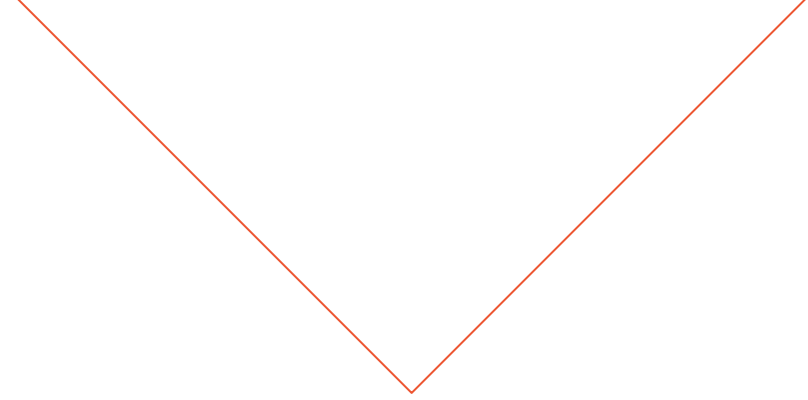
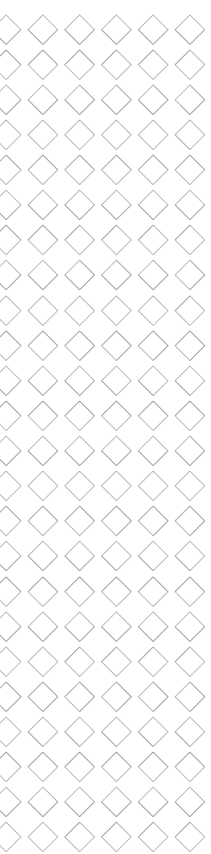




Developing a Content Strategy During Challenging Times

SE2



Welcome!

- We know that your time and priorities are stretched
- We know you're feeling an urgent need to communicate well in our current moment
- This session is designed to give you content insights that are helpful both today during the crisis and in the future



What We'll Cover Today

Content

- *What is content?*
- *What's a content strategy?*
- *How can you ensure you reach your audiences effectively?*

Best Practices

- *How you can pivot during a time of crisis*




A blurred photograph of a crowd of people walking in a hallway, overlaid with a semi-transparent orange color. White geometric lines, including a large triangle on the left and a smaller one at the bottom right, are superimposed on the image. The text "Content: Let's Start Here" is centered in white.

Content:
Let's Start Here




What is Content?

- These days, content goes beyond the written word.
 - Content can be **anything produced and shared by your organization** to your audiences.
 - Content is how you share who you are, what you value and what you want to achieve.
- 



What is Content?

- Online communication
(e.g. website, social media channels)
 - Offline communication
(e.g. meetings, events, health fairs)
 - Newsletters and email marketing
 - Advertising
 - Coalition communications
- 



What is a Content Strategy?

- A guide to identify, prioritize and share content
- Ensures you deliver useful info through the best channels
- For tobacco grantees, this can be a helpful map for you to use to continue your priorities while also being sensitive to the current environment.





Prior to the Current Crisis...

- **What has your content looked like up to this point?**
 - If you had a plan or strategy for your marketing and communications efforts, dust it off and review it.
 - If you haven't had a firm plan around communications, take time to make an inventory of the channels you use and what content you share (e.g. social media, email).
 - Revisit (or develop) your audience personas.





Know Your Audience

- **Who is your audience?**
 - What do they care about?
 - How do they get information? (and how do we know?)
 - What channels do they use?
 - What do they find most engaging?

Ask yourself:

“Are we providing useful info – not just sharing to share?”





Key Questions: Content Strategy

1. Are we creating content that is useful?
2. Are we repurposing content?
3. What actions do we want people to take?
4. How can we get feedback to find out if our audience finds value in our content?





What's at Stake?

Without an effective content strategy, you will...

- Waste resources – creating content that isn't targeted or strategic
- Waste opportunities – by not creating content that supports your brand and helps to move your business forward





Example: Tobacco Grantees

- Your content may include:
 - Coalition communications
 - Outreach at community events
 - School outreach
 - CO Health Resources materials
 - Web presence and social media

What can continue? What needs to change?





Content Best Practices: Let's Dive In



Content Best Practices

Communicate clearly and consistently

- When audiences are anxious, they look for clear, direct communication, and with a regular cadence.

Find new ways to convey information – and build culture

- How can you turn events into online meetings?
- Help people feel assurance through live Q&As or virtual meetings



Content Best Practices

Don't change everything to be about current events

- Ask: Is this piece of content appropriate in this environment? And is it responsive to what people are going through?
- If you feel like you don't have something COVID-related to offer, that's okay. Acknowledge it, but lean on trusted sources for detailed information.

Show empathy and be authentic

- Share your local viewpoint
- Is there something that you can help with that no one else can?



Content Best Practices

Use what you have

- What old content can be repurposed to save your team time?
- How can you come up with 5 ways to use content you create?

Be Useful

- Ask yourself time and time again: “Am I being helpful?” “Is this truly useful to my audience?”
- People are looking to consume information from people they trust, so our organizations have a unique chance to do that



Content Best Practices

Listen as much as you talk

- Using polls or surveys, ask your audiences– as well as staff, volunteers, board members and other stakeholders – what they are looking for from you right now, and do your best to respond.

Communicate facts

- Lean on credible sources like the CDC and CDPHE
- Don't share information before it's reviewed and ready
- Use inclusive language and make info accessible to a wide and diverse audience



Content Best Practices

Organize and give yourself a calendar to work by

- Use a calendar to ensure messages to go out with a regular rhythm, and don't overlap or overwhelm people.
- A little upfront work can help make your work more efficient and strategic.

Get creative with media

- Think about ways to share your message using graphics, photography, infographics or video.



Wrap Up And Questions

- Today we looked at:
 - What is content?
 - What's a content strategy?
 - Best practices to pivot during a time of crisis





Thank You

Laura Bernero
Communications Strategist

laura@se2communications.com
303.892.9100 x ext. 101