




Build a content-first culture
to engage members
any time, anywhere

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Produced by **ASSOCIATION FORUM**
Inspired by your community, tailored to your future.

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

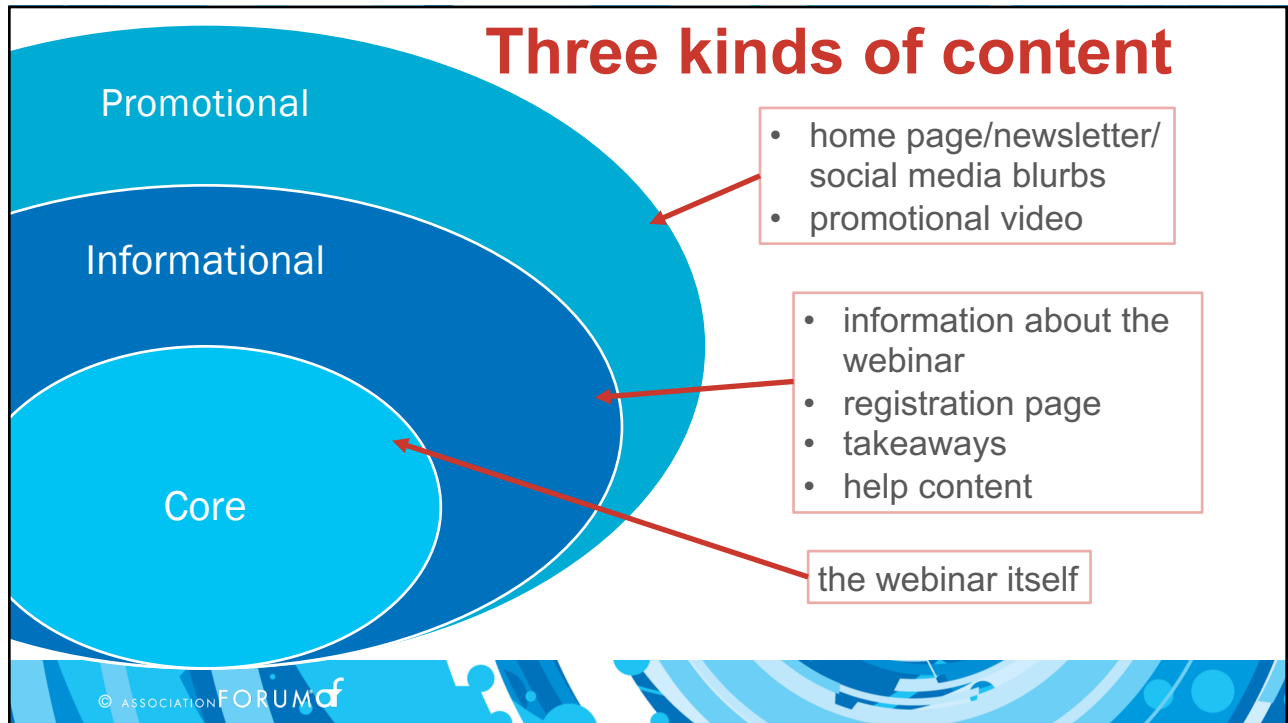
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What content does your association create?

- 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.

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





Success:

**Publish
content
so it
resonates
with
members**

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



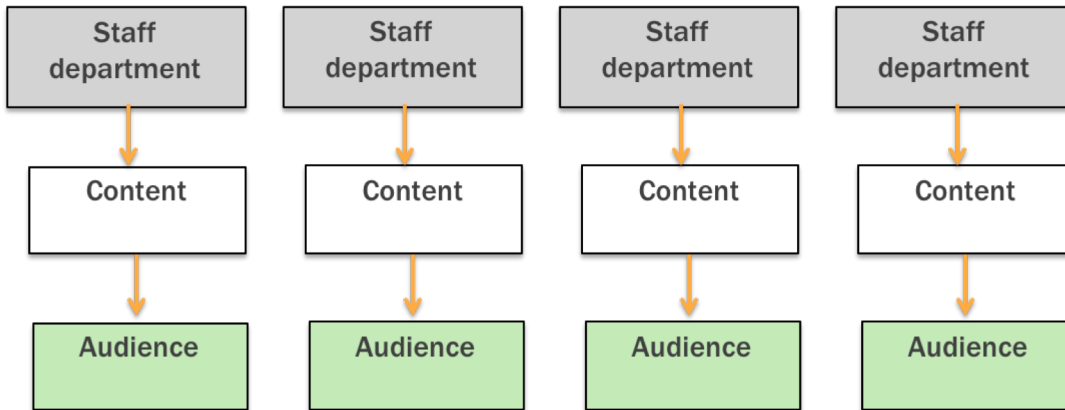
Agenda

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

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

Old thinking



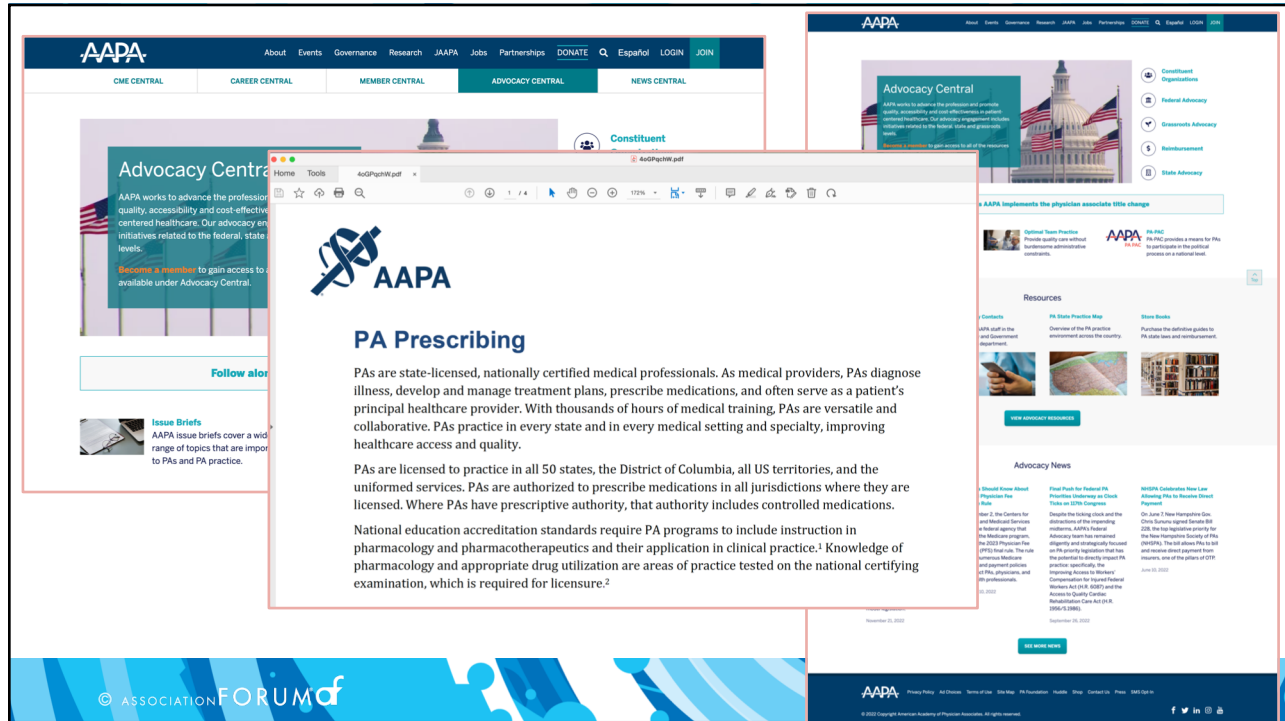
IMA Website Navigation:

- Top: ABOUT | GET INVOLVED | MEMBERSHIP | MANAGE PROFILE | CAREERS | JOIN/RENEW | LOG IN
- Secondary: HEOR RESOURCES | STRATEGIC INITIATIVES | EVENTS & EDUCATION | PUBLICATIONS | MEMBER GROUPS | SOLUTIONS CENTER
- Header: Institute of Management Accountants | Regions | About IMA | Store | Cart | MEMBER LOGIN | search
- Logo: ima® | The Association of Accountants and Financial Professionals in Business
- Menu: CMA Certification | CSCA Certification | Membership | Education Center | Career Resources | Research & Publications | Events

AAPA Website Navigation:

- Top: ABOUT | EVENTS | GOVERNANCE | RESEARCH | JAAPA | JOBS | PARTNERSHIPS | DONATE | ESPAÑOL
- Header: AAPA | CME Central | Career Central | Member Central | Advocacy Central | News Central | Login | Join





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



Patrick Smith 
@psmith



Me, a journalist: I wonder what this company does.

