

Content Strategy

Malone University

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1

What is Content Strategy?

Content Strategy guides your plans for content creation, delivery, and governance.

What is Content Strategy?

Content strategy can mean a lot of different things to a lot of different people. But any strategy should be about more than just *what* content you plan to deliver. *Content Strategy for the Web* by Kristina Halvorson and Melissa Rach said it best:

“ Content strategy guides your plans for creation, delivery, and governance. Sometimes content strategy may focus specifically on the editorial, structural, or technical aspects of content. And sometimes, it may be an enterprise-wide effort that’s directly tied to high-level business strategies. In either case, content strategy helps us to find ways to better understand all aspects of our content, which means we can make smarter, more informed decisions about how we’re going to select and execute our tactics.

WHAT YOU NEED TO KNOW

- i Creative Objectives
- ii Voice & Tone
- iii Your User
- iv Your Tools



CONTENT STRATEGY: **WHAT IS CONTENT STRATEGY?**

Creative Objectives

Each piece of content should be working to accomplish one of your Creative Objectives.

Creative Objectives

- Clearly articulate Malone's Commitment to the Christian faith and demonstrate how it illuminates all facets of the Malone experience using stories, profile, testimonials, and rich multimedia content.
- Promote ways, both big and small, that prospective students can experience Malone in person, whether that's coming to visit campus or just talking one-one-one with an Admissions counselor.
- Create a more genuine and friendly collegiate atmosphere on the website by tastefully interjecting more fun and interesting interactive areas through the online experience.
- Highlight the relationships and supportive community at Malone that enable transformative growth and help prepare students for life after school.

CONTENT STRATEGY: **WHAT IS CONTENT STRATEGY?**

Voice & Tone

What does Malone sound like?

Voice & Tone

On the web, content is king. A beautiful design will help Malone stand out, but the design is only as good as the writing and imagery it presents. This document will set guidelines for a consistent writing style for malone.edu. Voice and tone are the two main components of writing style, as explained in *Nicely Said: Writing for the Web with Style and Purpose* by Nicole Fenton and Kate Kiefer Lee:

“ People often use the words *voice* and *tone* interchangeably, but they’re not the same thing. Your *voice* is your company’s public personality. It doesn’t change much from day to day. Like your own individual personality, it comes through in all of your content and influences how people perceive you. On the other hand, your *tone* changes to fit the situation. While your *voice* is more about you, your *tone* is more about your readers and how they feel. Together, your *voice* and *tone* make up your writing style.

KEYWORDS

- Intentional
- Christ-centered
- Humble, yet Confident
- Warm
- Transformative

The above are the Voice & Tone keywords from the Creative Brief. A piece of content doesn’t need to fulfill every word, but care should be taken to avoid undermining these values.

CONTENT STRATEGY: **WHAT IS CONTENT STRATEGY?**

Your User

A big part of Content Strategy is understanding who your users are and what they are trying to do.

EXPLORERS

Getting to Know You

Not every user who comes to the website will know exactly what he or she is looking for. Some users are explorers who want to discover as much about you as possible. The goal of pages oriented toward explorers is to make their journeys as enjoyable and fruitful as possible. Components designed for explorers are meant to encourage discovery. These kinds of components should be used strategically throughout the site to promote organic, non-linear explorations through the site.



ALUMNI PROFILE


Heather Bullach

ARTIST | FINE ARTS & CRAFTS '11

A portrait and figurative artist, received much acclaim for her "50" project, in which she painted 50 portraits of local community members. She also is on the staff of the Massillon Museum, where she orchestrates traveling exhibitions.

[READ MORE](#) [HEATHER'S WEBSITE](#)

Profile



MEDIA GALLERY

Student Life at Malone

01 of 15

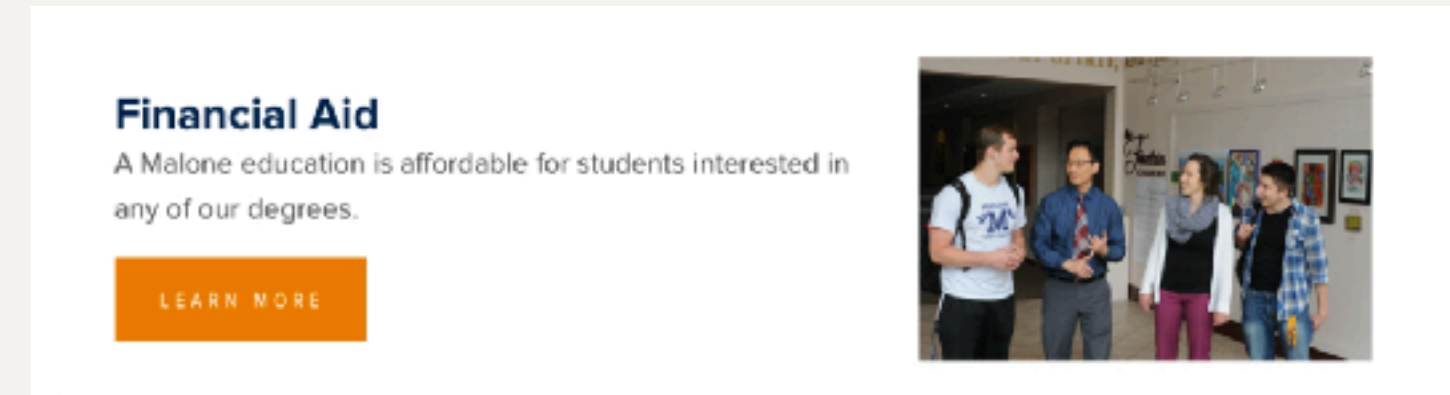
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ut tellus tempus, dictum neque ac, tristique diam.

Media Gallery

INFORMATION SEEKERS


Looking for Answers

Information seekers come to the website to find answers to specific questions. Page content for these users should be focused and as helpful as possible. Users will always look to the main content on any given page for actionable and relevant information. Short, directed paragraphs, sensible and straightforward headings, lists, and useful links will help them find what they're looking for. Other rich content types can be used to enrich pages, but they should always be secondary to the main content.



Financial Aid
A Malone education is affordable for students interested in any of our degrees.

[LEARN MORE](#)



Topic Row



RELATED LINKS

Why Malone?	Undergraduate
Degree Completion	After Malone
Graduate	Visit Malone

Related Links



CONTACT INFO

LINDA KURTZ HOFFMAN
Director of Undergraduate and Graduate Admissions

📍 2600 Cleveland Ave. NW
Canton, Ohio 44709

📞 330 - 471 - 8145
📠 330 - 471 - 8149
✉ admissions@malone.edu
🌐 www.malonepioneers.com

[f](#) [t](#) [v](#) [i](#) [in](#) [v](#)

Contact Information

DOERS

Completing a Task

Doers come to the website to accomplish a task.

They may want to begin an online application, donate money, or find a specific document. Rather than exploring or absorbing content, their goal is to be efficient.

Content for doers should be focused and direct, with a careful eye toward reducing distraction.

Page titles and callouts should be clear and easy to understand. Forms should be laid out in a manner that is easy to scan and fill out.

When facilitating an action, don't put obstacles in the way and avoid offering enticement to leave the page, except by completing the action.

GOOD USAGE

The screenshot shows the Malone University website's 'REQUEST INFORMATION' page. The page has a clean, professional layout with a dark blue header and a red navigation bar. The main content area is white and contains a form with the following fields: 'FIRST NAME', 'LAST NAME', 'ADDRESS STREET 1', 'ADDRESS STREET 2', 'CITY', 'STATE' (with a dropdown menu), and 'ZIP'. To the right of the form is a sidebar menu with the following items: 'WHY MALONE?', 'APPLY NOW', 'MAKE YOUR PERMISSIONS COORDINATOR', 'VISIT MALONE', 'NEW STUDENT ORIENTATION', 'UNDERGRADUATE', 'GRADUATE', 'ADULT DEGREE COMPLETION', 'COLLEGE CREDIT PLUS', 'MILITARY', and 'ONLINE LEARNING'. The footer contains contact information and social media links.

POOR USAGE

The screenshot shows the Malone University website's 'REQUEST INFORMATION' page. The page has a clean, professional layout with a dark blue header and a red navigation bar. The main content area is white and contains a form with the following fields: 'FIRST NAME', 'LAST NAME', 'ADDRESS STREET 1', 'ADDRESS STREET 2', 'CITY', 'STATE' (with a dropdown menu), and 'ZIP'. To the right of the form is a sidebar menu with the following items: 'WHY MALONE?', 'APPLY NOW', 'MAKE YOUR PERMISSIONS COORDINATOR', 'VISIT MALONE', 'NEW STUDENT ORIENTATION', 'UNDERGRADUATE', 'GRADUATE', 'ADULT DEGREE COMPLETION', 'COLLEGE CREDIT PLUS', 'MILITARY', and 'ONLINE LEARNING'. Below the sidebar menu is a 'RELATED LINKS' section with a grid of links: 'Why Malone?', 'Undergraduate', 'Degree Completion', 'Adult Degree', 'Transfer', and 'Graduate'. Below the related links is a video player with the title 'Student Life at Malone' and a play button. The footer contains contact information and social media links.

CONTENT STRATEGY: **WHAT IS CONTENT STRATEGY?**

Your Tools

It's very difficult to build anything if you don't know what tools you have and what each one does.

GLOBAL COMPONENT

Topic Row

Topic Rows are a very versatile and useful component. They are often used to break up long sections of text that have multiple topics or to highlight various topics within a larger category. Topic Rows are not meant to give a user all of the information about a specific topic at once, but are meant to give them a preview and link them off to more in-depth content. So remember to keep your titles and blurbs short.

