Creating a Culture of Data-Driven Editorial Decision-Making

Georgiana Cohen
CUPRAP
March 2017
About me

Associate Creative Director, Digital Strategy at OHO Interactive in Somerville, Mass.

Working in or with higher ed since 2004 (previously Tufts and Suffolk)

Journalist by training (Boston Globe alum)

Favorite Hershey’s product? Reese’s Peanut Butter cups, no doubt.
I love, love, love, love, love this idea.
We spend time and money on well-meaning content without knowing if it is what we should be creating.
Is it helping achieve strategic goals?

Does it reinforce key messages?

Does it engage a defined audience around a specific need or interest?

Are there established success metrics?
How do you plan your news content?
Content Lifecycle

- Source & vet ideas
- What is appropriate? Purposeful?
- Apply governance

Gauge content outcomes
Identify takeaways for future planning

- What happened?
- Collect data from multiple sources

Plan
Create
Publish
Promote
Measure
Analyze

- What format?
- What components?

Which platforms?
Desired actions?
Success metrics?

- Where & how to promote?
- Where & how to reuse?
- Who writes promos?
Goals, Messaging, & Audience
The fertile soil in which great storytelling takes root.
Goals

Source: http://alistapart.com/blog/post/evaluating-ideas
Goals

What the Business Needs

What the User Wants To Do

What is Appropriate For the Website

What is Sustainable For the Organization

Source: http://alistapart.com/blog/post/evaluating-ideas
Based on this understanding, what content would be relevant and appropriate to this audience?

**What We Know**

How do we know this?

**What We Think We Know**

How can we confirm or refute?

**What We Don’t Know**

How can we get answers?

Source: Pickle Jar Communications
What **first impression** do we want our audiences to have when they interact with our content?

What do we want our audiences to **know or believe** about the value we provide?

What will demonstrate that what we want them to know or believe is **true**?

**Messageing Framework**

**First Impression**

**Value Statement**

**Proof**
Core Strategy Statement

My School accomplishes _______ and _______ by _______.

publishing content that is _______ and _______, making _______ feel _______ and _______ so they can _______ or _______.

Source: The Content Strategy Toolkit
Cultivating a Storytelling Culture
What You Want People to Consider

- What is the purpose of this content?
- Who is the target audience?
- What are we trying to say?
- Are we saying something meaningful or differentiating?
- What user questions will we answer?
- What do we want users to do after reading the content?
- Can this content be used elsewhere? If yes, where? How?
- What is the lifespan of this content?
- How will we measure the success of this content?
Apply
Support
Contribute
“We require all of our contributors to identify which business outcome their content is going to support.”

Tim Jones
AVP Marketing, Clarkson University
Formerly Executive Creative Director, North Carolina State University

TOGETHER UNDAUNTED FOR A WORLD OF GOOD

AMBITION
COURAGE
COMPASSION

ENVIRONMENT OF OPPORTUNITY
ABILITY TO BE NIMBLE

PASSION FOR DISCOVERY
EXPANSIVE THINKING

LEADING-EDGE STUDENT EXPERIENCE
BOUNDLESS OPPORTUNITY
EXTENSIVE NETWORK
ACADEMIC EXCELLENCE
SOCIAL EMPOWERMENT & LEADERSHIP DEVELOPMENT

PUBLIC AS A PHILOSOPHY
COMMUNITY ENGAGEMENT AND COLLABORATION
BELIEF IN HUMAN POTENTIAL
INCLUSION/SOCIAL EQUITY

PROVEN IMPACT
RESEARCH LEADERSHIP
GLOBAL REACH AND INFLUENCE
IDEA TO IMPACT

INNOVATION MINDSET
SHARED ETHOS
ENTREPRENEURSHIP
INTERNATIONAL EPICENTER
“No one owns the brand, but everyone must believe.”

