

CONTENT STRATEGY FOR EDITORS

Teresa Schmedding • Rotary International • managing editor
@tschmedding
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TODAY'S AGENDA

- Strategy
- What you need to know to edit
- Understanding needs



WHAT IS CONTENT STRATEGY?

“Planning for the creation, delivery, and governance of useful, usable content.”

Kristina Halvorson, *Brain Traffic*

EDITOR'S ROLE IN CONTENT STRATEGY?

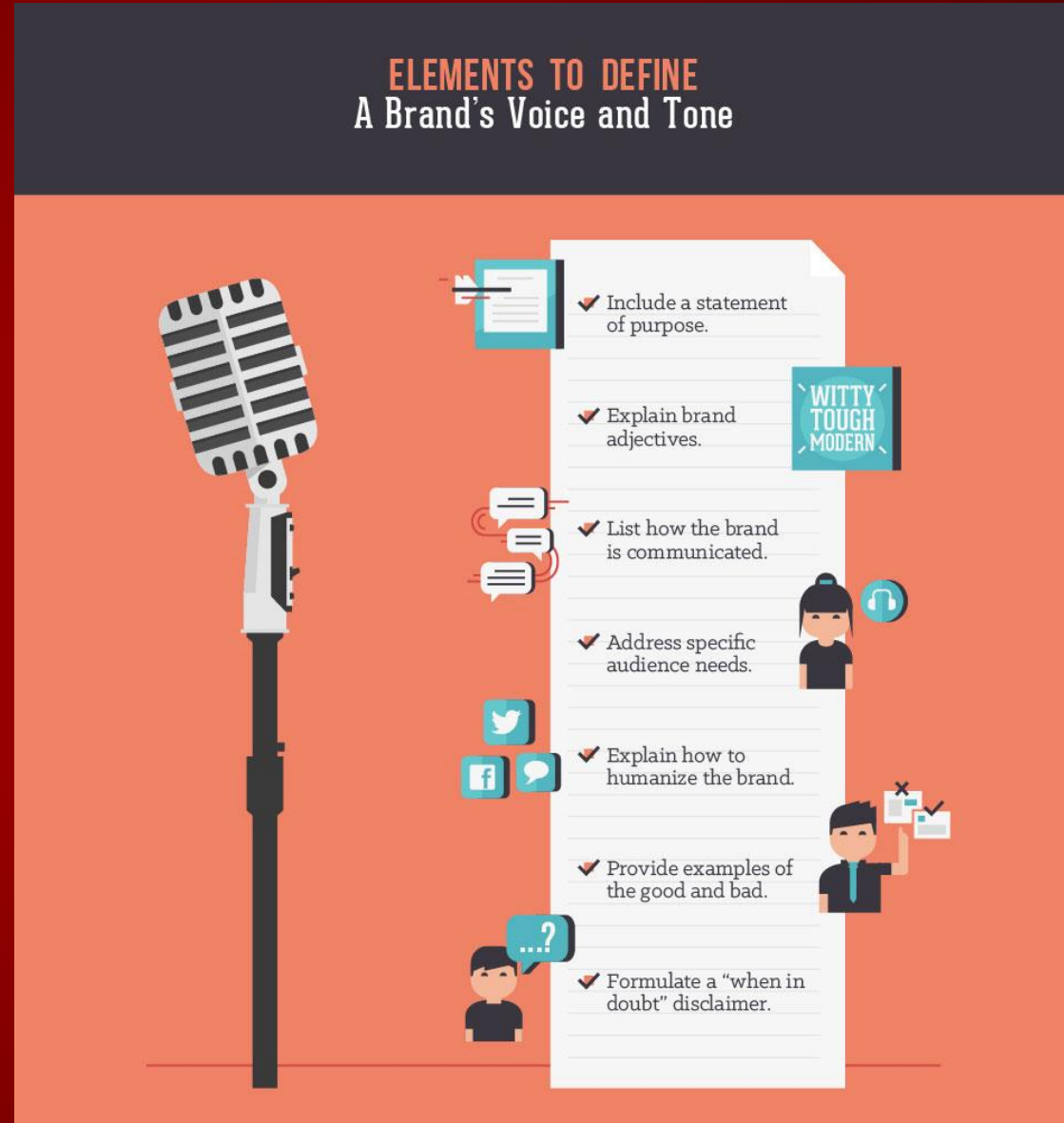
You need to balance editing art and science to strategically deliver words that get people to take some form of action.