This component can be used just once on a page or you can use multiple Topics Rows in succession.

When only one is used, there will be a divider beneath the row.

Financial Aid

A Malone education is affordable for students interested in any of our degrees.

LEARN MORE



Virtual Tour

Explore our campus virtually before you sign up for an in-person visit.

EXPLORE NOW

Areas of Study

Malone offers numerous programs of study. See if we offer your area of interest.

LEARN MORE



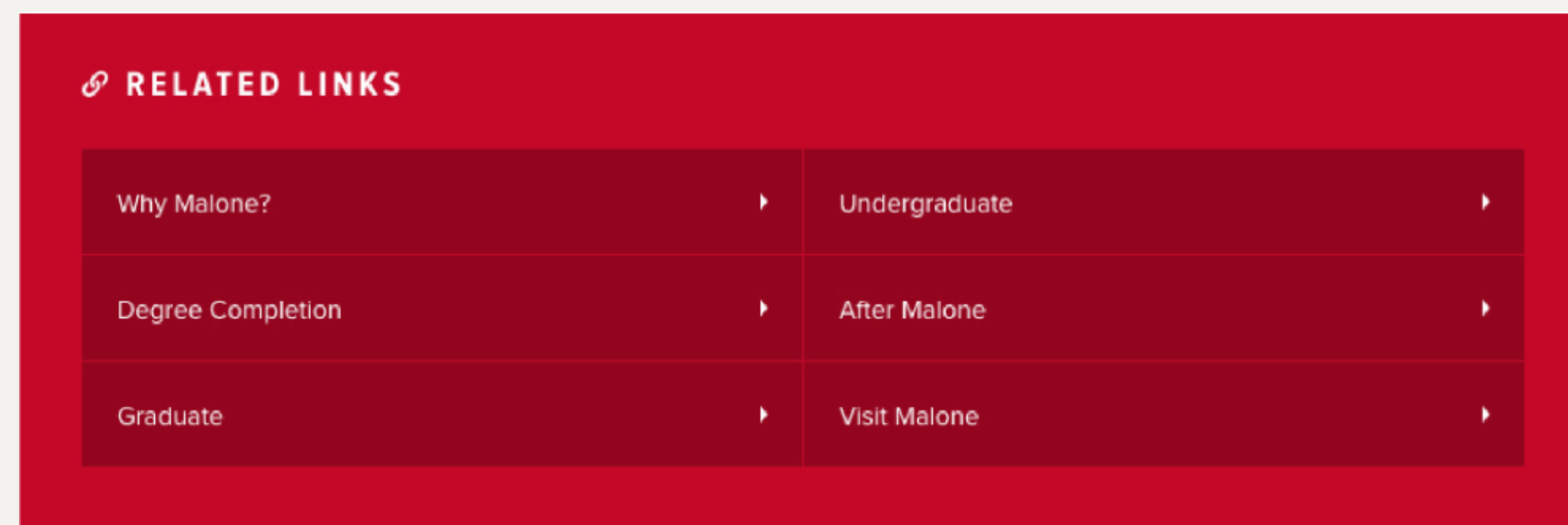
IMAGE RATIO: 3X2

GLOBAL COMPONENT

Related Links

The Related Links component is helpful when there is additional content that expands upon a certain topic.

Using this component will allow you to provide your target audiences with key content destinations quickly and efficiently. Featuring links will also encourage exploration throughout the site.



GLOBAL COMPONENT

Media Gallery

The Media Gallery is how you can display a set of images and/or videos.

Make sure that you name your galleries and add captions to your pictures or videos to provide the user with context.

Also be cautious of where on the page you add your Media Gallery. Try your best not to place it next to another component with a large image, somewhere it might distract a user from completing a task, or in a place that would prevent someone from getting important information.

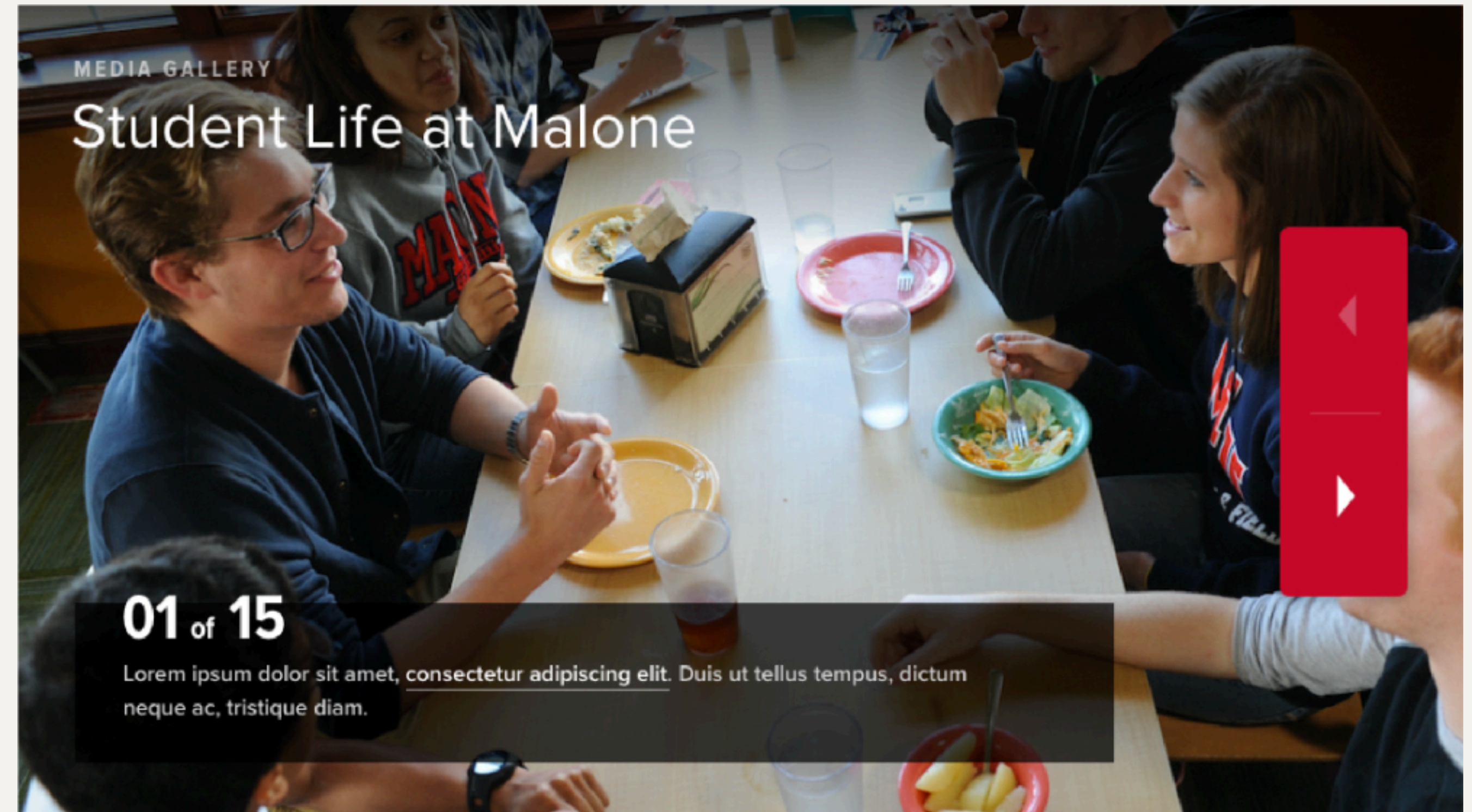


IMAGE RATIO: 16X9

GLOBAL COMPONENT

Testimonial

Testimonials offer an opportunity to hear directly from Malone students, faculty, and alumni in their own words. Make it a habit to regularly gather quotes so that you always have some that are more fresh on hand. Choose quotes that are intelligent, thoughtful, and inspiring.

When attributing the source, include a photo, their name and graduation year (if relevant), as well as any distinctive information about their current role.



BACKGROUND IMAGE RATIO: 21X9, PROFILE IMAGE RATIO: 1X1

GLOBAL COMPONENT

Profile

The Profile component is designed to showcase individual students and faculty. Include a paragraph sharing more about their story, or use a direct quote if available. If the profile is more in-depth, you have the option to include a link to a detail page.

Photographs should be professionally shot and capture the subject's face and expression clearly.

For faculty members, include their title and department. For students, include their major and anticipated graduation date.



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Heather Bullach

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[READ MORE](#) [HEATHER'S WEBSITE](#)

PROFILE IMAGE RATIO: 3X4

GLOBAL COMPONENT

Featured Events

Use the Featured Event component when you want to call attention to upcoming events. Events must be added manually in the content management system and should include a high quality photograph, event title, date, category, and a brief blurb. Highlight events that are happening soon or are related to the topic of the page. Remember to offer an appropriate amount of lead time for events in the future that people may need to plan for.

Featured Events

Student Life

Malone University to host, "Take Back the Night"

📅 10.25.20167 ⌚ 3:30 PM - 5:30 PM 📍 FOUNDERS HALL



Community Outreach

Students to host Alternative Gift Market

📅 12.07.20167 ⌚ 9:00 AM - 7:00 PM 📍 BREHME CENTENNIAL CENTER



Academics

Writers Series continues with author Lindsay Starck

📅 10.25.20167 ⌚ 3:30 PM - 5:30 PM 📍 STEWART ROOM AT RANDALL CAMPUS CENTER



[ALL EVENTS](#)

IMAGE RATIO: 4X3

GLOBAL COMPONENT

Contact Information

Personal connections are important to who Malone is, so if a prospective student is exploring your website it should be easy for them to get in contact with you.

