Build a content-first culture

to engage members
any time, anywhere

HOLIDAY SHOWCASE®
Produced by ASSOCIATIONFORUM®
Inspired by your community, tailored to your future.

Hilary Marsh
December 1, 2022

Takeaways

1. Your culture may be standing in the way of more effective content
2. You can increase your association's content strategy maturity
3. Better content practices = more successful content = more successful audiences = more successful organization

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Photo by Lucie Dawson on Unsplash

What content does your association create?

- Committee report
- Association initiative
- Advocacy call for action
- Code of Ethics
- Original research
- Clinical practice guideline
- Position statement
- Industry trend analysis
- Thought leadership
- Job posting
- Certification materials
- Etc., etc., etc.

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Content ≠ form or format

- Magazine article
- Talking points
- Report
- Course
- Webinar
- Conference session
- Press release
- Newsletter
- Web page
- Blog post
- Infographic
- Image
- PDF
- Video
- Audio

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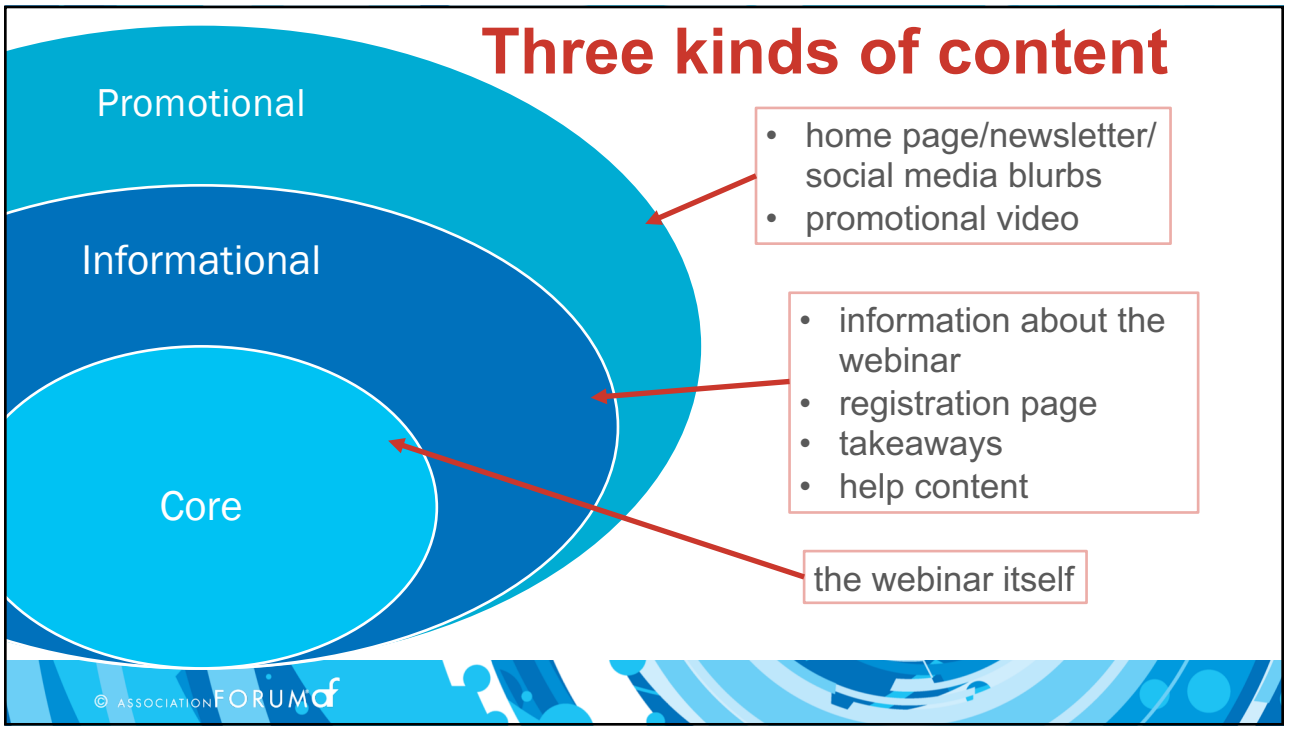
Three kinds of content
Promotional
Informational
Core
• home page/newsletter/ social media blurbs
• promotional video
• information about the webinar
• registration page
• takeaways
• help content
the webinar itself
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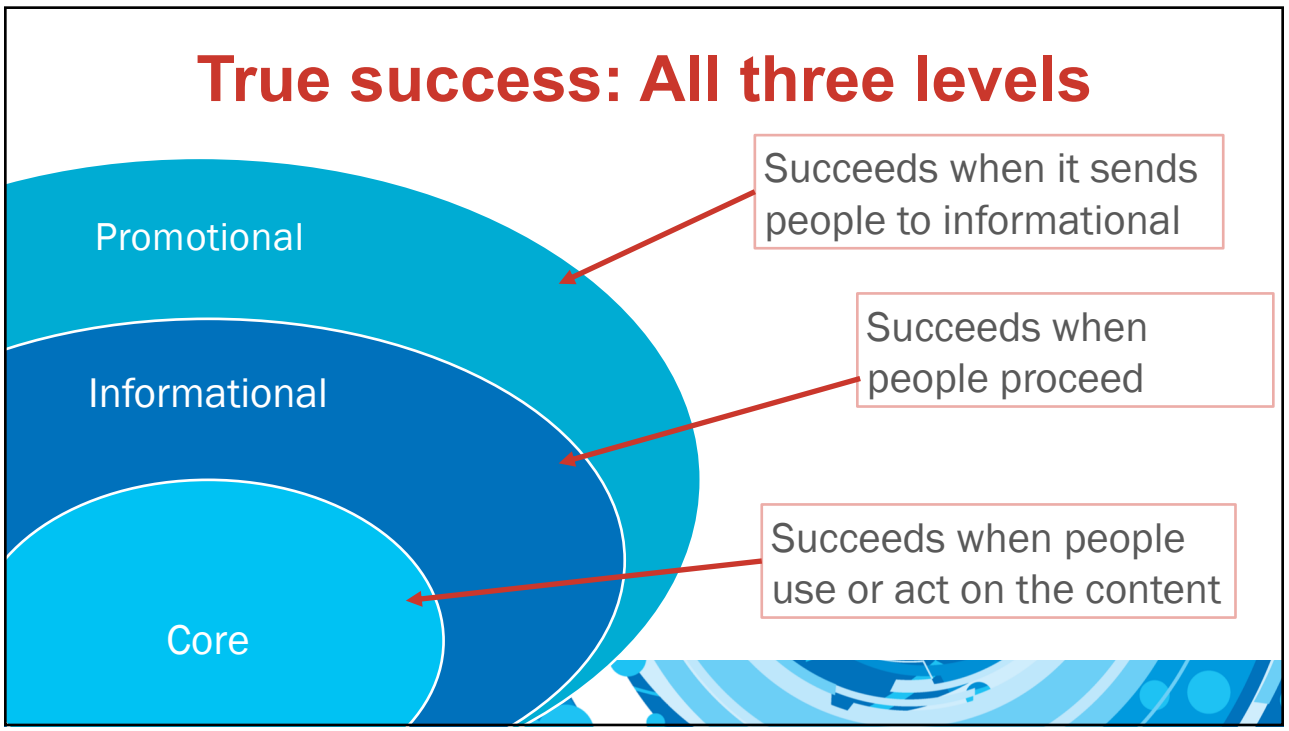
True success: All three levels
Promotional
Informational
Core
Succeeds when it sends people to informational
Succeeds when people proceed
Succeeds when people use or act on the content