Tony Proudfoot
AVP Marketing & Brand Management, University of Arizona
January/February 2017 CASE Currents

Help people understand the lifecycle of a story.
The lifecycle of a story

Professor makes scientific discovery

Post a Faculty Note

Post to Facebook with topical angle

Incorporate into topical feature story

Include as magazine news brief

Pitch to media

Evergreen uses
Faculty Notes

Submit a Note

If you would like to submit a Faculty Note, use the form below. Please remember that Faculty Notes have a strict limit of 250 words and edit your Note accordingly.

Submit a Note

Name

First

Last

Email

Note

Submit
Please let us know about your recent achievements so we can include them in our Faculty Notes column.

We welcome information about a broad range of achievements, including:

- articles accepted for publication
- books or articles published
- being quoted in newspaper or magazine articles
- speaking engagements
- seminars organized
- participation in professional meetings
- awards

You are welcome to submit a high-resolution photo with the announcement.

Please send your items by Wednesday, December 9th.

We look forward to hearing from you.

Thanks,

Ellen Forman

Associate Director, Media Relations and Communications
Marketing and Communications Department
305-348-4887 / eforman@fiu.edu / CBC 311
Alumni

Name:

Program(s):

Graduation Year(s):

Hometown:

Current job title:

Employer:

What drew you to this school? (25-50 words max)

What was your favorite part of your experience? (25-50 words max)

How did your experience here help you achieve your personal and professional goals? (25-50 words max)

Related link:

Date:

(Editors: Based on this information, write a 25-word summary of this individual. The summary should encapsulate their journey as much as possible: “S/he came here because of X, did Y, and is now Z”)

What drew you to CGS?


What is your favorite thing about CGS?


What are your personal and professional goals after CGS?


Tags: Term 1, Term 2
Sample form for faculty notes

Name

Title/school

Name of publication/conference

Title of article/presentation
(if applicable)

Name of award
(if applicable)

Additional context (max 40 words)

Relevant URL

Date

Photo

Upload file...
Internship Company
Skip question, if this is not applicable to your submission.
Your answer

Placement upon Graduation or Current Full-time Job if Alum
Skip question, if this is not applicable to your submission.
Your answer

Notable Project/Company/News
Your answer

Award/Accolade Received
Your answer

Media coverage of student
Links for press, web profile, social media, publication, etc.
Your answer

Any other URL(s) to Related Submission
Company website, LinkedIn, etc.
Your answer
Making Decisions
Tracking Story Ideas

- Know what you have, and have it in one place
  - Single, master location
  - Evolutionary predecessor of the editorial calendar
    - Lightweight categorization
Vetting Story Ideas

- Grasp the fundamentals
  - How does this story support our business goals?
  - How does this story reinforce our brand / key messages?
  - How does this story serve our target audience(s)
Vetting Story Ideas

- Gain a deeper understanding of the idea
  - What subjects, themes, and topics are appropriate?
  - What parts of the organization are represented?
  - What components / assets does this require? (e.g. video, photo, text, graphic)
  - What roles/skills and process/workflow are needed?
  - What action do we want readers to take afterward?
  - What are the success metrics?
Vetting Story Ideas

- Pick the best format(s)
  - What would be the ideal way to tell this story?
    - Text
      - Short-form
      - Long-form
    - Photo
    - Video
    - Social
    - Graphic
    - Mix
  - Can we create/maintain this content sustainably?
Content Guidelines & Criteria

- Is this sustainable?
- Is this strategic? (gut check vs. goals, messages, audience)
- Is this the best use of our resources?
- Does this meet our defined editorial criteria?
  - Be proactively transparent in sharing criteria with internal stakeholders to promote understanding of the publishing process.
Content Publishing Checklist

- How can we reuse/repurpose the content elsewhere?
- What are all the planned applications of this story?
- How will we promote the content?
- What is the lifespan of the content?
### INTEGRATED MARKETING COMMUNICATIONS CHECKLIST

#### General Guidelines
The following checklist is a quick source for you and your team to quickly review your IMC project and assess key areas of importance.
- Review each of the sections and check the box if your team has considered or completed.
- Boxes that are left unchecked should be discussed with the team to identify the reasoning behind that reasoning.
- Checklist should be a part of the official job folder and project manager should sign off upon completion.

