

**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


**Curation**

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

Filtering



Listicles

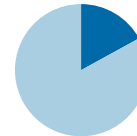


- ✓ Can be quicker and cheaper to maintain, if process and monitoring capabilities are in place
- ✓ Showcases a diversity of perspectives not found in organizationally created content
- ⊖ Positions organization as resource (vs. an expert) on given topics or issues
- ⊖ Need to ensure there truly is value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

\* Curation definition courtesy of Beth Kanter



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



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

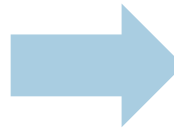
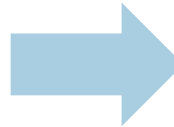
A. Alfred Taubman obtained a “vast trove” spanning the history of art...

...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



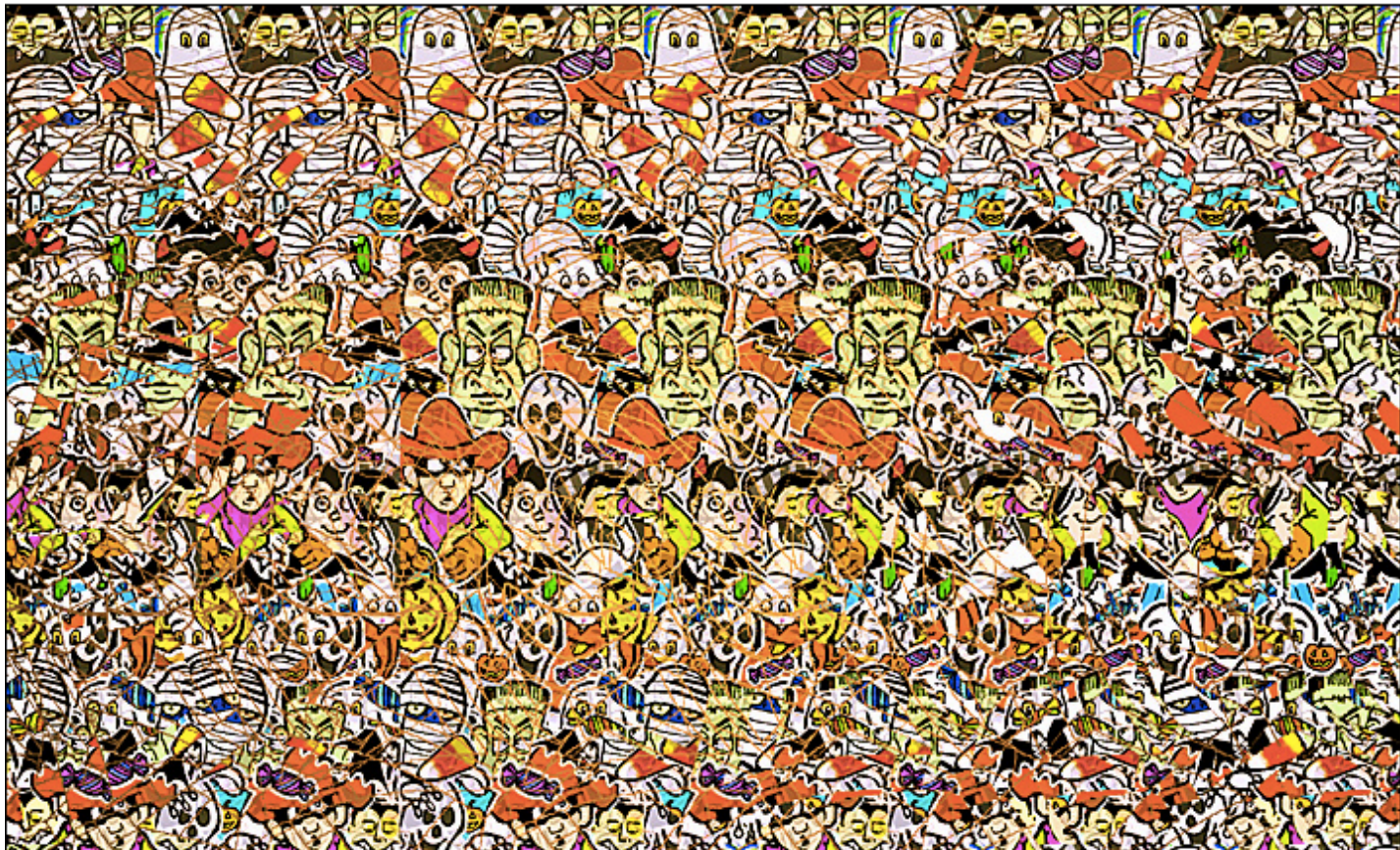
18 NOV 2015 | NEW YORK | 6:30 PM EST [Exhibition Times](#)  
 The Collection of A. Alfred Taubman: American Art



