

Content strategy kickoff

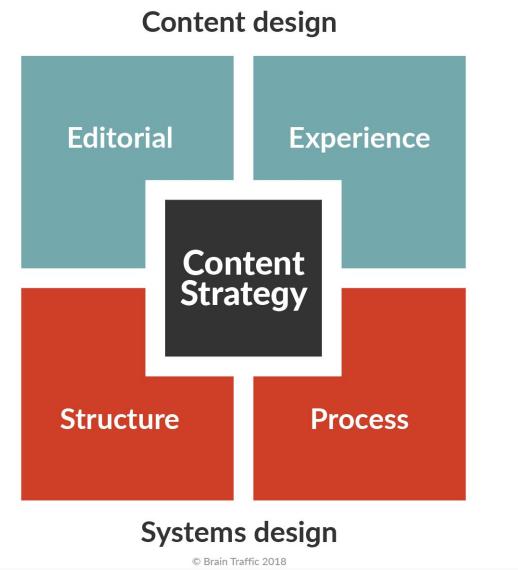
Finalsite Training / Finalsite Support

Content strategy:

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

What is content strategy?

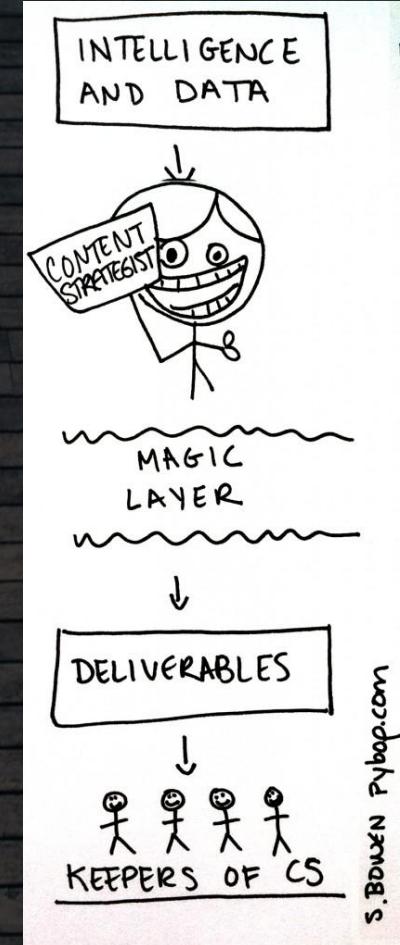
1. **User experience design**
2. **Editorial strategy**
3. **Content engineering (structure)**
4. **Content workflow and governance**



Project plan

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

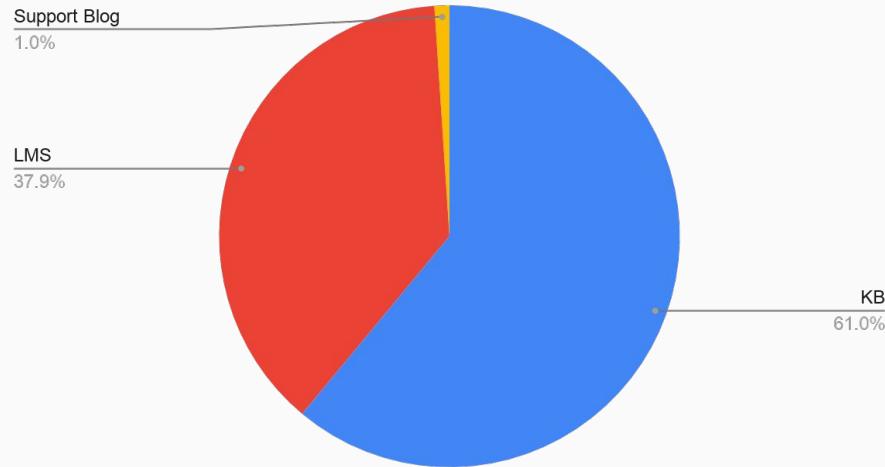
[Pybop, What is "The Magic Layer" of content strategy?](#)



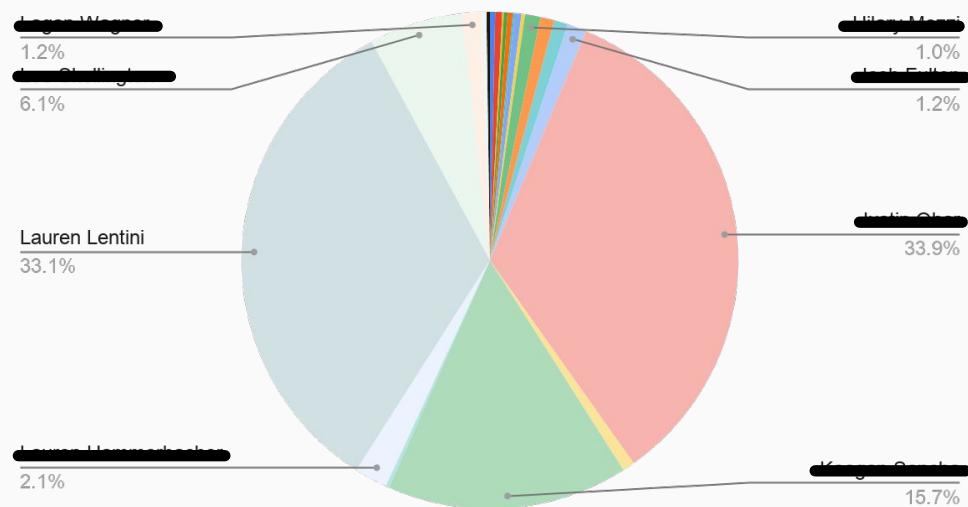
Content Inventory

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



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?*

A wide-angle, aerial photograph of the New York City skyline at sunset. The sky is a vibrant orange and yellow, transitioning into a darker blue. The Empire State Building is prominent in the center-left, its Art Deco spire reaching towards the top of the frame. To its right, the One World Trade Center stands tall with its distinctive spire. The Hudson River is visible in the background, reflecting the warm colors of the sunset. Numerous other skyscrapers are scattered across the horizon, their windows glowing with city lights.

Thank you!

“Content can change the world.”

[Contentious, The Content Manifesto](#)