#### Strategic Development and Team Selection

<table>
<thead>
<tr>
<th>Item</th>
<th>Review</th>
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<tr>
<td>Job folder</td>
<td>☐</td>
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<td>Strategic plan</td>
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<td>Team</td>
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<td>Members</td>
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<td>Review</td>
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<td>Creative brief</td>
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<td>Measurement</td>
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#### Strategy - University and IMC

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<th>Item</th>
<th>Review</th>
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<tr>
<td>Key initiatives</td>
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<td>Brand platform</td>
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<td>Value</td>
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<td>Personality</td>
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<td>Positioning</td>
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<td>Storytelling</td>
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#### Creative

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<th>Language</th>
<th>Headline</th>
<th>Design</th>
<th>Diversity</th>
<th>Features and benefits</th>
<th>Call to action</th>
<th>Logo</th>
<th>Prominent</th>
<th>Color</th>
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#### Integrated Communications

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<td>PR</td>
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<td>Social media</td>
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<td>Key partners</td>
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<tr>
<td>Response</td>
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**STRATEGY – UNIVERSITY AND IMC**

**Key initiatives**
Presidential initiatives are a key component of our communications efforts. The team should consider opportunities for direct integration of these initiatives into the creative plan.

**Brand Platform**
Has the brand platform been reviewed against the creative brief?

**Value:**
Have we tested creative approach against our value statement? Are we seen as a living laboratory making a difference?

**Personality:**
A discussion has taken place about our personality including what key words most appropriately fit.

**Positioning**
USC is position as a local, national and global leader solving problems and enhancing the quality of life for all.

**Storytelling**
Have we developed an approach that will tell a compelling story

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**INTEGRATED MARKETING COMMUNICATIONS CHECKLIST**

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- Boxes that are left unchecked should be discussed with the team to identify the reason why and the rationale behind that reasoning.
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**CREATIVE**

- Is the message effective in persuading the reader to THINK the thoughts listed in the creative brief?
- Is the look clean and crisp?
- Is the message simple, persuasive and easy to understand?
- Is the message in “customer language”?
- Does the headline “grab” the audience through a strong presence?
- Does the appearance of the creative draw in the target audience?
- Have we appropriately reflected the diversity of the USC campus community?
- Are the key features and benefits prominently displayed?
- Is there a strong call to action?
Submit Your News or Class Note

Do you have news to share? Our team is always looking to highlight a success, describe a new program or class, learn about an excellent student or faculty achievement, and basically make sure your stories get seen on the news site, on social media, or in the alumni magazine. Fill out the story request form and email as an attachment and someone will follow up with you within 48 hours.

We are happy to take a look at pieces you’ve written yourself. You can find some tips about the story process as well as different or ways to tell your story. If you have written a piece for the news site, email it to alabrie@ssw.rutgers.edu. Please note that we reserve the right to edit your content to conform with style guidelines and other constraints.

Alumni, we’d love for you to send us your class notes. If you have received an award, promotion, started a new job, taken on an interesting project, gotten married, or added a new member to the family, let us know. We would love to share your news in the class notes section of the Rutgers School of Social Work alumni magazine, on social networking, or in the alumni monthly newsletter. Please include your class year/degree (i.e., MSW ’99).

Name
Email
Degree and Class Year
Note

All class note updates can be sent directly to alabrie@ssw.rutgers.edu.

Pitch a Story

Story request form: Questions to consider when pitching a story or release

Process: Steps for creating, writing, and submitting an article

Ways to tell your story: Suggestions for visual and creative ways to share your narrative
Story request form

With so many amazing things happening every day on both campuses, the Office of Marketing and Communications gets many requests for stories to be written. As much as we would like to write a story about everything, at times there are better ways of promoting and celebrating our accomplishments than stories in our publications. And with limited time and staff, we must prioritize the stories that provide the greatest benefit for the entire Rider community.

