

# **NationalJournalCommunicationsCouncil**

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## BUILDING A MEMBER-DRIVEN CONTENT STRATEGY

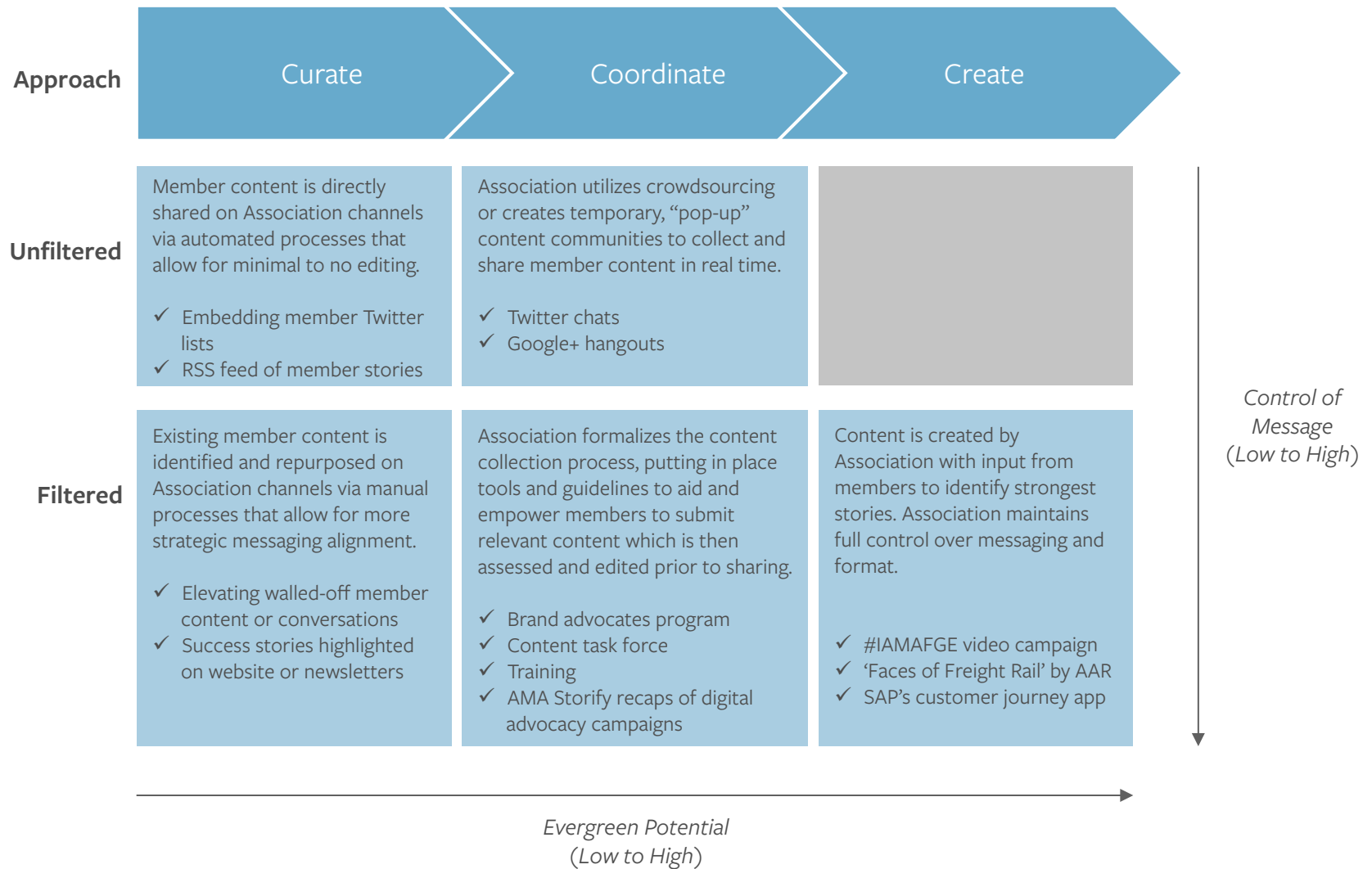
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### **PEER-TO-PEER BRIEFING**

November 18, 2014 | The Watergate

# Sourcing and Sharing the Member Voice



Source: National Journal research interviews and analysis.

# Self-Assessment Tool

*Gauging Current Efforts, Guiding Future Efforts*

| Key Process Consideration  | Yes | No |
|--|-----|----|
| 1: Do we regularly incorporate the voices of our members into our content?   |     |    |
| 2: Do we have a process for consistently monitoring member-created content and/or for periodically asking members to submit content?                                     |     |    |
| 3: Do we employ a strategic approach (ensuring broader alignment with communications and organizational objectives) when deciding what member content to share, and how? |     |    |
| 4: Do we notify members when content is being shared, so that they can plan to respond and/or amplify?   |     |    |
| 5: Do we update members on the impact of content being shared?   |     |    |