Success:

Publish content so it resonates with members

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Imagine the member satisfaction if….

- Your content were published by topic rather than department
- Every piece of content you published had an explicit audience and a measurable goal, tied to the organization's strategy
- Senior staff supported cross-departmental content planning and creation
- Every department shared an understanding of who your top-priority audiences were and what they want from the organization

→ Hallmarks of advanced content strategy maturity

→ Hallmarks of a content-first culture

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Agenda

1. Content-last scenario
2. What content-first looks like
3. Learning what your audience wants/needs – and why
4. Collaborative content planning with users' needs in mind
5. Advancing culture through content strategy

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1. What it looks like when content comes last

- People don't understand that what they do is content
- People plan and create content separately
- Content doesn't have a clear audience or goal
- Content is created only for a specific segment for a specific reason
- Content contains jargon, rather than the audience's terms
- Content work is an afterthought for SMEs because it isn't part of their job descriptions

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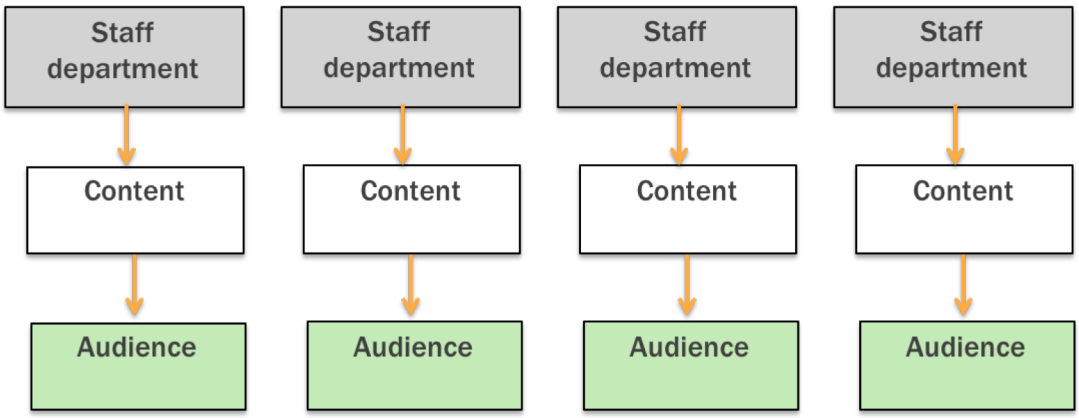
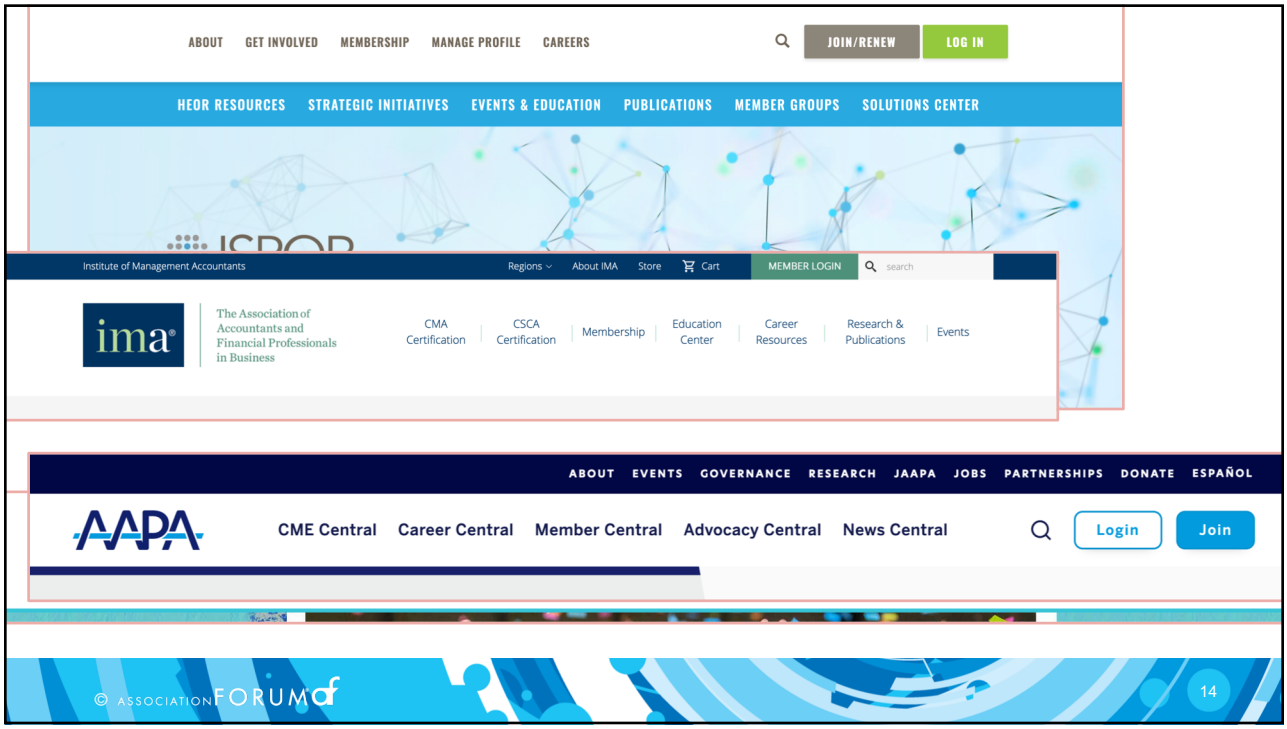
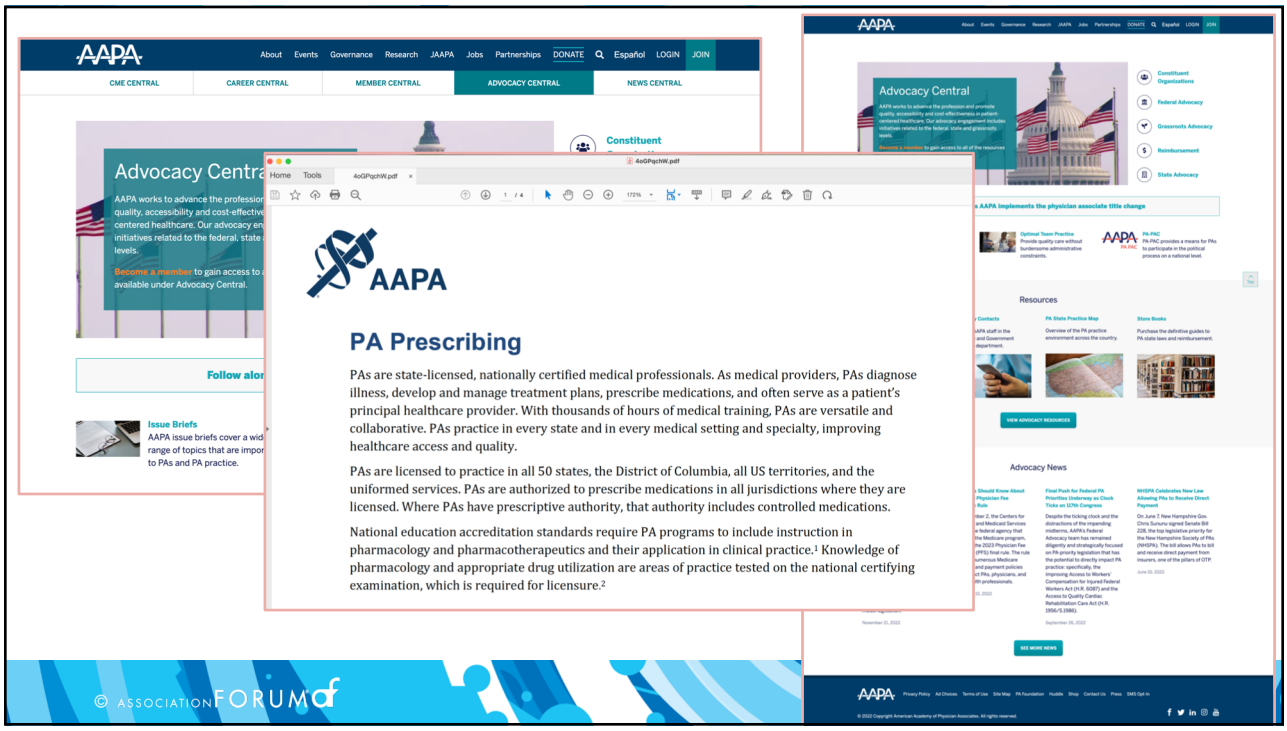
Old thinking





