

# THE CHALLENGES OF DELIVERING CONTENT STRATEGY IN HE

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WEB CONTENT MANAGER

# UNIVERSITY CONTENT

Universities have the potential  
to create amazing content.

# WHAT IS CONTENT STRATEGY?

“Content strategy plans for the creation, publication, and governance of useful, usable content.”

Kristina Halvorson. [“The Discipline of Content Strategy”](#) AListApart.com

# SUMMARISED IN 140 CHARACTERS



**Jason Samuels**

@jasonsamuels

My short definition of Content Strategy: It's a business plan for your web content. #12ntclorem

4 Apr 12

<https://twitter.com/jasonsamuels/status/187642149620293633>

# TREAT YOUR CONTENT AS AN ASSET

“Again and again, I come across organisations who fail to recognise content as an asset...”

Gerry McGovern. [“New Thinking: Treat your content as an asset” gerrymcgovern.com](http://gerrymcgovern.com)

# TREAT YOUR CONTENT AS AN ASSET

Assets overtime lose value and eventually cost the organisation. The same is true of content.

# WHAT DO CONTENT STRATEGISTS DO?

“Content Strategists achieve business goals by maximising the commercial impact of content.”

Contentini. [“Content Strategists: What Do They Do?” contentini.com](http://contentini.com)

# FOCUS ON WHAT MATTERS

Content strategy can help you focus on what is important to your organisation and help you to deliver.



# CONTENT STRATEGY IN HIGHER EDUCATION

Content strategy allows you to hold conversations that were previously not possible.

