

“The main goal of content strategy is to use words and data to create unambiguous content that supports meaningful, interactive experiences. We have to be experts in all aspects of communication in order to do this effectively.”

- *Rachel Lovinger*

# @kristy

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So...what is  
content  
then?



GOVERNOR

# Chris Gregoire

www.ofm.wa.gov

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“ We're not just any state, we are the great state of Washington! ”

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### GOVERNOR GREGOIRE'S PRIORITIES:

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### TOP STORY



“ While we have one of the best oil-spill programs in the country, we cannot afford to be complacent. This MOU reaffirms our commitment to protect and safeguard our waters”

10/26/2012 - [Gov. Gregoire, Coast Guard sign agreement to prevent, prepare for oil and other hazardous spills](#)

[More from the newsroom »](#)

[Flag Lowering »](#)

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### THE BLOG

**09/11** - Did you know that reading to your child just 20 minutes a day can ensure future success? Recent studies suggest that if a child is proficient in reading by the time they finish 3rd grade – they're more likely to graduate from high school. [Read more »](#)

Governor Chris Gregoire



### HOW DO I?

[Learn more about Hurricane Sandy relief efforts](#)

[Support Hurricane Sandy relief efforts through the Combined Fund Drive](#)

[Know what to do if you see marine debris on Washington beaches](#)

[Find information for students](#)

### SPOTLIGHT ON:

[Watch Governor Gregoire's remarks at the Lean Transformation Conference](#)



[Washington Transparency: Learn about your state budget](#)



Chris Gregoire  
GovGregoire



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# The common fallacy...

.

The common fallacy...

...content is your blog.

# What we know to be true...

## ...content REALLY is:

- Blog content
- Page text
- Navigation elements
- Meta data
- Anchor text
- Social content
- Images
- Videos
- FAQ's
- Community forums
- Site SERP's
- Bread crumbs
- Header/Footer elements
- Outbound links
- Comments
- Reviews
- Sidebar
- Captions
- Ads
- Buttons (social, RSS, action oriented, etc)

If content is ALL  
of those things...  
how does it fit into  
our overall web  
strategy?



But...this session  
was supposed to  
be on social  
media content  
strategy?

“Social media isn’t where we start.

It isn’t where we stop.

Social media is a tool.

A tool we ought to use as an input to strategy development and a channel we damned sure should be executing in. But really...that’s it.”

- *me*

ORGANIZATIONAL

substance

workflow

core  
strategy

PEOPLE

structure

governance

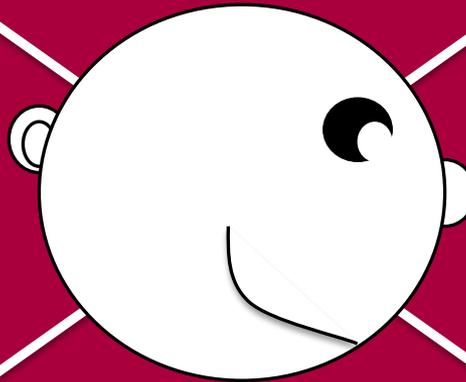
How do we  
answer the  
substance  
question?