This component will allow you to add contact information to the sidebar of any subpage. Many of the fields are optional, so you can use this for people, offices, or departments.

If you are using this component with other sidebar components, it is best to put the Contact Information closest to the top of the page.

CONTACT INFO

LINDA KURTZ HOFFMAN
Director of Undergraduate and Graduate Admissions

📍 2600 Cleveland Ave. NW
Canton, Ohio 44709

📞 330 - 471 - 8145
📠 330 - 471 - 8149
✉ admissions@malone.edu
🌐 www.malonepioneers.com

[f](#) [t](#) [v](#) [i](#) [in](#) [v](#)

GLOBAL COMPONENT

Image Header

Pages that use large images at the top of the page establish an atmosphere and show off a slice of Malone's values and character. When selecting content for these areas, make sure they're high-quality and truly representative of Malone University. Images will be presented in a variety of aspect ratios, depending on the user's screen size, so they should be able to be cut off without losing their meaning. The best images will be wide shots that could also be impactful when cropped. Avoid close-ups of faces, and never include embedded text within the image itself, which would compete with the overlaid copy.

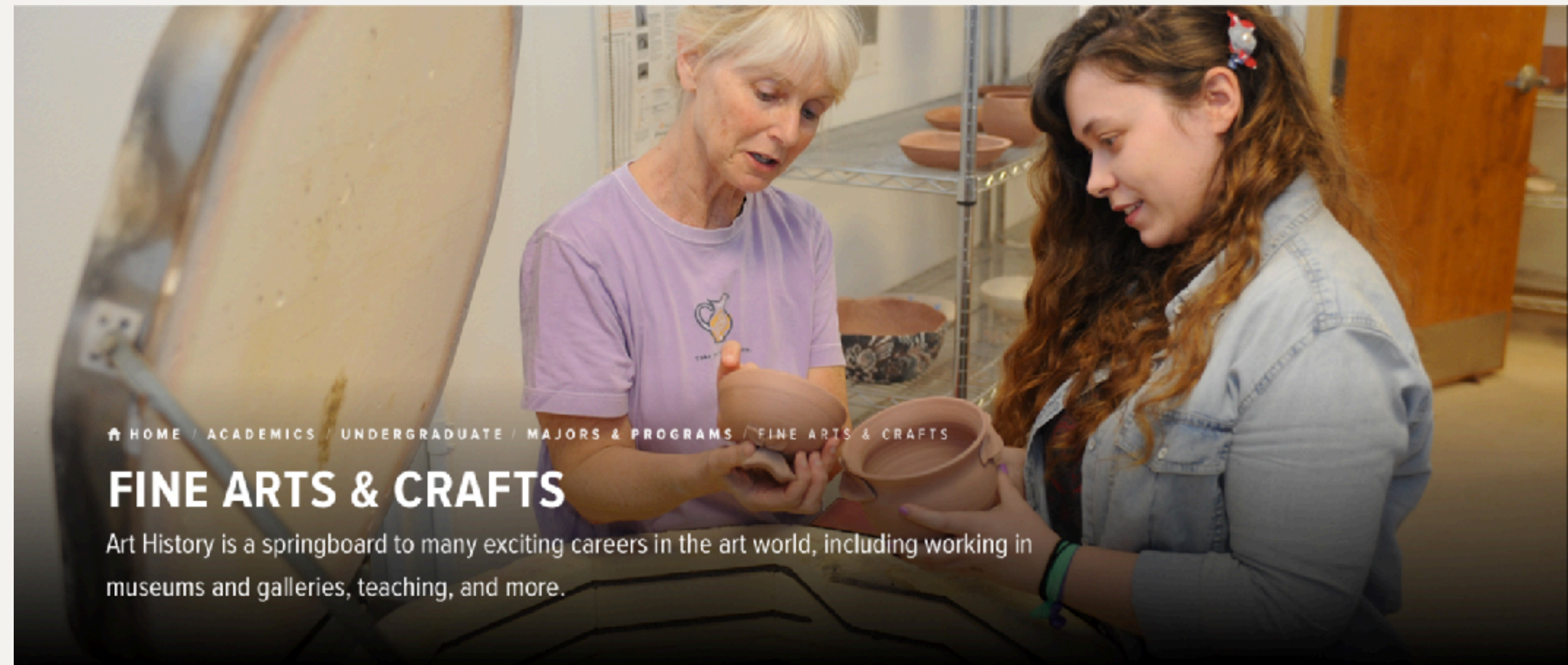


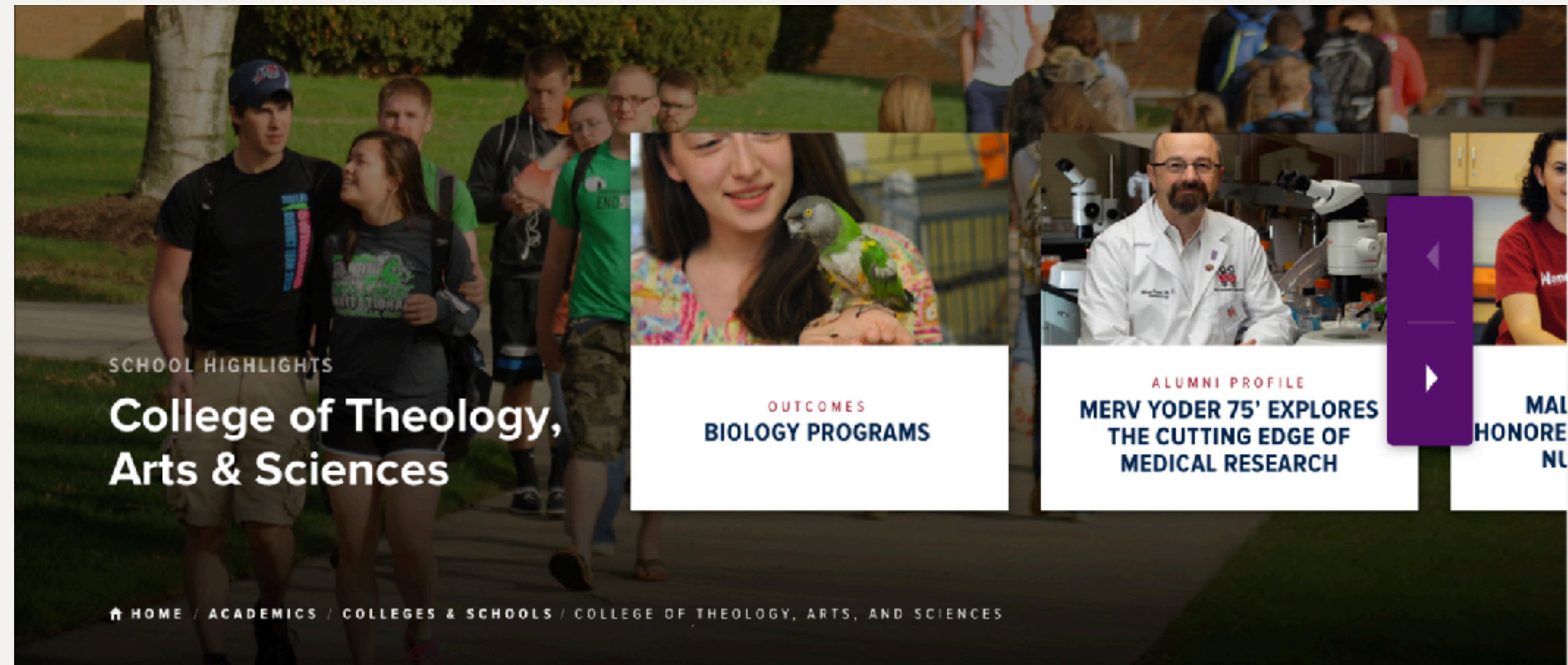
IMAGE RATIO: 21X9

GLOBAL COMPONENT

Mixed Content Header

The Mixed Content Header will allow you to feature various types of content at the top of a page. All of the content on the cards must be manually entered, allowing you to highlight between 4 and 6 news articles, events, profiles, or any pages with a story you want to share.

This Header will be great for the School or Department pages because you can showcase the wide variety of things that are happening and people that are involved.



BACKGROUND IMAGE RATIO: 21X9, CARD IMAGE RATIO: 16X9

2

The Do's and Don'ts

These are the best practices that we've learned over the years.



Lead With the Good Stuff

Your time with any one website visitor is limited. Users are fickle when it comes to browsing the web. Distraction is rampant, and visitors are quick to move on. In this environment, there's no excuse for burying your content behind empty landing pages or in useless PDFs. It's also crucial to consider the user when ordering the content within a page. After a very brief introduction to give context, a page should dive right into what a user is looking for. If political pressures demand a specific piece of content on a certain page, it should never push more interesting or crucial content further down. Content-light landing pages should use stories and callouts to heighten interest and encourage further exploration.

Write Compelling Titles

BE CREATIVE

A good title can make the difference between a story or a feature area receiving tons of traffic or hardly any clicks at all. Choose your titles carefully. Be sure that your titles embody your Voice & Tone words.

BE LOOSE

Remember that you are not a newspaper. You should always be factual, but you can have more fun and personality than *The New York Times*. The goal of a title is to entice your users to want to read more. Dry or boring titles will not garner the same response as something that is intelligent and unexpected.

BE ENGAGING

Why should the reader keep reading? Focus on the details that are the most intriguing or interesting. Include keywords in the title of the story, as this is good for both your readers and for search engines. Titles should be concise, but a wordier title is better than an overly vague or cutesy one.