# CONTENT STRATEGY

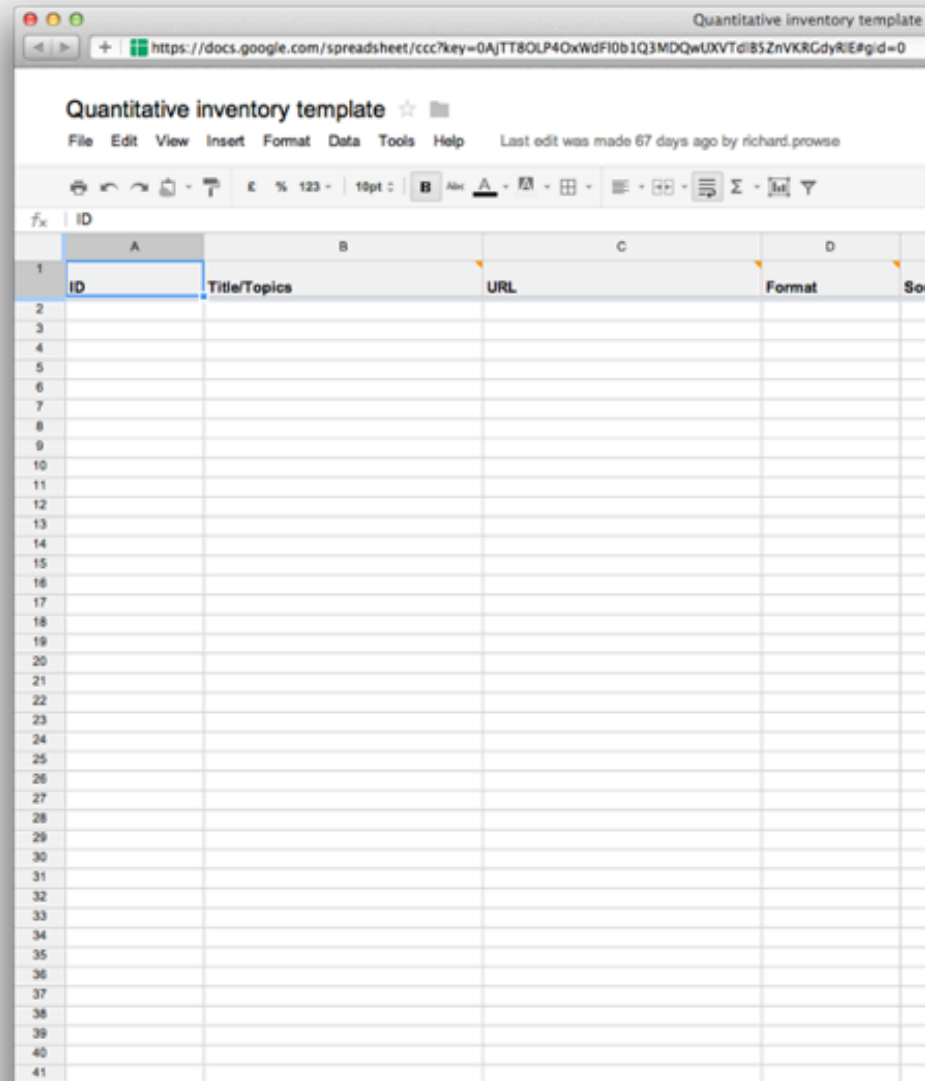
## DISCOVERY

“Alignment isn't necessarily about creating consensus. It's about creating a common understanding.”

Kristina Halvorson Content Strategy for the Web 2nd Edition P39

# CONTENT STRATEGY DISCOVERY

- Range of audits
  - Most popular is the quantitative inventory
  - Although you can carry out qualitative assessments
  - Audits examine internal content, workflow and governance
  - And/or external competitors website structure and content.



Quantitative inventory template

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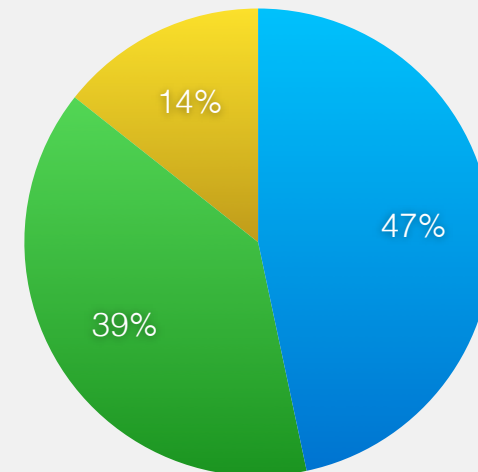
# CONTENT STRATEGY

## DISCOVERY

- Range of reports

- Can cover a range of aspects of content, including: quality, workflow and governance
- They should explain the outcome of your audit, in an easy to understand format with a list of key findings.

Accuracy of content



- Up to date
- Unable to determine
- Out of date

# CONTENT STRATEGY STRATEGY

“Brain Traffic's Lee Thomas...  
(uses)... a concept he calls  
Achieve-Be-Do.”

Kristina Halvorson Content Strategy for the Web 2nd Edition P97

# CONTENT STRATEGY STRATEGY

- With a strategy in place you can now define:
  - Substance
  - Structure
  - Workflow
  - Governance.



## Undergraduate

### 6.5.1 How to apply: Entry requirements



**Website objective:** Recruitment of undergraduate students

**Page objective:** Familiarise prospective UK undergraduate students with our entry requirements and help applicants to ascertain, if they hold a recognised academic qualification or relevant work experience

