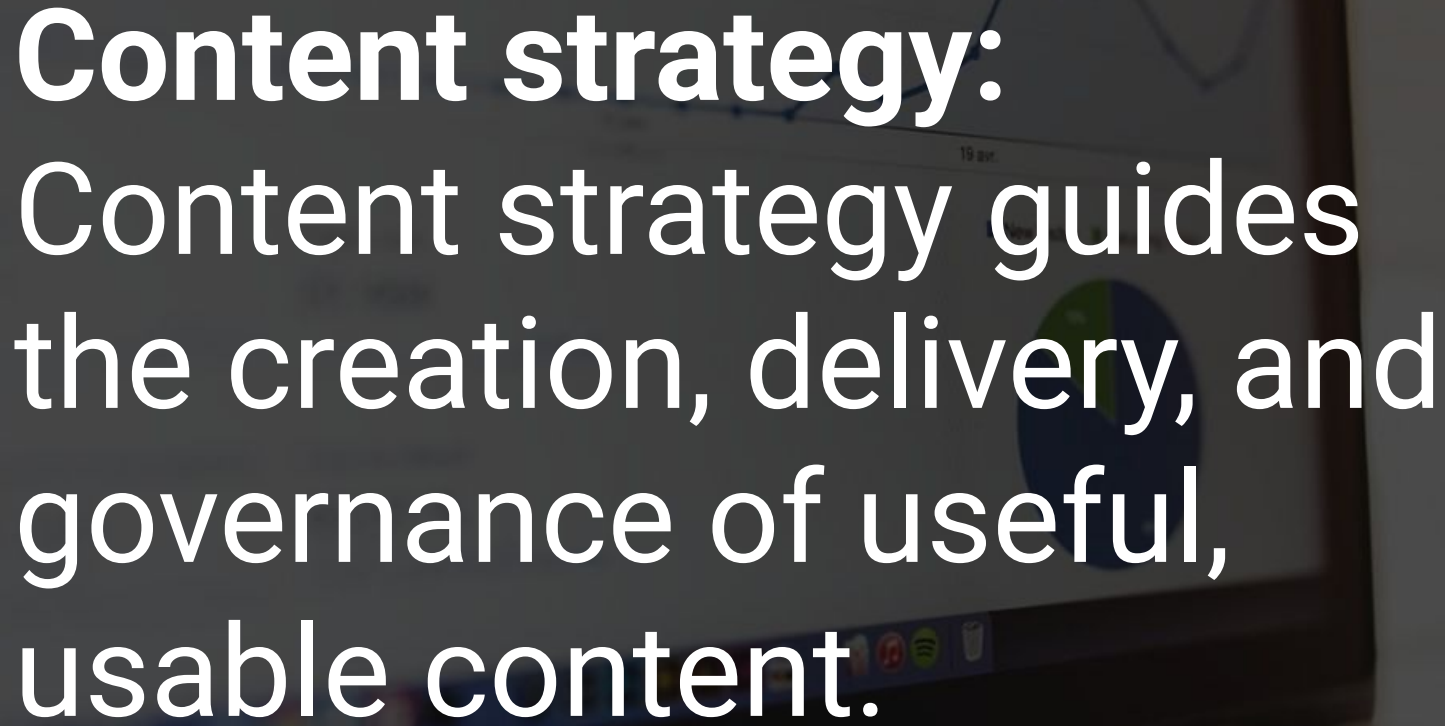


# Content strategy kickoff

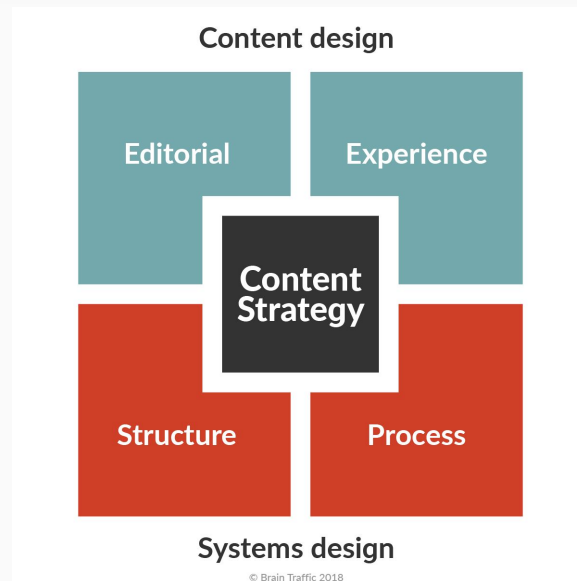
Finalsite Training / Finalsite Support

A laptop screen is shown in the background, displaying a line graph with a blue line and a pie chart. The text is overlaid on the screen.