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

# Bring Clarity to Chaos

What We Can Learn from the Magic Eye



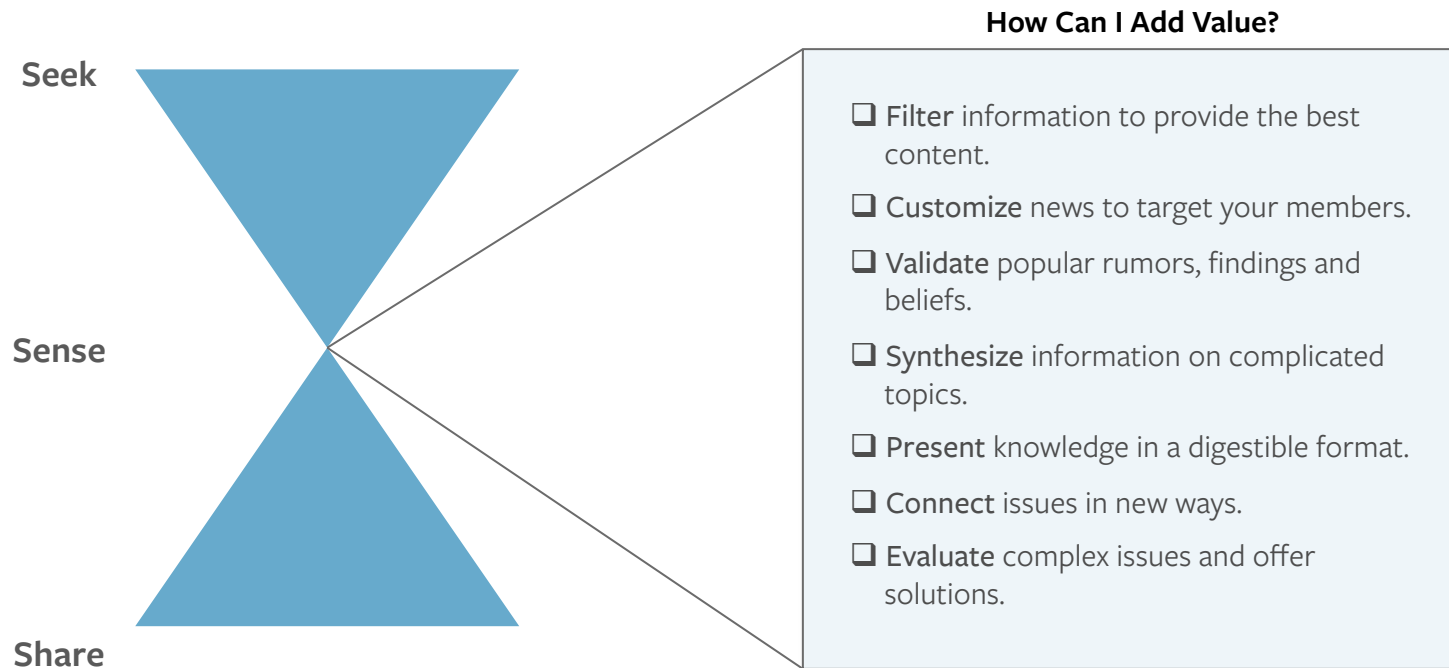
© 2012 Magic Eye Inc www.magiceye.com

## Instructions

Hold the center of the printed image right up to your nose. It should be blurry. Focus as though you are looking through the image into the distance. Very slowly move the image away from your face until the two squares above the image turn into three squares. When you clearly see three squares, hold the page still, and the hidden image will magically appear.

# 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.

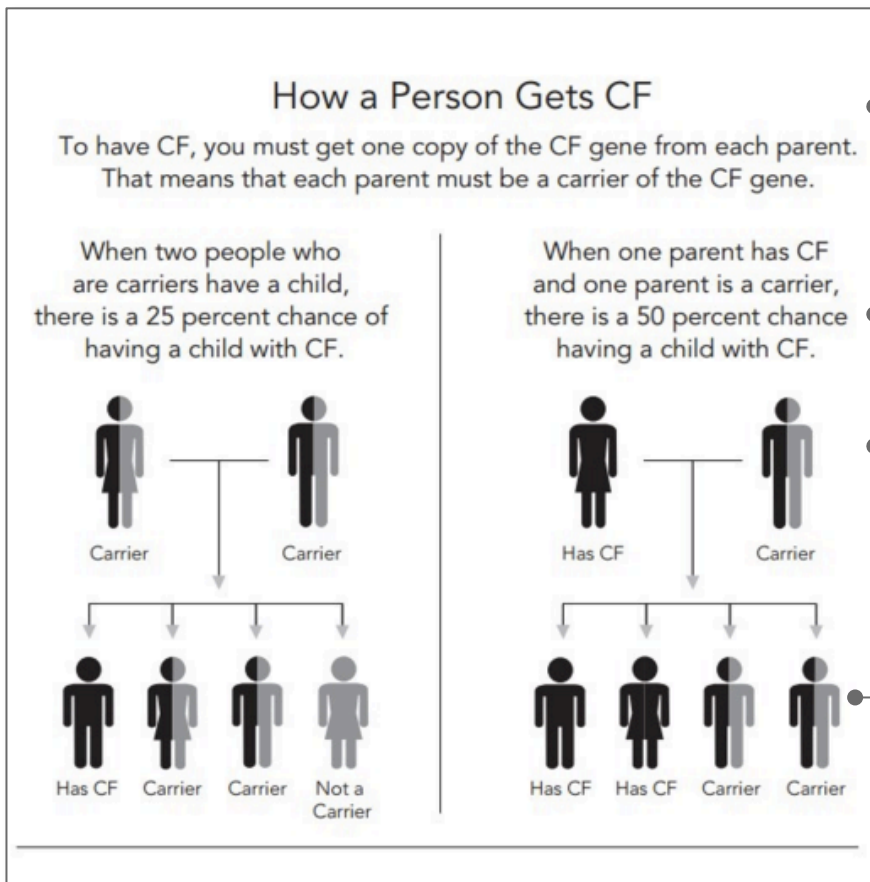
**Surprising Insights:** Highlights findings that contradict widely held beliefs.

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

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

# CF Foundation's Explanation of Heredity

Using Visual Presentation to Simplify a Complex Topic



**Easy to Understand:** A graphic accompanies an article on the importance of genetic testing. It visualizes risk instead of focusing on the numbers.

