

National Journal Communications Council

**Media
University**

AMU 412

Content Strategy—Part 2

October 30, 2015

Our Time Together

1. The Case for Content



2. Six Steps for Resetting Your Organization's Content Strategy



3. Creation vs. Curation



4. Processes, Tools & Workflow

Stocking Your Content Pantry

Two Primary Methods to Consider When Sourcing Content

Creation

Developing Original Content to Showcase Organization's Resources, Perspectives

Evergreen



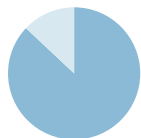
Topical



Operationalized



- ✓ Best platform for demonstrating unique value, expertise, perspectives
- ✓ Establishes authority that can lead to earned media, inbound links, increased amplification
- ⊗ Often costly and time consuming to develop and maintain
- ⊗ Can be difficult to carve out unique take on a topic within a cluttered landscape
- ⊗ Singularity of perspectives can limit utility to some audiences



87% of marketers created their own content as part of their strategies in 2013

Curation

*Presenting Existing Content in a “Meaningful, Organized Way Around Specific Themes”**

Filtering

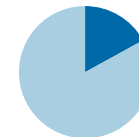


Listicles



- ✓ Can be quicker and cheaper to maintain, if process and monitoring capabilities are in place
- ✓ Showcases a diversity of perspectives not found in organizationally created content
- ⊗ Positions organization as resource (vs. an expert) on given topics or issues
- ⊗ Need to ensure there truly is value being added by curating, rather than simply aggregating others' content

* Curation definition courtesy of Beth Kanter



Just **17% of marketers** utilized curation in their content strategies in 2013

Laws of Motion

“Stories either create their own energy, or leverage existing energy around a topic.”

Zach Seward, Executive Editor, Quartz

Borrowed Lessons From the Art World

Collectors Gather, Curators Select

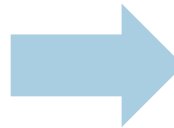
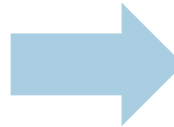
A. Alfred Taubman obtained a “vast trove” spanning the history of art...

...But Sotheby's curated the collection to make it approachable for buyers.

The Seattle Times

Elite art collector's vast trove could fetch \$500M at auction

Originally published October 24, 2015 at 6:39 pm | Updated October 24, 2015 at 7:01 pm
NEW YORK — A. Alfred Taubman, the late billionaire developer and former owner of Sotheby's auction house, was a boundless art collector whose taste spanned every period, genre and medium, from works of antiquity to contemporary art.



04 NOV 2015 | NEW YORK | 7:00 PM EST [Exhibition Times](#)
The Collection of A. Alfred Taubman: Masterworks



05 NOV 2015 | NEW YORK | 10:00 AM EST [Exhibition Times](#)
The Collection of A. Alfred Taubman: Modern & Contemporary Art