WHAT EDITORS NEED TO KNOW

1. Brand voice
2. Goal
3. Target audience
4. Content path
5. Keyword research

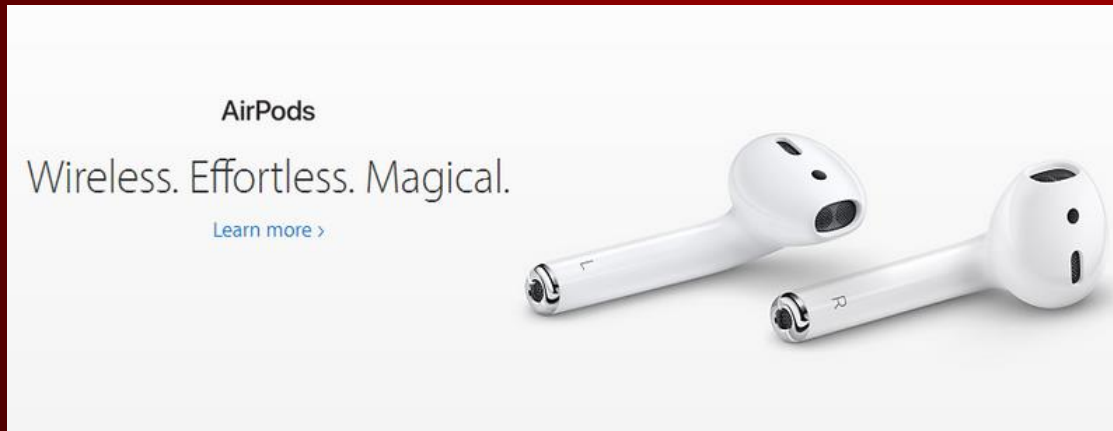
1. BRAND VOICE

- is the personality of an organization
- how you talk about yourself
- what your mission is



Brand voice example

- Apple: innovative, cool, easy



Brand voice example

BRINGING ROTARY'S BRAND STORY TO LIFE

ESSENCE



REINFORCE OUR REASON FOR BEING

Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

VALUES



REFLECT OUR BELIEFS AND BEHAVIOR

- We build lifelong relationships
- We honor our commitments
- We connect diverse perspectives
- We apply our leadership and expertise to solve social issues

VOICE



COMMUNICATE IN OUR VOICE

- Smart
- Compassionate
- Persevering
- Inspiring

ROTARY'S BRAND VOICE

OUR VOICE IS...

THIS MEANS...

WE ARE...

BUT NOT...

SMART



We look at problems from different angles and apply our expertise to solve social issues in ways that others cannot. Our communications are insightful.

Knowledgeable
Perceptive
Confident

Obscure
Disconnected
Arrogant

COMPASSIONATE



Tackling tough challenges in communities worldwide requires empathy. Our communications champion real people, with stories and experiences that are relatable and universal.

Thoughtful
Sincere
Engaging

Lofty
Sentimental
Weak

PERSEVERING



We find lasting solutions to systemic problems at home and abroad. Our communications express our commitment when we speak with clarity and conviction.

Bold
Purposeful
Courageous

Reckless
Close-minded
Stubborn

INSPIRING



Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. Our communications convey hope, enthusiasm, and passion.

Upbeat
Hopeful
Visionary

Hyper
Zealous
Impractical

What you should do

- Ask for it
- Research on your own



2. GOAL OF CONTENT

- Attract a larger audience
- Awareness
- Action
- Allies



3. TARGET AUDIENCE

- Who do you want to draw?
- Who needs your content?



Get specific information

Your audience can't be everyone or it likely will be no one. Find out:

- characteristics
- goals
- behavior
- lifestyle
- demographics



Alysha is 25, single, lives in metro area, wants to be a better editor, likes to hike, worries about the environment