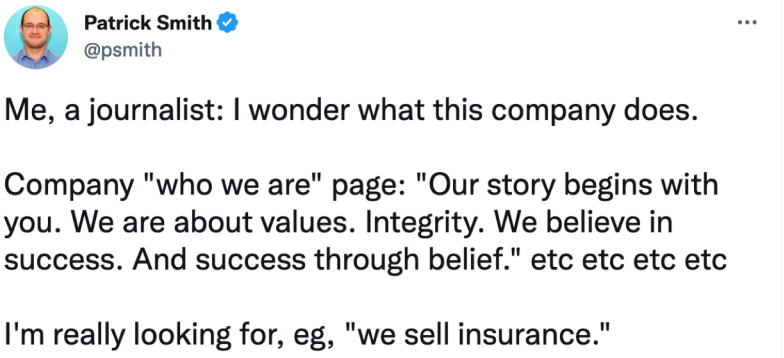


Consequences

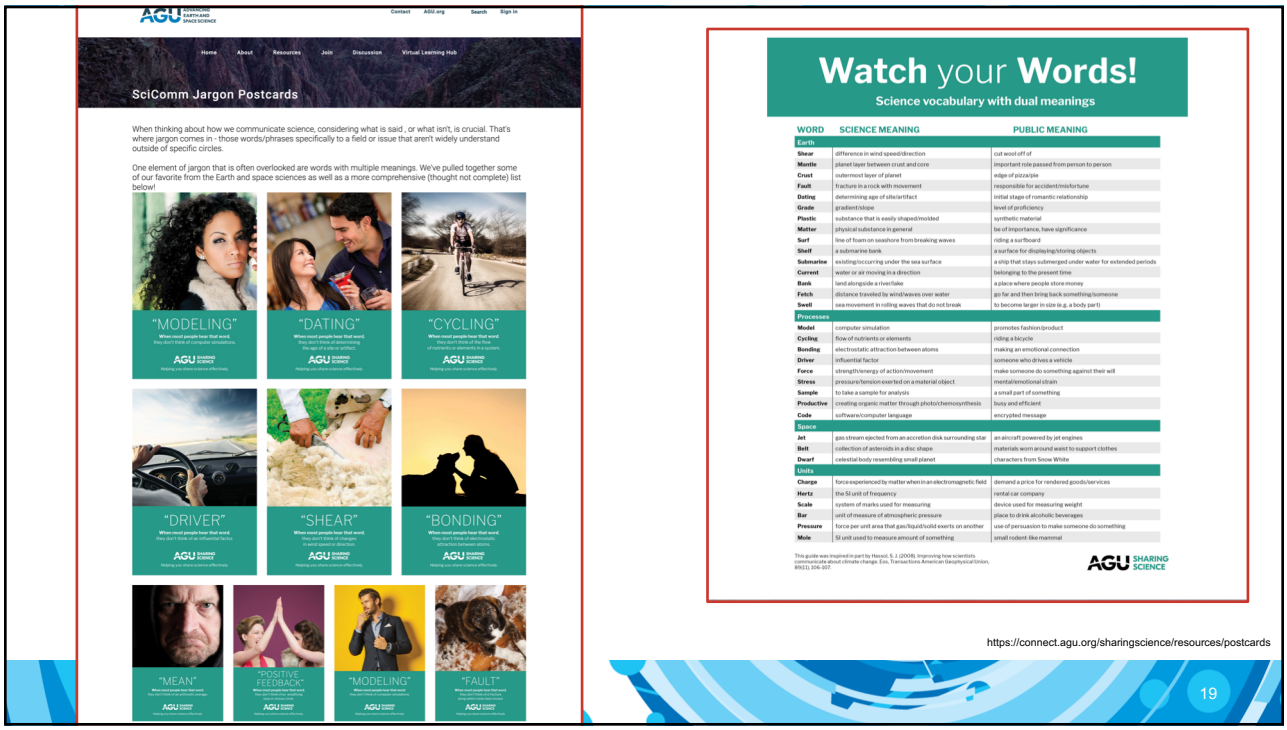
- Audience doesn't know what you have for them
- Audience doesn't know what you do for them
- Audience doesn't see the breadth of products and services you offer
- Audience doesn't use the products and services that would benefit them most

Do these sound familiar?

- Subscribe to “our newsletter”
- Multiple “single sources of truth” about a topic or issue
- Advocacy, publications, and resources sections have conflicting stories about the organization’s position on a topic
- Old press releases paint a picture of an industry that is no longer true
- Clinical guidelines not linking to the organization’s own resources



https://twitter.com/psmith/status/1409846721841139718



https://connect.agu.org/sharingscience/resources/postcards

Content problems are caused by people problems

- Staff
  - Skills
  - Time
  - Motivation
  - Accountability
- Siloes (both staff and committees)
- Assuming that volunteers are the same as the rest of the membership

2. What content-first looks like

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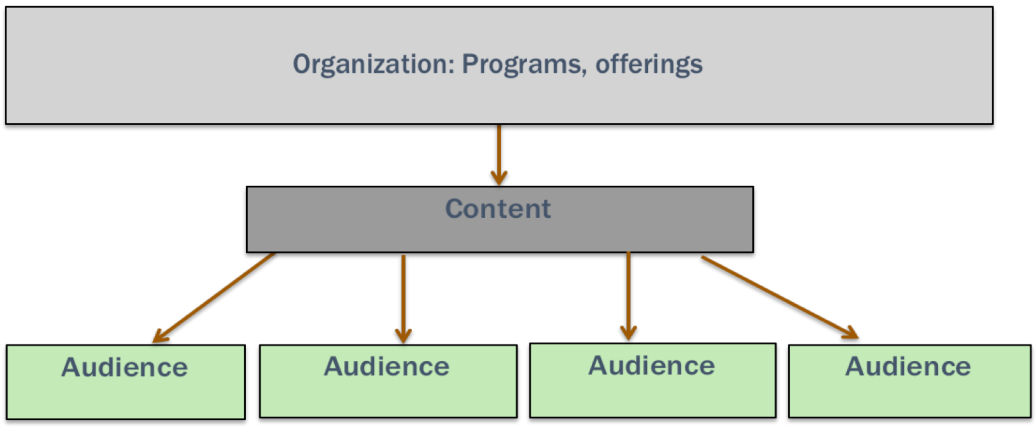
New thinking