WRITE LIKE THIS

Thinking twice about who receives
your tangible holiday gifts

NOT LIKE THIS

Malone University students to host
Alternative Gift Market

Choose the Right Imagery

Photography is one of the most important pieces of content for your website, so use care when selecting images to tell the story of Malone. Use big, beautiful images in large feature areas, saving smaller, non-professionally shot images for page content and smaller callouts.

CAMPUS & STUDENT LIFE SHOTS

When prospective students visit the website, they want to get a better understanding of the school and start to envision themselves attending. Share images of unique experiences or of things that make a Malone education different.

PROFILE SHOTS

There is no set aesthetic for profiles throughout the site, but images should be well lit and capture a person's face as well as their personality. If you catch your subject in their natural environment (i.e. teaching, studying, playing), all the better.

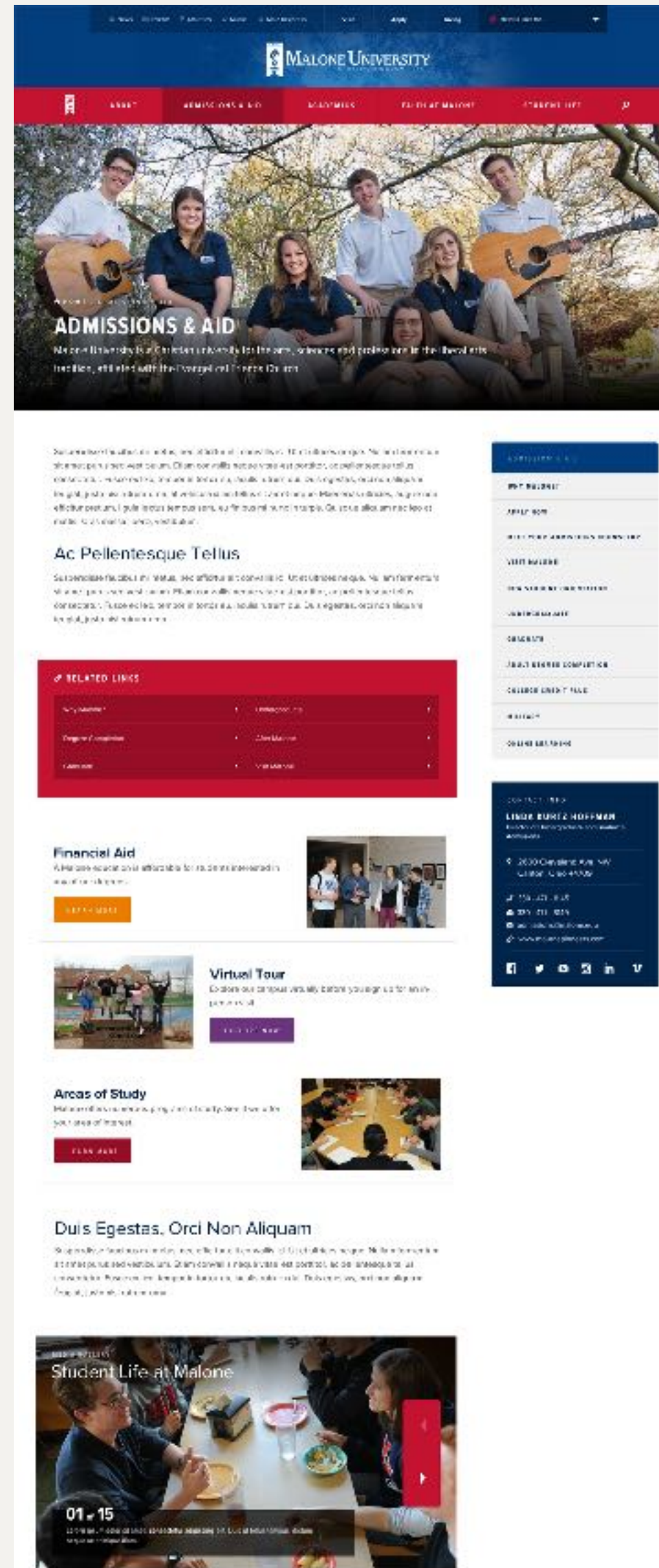
CLASSROOM SHOTS

Photos of the classroom experience should be authentic and lively. Emphasize the community that forms from the small class sizes and the unique professor-student interaction. Stay away from anything overly staged or photos of empty classrooms.

Make Well-Balanced Pages

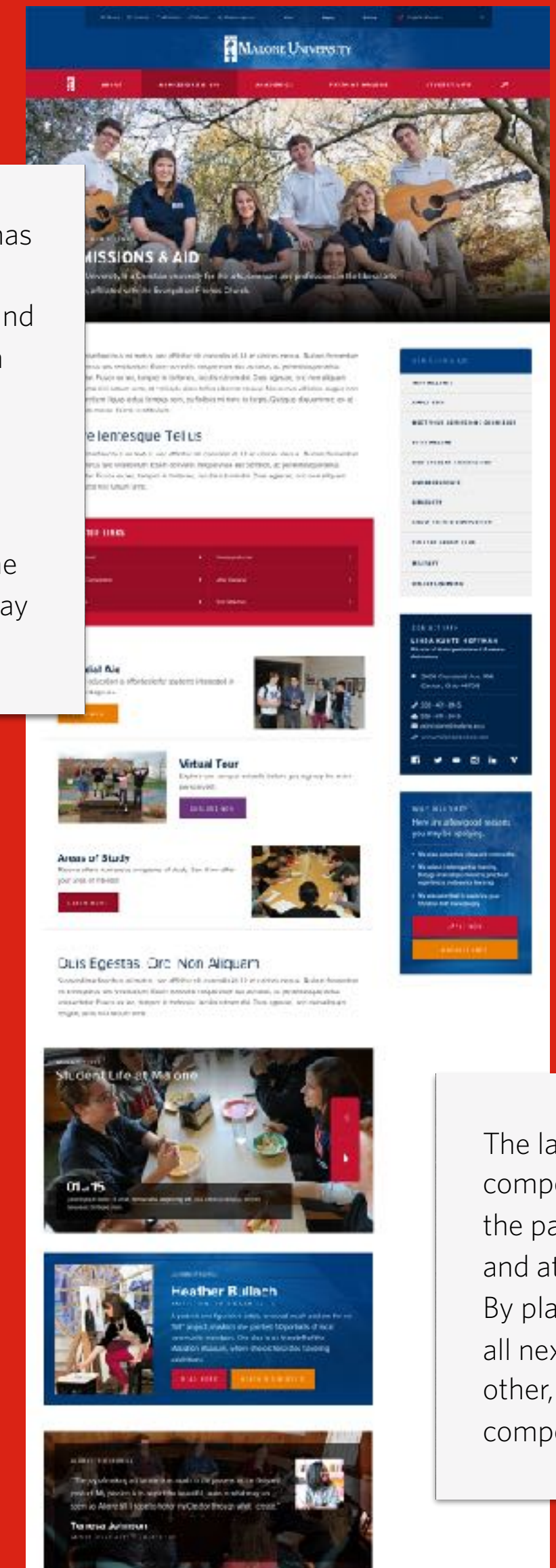
- Provide the right amount of content focused on a single topic.
- Allow for white space and breathing room.
- Never bury important content under large, atmospheric callouts.
- Choose the right kind of page for the right kind of content. Some pages should allow for plenty of slow exploration, while others should focus directly on the content without distractions.
- Many of your components will come in multiple colors. Make sure that the colors match with the components around them and that they are not overwhelming.

GOOD USAGE



POOR USAGE

The sidebar has both contact information and a callout with buttons. Because the user is being asked to do more than one thing, they may do nothing.



The last three components on the page are large and atmospheric. By placing them all next to each other, they are competing.

3

Putting It All Together

Here are a few examples of how Fastspot put together some of your pages.