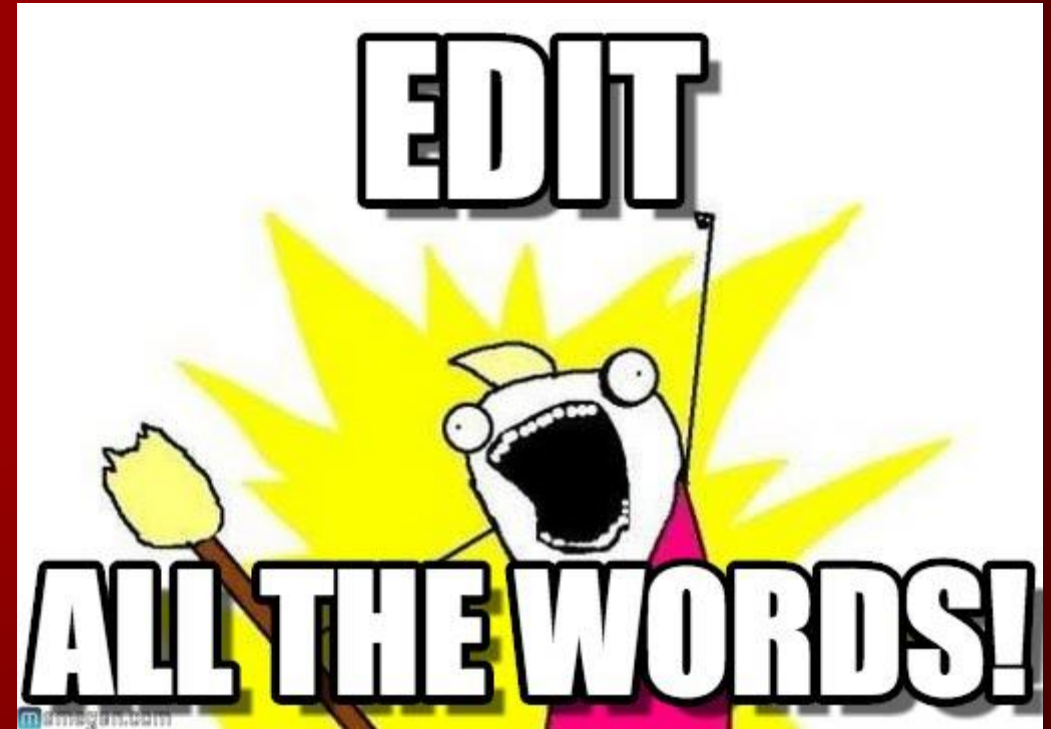
What you should do

Require content creators to write one or two sentences at the top of the content to explain why the content was created and who the audience is.



Edit with two critical questions

1. What are your goals for this piece of content?
2. What one thing should your audience take away?



Edit with two critical questions

- Every story should answer one or both of those questions.
- Every paragraph should serve one or both of those questions.
- Every word should reflect one or both of those questions.



*Cut it
~~out~~!*



Words get in the way

- More words = more information to process
- Less focus on what's important











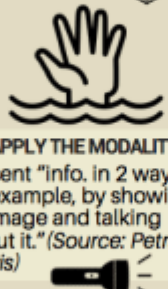
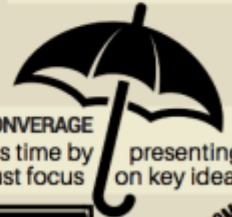




Words get in the way

Every word not focused on those Qs targets is a barrier.


BRAIN

BLAST

HOW TO REDUCE COGNITIVE OVERLOAD

- 1. NO SCROLLING**
Keep all content about a subject on 1 handout page, 1 slide, or 1 screen. 
- 2. BE CLEAR**
Confusing presentations lead to confused students. 
- 3. AVOID SLIDE SHOW BELLS & WHISTLES**
Students should remember the content, not the fancy transitions. 
- 4. ELIMINATE THE REDUNDANCY EFFECT**
Don't add text to a slide when the visual is self-explanatory. Don't read a text-heavy slide word-for-word. (Source: Elliott, Kurz, Beddow, & Frey, 2009)
- 5. FRONTLOAD VOCABULARY**
Provide definitions of difficult vocabulary before learners begin reading.
- 6. MINIMIZE NOISE**
During work time, close the door to reduce hallway clatter. Encourage earplugs during writing time. 
- 7. HIGHLIGHT IMPORTANT CONTENT**
On handouts, use bold font for key terms. When presenting, say, "This is the most important thing to remember."
- 8. PROVIDE AN ADVANCE ORGANIZER**
These can be in the form of a graphic organizer (Venn Diagram), concept map, narrative, timeline, outline, or analogy. 
- 9. DEMONSTRATE COMPLEX PROBLEMS**
To help students with difficult problem procedures, show a worked example or partially worked example. 
- 10. INTRODUCE NEW CONTENT WITH VIDEO**
Support kids' understanding by giving an overview of what is to be learned. Use videos from Youtube, BrainPOP, & Scholastic Study Jams. (Source: Rachael Parlett) 
- 11. DELIVER IT SLOW, CHOP IT DOWN**
If the info is complex, reduce the amount of content & slow your pace. 
- 12. EASY-BAKE IT!**
Take complex info and simplify it. Cover less of the subject. Slow down. 
- 13. TELL A STORY**
Narratives make lectures more sticky. 
- 14. APPLY THE MODALITY EFFECT**
Present "info. in 2 ways—for example, by showing an image and talking about it." (Source: Petra J. Lewis) 
- 15. AVOID THE TYRANNY OF CONVERGENCE**
Don't think of filling up class time by as much info as you can. Just focus on key ideas. 
- 16. INTRODUCE OBJECTIVES**
Students should know what they should know. 
- 17. CHUNK INTO CATEGORIES**
Break content into smaller categories. For example, "The American & French Revolutions could have similarities & differences . . . Specific topics could have paired problems & solutions." (Source: DataWORKS http://bit.ly/TB_Chunk) 