**Humanizes the Issue:** Removes the scientific concepts and shifts the focus to parents and children.

**Neutral:** Gray colors avoid any scary or negative associations with being a "carrier."



# Organic Trade Association Busts Myths on Social Media

OTA Validates Organic By Tackling Outside Rumors



**Organic Trade**  
@OrganicTrade

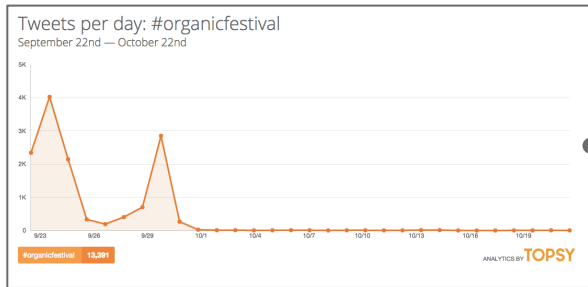
[Follow](#)

Myth: You can't eat #organic on a budget.  
Fact: [bit.ly/1L9vB9n](http://bit.ly/1L9vB9n) RT to win #OrganicFestival

#OrganicFestival @OrganicTrade OTA.com

Addresses ideas with facts: Tweets focus on commonly-held beliefs. Myths are general while responses are specific, well-researched and brief.

Optional Deep Dive: The embed shares the basics while the link drives users to the larger study.



Social Does the Work: Contributors and guest tweeters fueled conversation for the month of the #OrganicFestival and beyond.

# From “Page of Links” to Valued Resource

How Could SFIG Improve News Curation on This Page?





## Women in Securitization



### Women's Information and News

- **WOMEN DOMINATE POLISH ELECTION, WITH 3 VYING TO LEAD COUNTRY** - October 22, 2015
- **6 Things Working Women Should Never Write in Email** - October 21, 2015
- **The Real Payoff From an MBA Is Different for Men and Women** - October 21, 2015
- **US women fall behind in jobs market** - October 13, 2015
- **How American women fell behind Japanese women in the workplace** - October 13, 2015
- **Why I say no to all-male panels** - October 13, 2015
- **All-male boards come with \$655bn cost** - October 13, 2015
- **Explaining Gender Differences at the Top** - September 23, 2015
- **WIS working group to help women over hurdles in ABS** - September 17, 2015
- **Gender Bias Is Real: Women's Perceived Competency Drops Significantly When Judged As Being Forceful** - August 25, 2015

[More Information and News](#)

#### WIS Mentoring / Sponsorship

The Mentor Program was created...

#### WIS Outreach and Industry Engagement

SFIG's Women in Securitization

#### WIS Education and Career Skills

Through dynamic events and

### Sign Up for Our Newsletter

email address

[Read SFIG's Latest Newsletter](#)

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### Women in Securitization



**Women in Securitization**  
An SFIG Initiative

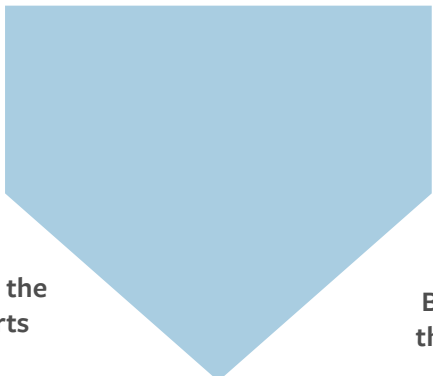
Thanks to all of the industry women that helped make the official launch of Women in Securitization at ABS Vegas successful. **Over 250 women joined SFIG leadership and the Women in Securitization Steering Committee** to learn about this initiative. Additional thanks to Poker Divas for providing an entertaining and engaging program and helping participants learn about applying poker principles to the corporate environment, and congratulations to all of the winners!

## Questions to Consider

- How could SFIG **connect** articles from “Women’s Information and News” to create more value for readers?
- How could this news be **customized** for Women in Securitization?
- Would it be possible to **present** content in a way that’s easier for users to consume?
- Are there other ways SFIG could **evaluate, synthesize, or validate** women’s issues?

# Become a Better Curator

## Simple Projects to Improve Your Eye for Curation



Know your competitors' coverage



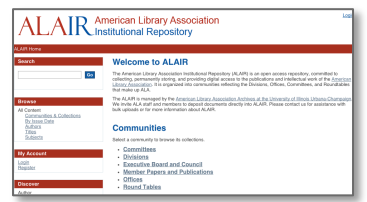
Publish from a variety of sources; avoid overuse of one



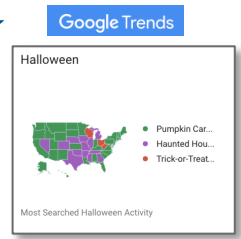
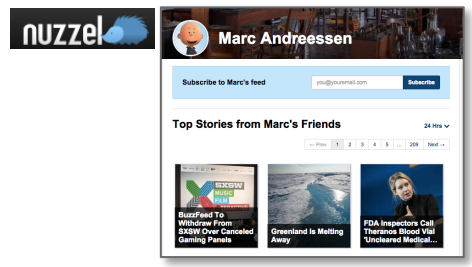
Follow the experts



Be familiar with the association's archives

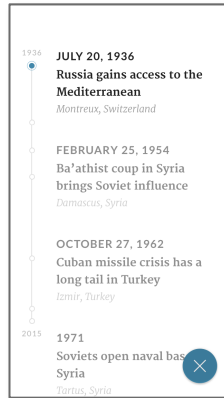
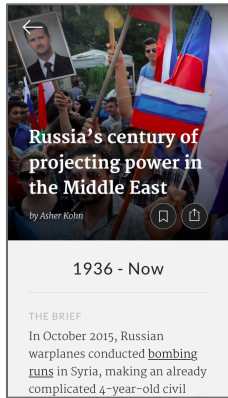


Set news and social alerts for trending topics



# Take Curation from Filler to Feature

## Adopt Content Strategies from the Media



### 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

# The NJ Approach To Content Curation

“What We’re Following” Shares Expertise and Reduces Information Overload

**National Journal** NEWS ▶ ALMANAC BEST PRACTICES EVENTS MEDIA UNIVERSITY BRIEFINGS PRESENTATIONS DASHBOARD

## What We're Following

BETA GIVE FEEDBACK ▶

Washington moves quickly. Stay informed as the day unfolds.