18 NOV 2015 | NEW YORK | 6:30 PM EST [Exhibition Times](#)
The Collection of A. Alfred Taubman: American Art

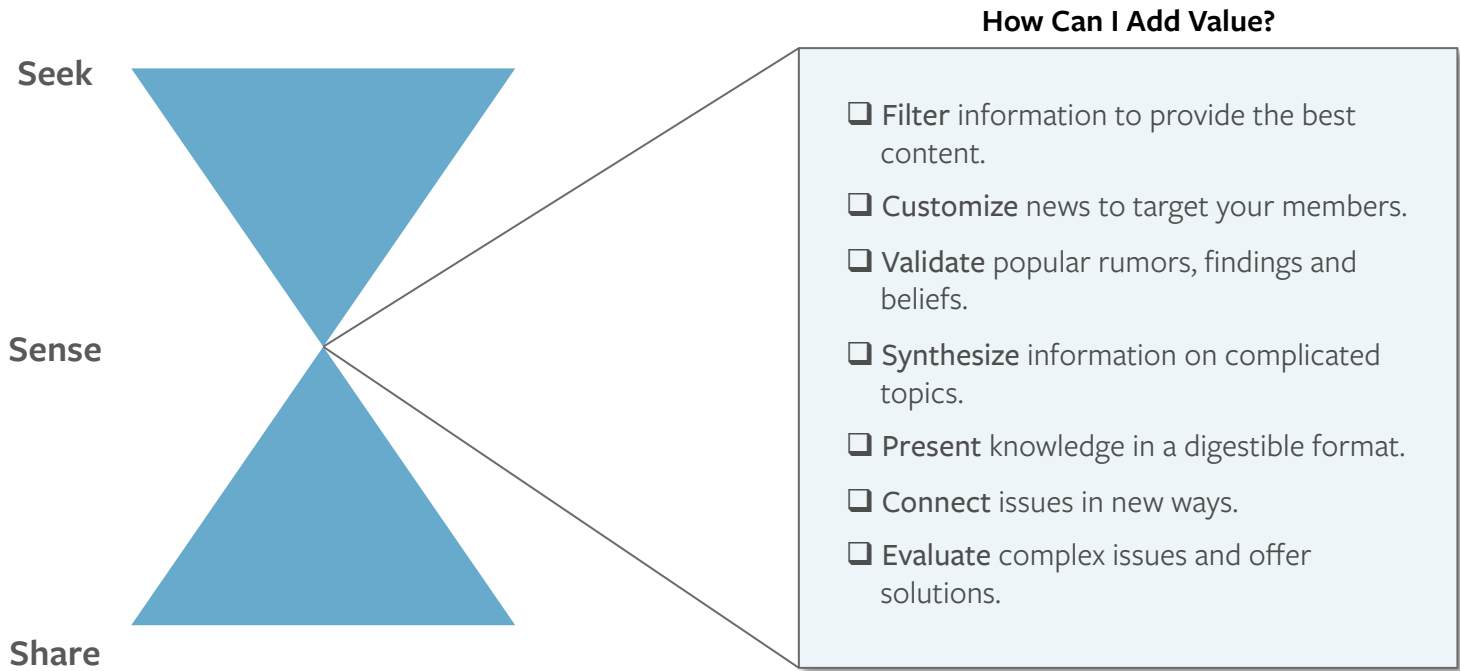


27 JAN 2016 | NEW YORK | 6:00 PM EST [Exhibition Times](#)
The Collection of A. Alfred Taubman: Old Masters



Secret to Curation? Information Should Feel Privileged

Create Valued Experiences By Practicing Processes For Search and Synthesis



On Seeking and Sensing



Medium specializes in “offering unique perspectives large and small.” So which “unique perspectives” are the most successful? After controlling for shares, time of posting, and other conflicting factors, Medium found a strong correlation between the success of a post and the amount of time the author spent writing it.

The Education Trust's Blog Curates Latest Research

Synthesizing Research Promotes Association's Work and Serves Audiences That Are Short on Time



The Education Trust

How Best To Serve Pell Students? These Colleges Know How

Share this page: [f](#) [t](#) [g+](#) [p](#) [e](#)

Oct 7, 2015 by Mandy Zatynski

The Pell Partnership, our latest report, has been noted for “debunk[ing] the notion that Pell grants are somehow being wasted.” And it’s true. Quite a few colleges and universities across the country are serving low-income students well — that is, they are graduating them at the same rates as (or in some cases, even better than) their peers from high-income families.

We spoke with nearly a dozen of these schools to learn more about how they recruit, support (academically and financially), and otherwise ensure low-income students a fair chance at a postsecondary degree. We featured two schools in the report — Western Oregon University and Smith College — but here’s a few of the common themes we heard in other conversations:

Help students build their support networks. Students who participate in the Educational Opportunity Program (a program available at many colleges to support low-income and first-generation students) often come to campus underprepared. At **California State University–Stanislaus**, nearly three-quarters of EOP students are required to take remedial English or math. Four years ago, to boost success in these courses and long-term retention, officials at Stanislaus decided to try a new approach: Once students finish their remedial English courses, they are enrolled in their first credit-bearing English course — with the same professor and the same classmates. “It becomes a learning community for this group of students ... to stay with each other for the whole year,” said Martyn Gunn, associate vice president for student affairs. This year, officials are looking to expand the same concept to math.

