

Digital Content Strategy

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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





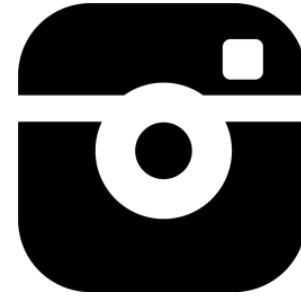
71
%



28
%



28
%



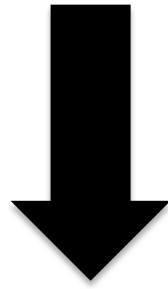
26%



23%

Percentage of online American adults who
use social media platform (2014)

Marketing



Education

Type of content is key

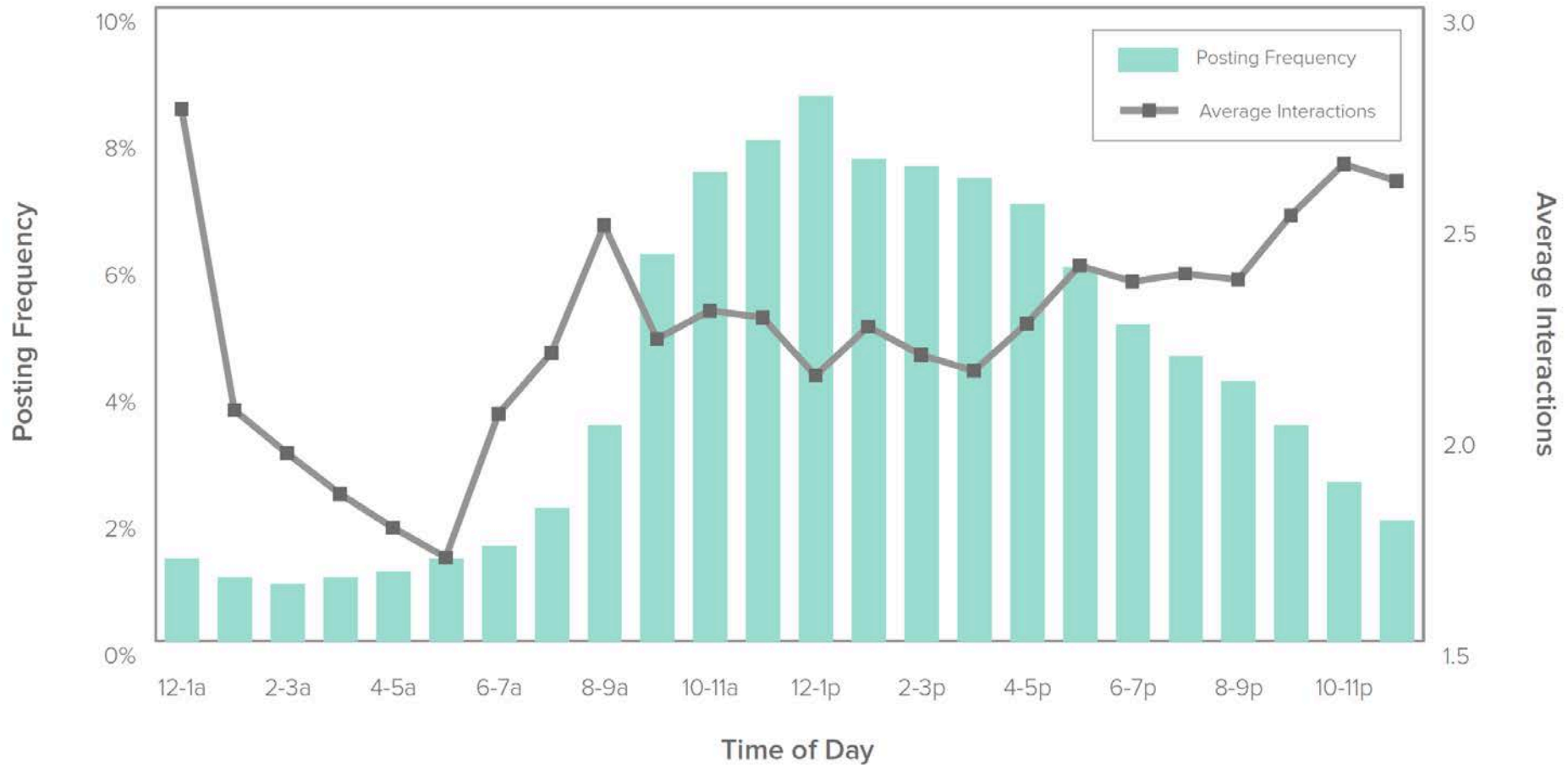
- Infographics (Piktochart is free!)
- Video
- Images
- Interactive (quizzes)

Emotion is important – make people laugh



Posting and interactions on Facebook

Post Frequency and Effectiveness By Time of Day



Posting and interactions on Facebook

Time Window	Percentage of posts	Average Interactions per hour
Before Work 1am – 8am	8.8%	1.93
Workday 8am – 5pm	62.7%	2.24
After Hours 5pm – 1am	28.5%	2.49