Before you pitch us a story, we ask that you fill out the following criteria so we can determine the best fit for your idea.

Where would you like this story to appear?

- Facebook post
- Twitter post (keep entries under 120 characters)
- New site
- Press release for external media
- Rutgers School of Social Work alumni magazine
- Other __________________________

Who is your core audience?

- Prospective students
- Faculty/Staff
- Current students
- Prospective students
- Alumni
- Local community
- Wider world
- Other __________________________

What center, program, or event does your story highlight?

Why is it important to tell the story now?

What type of story is this?

(Examples include an accolade (student, faculty or program achievement, campus event announcement, national ranking, etc.)

Who should we contact for more information?

What is new or surprising about this story?

What main message would you like this story to communicate?

Does this story also require a photo, logo, or other artwork?

Any additional information that you feel is important to know?

If your story seems like a good fit for one or more of our communications vehicles, you will hear from someone in our department within the next 3 to 5 business days.
Story process: How to tell a story

1. Identify story's main idea and focus for audience.

2. Identify key people to speak to and gather their contact info.

3. Research the topic—what else has been written about this event, person, or idea? Spend a good amount of time gathering info prior to writing the story or reaching out to your contacts.

4. Reach out to key people to set up interviews.

5. When interviewing sources, bring a recorder or some other way to capture their quotes. Be sure to also have questions ready beforehand, so that you are getting not just the key information, but also what is most interesting or startling about the topic.

6. Be thinking also about the visual elements. Ask for photos or ask if they would like to schedule a photo shoot.

7. Begin writing the story. Strive for a startling an interesting opening. Incorporate startling quotes or facts; make the piece something that you would want to read.

Note: Every story needs a catchy headline and subhead. The headline and subhead should contain the most important information such that if the reader only had the headline, s/he would know what the story is about.

8. Email the story to Aimee Labrie at alabrie@asw.rutgers.edu.

Please note that the story may be edited to fit the vehicle. The story will be posted on our news site or in the magazine once it has been approved.
Homepage Slide Criteria

General Guidelines

The featured item must
- Have interest or affect multiple university stakeholders
- Reinforce the university's core mission and messages: research, arts & culture, education and community impact.

Audience pages (Students, Alumni, Faculty/Staff, Donors, etc.) should be
- Used to announce specific items of interest to a targeted group.
  - Students page: Admissions & registration deadlines, call for entries, RSVP requests, etc.
  - Faculty/Staff: HR training, internal communications and announcements, etc.

What we will feature

Campus Impact and Emergency Notices
- Server down periods, campus closures (Winter Break, Budget, Town Halls)

Feature Articles
- Student, alumni, and faculty stories (taken from campus publications, including Impacts, UNLV Magazine, college/alumni e-newsletters)

Major Campus Events
Criteria

- Convocation, Commencement, Rebel Connection, Homecoming
- Building openings and dedication ceremonies

Major Performing Arts Events
- Notable national and world performers

Major Athletic Accomplishments
- Conference, national and international championships
- Individual alumni achievements

Major Campaign Announcements & Milestones
- 50th Anniversary
- Long-range Fundraising Campaigns

Campus Speakers
- Prominent figure known by a broad general audience (current and past national presidents, Nobel Laureates, prominent journalists and/or writers)
- Special consideration will be given to the Berrick Lecture Series, Brookings Institution lectures, and Black Mountain Institute speakers

Memorial Announcements
- Subject to the death and memorial policy

Major University Recruitment Efforts
- Open houses for California students

What we will not feature

Lecturers
- As a general rule lectures should be featured in the calendar, not on the homepage slide rotation

Specific Class Offerings
- Because of sheer volume, we cannot accommodate this request; however, occasionally bundling several offerings together is acceptable.
Criteria

- Subject to the death and memorial policy

Major University Recruitment Efforts
- Open houses for California students

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- As a general rule lectures should be featured in the calendar, not on the homepage slide rotation

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- Because of sheer volume, we cannot accommodate this request; however, occasionally bundling several offerings together is acceptable.
  - Student Recreation Center summer offerings, Continuing Education, Summer Term, Mid-Semester Grades, etc.