Company "who we are" page: "Our story begins with you. We are about values. Integrity. We believe in success. And success through belief." etc etc etc etc

I'm really looking for, eg, "we sell insurance."

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

Watch your Words!

Science vocabulary with dual meanings

WORD	SCIENCE MEANING	PUBLIC MEANING
Earth		
Shear	difference in wind speed/direction	cut away/off of
Mantle	plated layer between crust and core	important role passed from person to person
Crust	outermost layer of planet	edge of a plateau
Fault	fracture in a rock with movement	responsible for accident/infrastructure
Dating	determining age of the artifact	initial stage of romantic relationship
Grade	proficiency level	level of proficiency
Plastic	substance that is easily shaped/molded	synthetic material
Matter	physical substance in general	use of experience, have significance
Surf	foam of foam on seashore from breaking waves	riding a surfboard
Shelf	a submarine bank	shelf for displaying/storing objects
Submerge	existing/occurring under the sea surface	a ship that stays submerged under water for extended periods
Current	water or air moving in a direction	belonging to the present time
Bank	land alongside a river/lake	a place where people store money
Fetch	distance traveled by wind/waves over water	go far and then bring back something/someone
Swell	sea movement in rolling waves that do not break	to become larger in size (e.g. a body part)
Space		
Model	computer simulation	imitates fashion product
Cycling	flow of electrons or elements	riding a bicycle
Bonding	electrostatic attraction between atoms	making an emotional connection
Driver	influential factor	someone who drives a vehicle
Force	strength/energy of action/movement	make someone do something against their will
Witness	person/condition observed on analytical object	testimonial witness
Sample	to take a sample for analysis	a small part of something
Productive	creating organic matter through photosynthesis	busy and efficient
Code	software/computer language	encrypted message
Space		
Jet	gas stream ejected from an accretion disk surrounding star	an aircraft powered by jet engines
Ball	collection of asteroids in the disc	relatives were around/needed to support children
Deert	collected body surrounding small planet	characters from Snow White
Units		
Charge	force experienced by matter when in electromagnetic field	demanded a price for rendered goods/services
Hertz	the SI unit of frequency	musical category
Scale	system of marks used for measuring	device used for measuring weight
Bar	unit of measure of atmospheric pressure	place to drink alcoholic beverages
Pressure	force per unit area that pushes/pulls/loads evenly on an object	use of persuasion to make someone do something
Mile	SI unit used to measure amount of something	small rodent like mammal

This guide was inspired (and) by Heald, S. J. (2008). Inspiring five scientists' communication about climate change. *Environ. Transitions: American Geophysical Union*, 8(25), 524-527.

AGU SHARING SCIENCE

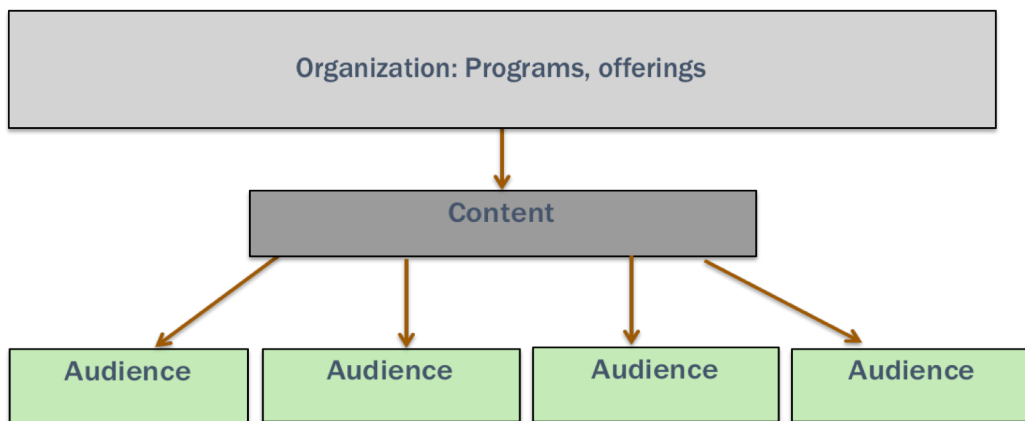
<https://connect.agu.org/sharing-science/resources/postcards>