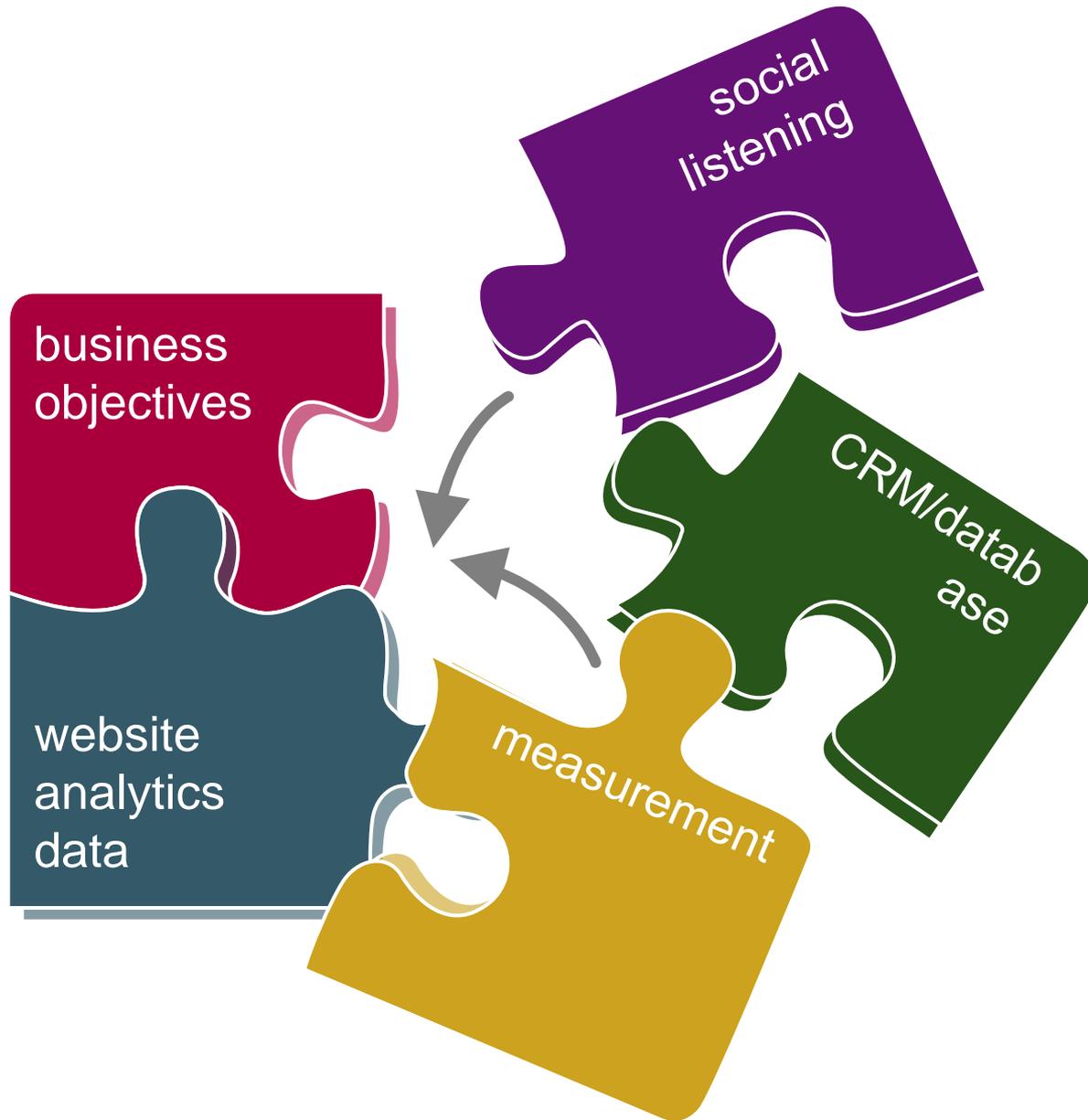
what are they  
thinking about?

what are they  
seeing?

what are they  
hearing?

what are they  
feeling?

