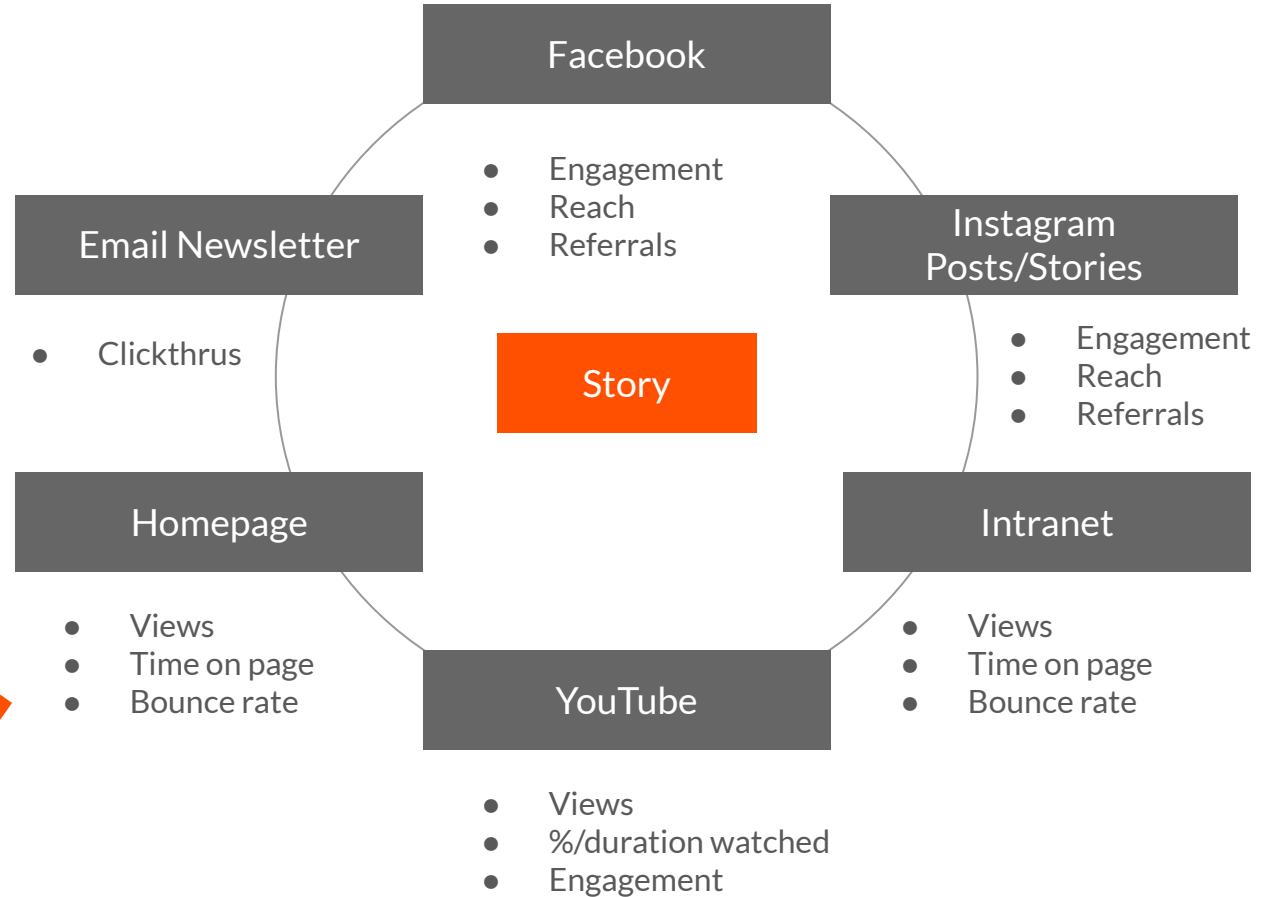
- Answer questions about content
- Confirm content effectiveness & reconsider ineffective efforts
- Validate qualitative analysis
- See user patterns over time
- Make informed content decisions, better serving user needs and organizational goals
- Offers externally-sourced data amidst internal flux
- Consider the context in which measurement data is gathered

Content Lifecycle



Business Objectives	What business goals does your content support?
Marketing Goals	How does your content support your marketing plan, and at what stages in the decision journey (i.e. funnel)?
Audience	Who is your primary audience (pick one)? Who is secondary?
Conversion Goals	What actions do you want people to take?
KPIs (Key Performance Indicators)	What relevant metrics can help measure goals over time?
Targets	How do you rate success?
Segments	What visitor attributes will provide meaningful insights?

Stories can be measured across their promotional lifecycle



PRO TIP: CAMPAIGN (UTM) TAGS APPENDED TO A URL CAN TRACK OMNICHANNEL CONTENT OUTCOMES

Measuring Success



University Communications

How do we use this strategy?

Each communications unit is creating a communications plan outlining the tactics and activities they undertake in support of these goals and objectives, tailored to meet the needs of their units.

How are we measuring whether we are successful?

Much like the UO strategic framework itself, the communications strategy does not contain specific tactics or metrics for the objectives. Activities to achieve the objectives will be developed by each unit within University Communications and by the academic communications units across campus. Progress toward achieving the objectives will be monitored throughout the life of the strategic plan, and tactics will be adjusted as necessary.

However, the impact of our efforts can be measured in part by the continued growth and progress of the topline university priorities we are supporting:

- Student enrollment, with an emphasis on recruiting students from diverse backgrounds
- Student Retention
- Development and revenue generation
- Faculty hiring
- Faculty retention

Thank you!

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