WHAT IS COGNITIVE OVERLOAD?
 Stress put on working memory when we learn new content or skills—stress that makes info hard to process.

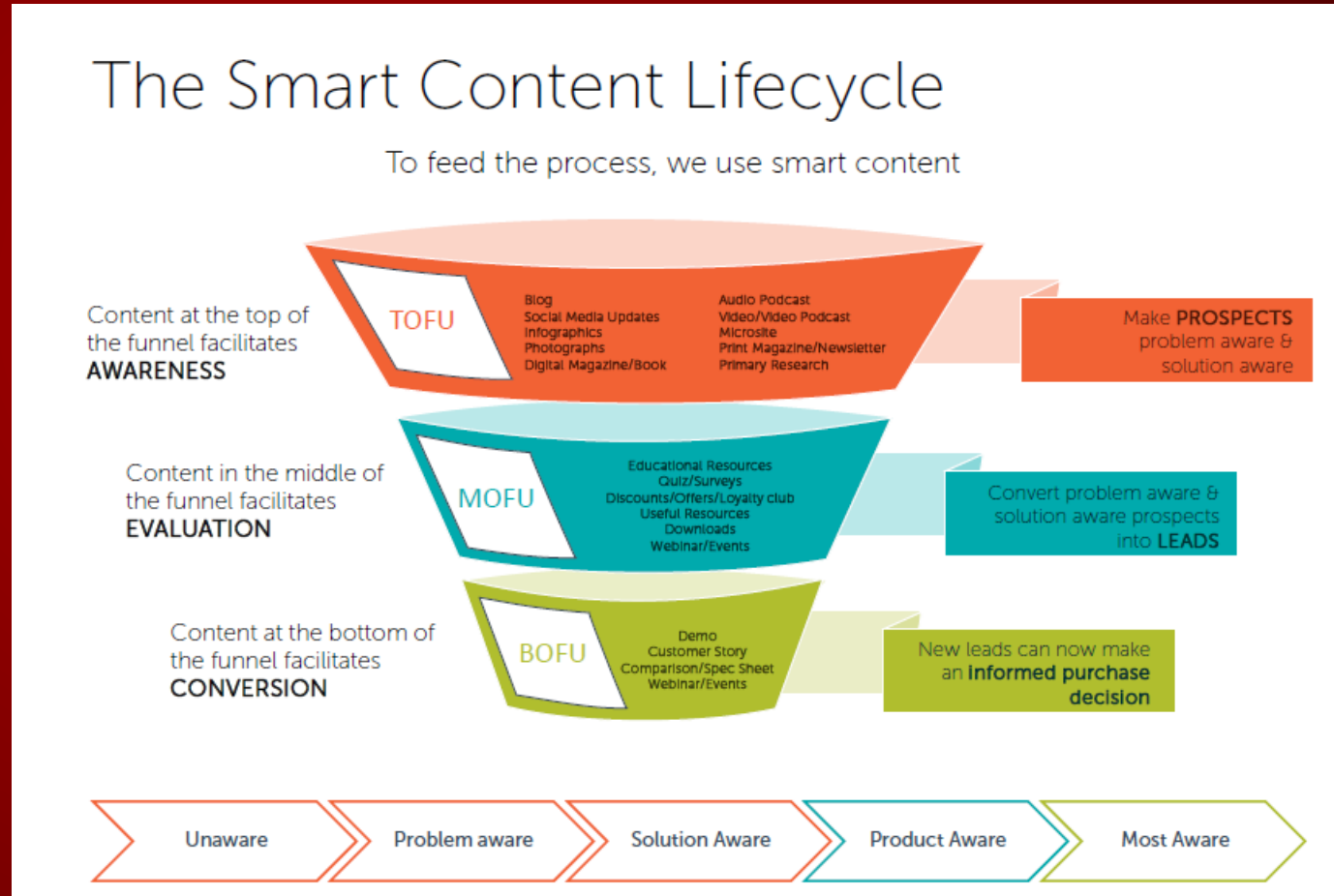
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4. NEED TO UNDERSTAND CONTENT PATH