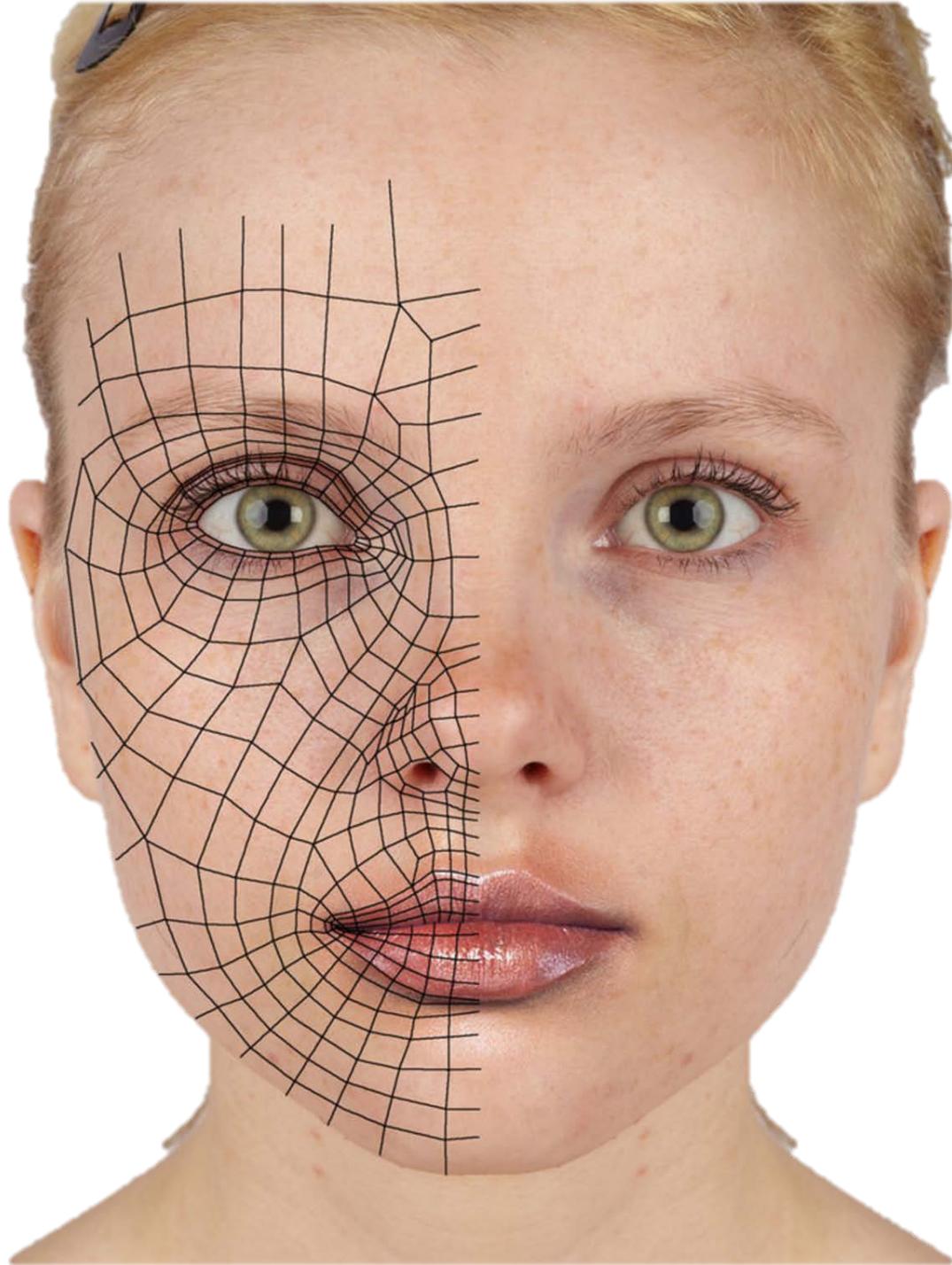