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

New thinking



Connected planning

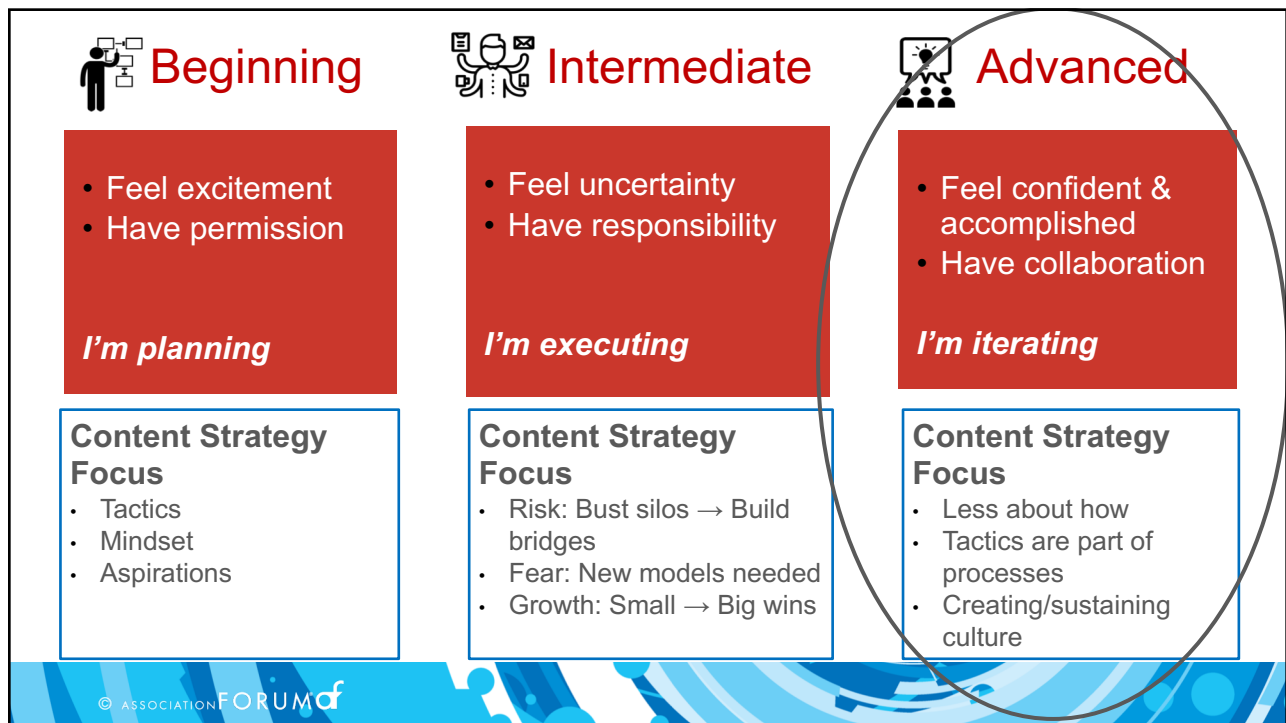
- Everyone agrees on the most important topics
- Everyone records their plans in a central content calendar
- People collaborate where they can, connect always

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

Content strategy maturity

- Content strategy is one of “the way things work” in the organization
- It’s a journey



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

Download the study

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

(free for ASAE members, \$10 for others)

Assess your current maturity

Content-strategy-maturity-assessment-tool

File Edit View Insert Format Data Tools Help Last edited on January 12, 2021

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 describes your organization's current maturity. (Numbers in the dark green column equal 5 points, in the light green column equal 4 points, in the light red column equal 3 points, in the dark red column equal 2 points, and in the dark red column 1 point. Exception: the content governance and content planning 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 closely describes your organization's current maturity. Enter a 5 in the dark green column, a 4 in the light green column, a 3 in the peach column, a 2 in the light red column, and a 1 in the dark red column. Exception: the content governance and content planning calendar rows are worth double, because those activities are especially valuable.