- **Outsider presidential candidates are raking in the cash.**
- **Huma Abedin will speak to the House Benghazi committee today.**
- **Joe Biden inches toward a decision on a presidential run.**

FUNDRAISING SHARE ◀

16 **Ben Carson raised \$20.7 million in the third quarter, but he spent \$14.2 million.**

© OCTOBER 16, 2015

**WHY WE CARE**

Carson's unusually high burn rate is the result of his reliance on small donations. Campaigns that limit their fundraising to big-money contributions don't have a hard time reaching those donors and can limit their spending to about 15 percent of what they bring in. Carson's huge push for money through email and direct mail campaigns brought in \$12.4 million in donations under \$200, compared to \$8.3 million in large donations.

*Correction: An earlier version of this post misstated how much Carson spent in the third quarter.*

SOURCE: **NJ**

FUNDRAISING SHARE ◀

16 **Jeb Bush's campaign trails Ben Carson, Ted Cruz, and Marco Rubio in fundraising.**

© OCTOBER 16, 2015

**MOST RECENT**

- 1 Ben Carson's Presidential Playbook
- 2 The Chairwoman Who's At War With Her Own Agency
- 3 Donald Trump's Donors, Not His Bank Account, Fueled His Magic Summer
- 4 Vernon Outpaces Blum; Innis Outraises Guin
- 5 Why the Reputation of...

## Informative and Highly-Shareable

The goal is to combine the “sensitivity of a newsletter with the immediacy of a social feed.” Inspired by *Washington in the Information Age*, NJ wanted a solution to audiences’ sense of information overload.

## Content Fills a Market Void

Buzzfeed, NYT and other news outlets and social media have curation features. NJ distinguishes its product by adding context and insights.

- What do you need to know about this event?
- What does it mean for the future?

## Drives Traffic to Homepage

Although still in beta, the feature has increased traffic to the homepage – a rare feat at a time when most visitors come from outside sources.

## Reinforces Publication’s Strengths and Style

Although news is sourced from other outlets, NJ has two reporters who compose the “Why We Care” segment. They ensure content fits with NJ’s mission and with audience’s expectations.

# It's All in the Framing

Smart Listicles Can Move Beyond "Clickbait" Into Providing Real Value

## A History of Listicles in *The Atlantic*

### Circa 2011 (Smart)...

*The 19 Most Hated Companies in America*

*17 Films to Look Forward to in 2012*

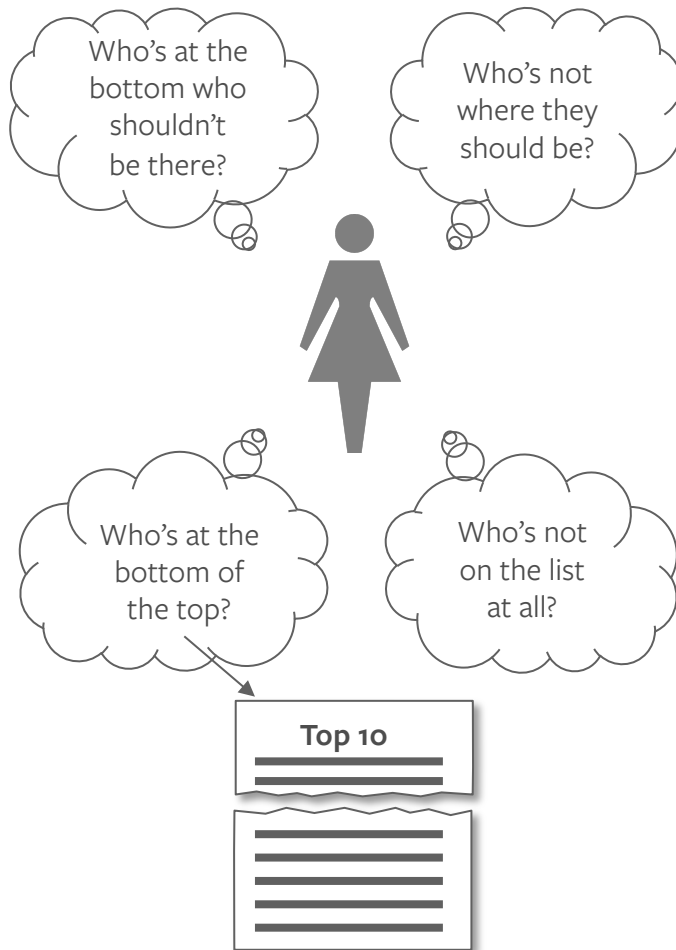
*The 10 Most Dangerous Cities in America*