Homepage

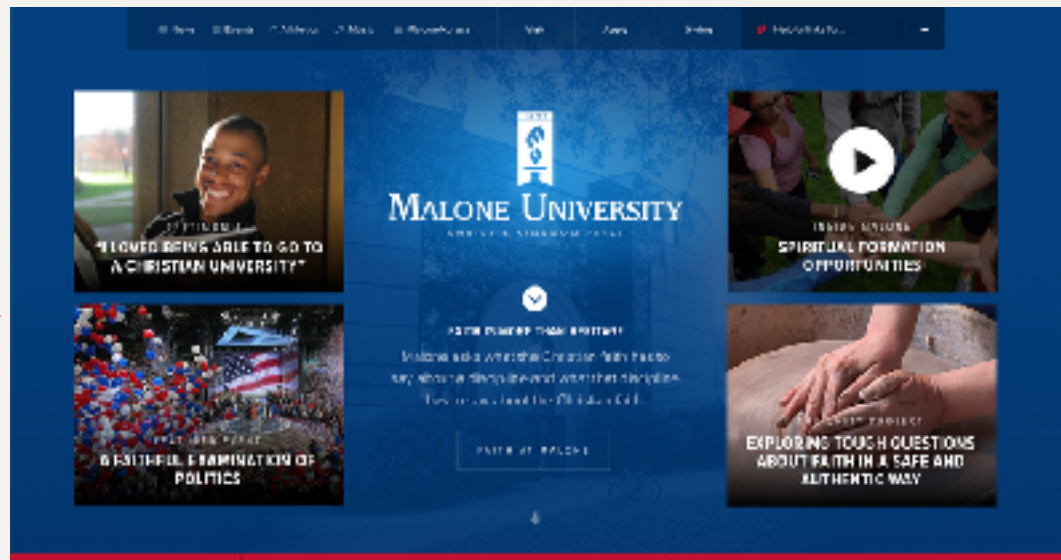
HOMEPAGE

Homepage Structure

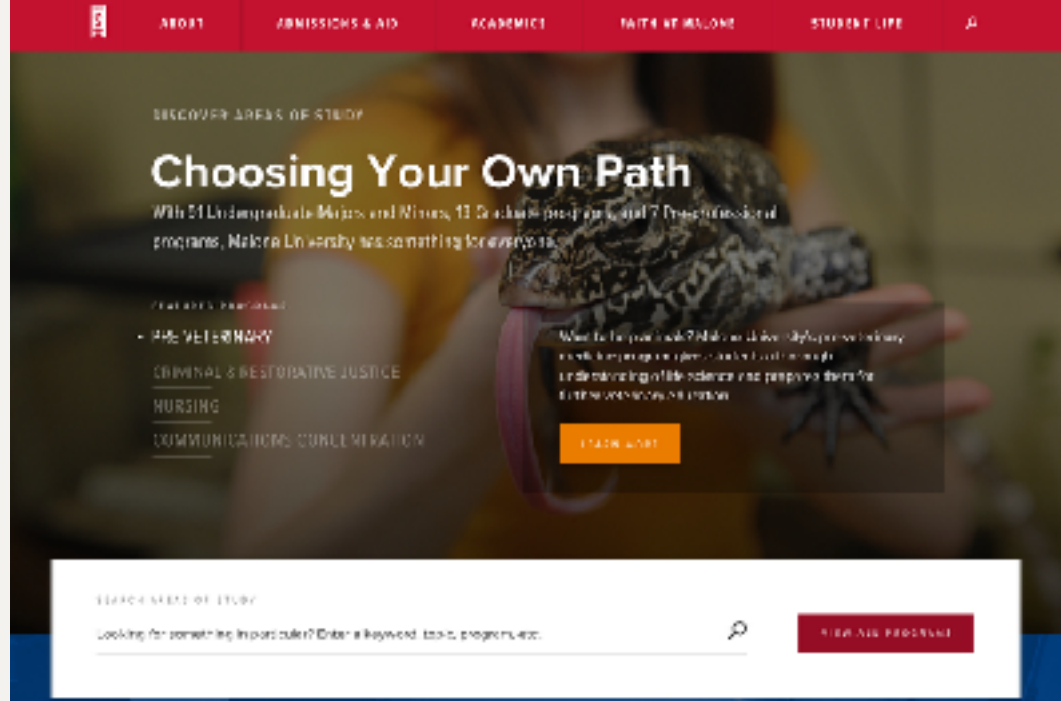
The Malone homepage was designed to let a prospective student explore and experience all of the things that make Malone unique.

Starting with your core values and how you live them out allows anyone visiting the site to see what is important to Malone. Then, there is a space to highlight your amazing academic programs. Next, you have facts and statistics, as well as news and events.

WHO IS MALONE?



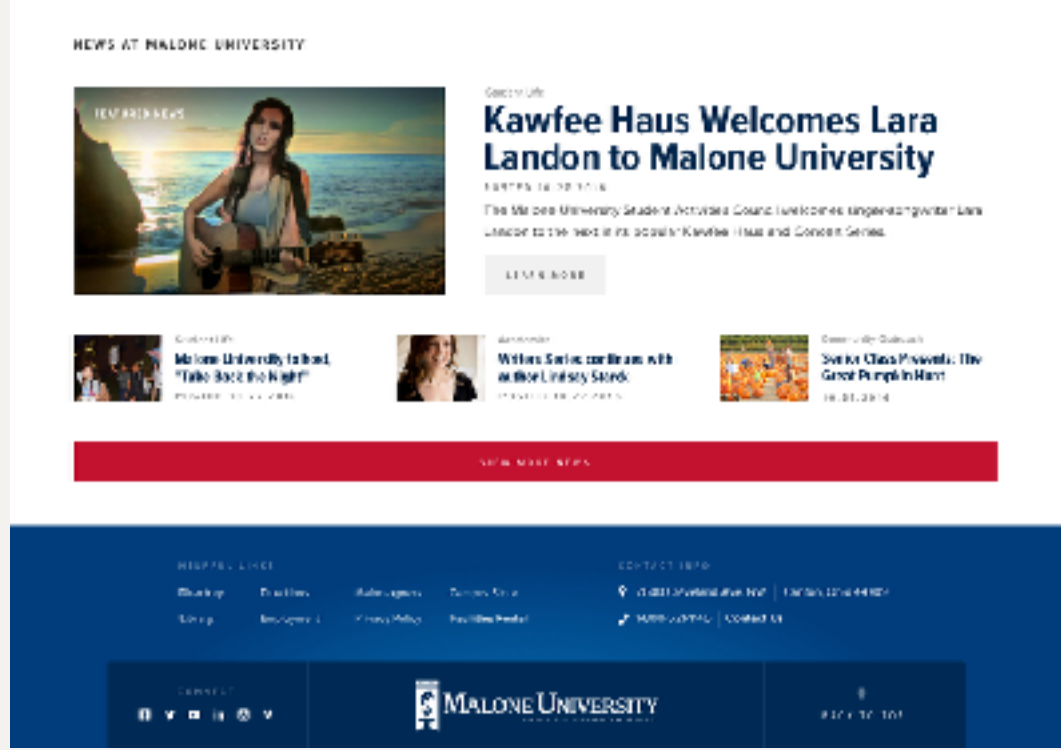
PROGRAM FINDER



STATS & FACTS



NEWS & EVENTS



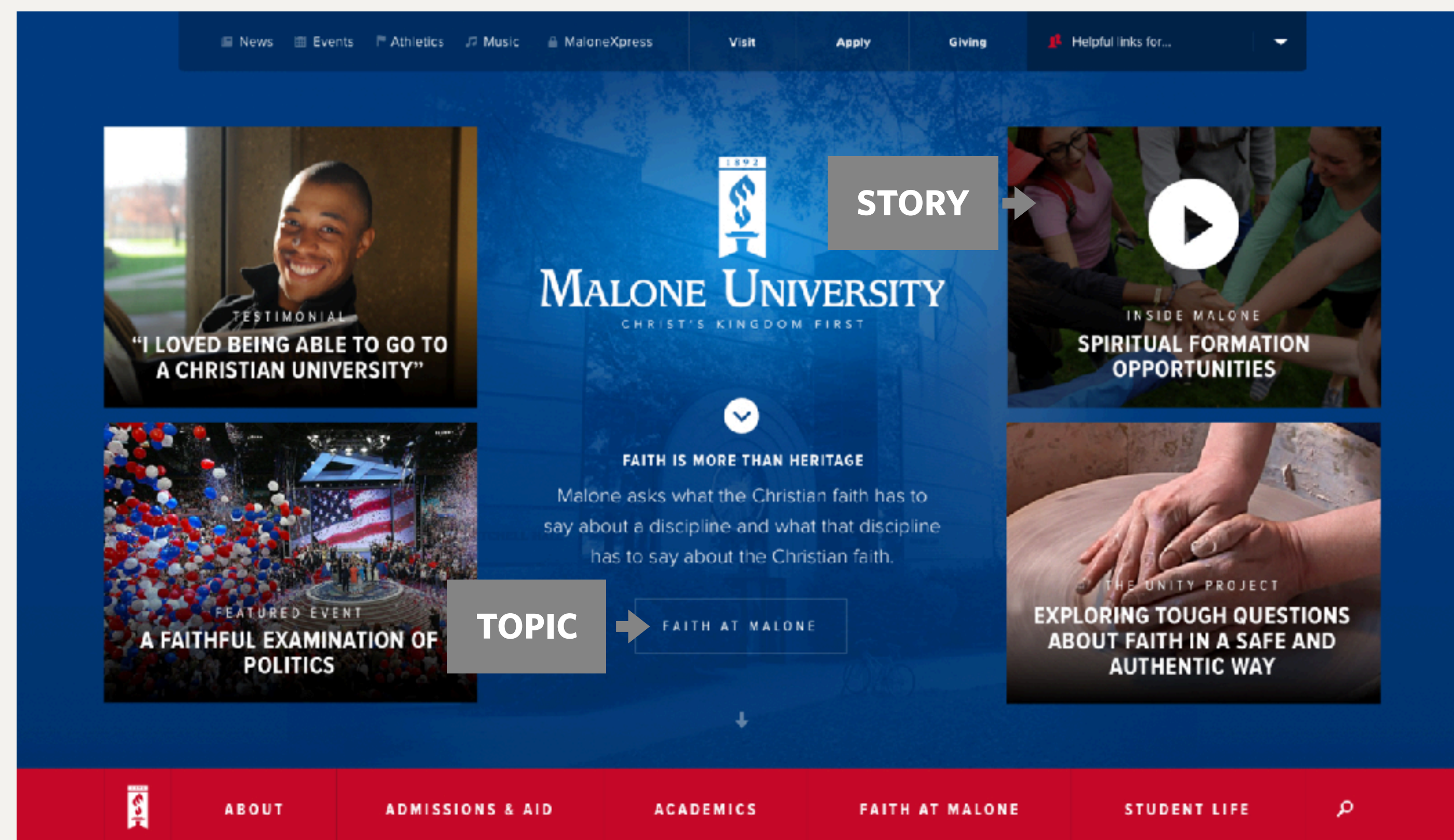
HOMEPAGE ELEMENT

Who is Malone?

This section of the homepage is all about who Malone is and how you are living out your values.

There are four different topics that are based around Malone's values. Each topic has four stories that can be videos, news articles, events, profiles, testimonials, or other stories on the site.