Office Moves
- Unless the move affects crucial services accessed by a broad audience.

New Website Launch/Releases
- Unless part of a major campus event.

College Recruitment and Fundraising Events
- College websites and audience pages should be used to promote these events.

Calls for Entries/or Participation
- In research studies, contests, etc. These requests should be directed to the appropriate audience page.
Vision for the new utexas.edu

The homepage should serve as the proud face of the University, extending its brand to convert prospective talent by celebrating the passions of the Longhorn community, its bold ideas, the unique character of its campus, and the richness of its resources – while offering quick routes for loyal constituents to access their desired tools and services.
# Homepage Channels: Hero

## Focus Topics
- Passions
- Athletics
- Austin & Community
- Evergreen sparkly research
- Campus
- Select brand-building campus-wide events
- Seasons
- Buildings, Landscapes
- Resources – gems of UT
- People profiles

## Content
- Great imagery
- Video or short stories
- External links (rarely)
- Could go to info pages
- Stories up for 1-2 weeks, scheduled in advance, with some limited flexibility
- ~40 heroes per year

## Audiences
- Prospective Top Talent – all types

## Goals
- Sign up for email/social
- Apply to be a student
- Apply for a job (faculty or staff)
- Sign up for an event
- Give now

## Metrics
- Clicks/pageviews
- Applications
- Sign-ups/RSPVs
- Subscriptions
Monthly Mix

2-4 heroes, 6-12 stories

- Student focused
- Research
- UT Gem
- Sports/Culture
- Beautiful Image
- UT Experience/Culture

[Theme]
- Highlight degree program?
- Event promotion?
- Admissions milestone?
# Filter Questions

<table>
<thead>
<tr>
<th>Does the story clearly illustrate a brand pillar? (required for utexas)</th>
<th>Does the story talk about: (required for utexas)</th>
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<tbody>
<tr>
<td>☑ Lead</td>
<td>☑ students</td>
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<tr>
<td>☑ Innovate</td>
<td>☑ research</td>
</tr>
<tr>
<td>☑ Make an Impact</td>
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<td>☑ Engage</td>
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<th>Is it aimed at: (required for utexas)</th>
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<td>☑ prospective students?</td>
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<td>☑ prospective faculty?</td>
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<tr>
<td>☑ prospective donors or staff?</td>
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<td>☑ people on campus?</td>
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<th>Does it tie to an important occasion? (preferable for utexas)</th>
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<td>☑ Campaign</td>
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<td>☑ Seasons/Admissions Cycle</td>
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<td>☑ Lege</td>
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<td>☑ Big UT News</td>
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<th>Does it relate to a theme? (preferable for utexas)</th>
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<td>☑ In Pursuit of Health</td>
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<td>☑ Eyes on Innovation</td>
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<td>☑ Finding Solutions</td>
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<tr>
<td>☑ Preparing Leaders</td>
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<tr>
<td>☑ Creative Forty Acres</td>
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<table>
<thead>
<tr>
<th>Does it surprise, delight, intrigue? Engender pride? Invite action?</th>
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</table>
Submitting Your News and Story Ideas

University Communications produces several high-visibility print and online products used to communicate with the campus community, the news media and other audiences.

We welcome submissions from campus units for distribution to the general and specialized audiences via our products, including Inside UW–Madison, the university’s employee e-newsletter, our news website, and the UW–Madison home page.

To help streamline collecting and distributing your news, please read the following guidelines.

Where to submit items

Email your news items to releases@news.wisc.edu. If you regularly work with a member of our staff, please copy that individual. Sending your item to releases@news.wisc.edu places it in the electronic “inbox” of editors who will review and confer about your submission.

If you have an item specifically for publication in Inside UW–Madison, send it to insideuw@uc.wisc.edu. It will be reviewed by the Inside UW–Madison staff.