Posting and interactions on Facebook

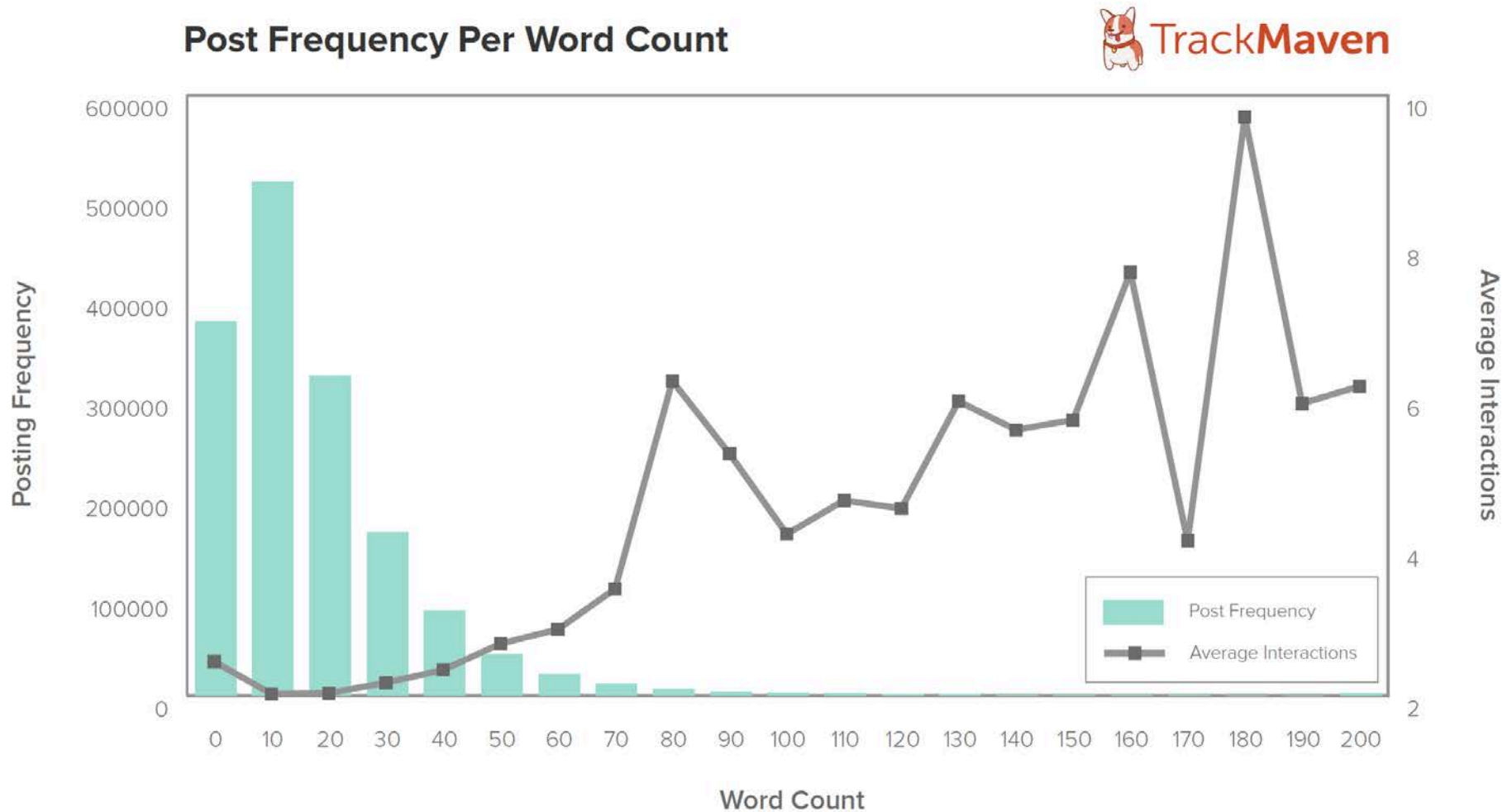
Post Frequency and Effectiveness by Day of Week





Facebook posts with photos are
37% more effective
than text-only posts

Posting and interactions on Facebook



Create a content calendar



Platform	Monday	Tuesday	Wednesday	Thursday	Friday
Theme	Mystery Monday	Trivia Tuesday	Wildlife Wednesday	Throwback Thursday	Photo Phriday
					
					
					

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



MailChimp

The Best Times to Post on Social Media (and More!)

Channel	Most Popular		Most Effective	
When to Post on	Time of Day	Day of Week	Time of Day	Day of Week
Instagram	 1 – 2 PM	 Thurs	 8 – 9 AM	 Mon
Email	 11 AM – 12 PM	 Thurs	 2 – 5 PM	 Thurs
Facebook	 12 PM – 1 PM	 Thurs	 12 AM – 1 PM	 Sun
Twitter	 12 PM – 1 PM	 Thurs	 10 – 11 PM	 Sun
Blogs	 11 AM – 12 PM	 Tues & Wed (it's a tie!)	 12 AM – 1 PM	 Sat

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

The Retweet Report: <http://bit.ly/11eVV0e>
 The Colossal Content Marketing Report: <http://bit.ly/11eW2st>
 The Stagnant State of Email Report: <http://bit.ly/11eWd7k>
 The Fortune 500 Instagram Report: <http://bit.ly/11eWd7k>
 The Marketing Maven's Guide to Facebook: <http://bit.ly/11eWrLy>



TrackMaven

Questions?



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