



Content strategy statement generator

<Organization> offers _____
adjective *adjective*

content that helps them _____ and _____
accomplish goal *accomplish goal*

by making _____ feel
audiences

_____, _____, and _____, and
adjective *adjective* *adjective*

convincing them to _____ and
take desired action

_____.
adjective

This tool was developed by Eileen Webb, Lisa Maria Martin, and Sarah Wachter-Boettcher:
<http://www.content-workshops.com/toolbox/2015/3/content-mad-libs>

Examples from other organizations

VillageReach offers educational but warm, human content that helps them increase donations and raise awareness by making institutional donors feel committed, capable, and needed, and convincing them to give annually and show public support.

The <Organization>'s social intranet will:

1. Collect and surface/curate critical, relevant editorial content created by appropriate <organization> corporate departments, divisions and employees.
 2. Enable and motivate employees to connect, interact and collaborate via social features.
 3. Foster a culture of innovation.
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<org website> delivers relevant information about topics important to the site's key audiences and to the organization, presented in a way that transcends the organization's hierarchy and focuses on what we know about how users want to find, read, and use our information.

Curate an entertaining online reference guide that helps stressed-out law students become successful practicing attorneys.

The organization's website will:

- serve as a central information source where members can learn about issues important to their business and their livelihoods in the short and long term
 - offer personalized access to relevant information
 - follow consistent editorial standards and organize content in a way that makes it easy for site visitors to find the information they seek
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X.com will illustrate this service-oriented focus by providing content that adheres to these guiding principles:

- Treats every site visitor as a guest
- Provides helpful product recommendations, but also highlights relevant options
- Focuses on the needs of our guests, not ourselves
- Gives the right information, at the right time, in the right manner
- Acts "in the know" and not a "know-it-all"

We will develop and maintain content that helps people practice and enjoy the arts.”