For Media
Working With Us
Experts Guide
News Releases

For Campus
Submitting Your News and Story Ideas
Communicator Groups

Resources
Photo Library
Editorial Style Guide
Policies and Guidelines
FAQs: Submitting stories/releases

What makes a good story?
To help us promote your project or activity, look for these news elements as a way to strengthen your story idea:

- Uniqueness: Are you doing something that hasn’t been done before? What is the fresh twist?

- Utility: Will your information be particularly useful in some way to a general or specialized audience?

- Human interest: Are there any appealing individuals with whom the audience can identify?

We especially value stories about how the research and teaching happening here are of direct benefit to society. If you know about a project or program that enhances quality of life, stimulates the economy, improves health care or education, or otherwise positively influences the world in tangible ways, we want to hear about it.

What types of stories are less likely to be accepted?
There are so many events on campus that we can’t possibly publicize them all. In most cases, event releases are better directed to the Events Calendar. There are occasionally exceptions for unique events or those likely to spark wide interest.

Stories about grants and awards rarely appeal to a broad audience and are discouraged. Stories that focus on the work that is being done as a result of a grant are of greater interest and will be considered.
How can I write an attention-getting news release?

- Avoid overstatement and cliché. Don’t claim to be the first, the only or the unique unless you can prove it.
- Avoid contrived quotes that merely get someone’s name in the copy.
- Proofread prior to submission. Spelling or grammar mistakes undermine credibility.

University Communications can help you judge the newsworthiness of your item and help you refine a release to maximize media attention.

What format works best?
We prefer to receive submissions as a Word attachment to an email message. If your news is or will be posted on your own website, please email us the link. Sometimes, rather than or in addition to sending your news out as a general release, it will be linked to your site from the home page, news page or Inside UW–Madison. If you are not asking for a media distribution but would like your news considered for Web posting, just sending the link is sufficient.

How long should my story be?
Think “less is more.” In other words, keep it short. We reserve the right to edit items for length if they are more than about 500-600 words. We may return lengthy items to you to condense.

In what style should news be written?
In preparing a submission, write clearly, addressing who, what, where, why and when in the first two paragraphs. Identify yourself, your
Submissions are rarely used exactly as written. Items may be edited for length, clarity, and to conform with journalistic style. If your submission is laden with technical jargon that only an expert would understand, it may be returned to you for revision.

Lastly, if you want to write a longer feature article for publication in Inside UW-Madison or one of our other products, it's best to discuss the idea with UComm staff first.

What are the most common mistakes in submitted items?
Three types of mistakes typically delay or prevent publication or distribution:

- Providing insufficient or inaccurate information, especially for addresses, spellings and job titles.
- Omitting the name and phone number of a contact who can answer questions.
- Submitting an item too late for publication deadlines.

When is the deadline to submit?
Two weeks lead time is appreciated, but we recognize the need to sometimes publish important items on short notice. Let us know if there is a specific date by which your news must be posted, and please allow plenty of time before then for us to edit, format and schedule your story.

Do you use submitted photographs?
We will consider submitted, high-resolution, publication-quality photographs, such as headshots, candids portraying the activity the story is about, and scientific images if the content is clear enough to be
Rawls News Submission Guidelines

The Rawls College Marketing and Communications Department would like to highlight all accomplishments by students, faculty and staff members, alumni, and the college as a whole. All news articles are placed on Rawls News – the college’s designated newssite – and shared via social media and the Rawls Street Journal. Please follow the appropriate guidelines to submit an idea for Rawls News.

Students

These articles highlight achievements for an individual student, a collective group of students, or a student organization. These achievements include, but are not limited to, scholarships, internships, job offers, studying abroad, service learning, Rawls College recognition, Texas Tech University recognition, industry recognition, or academic conference attendance.