### ...Circa 2015 (Smarter)

*Where Are They Now? Robber-Baron Edition*

*The Oliver Sacks Reading List*

*The Best 'I Don't Know the Answer' Jeopardy! Answers*



## Putting in Practice for a Member Association



*25 Things You Didn't Know Were Made With Natural Gas*

*15 U.S. Cities Most Friendly to CNG Vehicles*

*Top 10 '811' Safety Videos From Around the Country*

*8 Best How-to Videos on Conducting Your Own Home Energy Audit*

# Curation Self-Assessment

## Questions to Guide Improvement

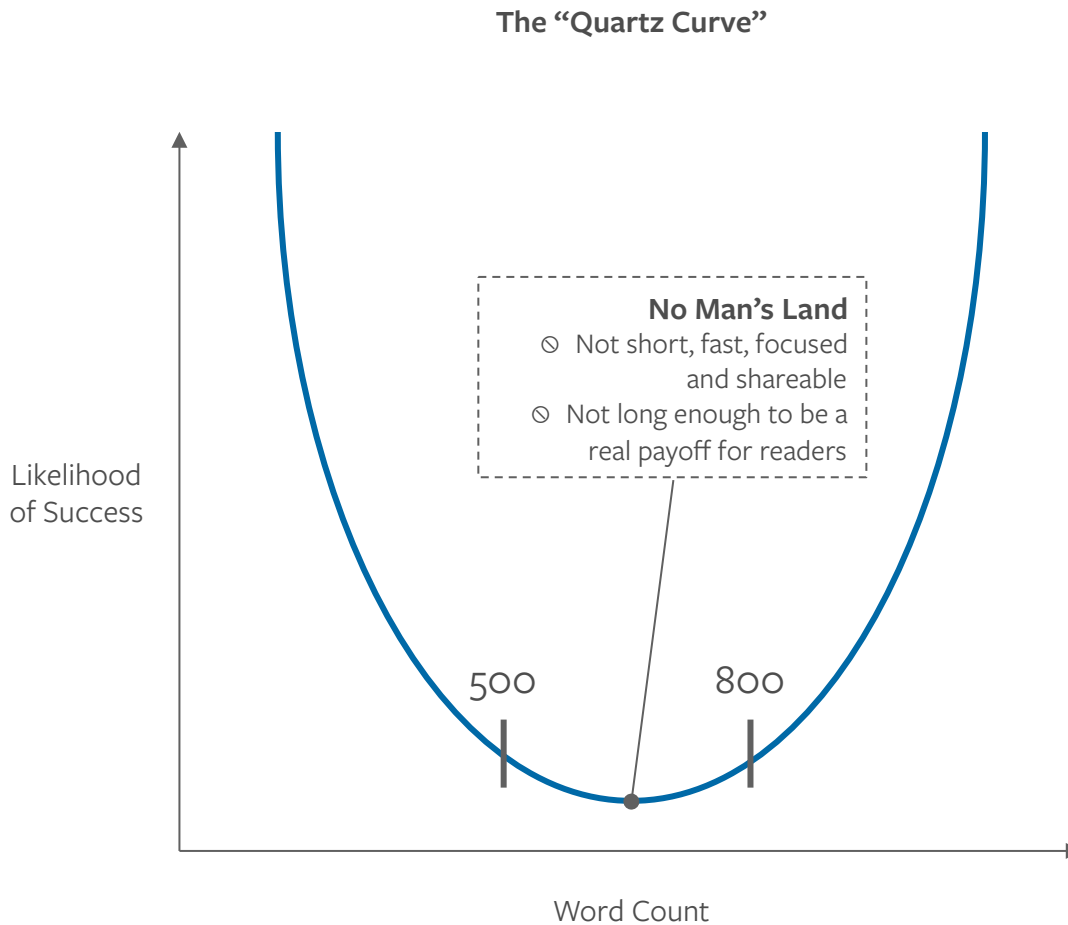
Key Questions	Yes	No
1. Are you covering topics in a way that none of your competitors are?		
2. Does your content reflect your organization's voice?		
3. Do you illustrate information in ways other than text?		
4. Have users shared your curated content or given positive feedback?		
5. Do examples of curation on your site meet users' expectations?		

### The Transfer of Ideas

“Ideas are the most valuable thing....If we can focus on finding the right ones, helping distill them, and transfer them as quickly as possible, we can get more of that. Curation is that means to the end.” – Peter Hopkins, co-founder and president of Big Think

# 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

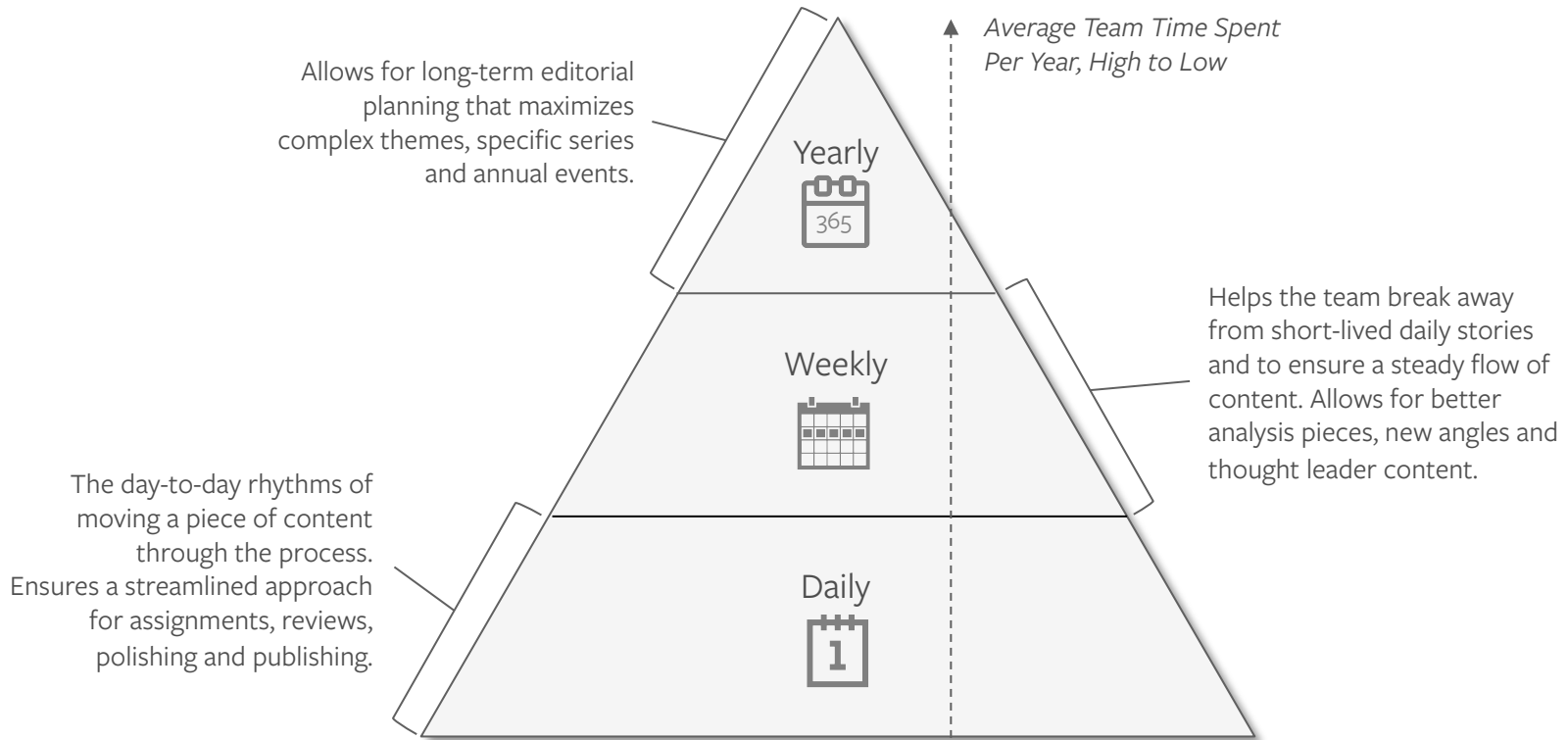
The benefits of short, snackable content are well documented, but many platforms are placing emphasis on long-form content as of late.