Give second chances. Adapting to college life is tough, particularly for low-income students who often are the first in their family to go to college. That’s, in part, why **Caldwell University** lets students start over. For gateway courses with high fail or withdrawal rates among freshmen (think: math, sciences, or courses with heavy writing), students who fail in the fall semester have the opportunity to re-take the course during the three-week break in January — at no additional cost. While courses are intensive (a semester’s worth of material crammed into three weeks), students have some familiarity — having just taken the course — and classes are about half the size. Of students who participate, more than 80 percent stay enrolled through their sophomore year.

Surprising Insights: Highlights findings that contradict widely held beliefs.

Sticks to themes: Offers only a selection of the most successful approaches.

Actionable: Tips could lead to positive change for schools’ graduation rates.

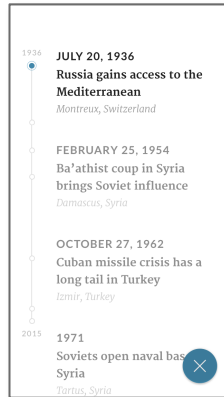
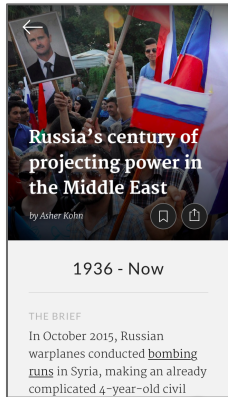
Take Curation from Filler to Feature

Adopt Content Strategies from the Media



TIMELINE

News in context



WHAT TO SAY TO YOUR FRIEND WHO'S STARTING HER WEDDING REGISTRY...

I don't want to hear about it. Also guess who else has to register? [Drone owners](#). Yesterday, the feds put their foot down and said 'enough' -- robot friends must be registered with the US gov. Recreational drone users have apparently been wreaking havoc in US skies, with plane pilots reporting dozens of 'close calls' every month. And the problem isn't going away - since drones are pretty cheap and easy to fly, they're also flying off the shelves. The registration process will take off in the next few months.

SKIMM THIS  



A Noiseless Flash

In the August 31, 1946 issue of the New Yorker, John Hershey published a full-issue, 30,000-word essay about how six survivors experienced the atomic bomb and its aftermath.

It's long, horrifying, sad, and powerful. This week, on Hiroshima's 70th anniversary, The New Yorker republished it.

Head [directly to the story](#), and be sure to share your reactions and thoughts with the community:

[Hiroshima](#)

[Tweet this story](#)

(Read anything good lately? [Submit it to RTT](#))

Visualize Links Between Information

Timeline captures the history behind an event. Vox organizes related topics into "decks." Both want to be the first stop for audiences seeking background.

- Organize a timeline from archived stories.
- Create maps or hierarchies of people, data and events connected to a topic.

Establish a Voice

The Skimm is a newsletter targeted to young women who need fast access to national news. Its unique voice sets it apart from other daily newsletters.

- Create a persona that feels relatable to your readers.
- Don't be afraid to make personality a feature of curation.