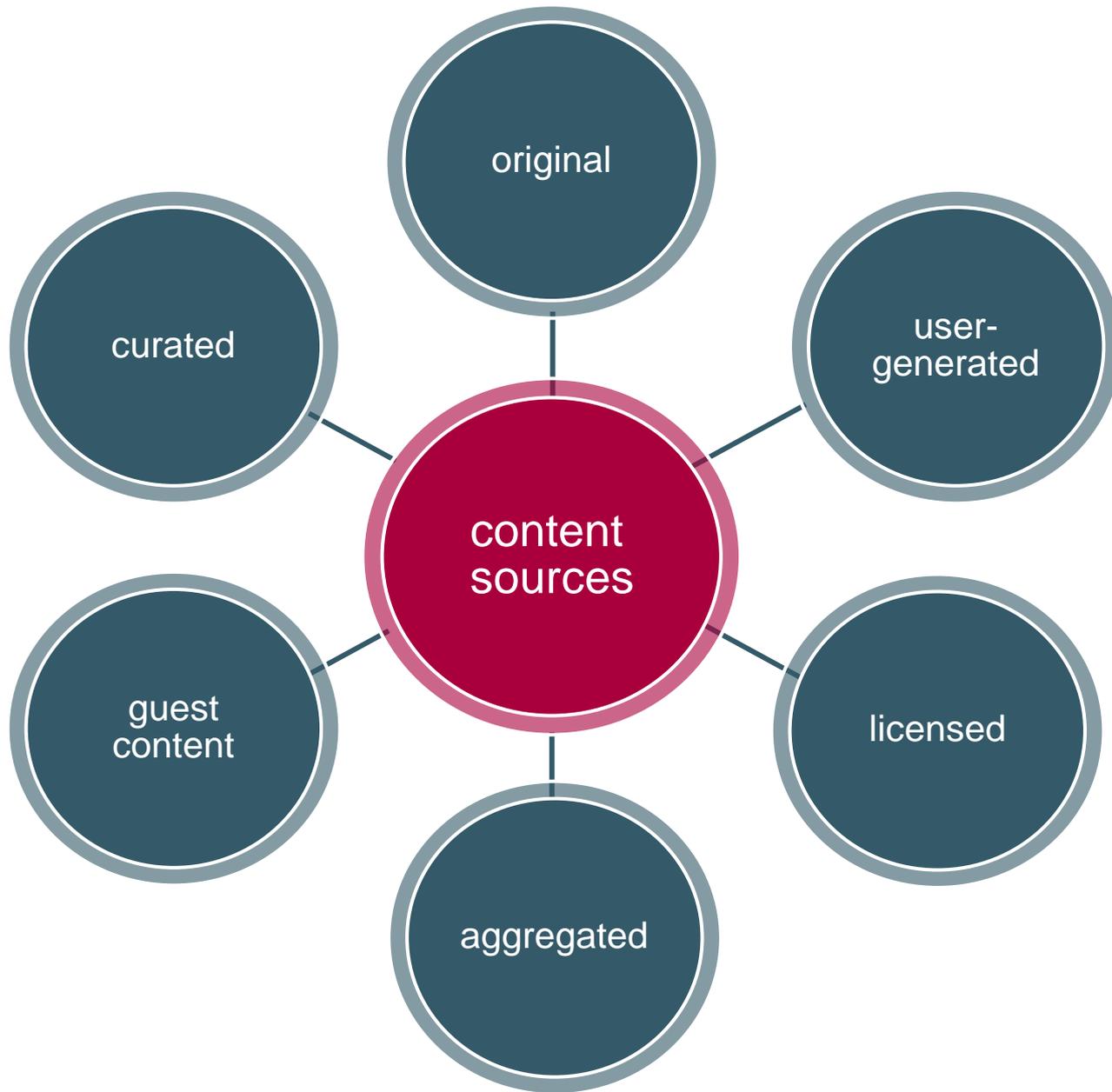


the goal is to marry:

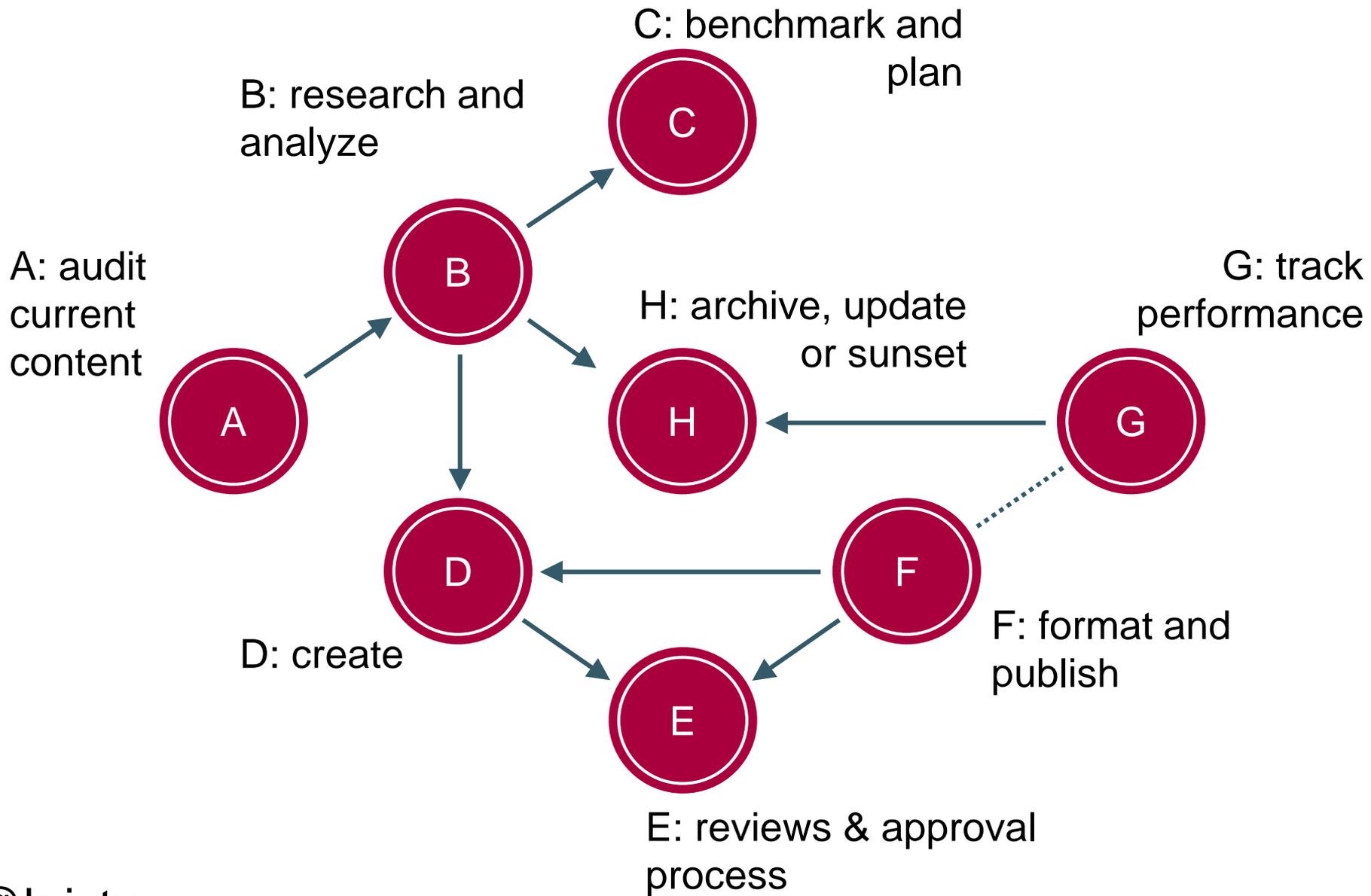
what a user's complete  
experience looks and feels  
like online with the outputs  
of their interactions.



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Workflow...that's  
about process  
right?



four tools to help you succeed:

(1

## Editorial Calendar

*ed-i-to-ri-al cal-en-dar*

*n.* A tool, usually either in spreadsheet or table format, that allows a user, group of users or a team publishing schedules. Will typically include authors, timelines, formats and distribution information.

four tools to help you succeed:

(2

RACI

*r-a-c-i*

*acronym.* Stands for Responsible, Accountable, Consulted and Informed. Usually built in a spreadsheet. This document helps teams hold individual members responsible and instill accountability into processes and workflows. Aids in organization.

four tools to help you succeed:

(3

## QA Checklist

### *q-a check-list*

- n.* This document is designed to act as a requirements quality assurance exercise. Include in the checklist criteria such as attributes (*meta-data, anchor text, etc*) and processes (*spell-grammar check, fact-check, etc*) that need to be met before the content goes live.

four tools to help you succeed:

(4

## Style Guide

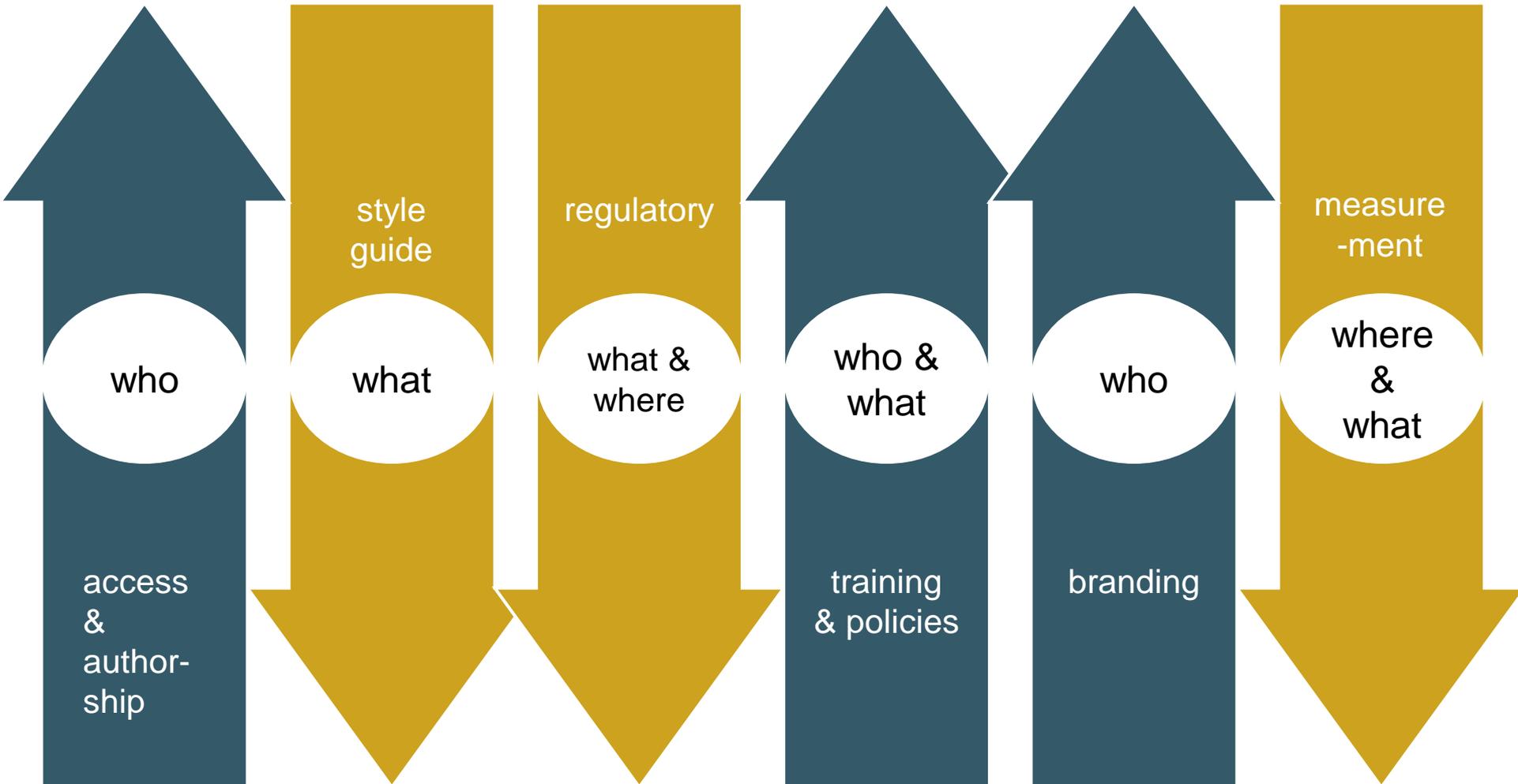
*sty-le gui-de*

*n.* You likely already have a brand style guide. This document is not a blanket piece that will cover social channels. Social channels are different and require different style elements. Use your brand style guide as a starting point. Your social style guide becomes your content “north-star”

# Governance?

What does  
governance have to  
do with social or  
content?