- Blog post > free ebook > email subscription > smart autoresponder > relevant offer
- YouTube video > email subscription > content library > inexpensive product > more expensive service
- Facebook ad > Messenger chatbot > white paper > email subscription > webinar > appointment > client contract

What you should do

- Ask for it
- Edit content to fit it



Content path example

Website is execution point, not where persuasion starts

Give the gift of Rotary



For more than 100 years, The Rotary Foundation has been supporting Rotarians' work to create sustainable solutions to our world's most pressing needs. But there is still much to do, and we need your help.

Rotary gives in countless ways, focusing our service efforts in six areas: promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, and growing local economies. We're also working hard to end polio once and for all.

Give the gift of Rotary today and be a part of the positive change Rotarians are making in your community and around the world. Every gift makes a difference.

[GIVE NOW](#)

What your gift supports

\$10 mosquito bed net

Bed nets provide a safe, peaceful night's rest in countries like Uganda, where malaria is a major health concern.



\$15 polio vaccines

Polio is still a crippling threat to children in Afghanistan, Nigeria, and Pakistan. A gift of just \$15 can protect children for life.



\$50 water filter

In rural Guatemala, deadly waterborne diseases are common. Personal water filters fill the need for clean water.



\$85 business classes



5. KEYWORD RESEARCH

Think critically about how people searching for your content will react to it. Not all keywords are created equal.

- Target a specific audience
- Answer their needs*



Search, keywords is nuanced

Listen (carefully) to your audience

When you learn how your audience talks and what their needs are, can you create/edit content, headlines, subject lines, social posts that will rise to the top

“True masters of search engine optimization are masters of listening and empathy.”
- Jerod Morris