- ✓ 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.



# Getting Editorial Efforts Off the Ground

Approach Content Planning at Three Altitudes to Balance Short and Long-Term Needs, Resources



**Core Planning Outcomes:**

**Streamlined Processes**

*Create clear guidelines with fewer steps*

**Easy Access to Inputs**

*Make it easy to create great things*

**Collaborative Tools**

*Keep teams in sync*

**Replicability**

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

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

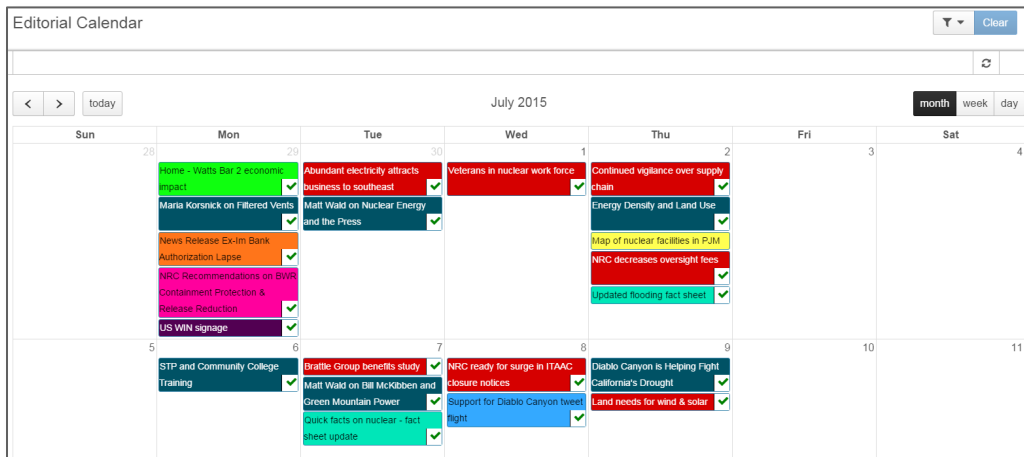
# The Many Benefits of a Good Calendar

NEI Uses Premium Editorial Calendar Software to Bolster Accountability, Collect Meaningful Data on Process

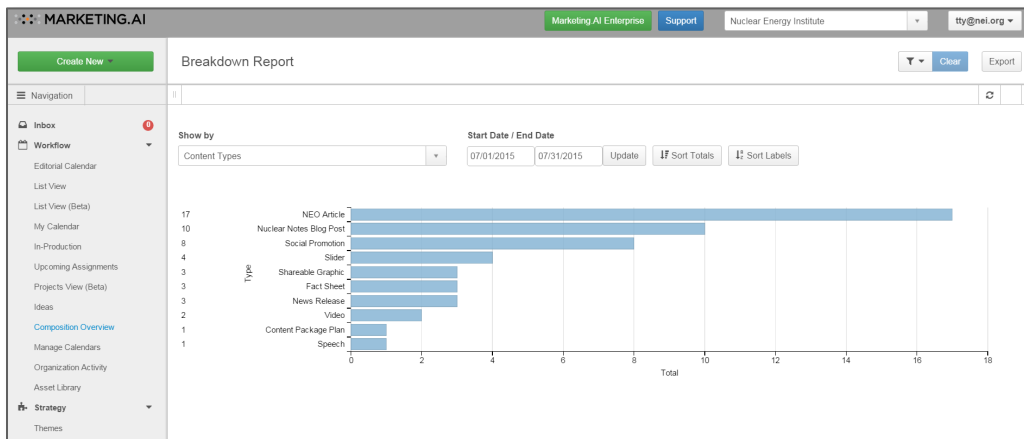
## Data-Driven Decision-Making

- Noticed that most content tended to be published later in the week; now, spread out more evenly
- Tracked themes and found that a key policy priority (Ex-Im) was only mentioned 3 times in a given month, while too much content focused on climate change

*“We’ve been saying it, but if you show them, it actually changes behaviors...”*



NEI Team Meets Weekly to Determine and Refine Two-Week Look-Ahead



Themes		
<input type="checkbox"/>	Name	Description
<input type="checkbox"/>	316(b) and Water Issues	EPA's regulation from Clean Water Act meant to minimize potential adverse environmental impact on aquatic life from power plant cooling water intake structures. Also any regulations related to intake and withdrawal.
<input type="checkbox"/>	Advanced Nuclear Plant Designs	The nuclear industry has developed several advanced reactor designs that can be ready to meet U.S. generating needs by 2015.
<input type="checkbox"/>	Careers & Education	Careers in nuclear energy offer challenging work with competitive salaries and benefits. The industry needs engineers, technicians, craft workers and other professionals in positions ranging from entry-level to mid-career and those with military training and service.
<input type="checkbox"/>	Clean Air & Climate Change	Nuclear energy is America's largest source of clean-air, carbon-free electricity, producing no greenhouse gases or air pollutants.
<input type="checkbox"/>	Congress & Legislation	
<input type="checkbox"/>	Cumulative Impact / Prioritization	Support NucGen in efforts to foster credible, reliable, efficient and effective regulatory environment that reflects the cumulative impact of regulation based on safety significance.