	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)
contentcompany.biz			
Strategy			
1 We have a content strategy statement that serves as an organization-wide mission statement for content.			
2 We conduct regular stakeholder interviews with staff or volunteers to better understand business and content needs and objectives.			
Operations			
3 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?

5. Aligning volunteer groups

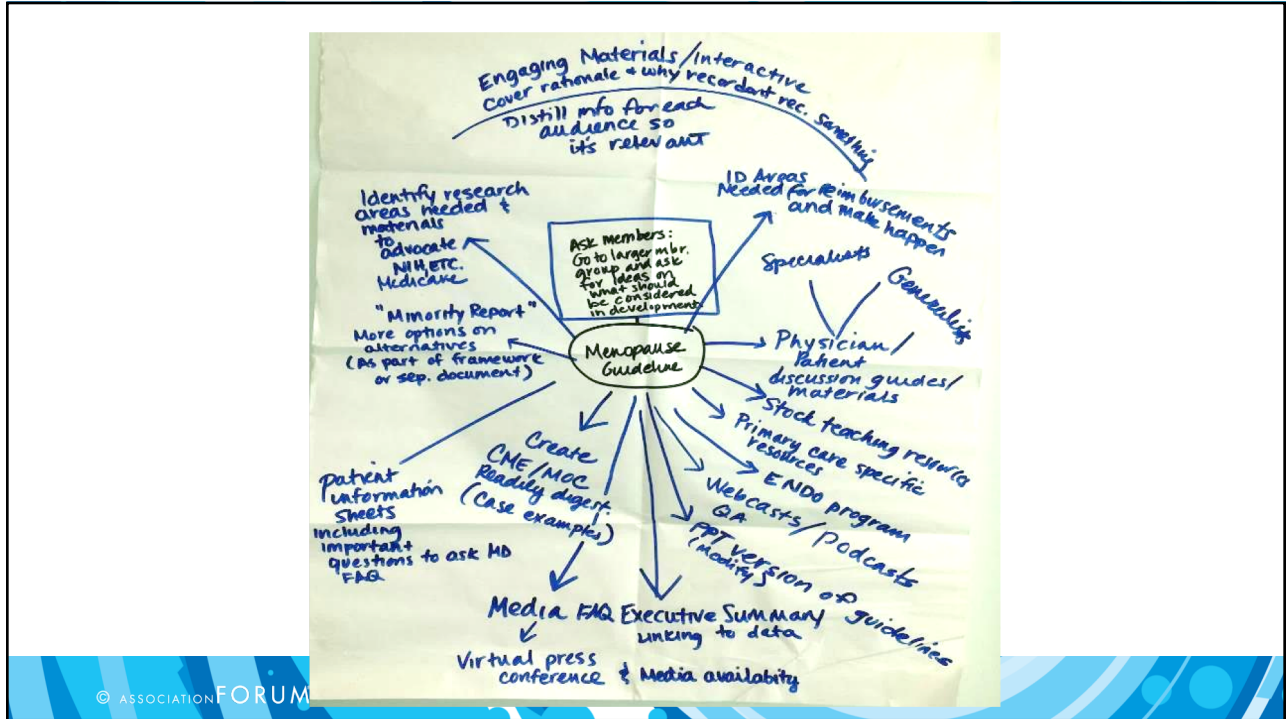
- Often, staff groups are siloed because member groups are siloed
- Use volunteers as ambassadors, not audiences