**Source content:** Undergraduate prospectus

**Phase:** 1 (Launch)

**SME/Content owner:** Richard Prowse

Editorial calendar template for 2012

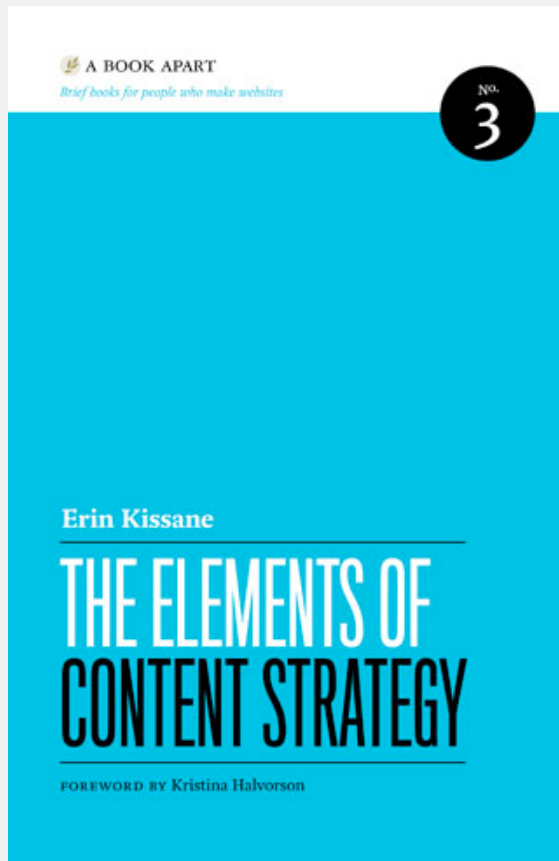
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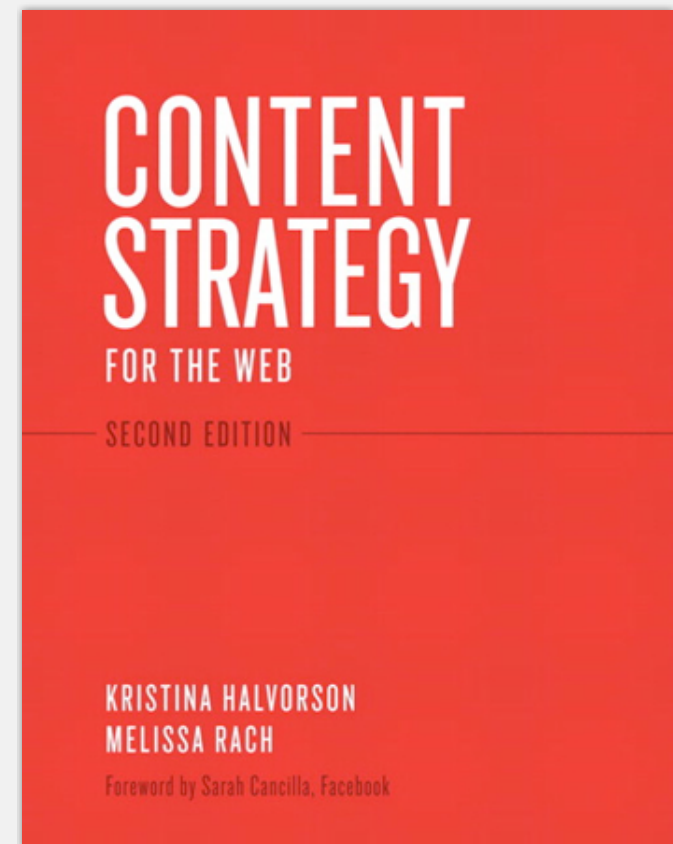
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2	Week		04/06
3	Holidays	Spring Bank Holiday and Queen's Diamond Jubilee	
4	University Semester 2011/12	Vacation	Vacation
5	Events		
6	Topic		

# CONTENT STRATEGY RESOURCES

Erin's book is a good starting point



Kristina's book develops the idea further



# CONTENT STRATEGY RESOURCES

<http://twitter.com/#!/RichProwse/contentstrategists/members>

<http://blog.braintraffic.com/>

<http://contentsmagazine.com/>

<http://contently.com/blog/>

<http://www.alistapart.com/topics/content/>

<https://groups.google.com/forum/?fromgroups#!forum/contentstrategy>

<http://www.linkedin.com/groups/Content-Strategy-1879338>



# QUESTIONS & ANSWERS

# RICHARD PROWSE

A graduate of the University of Leicester. In 2012 he joined the University of Bath as Web Content Manager. Richard is a digital strategist: passionate about higher education and user experience.

In 2011 while working for Bournemouth University he was shortlisted for the Vice-Chancellor's Unsung Hero of the Year, for his contribution to the University's web development.



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