Needs:

- Background information on student (major, graduation date, student organization, etc.)
- Background information on accomplishment or recognition (link to website, email, offer letter, short summary, etc.)
- Pictures – both of students and award (if applicable)

Examples:

- Scholarship
- Study Abroad
- Academic Conference
- Internship
- University Recognition
# Content Scoring

<table>
<thead>
<tr>
<th>Story</th>
<th>Goal 1</th>
<th>Goal 2</th>
<th>Audience 1</th>
<th>Audience 2</th>
<th>Message 1</th>
<th>Message 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
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</tr>
</tbody>
</table>

3 = High Alignment  
2 = Medium Alignment  
1 = Low Alignment
STORY MATRIX

Timely    Seasonal Evergreen

Interests & values

Company & customers

Products & services

Credit: Shane Snow, Contently

http://www.slideshare.net/TrackMaven/those-who-tell-the-stories-rule-the-world
Editorial Meetings
Your staff meeting will take an hour of my life that I will never get back.

If you let me skip the meeting, I will agree to die an hour earlier to make up the difference.

He agreed?

Yes, and I'm going to use that extra hour of deadness to haunt him.
Putting the appropriate people in a room does not guarantee productive things will happen.
Running an Editorial Meeting

- Own it and facilitate it, but don’t dominate it
- Establish common goals and shared outcomes
- Create an agenda
- Promote widely
- Take, share, and archive minutes
- Invite range of people from across organization
  - To build buy-in, promote transparency, and facilitate learning
Editorial Meeting Tasks

- Share content guidelines and revisit editorial priorities
- Share outcomes and measurement from previous efforts
  - See what content most effectively and holistically supported communications goals across various platforms
  - Gauge successes and failures to inform future publishing decisions
- Review and score story ideas
  - Evaluate against criteria such as goals, audiences, platform needs, and past outcomes (analytics)
  - Plan multichannel publishing strategy, if appropriate, understanding what content roles and components a particular idea requires for execution
- Schedule content creation and allocate tasks to staff
Editorial Calendar
A tool for planning, scheduling and organizing web content publishing.
Online complement to offline editorial meetings

Shared internal awareness of cross-platform publishing

Institutional publication history
Identify and track recurring content opportunities (e.g. Match Day, Commencement)
Editorial Calendar Components

- Slug (unique identifier)
- Section(s)
- Topic
- Source
- Format/content type
- Media (photos, video, etc.)
- Description
- Links
- Channels/platforms
- Category (e.g. school, initiative, campus)

- Workflow
  - Roles (author, editor, owner, approver, publisher)
  - Dates (draft, review, revision, approval, publish, promotion)
  - Status

- Brand alignment
- Audience alignment
- Tags (Taxonomy)
- Outcomes
- Google Analytics (?)
<table>
<thead>
<tr>
<th>Section</th>
<th>Active now?</th>
<th>Target audience</th>
<th>Theme 1</th>
<th>Theme 2</th>
<th>Topic 1</th>
<th>Topic 2</th>
<th>Source</th>
<th>Author</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Stories</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Featured Stories</td>
<td></td>
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</tr>
</tbody>
</table>

- **Theme 1**: Opportunity, Outcomes, Affordability, Caring Community, Location Difference, Faith, Tradition
- **Topic 1**: Academic Excellence, Student Experience, Hands-on Learning, Faith, Global Learning, All
- **Topic 2**: PR, Marketing, Magazine, Other
Measurement
We must measure content in order to plan content.
Measurement

- Answer questions about your website
- Confirm content effectiveness (and retool/abandon ineffective efforts)
- Validate qualitative analysis
- Understand user patterns over time
- Make more informed content decisions, better serving both organizational objectives and user needs
- Offers externally-sourced data amidst internal flux
- Loop data about story outcomes back to your broader storytelling community
● Collect content outcome data from multiple data sources across platforms (web, social, email)
● Plot outcomes against success metrics
● Observe any other patterns/trends
● Share outcomes and analysis internally
● Identify takeaways for future planning

Source & vet ideas to determine what we do next
Identify what is appropriate or purposeful
Consider new platforms/metrics
Determining Return on Content

To figure out how successful an individual piece of content is, we need three pieces of information:

1. The goal for that piece of content.
2. How to make that goal measurable (KPI)
3. A plan for measuring it and using the information about what we find