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Connected planning

- Everyone agrees on the most important topics
- Everyone records their plans in a central content calendar
- People collaborate where they can, connect always

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Common understanding of the audience

- Everyone knows who the most important audiences are
- Everyone understands what those audiences want
  - And how their work can deliver that
- Everyone has the time and skills to write their content in audience-ready terms

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Content strategy maturity

- Content strategy is one of "the way things work" in the organization
- It's a journey

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Beginning

- Feel excitement
- Have permission

I'm planning

Content Strategy Focus

- Tactics
- Mindset
- Aspirations

Intermediate

- Feel uncertainty
- Have responsibility

I'm executing

Content Strategy Focus

- Risk: Bust silos → Build bridges
- Fear: New models needed
- Growth: Small → Big wins

Advanced

- Feel confident & accomplished
- Have collaboration

I'm iterating

Content Strategy Focus

- Less about how
- Tactics are part of processes
- Creating/sustaining culture

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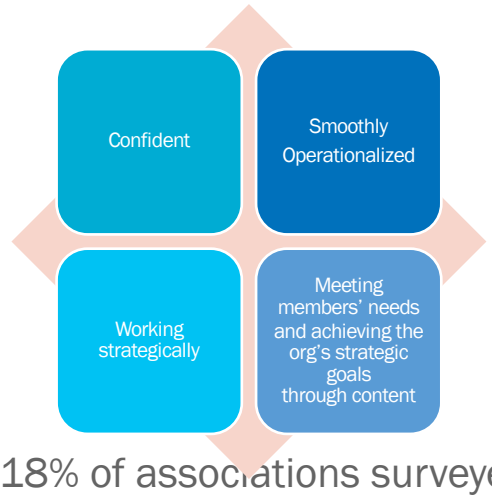
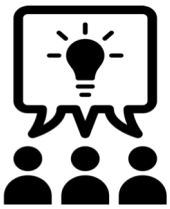
Advanced profile



18% of associations surveyed



Top challenges

- Continuing to evolve with new strategic goals, new initiatives, new staff
- Not getting complacent
- Measuring and learning more

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Download the study

http://bit.ly/assn-content-strategy-report

(free for ASAE members, $10 for others)

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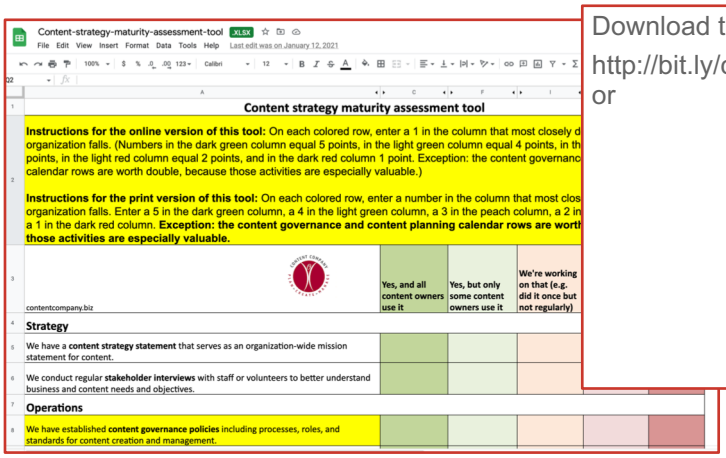
Assess your current maturity


Content-strategy-maturity-assessment-tool XLSX

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Content strategy maturity assessment tool

Instructions for the online version of this tool: On each colored row, enter a 1 in the column that most closely d organization falls. (Numbers in the dark green column equal 5 points, in the light green column equal 4 points, in th points, in the light red column equal 2 points, and in the dark red column 1 point. Exception: the content governanc calendar rows are worth double, because those activities are especially valuable.)

Instructions for the print version of this tool: On each colored row, enter a number in the column that most clos organization falls. Enter a 5 in the dark green column, a 4 in the light green column, a 3 in the peach column, a 2 in a 1 in the dark red column. **Exception: the content governance and content planning calendar rows are worth those activities are especially valuable.**

	contentcompany.biz	Yes, and all content owners use it	Yes, but only some content owners use it	We're working on that (e.g. did it once but not regularly)
	Strategy			
	We have a **content strategy statement** that serves as an organization-wide mission statement for content.			
	We conduct regular **stakeholder interviews** with staff or volunteers to better understand business and content needs and objectives.			
	Operations			
	We have established **content governance policies** including processes, roles, and standards for content creation and management.			

Download the assessment calculator:

http://bit.ly/contentstrategy-maturity-assessment

or

3. How to learn what your audience wants/needs – and why

- Brainstorm – draw on what you know already
  - Cross-departmental participation is key
  - Think about people you know personally at similar life stages
- Ask them
  - Surveys
  - Focus groups
- Compare your qualitative research with quantitative data
  - What are they looking at (and not looking at)
  - What are they contacting you about
  - What are they searching for

4. Collaborative content planning with users' needs in mind

- What should your organization do more of?
  - Topics
  - Formats
- What should you do less of, or stop doing altogether?
- What does success look like?

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5. Aligning volunteer groups

- Often, staff groups are siloed because member groups are siloed
- Use volunteers as ambassadors, not audiences

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KITF Appreciative Inquiry Activity

If the Society finds that we need a new clinical practice guideline, doesn't that infer great need for education?