Content is Coded by Type, Theme, Persona, and Engagement Cycle to Allow for Tracking

# Putting It In Practice

## Step One: Repurposing Content to Increase Impact While Decreasing Workload



### Improve Veterans' Access to Mental Health Services

#### Issue:

Congress should direct the Department of Veterans Affairs (VA) to improve access to mental health services provided by licensed Marriage and Family Therapists (MFTs) at VA facilities by eliminating specific bureaucratic obstacles. In particular, S 1155 (Tester, D-MT), S 1581 (Sanders, I-VT; passed Senate VA Committee), S 1950 and S 1982 (Sanders, I-VT; includes S 1581), and HR 3499 (Kirkpatrick, D-AZ) would (among other provisions) require VA (at no net cost) to improve use of MFT clinical interns by providing those interns with financial stipends, as is done for all Psychology and most Social work interns. On February 27, 2014, the full Senate considered S 1982, but voted to re-commit this bill back to the Senate VA Committee due to funding issues unrelated to the MFT intern provision (Motion to Waive All Applicable Budgetary Discipline, Vote 46).



#### Background:

An average of 22 Veterans commit suicide daily, and an increasing number of Veterans have mental-health needs consequent to extended active-duty deployments. These needs often also affect Veterans' family members. In 2006, Congress enacted Public Law 109-461 establishing 38 USC § 7401(3) to permit VA to hire MFTs to help serve the increasing number of veterans with mental-health needs. On September 28 2010, VA finally issued MFT Job Specifications (VA Handbook 5005/41), required in order for VA to hire MFTs.

VA employs 24,000 mental-health professionals, of which approximately 100 (0.5%) are now MFTs. Yet MFTs comprise about 13% of all U.S. mental-health professionals. (Similarly, only about 0.05% of VA mental-health professionals are Licensed Professional Counselors, who comprise about 26% of all U.S. mental-health professionals). While MFTs' underrepresentation in VA mental-health staff is partly due to MFTs' relative newness within VA, the American Association for Marriage and Family Therapy (AAMFT) believes it also is due to three unnecessarily bureaucratic VA obstacles:

-Half of all licensed MFTs are barred from eligibility for VA jobs because they do not hold advanced MFT degrees from academic programs that were specialty-accredited (by the Commission for the Accreditation of Marriage and Family Therapy Education, COAMFTE) at the time those degrees were granted, with no alternative deemed acceptable by VA. This is despite the following:

-Specialty accreditor COAMFTE was not established until 1978, so paradoxically MFTs with the most clinical experience are ineligible for VA.

-Some states (e.g. California) condition licensure on a "deemed status" for MFTs' educational requirements in lieu of COAMFTE, so about 95% of California MFTs are ineligible for VA jobs.

-Other states (e.g. New York) set MFT licensure eligibility to include persons with degrees in related fields (e.g. psychology), so about 90% of New York MFTs are ineligible because they lack COAMFTE degrees.

-All advanced MFT students are barred from VA internship stipends, despite Psychology and Social Work students being eligible. After mental-health students complete their academic training, in order to be licensed they must successfully complete clinical internships of at least one year. Many of these students depend on financial stipends in order to live during their internships. But VA bars MFT students – even those in COAMFTE degree programs – from receiving stipends, while Psychology and Social Work students in corresponding APA and CSWE degree programs are stipend-eligible. Because many VA healthcare professionals start

their careers through VA clinical internships, barring all MFT interns from stipends reduces the number of newly-licensed MFTs working at VA.

-VA's MFT jobs to date are concentrated in Vet Centers, despite major mental-health needs in VA Medical Centers and Clinics. VA operates about 150 Readjustment Counseling Centers ("Vet Centers") for recently-retained veterans, the sites of most MFT jobs to date. Vet Centers generally are reported to be working well. In contrast, most of the widespread reports of VA mental-health service problems are at Medical Centers (VAMCs, i.e. hospitals) and clinics. Unfortunately, some VA Medical Centers falsely believe MFTs are ineligible for jobs in those facilities. Although AAMFT is pleased that VA recognizes MFTs' familial and other relationship-based clinical skills in its Vet Centers, we believe MFTs can be part of the solution in VAMCs and clinics. Like other mental-health professionals, MFTs are licensed in all states to diagnose and treat behavioral disorders.

### Recenter the Story

Veterans Seeking Mental Health Care Face Obstacles To Accessing Family Therapy

### Ask the Bigger Question

Can 100 Family Therapists Serve the Needs of Millions of Vets and Their Families?

### Show the Future

Current VA Eligibility Requirements Could Discourage More Professionals from Specializing in Veteran Care

# Putting It In Practice

## Step Two: Using Your Editorial Calendar to Include Traditional and Social Media Pushes For Your Content

### Can 100 Family Therapists Serve the Needs of Millions of Vets and Their Families?



By John Doe, Nov. 1, 2015  
When Pvt. Otis Darnell returned from Afghanistan, he knew he would struggle with PTSD. He had no idea how much it would affect his family. Like many veterans, Darnell sought treatment, but unlike many, he was able to see one of the VA's few licensed MFTs.

### Creating Your Own Calendar

- Make it easy to see gaps in how your content is posted
- Keep your team organized and accountable by assigning responsibilities
- Combine with metrics to know where and when to publish
- Build out social media strategies with headline rewrites, additional media and scheduling

Date/Time	Outlet	Article	Media	Add'l Resources	Responsible
11/1/2015 11:15	LinkedIn Groups	"Can 100 Family Therapists Serve the Needs of Millions of Vets and Their Families?"	Full-text with hyperlink to AAMFT		Jane moderating comments
11/1/2015 18:45	Facebook	"Can 100 Family Therapists Serve the Needs of Millions of Vets and Their Families?"	Photo with headline and hyperlink to full-text	Photo of veterans with therapists	Scheduled; John
11/2/2015 20:22	Twitter	"Can 100 Family Therapists Serve the Needs of Millions of Vets and Their Families?"	Photo with headline, hyperlink to full text, and hashtags: #veterans, #mentalhealth	Photo of veterans with therapists	Scheduled via Hootsuite; John

# Singing From the Same Songbook

Style Guides and Tools Empower Diverse Voices to Stay In Tune, On Tone and On Brand

Use Style Guides to Reinforce  
High Level Alignment on Tone...