**Content strategy:**  
Content strategy guides  
the creation, delivery, and  
governance of useful,  
usable content.

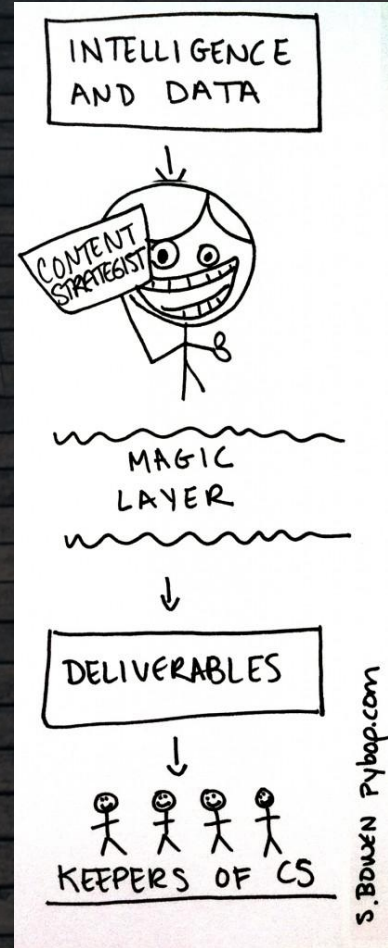
# What is content strategy?

1. **User experience design**
2. **Editorial strategy**
3. **Content engineering (structure)**
4. **Content workflow and governance**



# Project plan

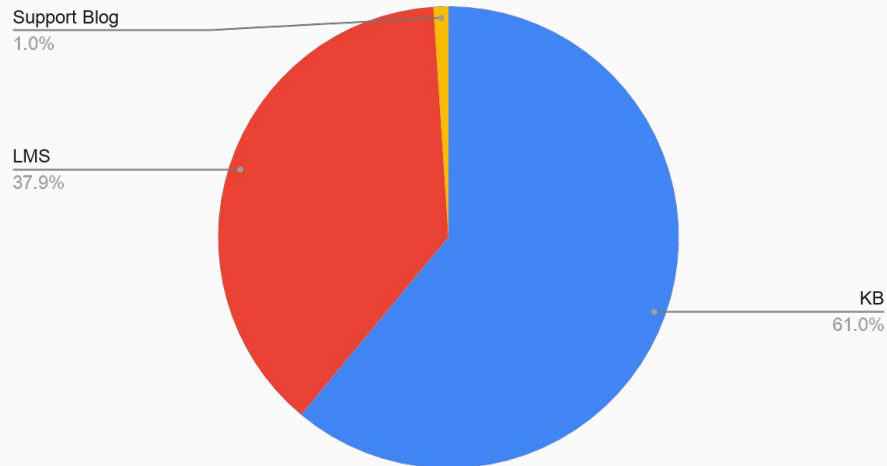
1. Alignment
2. Audit
3. Analysis
4. Strategy
5. Implement



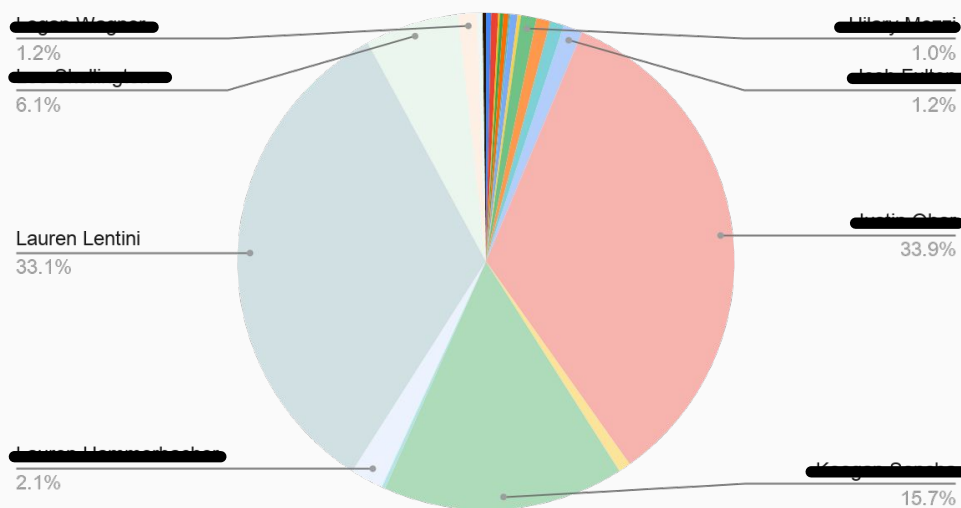
# Content Inventory

*Quantitative audit initial findings*

Views 2021 (as of 4/5/21)



Content authors



886 KB articles, 53 LMS content items, 33 Support blogs = 972 total content items

A close-up photograph of a person's hand holding a purple marker, writing on a whiteboard. The background is blurred, showing some office equipment and lights. The text 'Objectives alignment' is overlaid on the left side of the image.

# Objectives alignment

It's time for our first  
strategy session.

Let's go to Miro!

[The workshop was great,  
the results are in [this PDF.](#)]

# Next steps

- ☒ Planning and kickoff
- ☒ Quantitative audit
- ☐ Qualitative audit
- ☐ Initial findings report
- ☐ Stakeholder/user interviews
- ☐ Key findings report
- ☐ Develop core strategy and action plan

## **Volunteer opportunity: Content audit**

I could use several people to help me wade through all of this content and evaluate for factors such as usability, findability, actionability, and accuracy.

We'll have another meeting to agree on these criteria -- let me know if you just want to be involved with that part.

# Project updates

***How would you like to stay in the loop?***

- *Slack channel?*
- *Emails?*
- *Regular meetings?*
- *Trello?*
- *Other?*



An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with their lights. The Empire State Building is prominent in the center, with its top lit in red and green. The Hudson River is visible in the background, with the New York City skyline reflected in the water.

# Thank you!

“Content can change the world.”

[Contentious, The Content Manifesto](#)