

CRAFTING AN HR CONTENT STRATEGY

THE SIX STEPS TO SUCCESS - WHATEVER YOUR RESOURCES

A good content plan has six elements. If you address all six, sustainably and realistically, you will have a workable strategy whatever your available resource. There is no reason that HR cannot lead its own content strategy.

The Six Elements of a Successful Content Strategy

- Publishing Mission
- Audience Mapping
- Diagnosed Goals
- Story-Plan-Create
- Distribution
- Monitor/Measure

1. Publishing Mission

You must have a great reason to create content, and then create content that delivers against this reason. It's so important that we call it a Mission. A Publishing Mission maps onto your overall company mission, and by doing that you know that your reason for producing content is sound, because it will feed your overall aims.

2. Audience Mapping

Having determined why you are producing content, the next step is to fully understand your audience. Specificity is enormously important in creating content which engages the audience. To produce audience-specific content, you need to understand that audience first. Look at the Applier Persona example we discussed. Who is your audience? What level of experience? What function? What location and nationality? Are they prospective or current employees?

3. Diagnosed Goals

Ultimately, you will need to point to metrics and deliverables to show that your Publishing Mission is being achieved. Make your goals specific and ensure they cover both engagement and actions. Watch out for vanity metrics and avoid them.

4. Story-Plan-Create

Here you'll be operationalising your Content Strategy. Feeding in the Publishing Mission, Audience Mapping and Goals, determine the story you should be telling, then plan and tell it. You will need an Editorial Calendar for this and perhaps an Editorial team too. Look at the strengths and weaknesses of your resources and what knowledge, data or content assets you already possess - these can be repurposed, flipped or expanded upon.

5. Distribution

Until it reaches your audience, you have no content, so it's important to have a distribution plan. You are not producing content to have it sit unused. Additionally, knowing what your distribution channels look like will inform your content creation, as you need to produce content which is optimised for the channels you have, or which the publishers (in the case of media, for example) will welcome and use. Your distribution plan may include company social media and websites, email, PR, your personal social profiles, onboarding drip campaigns and many other channels.

6. Monitor/Measure

Measurement is critical, which means you'll need to enable tracking across your content links and set up reporting to get the data. Select your metrics, design reports and review periodically, feeding the information on which content and channels are delivering your goals most effectively. Tie the reporting cycle into your editorial meetings to close the loop on your Content Strategy and begin continual optimisation.



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EVERYONE CAN DO CONTENT

IDEAS TO PRODUCE COMPELLING CONTENT REGULARLY

Whether you are a brilliant blogger or a reluctant writer, producing content consistently is challenging for everyone. Coming up with new ideas and ensuring a regular output, often alongside other roles, takes dedication. You need to load the dice in your favour, and whatever your style and strengths, there are strategies you can use to regularly produce ideas for engaging content that doesn't take days each week to create.

The Curator

Happier commenting on content than creating it? Maybe you're a great consumer of content who knows a good thing when they see it. Summarising a few interesting pieces for your audience is as valid and valuable as creating a new perspective. If you read a lot of market news, give it a go.

The Flipper

The person who can spot a good idea and then flip it into their market or niche. For professionals with a specific market focus, this is a goldmine of opportunity. For a start, you can regionalise and rewrite any idea that's already written for a wider audience, and it will have the dual benefit of making your message specific.

The Interviewer

Better at asking probing questions than talking about your own opinions? If you have good contacts, or you can make them when you need them, this might be the approach for you. Short of an article for January? How about New Year's Resolutions from your team?

The Statistician

People love a stat. Stats are shareable and easy to engage with. Stats on the internet get attention. If you don't like writing prose, take a point of view or an idea and build stats around it. You can do this with a blog or try creating an infographic.

The Multimedia-er

There's more to content creation than writing. Make a video, produce an infographic, take some photos. Multiple forms of content allow you to engage audiences who think about and consume content in different ways. There are plenty of free online editing tools, and with excellent mobile phone cameras, cost-effective video cameras or free screen capture software, plus online how-to guides, producing compelling multimedia content is an achievable goal.

The Recycler

The one who reproduces or re-purposes content. Take a 2014 article and update it for 2015. Take something that didn't quite get noticed and tweak it. Take a transcript of a conference session and turn it into a written whitepaper.

The Dictator

If you're really tight for time, get a friend or a freelancer to help out and download your knowledge via bullet points and an overview. Involving others can help keep your content pipeline consistently full.

The Collaborator

Work with other organisations to get stuff done. Co-author a whitepaper with a reputable partner or offer to be interviewed by someone making a video. You could also use guest writers here who could use the publicity – a good option for partners and suppliers, who would love the attention they'd get by writing something interesting for you.

The Crowd-Sourcer

Get other people to produce your content for you. Run a competition, ask people to tell their stories and pull together one piece of content with the help of others. You don't have to write the words if you can inspire other people to do it.



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