When selecting stories, make sure that they have a direct connection to the topic. Each story will also require a photo, subtitle, and a title.



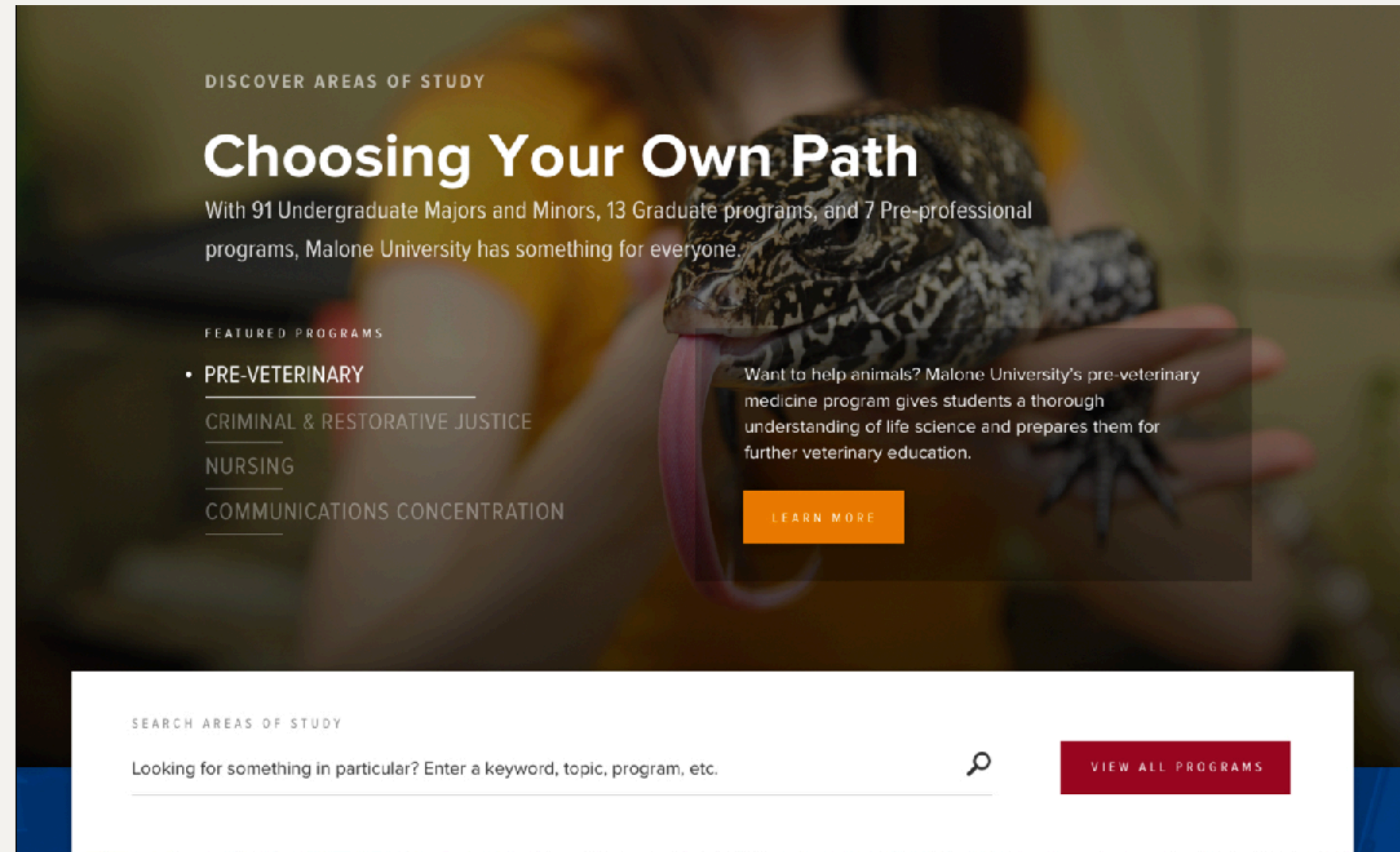
HOME PAGE ELEMENT

Academic Programs

The Academic Programs section lets you highlight 4 different programs.

Each program will need a large photo, a title, a blurb and a link to more information. Highlight the programs that are unique to Malone or are popular among your prospective students.

Bellow the featured programs, there is a search dedicated to the academic programs Malone offers. This will allow anyone visiting the site to search Malone's 100+ programs and find what they are looking for.



DISCOVER AREAS OF STUDY

Choosing Your Own Path

With 91 Undergraduate Majors and Minors, 13 Graduate programs, and 7 Pre-professional programs, Malone University has something for everyone.

FEATURED PROGRAMS

- **PRE-VETERINARY**
- CRIMINAL & RESTORATIVE JUSTICE
- NURSING
- COMMUNICATIONS CONCENTRATION

Want to help animals? Malone University's pre-veterinary medicine program gives students a thorough understanding of life science and prepares them for further veterinary education.

LEARN MORE

SEARCH AREAS OF STUDY

Looking for something in particular? Enter a keyword, topic, program, etc.

VIEW ALL PROGRAMS

HOMEPAGE ELEMENT

Stats & Facts

Sometimes it is difficult to see how Malone compares to other schools without a few numbers.

This section allows you to highlight facts that make Malone different. Information such as the number of student athletes, the small class sizes, and the number of academic programs offered are all things that set Malone apart and deserve to be talked about.

There is one featured fact or statistic, along with the space for 4 to 6 other facts or statistics. Each fact or statistic needs a number and a blurb. There is also the option to add a link for more information.

FACTS & STATS

13:1

STUDENT TO FACULTY RATIO

Maecenas ultricies pellentesque erat non sodales. Aenean odio ligula, gravida quis ante in, porta mattis sem. Maecenas ultricies pellentesque erat non sodales. Aenean odio ligula, gravida quis ante.

MEET OUR FACULTY

400 +
STUDENT ATHLETES

Maecenas ultricies pellentesque erat non sodales. Aenean odio ligula, gravida quis ante in.

MALONE ATHLETICS

1208
UNDERGRADUATE STUDENTS

Maecenas ultricies pellentesque erat non sodales. Aenean odio ligula, gravida quis ante in.

STUDENT LIFE

378
GRADUATE STUDENTS

Maecenas ultricies pellentesque erat non sodales. Aenean odio ligula, gravida quis ante in.

GRA

HOME PAGE ELEMENT

News at Malone

The last part of the homepage is the News section. This will display the featured news article from the News Listing and the 3 most recently posted articles.

Remember to write compelling titles and pick interesting photos.

NEWS AT MALONE UNIVERSITY



Student Life

Kawfee Haus Welcomes Lara Landon to Malone University

POSTED 10.27.2016

The Malone University Student Activities Council welcomes singer-songwriter Lara Landon to the next in its popular Kawfee Haus and Concert Series.

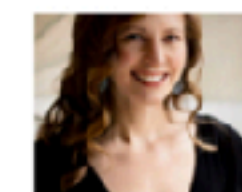
LEARN MORE



Student Life

Malone University to host, "Take Back the Night"

POSTED 10.27.2016



Academics

Writers Series continues with author Lindsay Starck

POSTED 10.27.2016



Community Outreach

Senior Class Presents: The Great Pumpkin Hunt

10.27.2016

VIEW MORE NEWS

Master Subpage

MASTER SUBPAGE

Flexible Options

The Master Subpage will be your workhorse on the new website, allowing for multiple configurations of content presentation. In the Global Components section of this Content Strategy, you can learn more about each individual component and how it can be used to effectively share content and encourage exploration throughout the website.

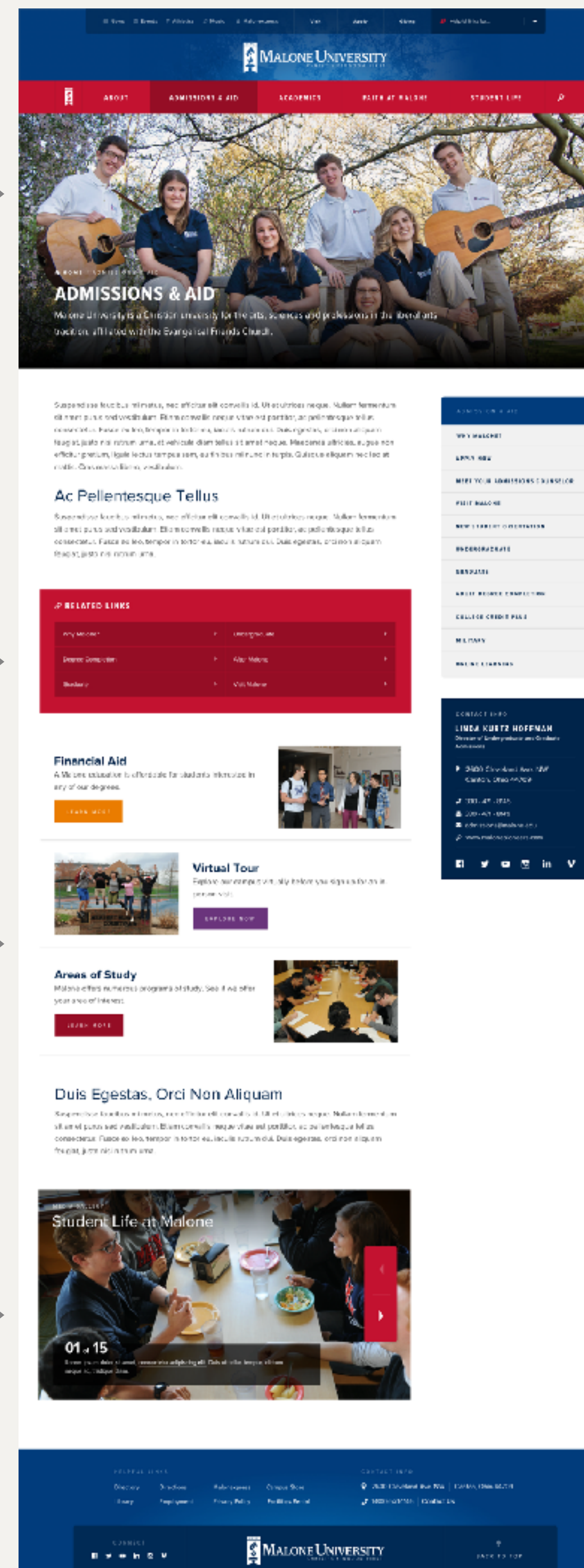
The beauty of the Master Subpage is that you can easily create pages that have more impact, like landing pages for major sections. Depending on the type of header top you use and the complexity of components, you can also create simple and clean pages for more informational content.