- Awareness for providers, patients, and caregivers
- What tools can we create to help get over barriers?
- What advocacy needs might be addressed?

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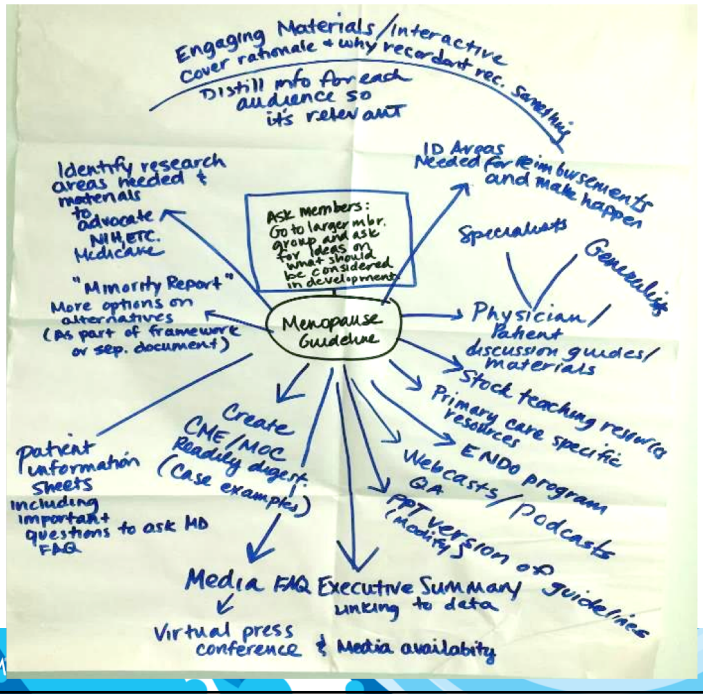

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6. Advancing culture through content strategy

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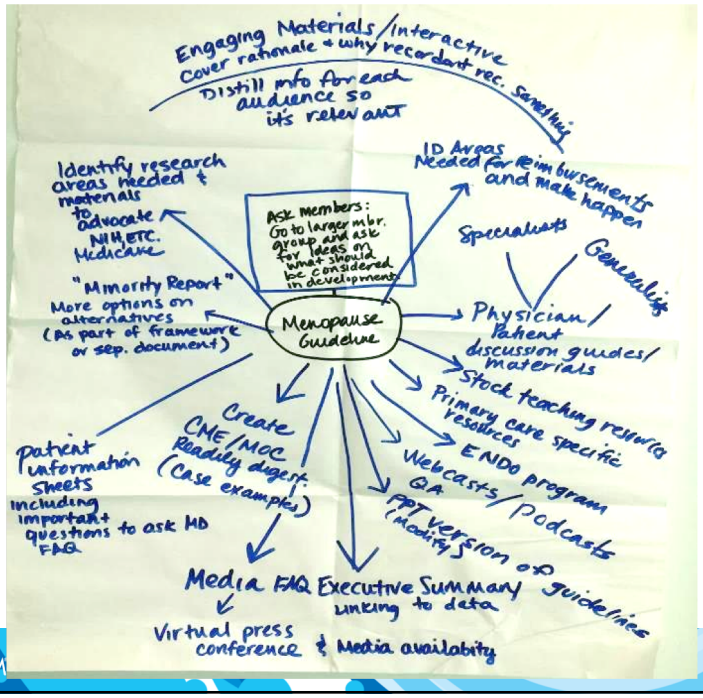
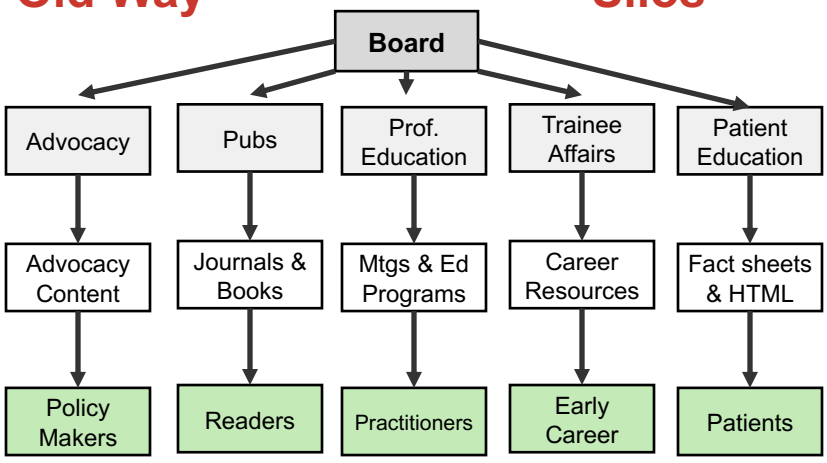
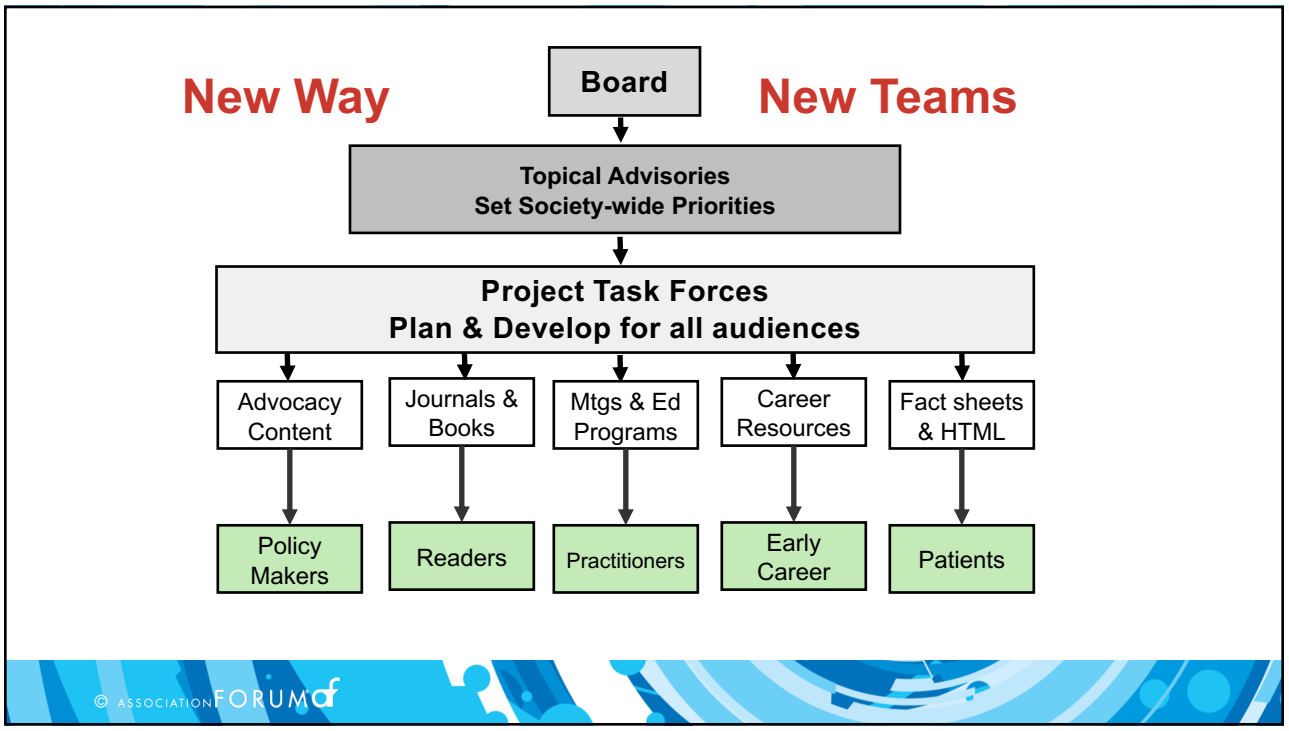