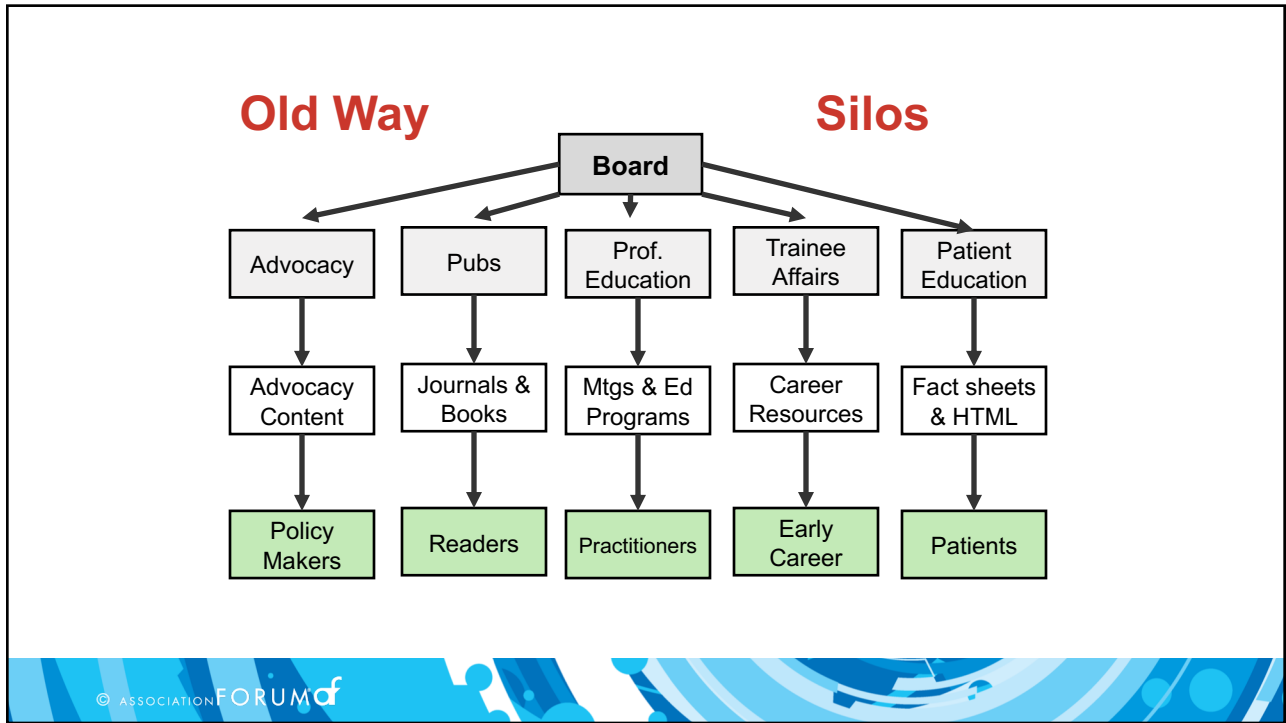
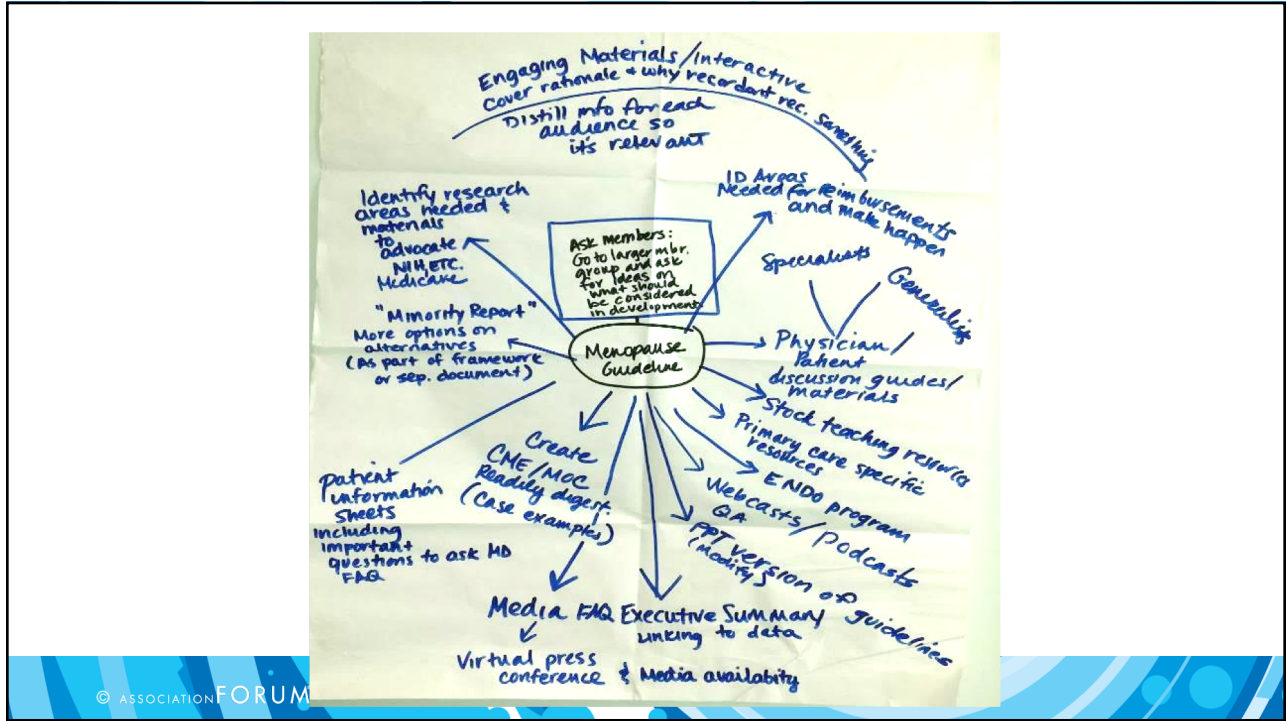
KITF Appreciative Inquiry Activity