What you should do

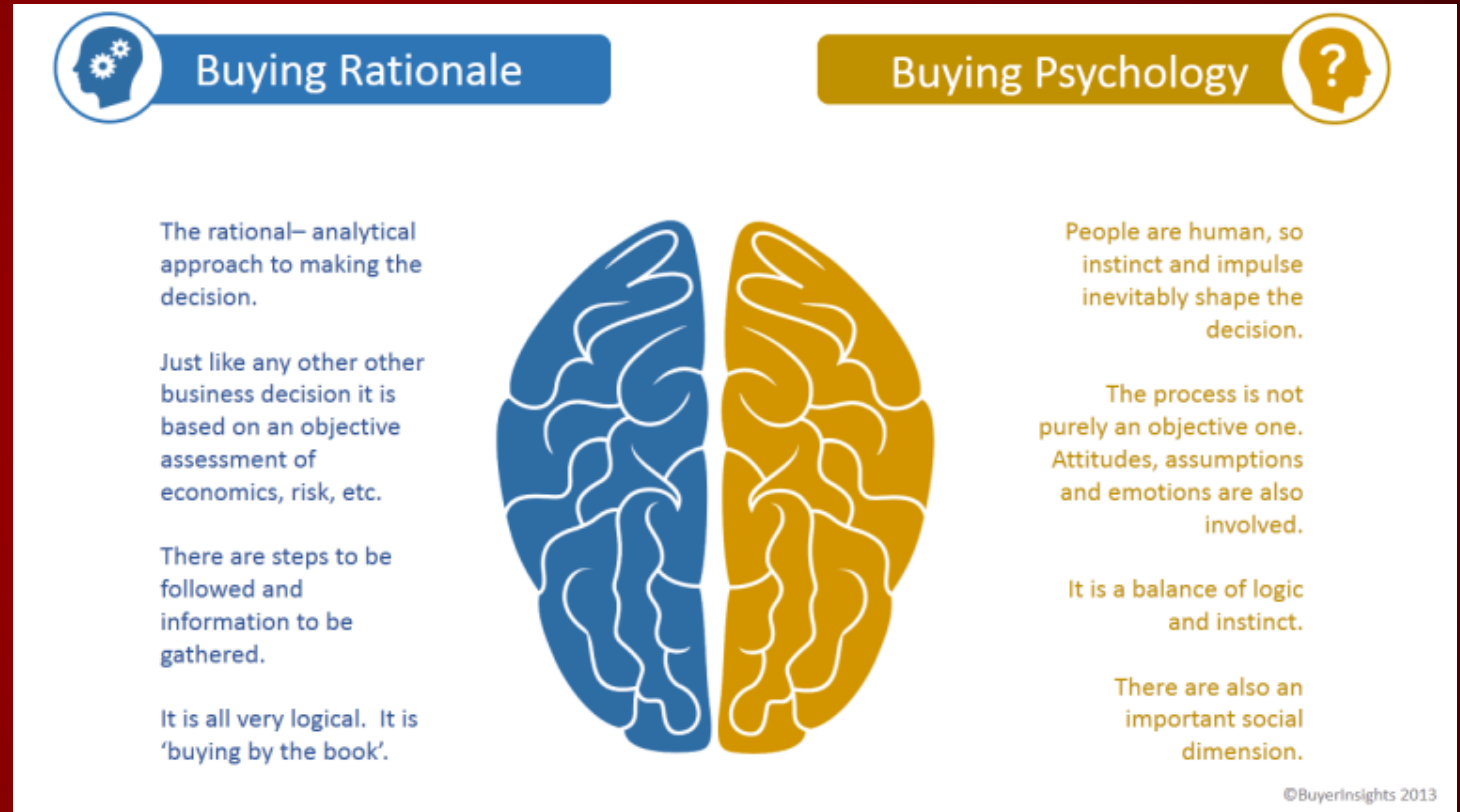
- Ask for it
- Research audience and parrot words

(More on audience research
at <http://bit.ly/TMSaudience>)



*NEEDS

You cannot be a communicator without understanding behavioral psychology, human emotions



All content must fulfill a need



Maslow's hierarchy of needs

Motivational
theory in
psychology
comprising a
five-tier model
of human
needs



Maslow's hierarchy of needs

Words need
to fulfill basic
psychological
needs



Example

You work for a new restaurant. How would you tailor content to fit needs?



Example

You work for a new restaurant. How would you tailor content to fit needs?

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Example

You work for a new restaurant. How would you tailor content to fit needs?

Safety needs

personal security, employment, resources, health, property

Example

You work for a new restaurant. How would you tailor content to fit needs?



Love and belonging

friendship, intimacy, family, sense of connection

Example

You work for a
new
restaurant.
How would you
tailor content
to fit needs?