Old Way

Silos




New Way
Board
New Teams
Topical Advisories
Set Society-wide Priorities
Project Task Forces
Plan & Develop for all audiences
Advocacy Content
Journals & Books
Mtgs & Ed Programs
Career Resources
Fact sheets & HTML
Policy Makers
Readers
Practitioners
Early Career
Patients
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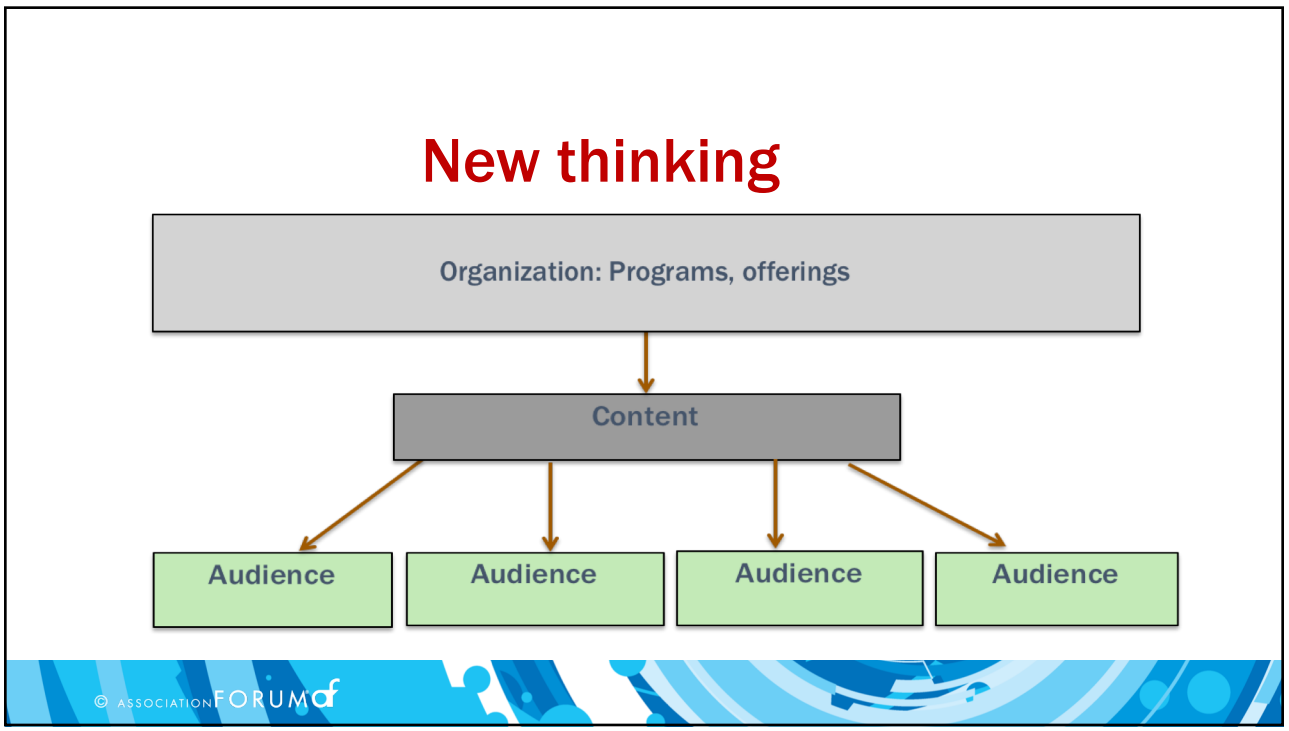
New thinking
Organization: Programs, offerings
Content
Audience
Audience
Audience
Audience
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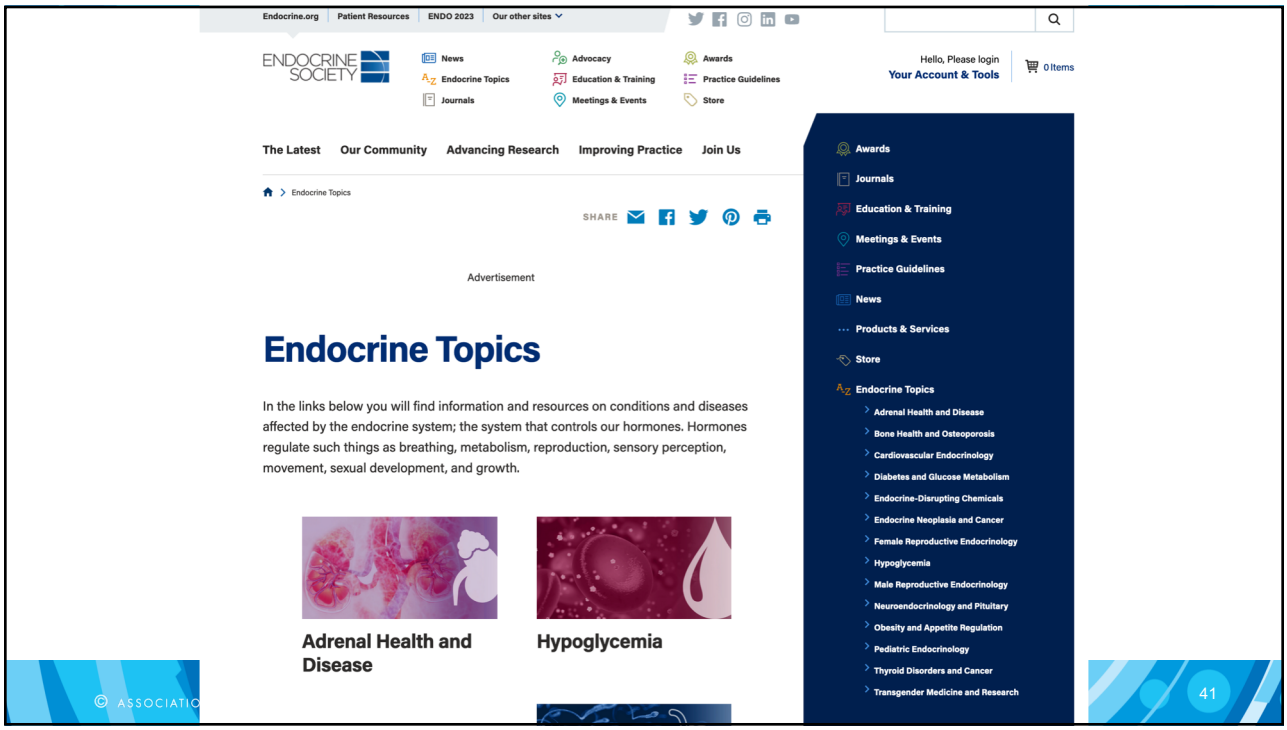
Endocrine.org
Patient Resources
ENDO 2023
Our other sites
ENDOCRINE SOCIETY
News
Endocrine Topics
Journals
Advocacy
Education & Training
Meetings & Events
Awards
Practice Guidelines
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The Latest
Our Community
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Endocrine Topics
In the links below you will find information and resources on conditions and diseases affected by the endocrine system; the system that controls our hormones. Hormones regulate such things as breathing, metabolism, reproduction, sensory perception, movement, sexual development, and growth.