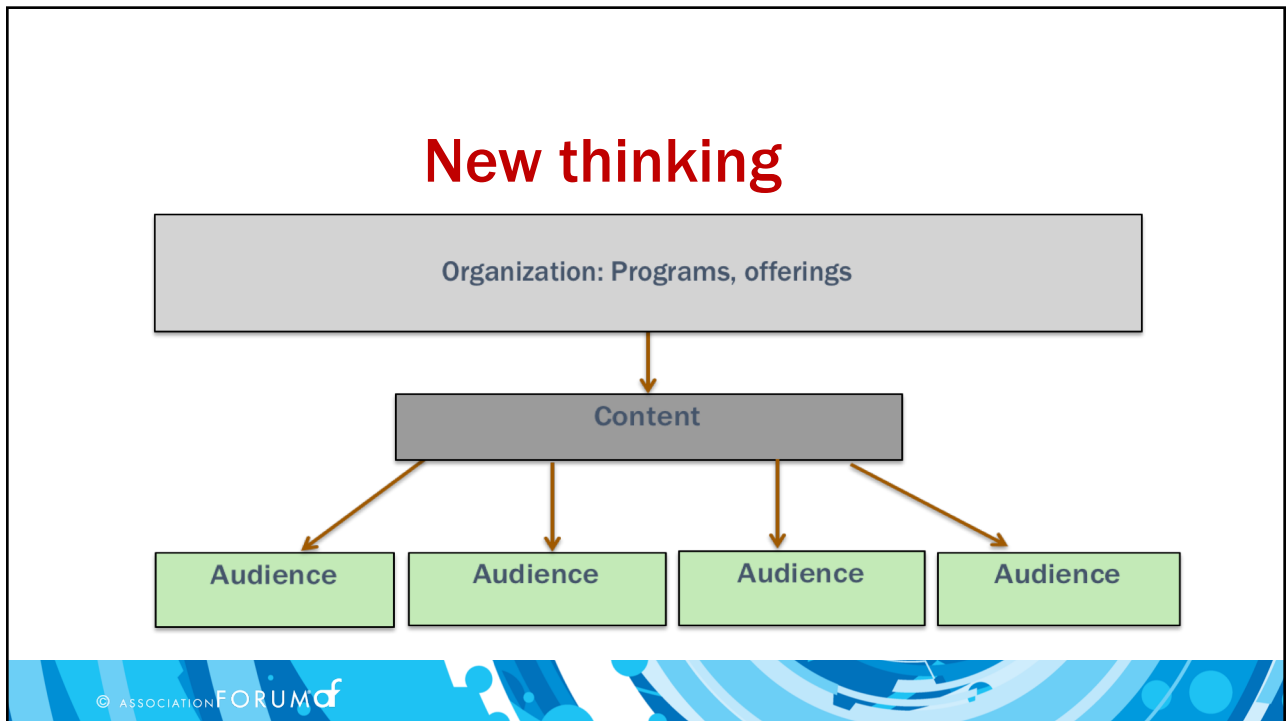
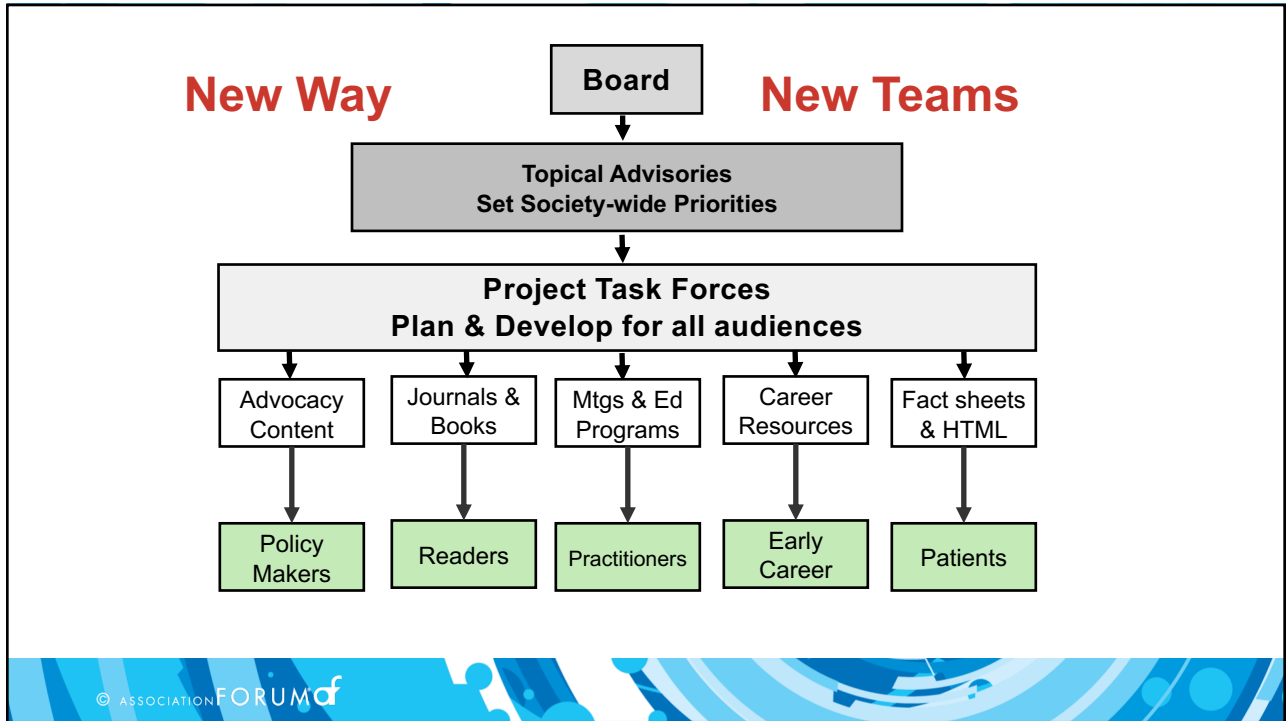
If the Society finds that we need a new clinical practice guideline, doesn't that infer great need for education?