Source: http://www.hilarymarsh.com/2016/04/27/return-on-content/
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- Identify what is appropriate or purposeful
- Consider new platforms/metrics
<table>
<thead>
<tr>
<th>Goal</th>
<th>KPI</th>
<th>How we will measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get more people to visit the page that explains the program</td>
<td>Specific increase in traffic and/or click-throughs</td>
<td>Analytics—total pageviews and entrances</td>
</tr>
<tr>
<td>Get more people to participate in the program</td>
<td>Specific increase in usage/participation</td>
<td>Business data related to the content goal: program participation statistics, new registrant lists, etc.</td>
</tr>
<tr>
<td>Ensure that information about the program is clear and adequate</td>
<td>Specific decrease in support frequency for a specific program</td>
<td>Number of people contacting customer service because they couldn’t find information about the program or didn’t understand what they found</td>
</tr>
<tr>
<td>Increase engagement with content</td>
<td>Specific increase in the number of people who share the content via email or social media</td>
<td>Number of shares</td>
</tr>
<tr>
<td>Increase awareness of the program</td>
<td>Specific increase in the number of people who know about this program</td>
<td>Member survey, event follow-up survey</td>
</tr>
<tr>
<td>Increase satisfaction with the program</td>
<td>Specific increase in the number of people who say they are happy with the program</td>
<td>Member survey, event follow-up survey</td>
</tr>
<tr>
<td>Increase the number of people who took the action we wanted them to take – register, renew, download, etc.</td>
<td>Specific increase in conversions</td>
<td>Conversion tracking</td>
</tr>
<tr>
<td>Increase the amount of content about the program that people read</td>
<td>Specific percentage increase in the amount of content people read</td>
<td>Eye tracking</td>
</tr>
<tr>
<td>Increase the number of people who come to this information from external search engines</td>
<td>Specific percentage increase</td>
<td>Search engine referrals through organic SEO, paid SEM</td>
</tr>
</tbody>
</table>

http://www.hilarymarsh.com/2016/04/27/return-on-content/
## Analytics Measurement Framework

(adapted from Avinash Kaushik)

<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Objectives</td>
<td>What is your website’s purpose?</td>
</tr>
<tr>
<td>Content Goals</td>
<td>What actions do you want people to take on your website?</td>
</tr>
<tr>
<td>KPIs</td>
<td>What relevant metrics can help measure goals over time?</td>
</tr>
<tr>
<td>Targets</td>
<td>How do you rate success?</td>
</tr>
<tr>
<td>Segments</td>
<td>What visitor attributes will provide meaningful insights?</td>
</tr>
</tbody>
</table>
# Analytics Measurement Framework

(adapted from Avinash Kaushik)

<table>
<thead>
<tr>
<th>Business Objectives</th>
<th>To communicate our brand and convert site visitors into applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Goals</td>
<td>Read news stories, explore programs, register to visit, request more info, apply</td>
</tr>
<tr>
<td>KPIs</td>
<td>Time on page, content engagement, bounce rate, CTA conversions</td>
</tr>
<tr>
<td>Targets</td>
<td>&gt;1:00 time on page, &lt;30% bounce rate, 100 each visit, apply, and info conversions per month</td>
</tr>
<tr>
<td>Segments</td>
<td>Mobile, internal v. external, visitors from outside Tennessee</td>
</tr>
</tbody>
</table>
Measuring story impact across its lifecycle
Campaign tagging

utm_source=origin of referral (i.e. release, bulletin, homepage)

utm_medium=qualifies the source (i.e. email, online, feature)

utm_campaign=topic of link or promotion (i.e. diversity, summer_program)
Focus groups

Get real feedback from your real audience

Complement analytic data with human data
In conclusion...
“Genius is 1% inspiration and 99% perspiration.”

Thomas Edison
To capitalize on the inspiration around you, create a culture and process designed to soak it up.
Thank you!

Questions?

georgy@oho.com
@radiofreegeorgy