Adrenal Health and Disease
Hypoglycemia
Awards
Journals
Education & Training
Meetings & Events
Practice Guidelines
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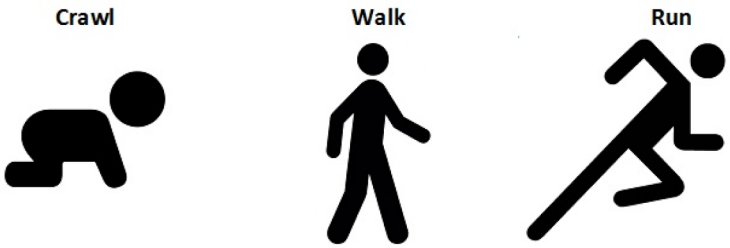
Endocrine Topics
Adrenal Health and Disease
Bone Health and Osteoporosis
Cardiovascular Endocrinology
Diabetes and Glucose Metabolism
Endocrine-Disrupting Chemicals
Endocrine Neoplasia and Cancer
Female Reproductive Endocrinology
Hypoglycemia
Male Reproductive Endocrinology
Neuroendocrinology and Pituitary
Obesity and Appetite Regulation
Pediatric Endocrinology
Thyroid Disorders and Cancer
Transgender Medicine and Research
41

Even if you're not there, you can start today



- Strategy
- Operations
- Audience understanding
- Content planning and marketing

- Content quality
- Taxonomy/metadata
- Content structure

https://bit.ly/cs-crawl-walk-run

Takeaways

1. Your culture may be standing in the way of more effective content
2. You can increase your association's content strategy maturity
3. Better content practices = more successful content = more successful audiences = more successful organization

Photo by Lucie Dawson on Unsplash

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