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



6. Advancing culture through content strategy





Endocrine.org Patient Resources ENDO 2023 Our other sites

ENDOCRINE SOCIETY

News Endocrine Topics Journals Advocacy Education & Training Meetings & Events Awards Practice Guidelines Store

Hello, Please login Your Account & Tools 0 items

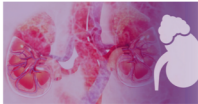
The Latest Our Community Advancing Research Improving Practice Join Us

Endocrine Topics

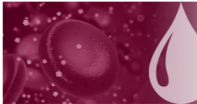
Advertisement

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

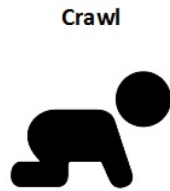
- Adrenal Health and Disease
- Bone Health and Osteoporosis
- Cardiovascular Endocrinology
- Diabetes and Glucose Metabolism
- Endocrine-Disrupting Chemicals
- Endocrine Neoplasia and Cancer
- Female Reproductive Endocrinology
- Hypoglycemia
- Male Reproductive Endocrinology
- Neuroendocrinology and Pituitary
- Obesity and Appetite Regulation
- Pediatric Endocrinology
- Thyroid Disorders and Cancer
- Transgender Medicine and Research

ASSOCIATION

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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

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3. Better content practices = more successful content = more successful audiences = more successful organization



Thank you!



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<https://www.contentcompany.biz>



Newsletter: <https://contentcompany.biz/newsletter/>

Community: <https://content-strategy.com>

Download these slides: <https://bit.ly/content-first-culture>

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