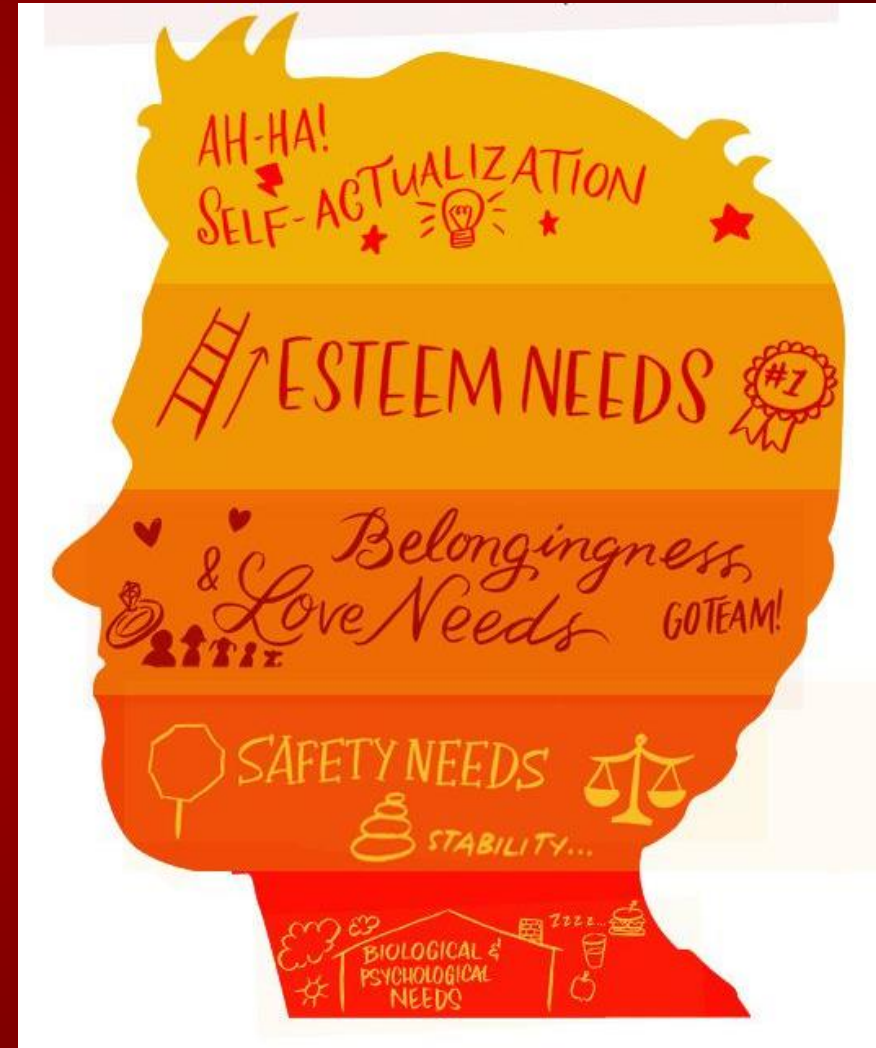
Example

You work for
a new
restaurant.
How would
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content to fit
needs?



Need fulfillment

Why 'lists, how, why,
you' stories and
headlines draw traffic

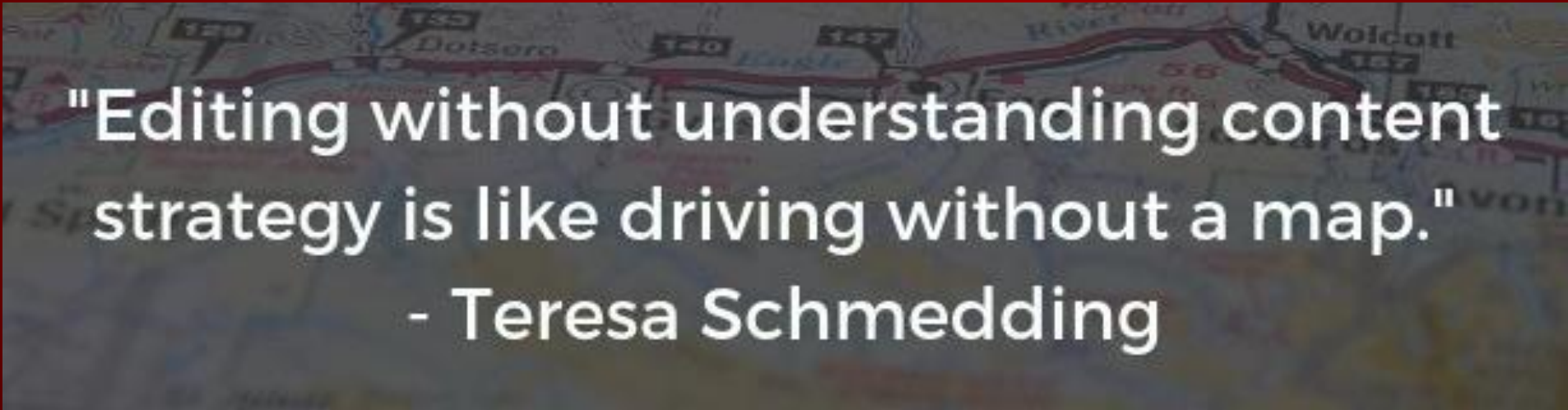


Bonus round: Formula for persuasive copy

1. What I've got for you
2. What it's going to do for you
3. Expand on #1
3. Who am I?
4. What you need to do next

DO NOT FORGET

- Content marketing is the execution of your content strategy.
- You cannot edit without it.

The background of the quote is a faded map showing roads, rivers, and place names like 'Dotsero', 'Hatch', 'Wolcott', and 'von'.

"Editing without understanding content strategy is like driving without a map."

- Teresa Schmedding