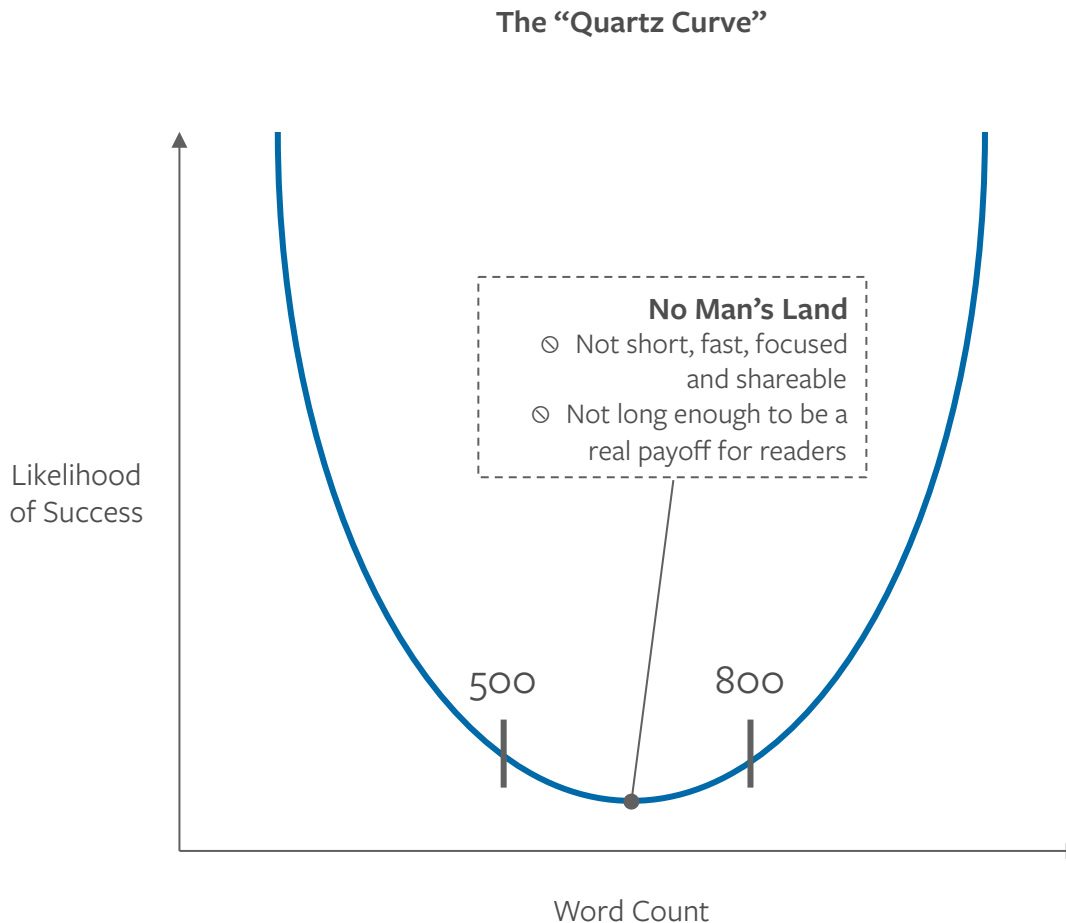
Set Deliberate Limits

This.cm and ReadThisThing only share one item per day. It's counter-intuitive, but it adds weight to recommendations.

- Pick one source and explain why it's significant or use it to open member discussion
- Ask members to submit a link; highlight their picks and why they were selected

A Footnote on Content Length

Focus on Creating Content of an Optimal Length for the Topic, and Avoid the Muddled Middle



Longer is (Sometimes) Better

The benefits of short, snackable content are well documented, but many platforms are placing emphasis on long-form content as of late.

- ✓ Medium.com reported that 7 minutes (or about 1,600 words) is the sweet spot for capturing reader attention.
- ✓ Google's "in-depth articles" feature, displayed prominently in search results on a given topic, looks for content with 2,000+ words.

The Most Necessary Tool

Effective Editorial Calendar Can Sync Teams’ Activities Across Planning Altitudes

Identifies and tracks opportunities for more proactive topical (as well as evergreen) content

	A	B	C	D	E	F
1	Month:	OCTOBER				
2	Week:	28-Sep	5-Oct	12-Oct	19-Oct	26-Oct
3	Events:	National Convention				
4	Holidays:			Columbus Day		Halloween
5	Key Topics:	Convention highlights	Community involvement stories	Disaster-proofing your home	Preparing for colder weather	Energy efficiency
6	Blog (2x)					
7	Newsletter					
8	Facebook (5x)					
9	Twitter (10x)					
10	LinkedIn (3x)					

Coordinates content across channels, streamlining the repurposing and integration processes

Other Items to Consider Including:

- ☐ Creator, owner of the content
- ☐ Process, workflow steps and approvals
- ☐ Due dates, publish dates
- ☐ Budget
- ☐ Target audience, intended action
- ☐ Tags, metadata
- ☐ Metrics