IMAGE HEADER

RELATED LINKS

TOPIC ROWS

MEDIA GALLERY



CONTACT INFORMATION

Special Templates

SPECIAL TEMPLATE

Program Detail

The Program Detail page was designed to give each one of your academic programs a way to showcase how special they are.

These pages use all the Global Components as well as the Jump to Program component. Each program will have different content that you'll want to highlight, but always remember to lead with what would be most interesting or relevant to a prospective student. And don't forget the contact information!

JUMP TO PROGRAM

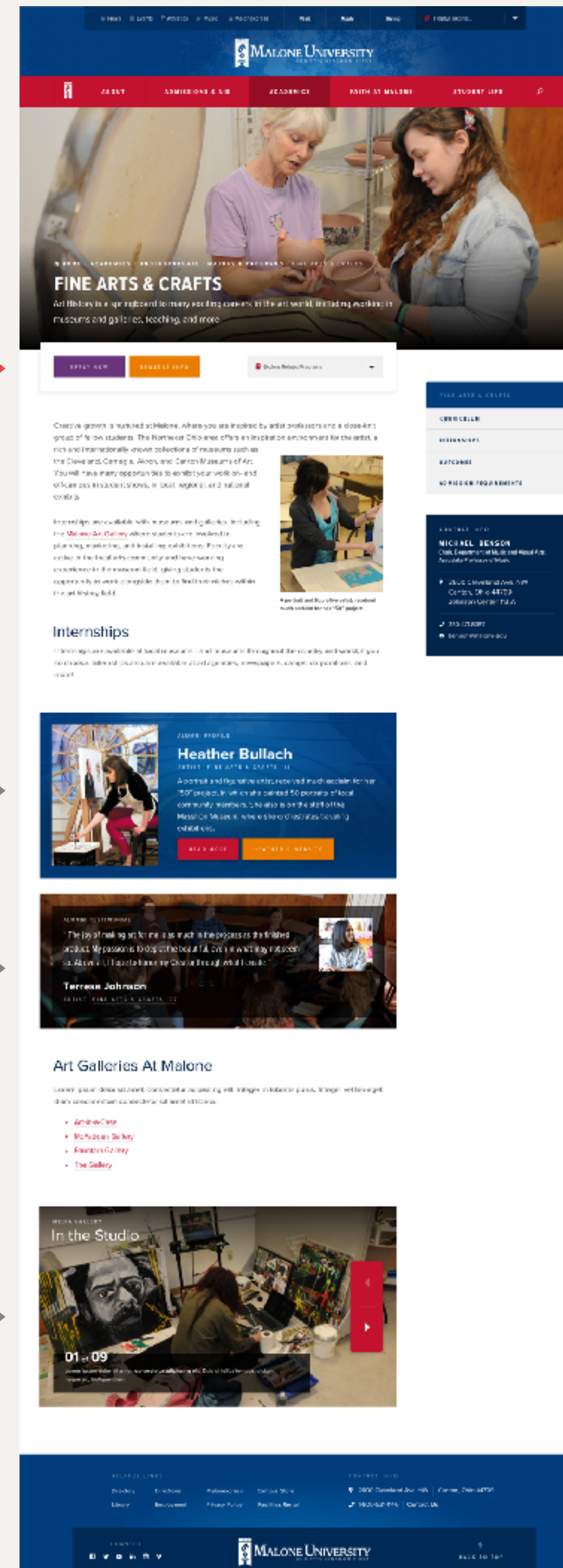
PROFILE

TESTIMONIAL

MEDIA GALLERY

IMAGE HEADER

CONTACT INFORMATION

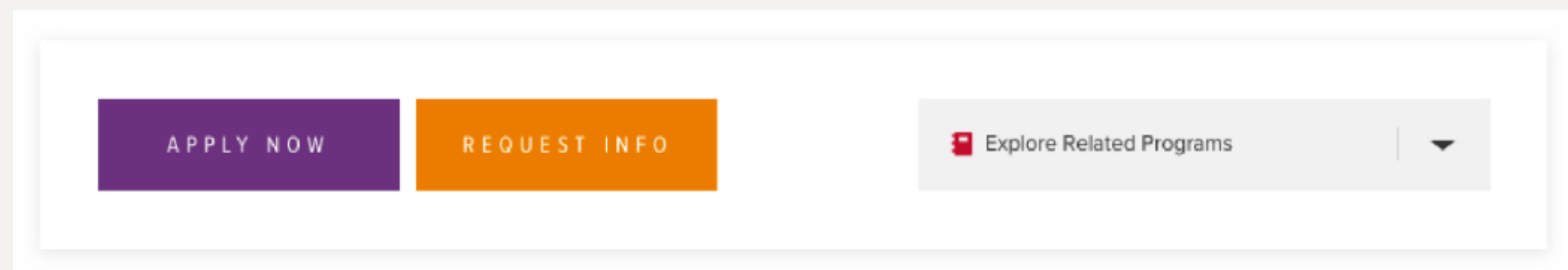


SPECIAL IN CONTENT COMPONENT

Jump to Program

The Jump to Program component is special to the Program Detail pages. It allows users to easily explore other academic programs from the program they are currently learning about.

There are also two links that will direct a person to apply or request more information.



SPECIAL TEMPLATE

School or Department

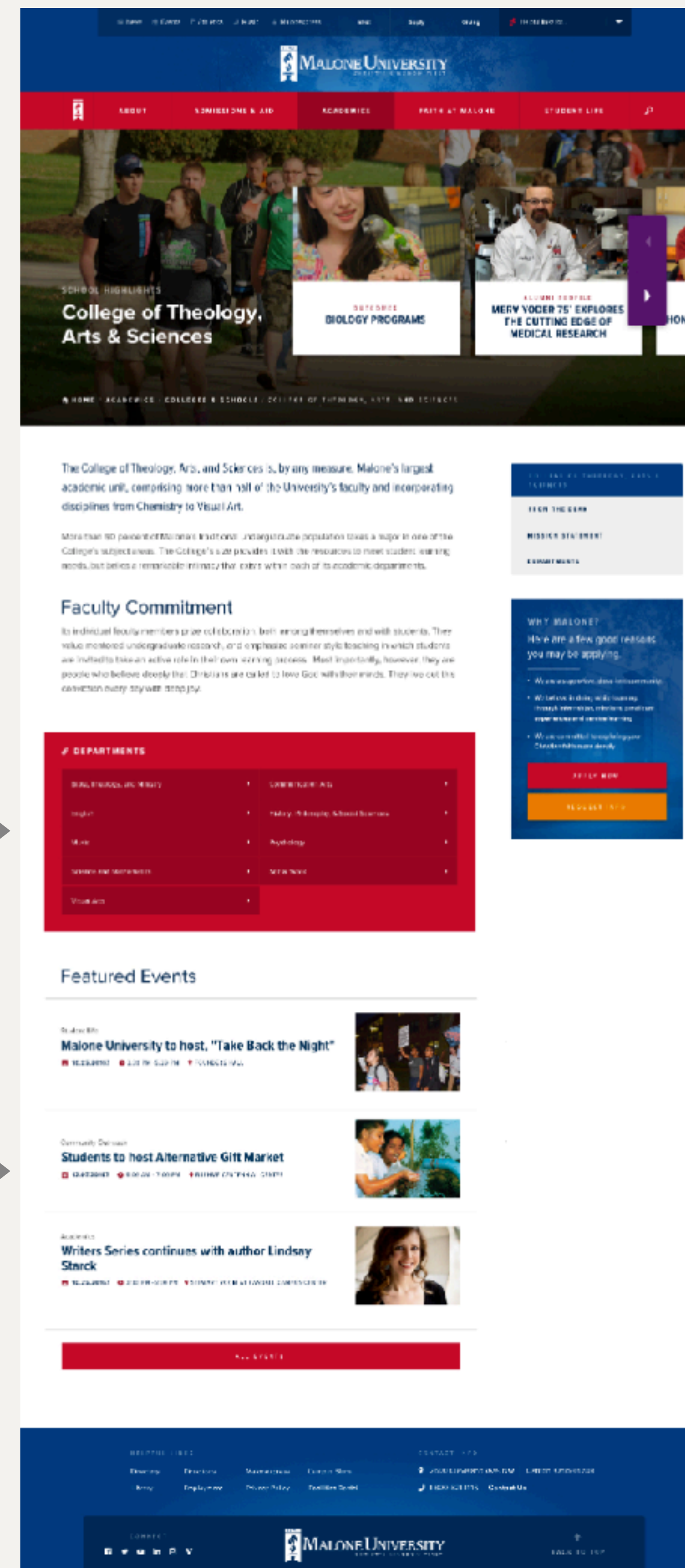
This template should be used to create a home for each school or department within Malone.