# the answer is...a lot!



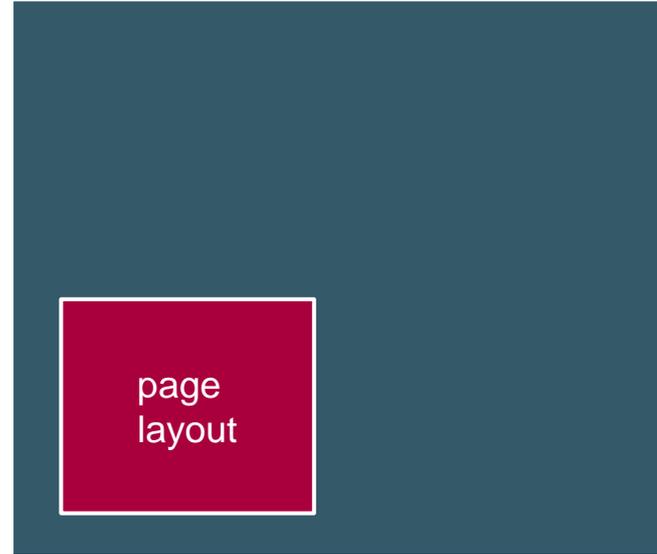
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Isn't structure  
someone else's  
job?

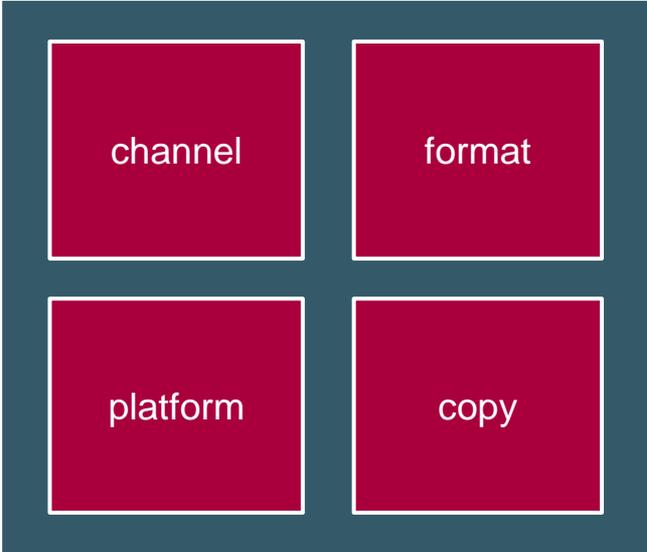
information  
architecture



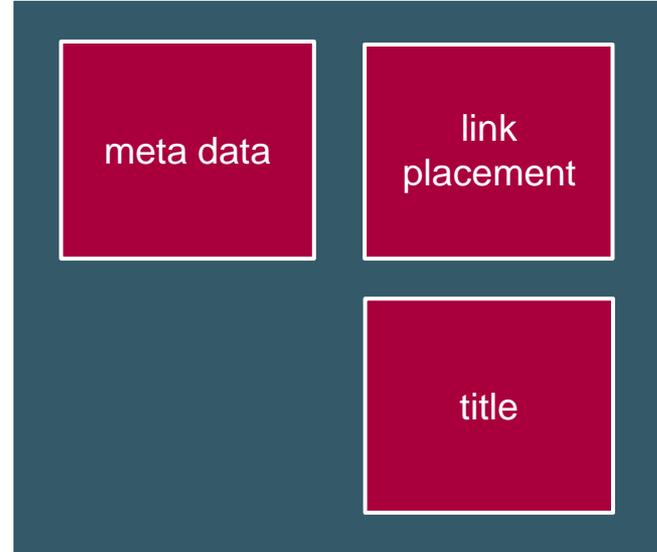
UX  
designer



marketing



seo



# the social landscape

owned media:  
.com, microsites

branded media:  
social networks

earned media:  
3<sup>rd</sup> party blogs, message  
boards, news sites

home base

outposts

passports

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# audience, format, & extensibility

owned media:  
.com, microsites

branded media:  
social networks

earned media:  
3<sup>rd</sup> party blogs, message  
boards, news sites

home base

outposts

passports

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One final, and  
perhaps most  
important thing.



# helpful tools & resources

## Listening

- Radian6
- Sysomos
- Visible Tech

## Measurement

- SimplyMeasured
- Prosodic
- Unmetric

## Analytics

- Google Analytics
- Webmaster Tools (in Google)
- Omniture

## Planning

- Smartsheet
- Google Docs
- Basecamp

## Publishing

- WordPress
- HubSpot

## Reading & Education

- Content Strategy for the Web (Halvorson)
- Web Analytics 2.0 (Kaushik)

## People to follow

@Halvorson  
@BrennerMichael  
@copyblogger

# thank you!

@kristy

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