*the Atlantic*

Style Guide

Intelligent but not somber  
Purposeful but not earnest

Releva

Razor s

Knowi

Wise b

opaqu

Passio

High-ld

Funny



MailChimp

Style Guide

Fun but not childish  
Clever but not silly  
Powerful but not complicated  
Smart but not stodgy  
Cool but not alienating  
Informal but not sloppy  
Helpful but not overbearing  
Expert but not bossy



...And Interactive Implementation Guidance  
For On-the-Ground Support



MailChimp

1 Public Site (Impulse Shoppers)

2 USER

Email marketing is just what I need. I might sign up for a Mailchimp Account. I wonder what features they have, and how much it'll cost me per month.

3 USER'S FEELINGS

Interest  
Anticipation  
Optimism  
Curiosity

4 TIPS

- ✓ Be confident in explaining why Mailchimp is so great.
- ✓ Delight people with design, data, and helpful information.
- ✓ Relay our personality and

5 MAILCHIMP

Join more than 7 million people who use Mailchimp to design and send 500 million emails every day.

- 1 Users can choose from a drop-down menu of dozens of common response scenarios
- 2 3 Sample user voice and motivations are provided
- 4 5 MailChimp offers tips on tone and sample response messages





# Striking the Right Tone

Fill in the Blanks to Develop Guidelines to Help Unify Your Organization's Voice

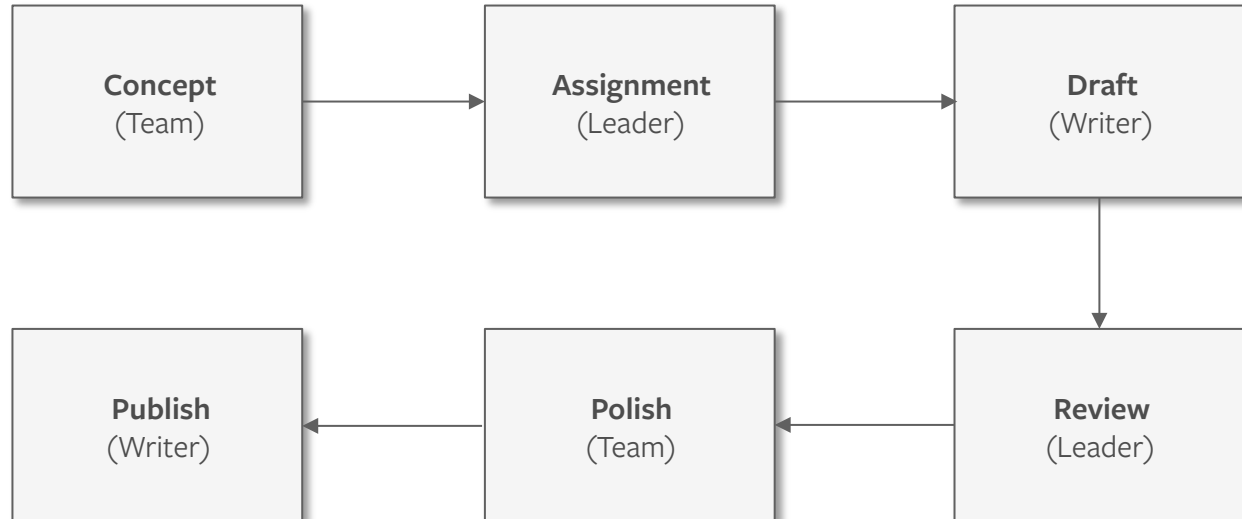
<i>Alpha Organization</i>	<b>Style Guide Internal Use Only!</b>	
_____	<i>but not</i>	_____
_____	<i>but not</i>	_____
_____	<i>but not</i>	_____
_____	<i>but not</i>	_____
_____	<i>but not</i>	_____
_____	<i>but not</i>	_____

# Finding Your Groove

Day-to-Day Rhythms of Editorial Operation are the Heartbeat of the Content Creation Process

## The Ideal:

- Clear, consistent workflow
- Limited overlap among steps and responsibilities
- Predictable steps that encompass writing, editing, and online publishing



## The Reality:

???

## How Strong is Your Heartbeat?

Draw a quick diagram of what your organization's content workflow currently looks like. Think about how your current workflow encourages (...or places obstacles in front of...) productive and efficient content production. Are there too many steps? Too many participants? Is it inconsistent?

Now think about how you might revise the flow of editorial operations. What is effective about the current workflow? What can be improved? What roles are currently in place? What new roles could/should be added?



# Toward a More Streamlined, Centralized Process

Lessons from *The Atlantic's* Editorial Staffing Model on Optimizing for Speed and Web Efficiency

## Traditional Process



## End-to-End Staffing For the Digital Age

VS.



- ✓ Reduces steps in the process
- ✓ **Establishes clear editorial guidelines and off-the shelf templates**
- ✓ Empowers the right people to make the most important editorial decisions
- ✓ Ensures quality control not through the many, but through the approach

*the Atlantic* **Story Template**

**Title**  
(55-60 characters including spaces)

**Subtitle**  
(45-90 characters including spaces)

**Photo Caption**  
(135-250 characters including spaces)

**Main Content**  
(no maximum; ideally under 750 words)

**National Journal Communications Council**

**Media  
University**

**AMU 412**

# Content Strategy—Part 2

October 30, 2015