In this example, the Special Header is being used to highlight some of the interesting things that the School of Theology, Arts & Sciences has done, and the Related Links component is featuring all of the departments that are a part of this school. There is also a Featured Events component that is showcasing a few events that the school is hosting.

Lastly there is the Why Malone? component, which is unique to the School or Department pages and the Program Detail pages.

RELATED LINKS

FEATURED NEWS



WHY MALONE?

SPECIAL SIDEBAR COMPONENT

Why Malone?

The Why Malone? component is a component that is unique to the Department or School pages.

This component should be used to highlight some of the things that are distinctive about learning a specific discipline at Malone. Talk about how faith is woven into the curriculum or how there are experiences that you can only have at Malone.

Even though there is a lot to share, do your best to list between two and four differentiators.

WHY MALONE?
Here are a few good reasons you may be applying.

- We are a supportive, close-knit community.
- We believe in doing while learning, through internships, missions, practicum experiences and service learning
- We are committed to exploring your Christian faith more deeply

[APPLY NOW](#)

[REQUEST INFO](#)

SPECIAL TEMPLATE

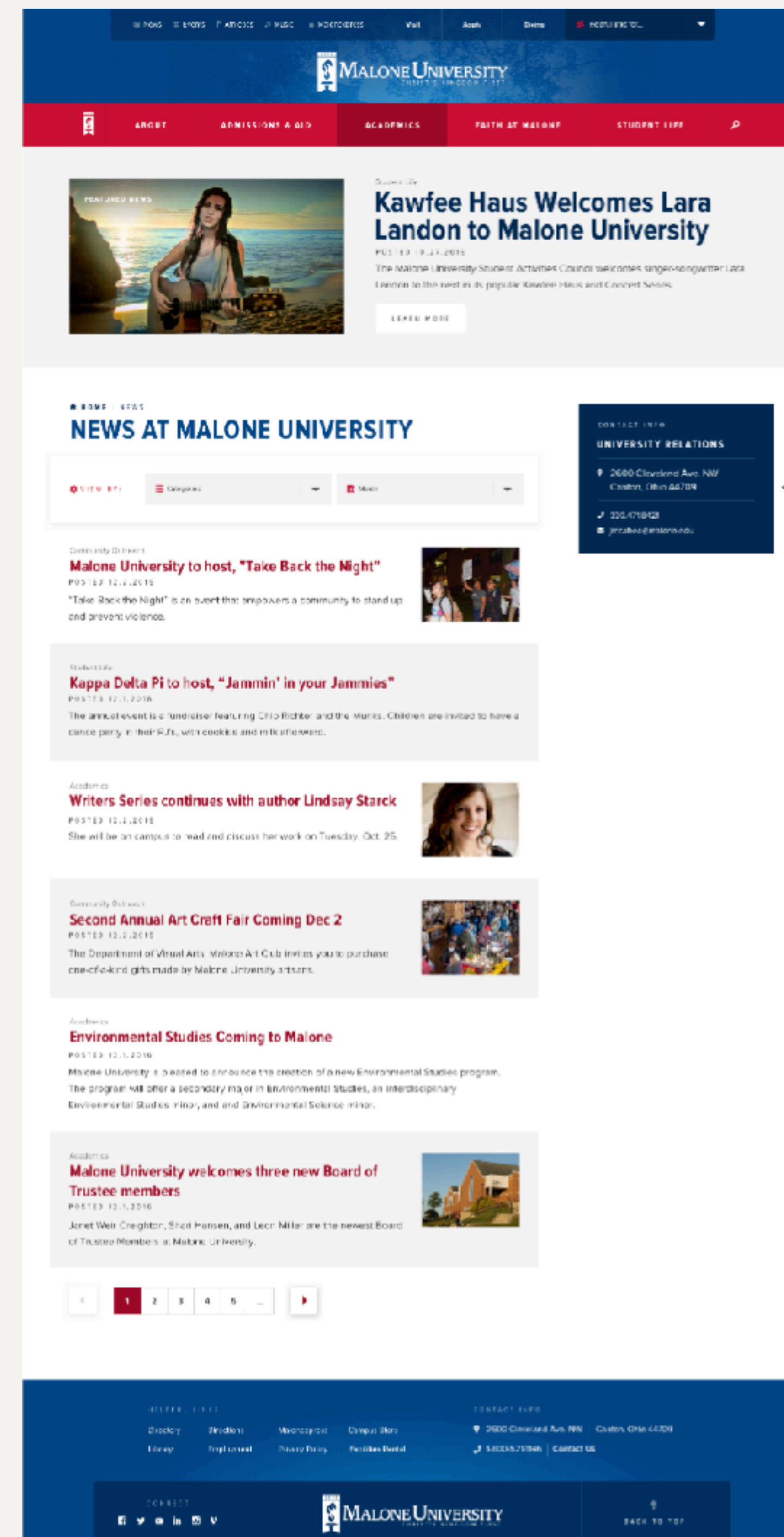
News Listing

The News Listing is a template that will be used to display all of the news content that Malone produces.

Because this listing will be automatically pulled from the News module, be sure to write compelling titles and pick interesting images for each story. You should also carefully select the featured news article at the top of the page.

Although it is important to pick something that has recently been published, it is more important to pick an article that is interesting.

NEWS LISTING →



CONTACT INFORMATION

SPECIAL TEMPLATE

News Detail

The News Detail is a page that will only be used for individual news articles.

Make good use of the special formatting and write an interesting introduction paragraph. You can also add links to articles that are related.

The screenshot displays a news article on the Malone University website. The page features a blue header with navigation links (Home, Events, Athletics, Music, Malonexpress, Visit, Apply, Giving) and a red navigation bar with categories (ABOUT, ADMISSIONS & AID, ACADEMICS, FAITH AT MALONE, STUDENT LIFE). The article title is "WRITERS SERIES CONTINUES WITH AUTHOR LINDSAY STARCK". A grey callout box labeled "CONTACT INFORMATION" points to a dark blue sidebar containing contact details for University Relations: 2600 Cleveland Ave. NW, Canton, Ohio 44709, phone 330.471.8421, and email jm.cabee@malone.edu. A purple "BACK TO NEWS" button is located above the sidebar. Below the article text, a red "RELATED LINKS" box contains links for "Campus Map", "All Events", and "Our Creative Writing Program". A grey callout box labeled "RELATED LINKS" points to this box. The footer includes "HELPFUL LINKS" (Directory, Directions, Malonexpress, Campus Store, Library, Employment, Privacy Policy, Facilities Rental), "CONTACT INFO" (2600 Cleveland Ave. NW, Canton, Ohio 44709, 1-800-521-1146, Contact Us), social media icons, the Malone University logo, and a "BACK TO TOP" button.

4

Maintaining Your Content

You've got all of your content ready for your new website, but don't forget that you have to maintain it too.

CONTENT STRATEGY: **MAINTAINING YOUR CONTENT**

Content Governance

Maintaining content well takes a team — and when you work in a team, everyone should have a role.

Content Governance

Content governance is important to a well-maintained site, but can vary widely from organization to organization. No matter how big or small your team, everyone needs a role and responsibilities.

Roles and responsibilities do not have to correspond with job titles, and might change depending on which content is being discussed. One person can fill multiple roles or, alternately, the responsibilities within each role can be split among multiple people. Just be sure that everyone is on the same page.

These roles and responsibilities were taken from Meghan Casey's The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right

ROLES

- **Editor**

Accountable for the strategic and brand integrity of the content

- **Owner**

Responsible for ensuring that specific content is accurate and updated

- **Writer**

Content creator

- **Subject Matter Expert (SME)**

The person who is most knowledgeable about a specific topic

- **Reviewer**

The person who must review the content before it is published (should not be the Editor or main SME)

- **Proofer**

Reviews content for grammar, formatting, and so on.

- **Publisher**

Responsible for pushing the content live on the correct platforms

CONTENT STRATEGY: **MAINTAINING YOUR CONTENT**

Publishing Schedule

This schedule represents the actions the team should take in a given year to keep the site fresh and trim.

Publishing Schedule

Now that everyone has a role, it's time to assign tasks to each person. These tasks should be spread out amongst the team, and throughout the year, so that the work doesn't pile up in January.

You should also take the time to define why you are doing each task and how these tasks will help you to achieve your Creative Objectives and goals. Lastly, figure out how each task should be done. This means deciding what technologies or tools will be needed and which processes need to be followed to complete each task.

It's important to remember that a major part of auditing any page or section is deletion. Naturally, over time, more and more content will be added to the site. If stale content is not removed in equal measure, the site will continue to grow, fray, and move away from its focused purpose. Pages that aren't working should be removed, and their URLs forwarded to an appropriate page.

THINGS TO THINK ABOUT

- What is the task?
- When will it be completed?
- Who is responsible for it?
- Why are you doing it?
- How will it get done?

ACTION	FREQUENCY	WHO IS RESPONSIBLE	WHY ARE YOU DOING THIS	HOW WILL THIS BE DONE
Audit and update the stories for the homepage feature	Quarterly			
Audit and update the facts and statistics on the homepage	Yearly			
Audit and update the promoted news on the News Listing	Bi-weekly			
Audit and update featured students in Profile and Testimonial components	Yearly			
Check analytics for least-visited pages and consider migration or removal	Yearly			
Audit and review analytics to guide strategy for the coming year	Yearly			

CONTENT TIP

This is an example of how you can organize your publishing schedule.

The Actions are things that Fastspot recommends you incorporate into your schedule, but feel free to add actions as necessary.