Digital Content Strategy

Danae Wolfe
Creating your digital content strategy
Post Method

People
Objectives
Strategy
Technology
Identify your audience
Who are you hoping to reach?
  – Youth
  – Older adults
  – Underserved members of the community

Where is your online audience?
  – Facebook
  – Twitter
  – Somewhere else?
Define your outcomes
What do you hope to accomplish?

– Change knowledge, attitude, behavior
– Increase community awareness
– Educate about specific topic
– Solicit feedback on controversial topics
– Have fun
Create your strategy
Choose your technology
What platforms will you use?

– Social media
– Blog
– eNewsletter
Social Media
Social media by the numbers

Pew Research Center
90% of 18-29 year olds
35% of 65+ year olds
Percentage of online American adults who use social media platform (2014)
Marketing

Education
Type of content is key

– Infographics (Piktochart is free!)
– Video
– Images
– Interactive (quizzes)
Emotion is important – make people laugh
Posting and interactions on Facebook

Post Frequency and Effectiveness By Time of Day

- Posting Frequency
- Average Interactions

Time of Day:
- 12-1a
- 2-3a
- 4-5a
- 6-7a
- 8-9a
- 10-11a
- 12-1p
- 2-3p
- 4-5p
- 6-7p
- 8-9p
- 10-11p
## Posting and interactions on Facebook

<table>
<thead>
<tr>
<th>Time Window</th>
<th>Percentage of posts</th>
<th>Average Interactions per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before Work</strong></td>
<td>8.8%</td>
<td>1.93</td>
</tr>
<tr>
<td>1am – 8am</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Workday</strong></td>
<td>62.7%</td>
<td>2.24</td>
</tr>
<tr>
<td>8am – 5pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>After Hours</strong></td>
<td>28.5%</td>
<td>2.49</td>
</tr>
<tr>
<td>5pm – 1am</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Posting and interactions on Facebook

Post Frequency and Effectiveness by Day of Week

- **Posting Frequency**
- **Average Interactions**

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Posting Frequency (%)</th>
<th>Average Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Thursday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Friday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Saturday</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Sunday</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

TrackMaven
Facebook posts with photos are 37% more effective than text-only posts.
Posting and interactions on Facebook

Post Frequency Per Word Count

- Post Frequency
- Average Interactions
Create a content calendar
<table>
<thead>
<tr>
<th>Platform</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Mystery Monday</td>
<td>Trivia Tuesday</td>
<td>Wildlife Wednesday</td>
<td>Throwback Thursday</td>
<td>Photo Phriday</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><img src="facebook.png" alt="Facebook" /></td>
<td><img src="twitter.png" alt="Twitter" /></td>
<td><img src="instagram.png" alt="Instagram" /></td>
<td><img src="facebook.png" alt="Facebook" /></td>
<td><img src="twitter.png" alt="Twitter" /></td>
</tr>
</tbody>
</table>
Create a social media campaign
Plan your campaign
– Set campaign goals
– Identify target audience
– Decide social media channels
– Create campaign schedule
– Create unique #hashtag to curate content
Engage with campaign participants
– Commit time to responding to followers
Measure and analyze campaign success
– How will you follow through on met goals?
eNewsletters
# The Best Times to Post on Social Media (and More!)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Most Popular</th>
<th>Most Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Time of Day</td>
<td>Day of Week</td>
</tr>
<tr>
<td></td>
<td>1 PM – 2 PM</td>
<td>Thurs</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>11 AM – 12 PM</td>
<td>Thurs</td>
</tr>
<tr>
<td>Facebook</td>
<td>12 PM – 1 PM</td>
<td>Thurs</td>
</tr>
<tr>
<td>Twitter</td>
<td>12 PM – 1 PM</td>
<td>Thurs</td>
</tr>
<tr>
<td>Blogs</td>
<td>11 AM – 12 PM</td>
<td>Tues &amp; Wed (it’s a tie)</td>
</tr>
</tbody>
</table>

Using TrackMaven reports and other industry research, this guide provides an aggregate view of the noisiest and most effective times to communicate across five of the most commonly used marketing channels. Use this guide to help you determine the channel-specific distribution strategy that works best for your audience.

**Sources**