COMING UP WITH MY VERY OWN CONTENT STRATEGY

1ST, LET’S IMAGINE MY USERS
Write 3 examples of people I am trying to talk to.

<table>
<thead>
<tr>
<th>NAME</th>
<th>AGE</th>
<th>OCCUPATION</th>
<th>HOBBY / QUIRK / INTEREST</th>
<th>PET PEEVE</th>
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1,400 MINUTES IN A DAY
We all have the exact same time in a day. And we are all bombarded with a tidal wave of information. What sorts of things are competing for my audience’s time?

Why does my content deserve some of their time?

___________________________________________

FREQUENCY
I plan on posting ______________ TIMES PER ______________ NUMBER TIMES PER ______________ UNIT OF TIME on □ Mo □ Tu □ We □ Th □ Fr □ Sa □ Su

2ND, 3RD, AND 4TH PAIRS OF EYES
I can ask
1. __________________________________________
2. __________________________________________
3. __________________________________________
to proof my posts.

NICHE
I have a unique angle. I have content that nobody else has and can share content in a way no one else can.
My niche is _____________________________________
________________________________________________
________________________________________________

ON BRAND
My content contributes to the Michigan Tech brand promise because ________________________________
________________________________________________
My content focuses on □ People □ Experiences □ Opportunities
My content “makes it real” by _____________________
________________________________________________
________________________________________________

BEFORE I CLICK THAT BUTTON
I’ll ask myself these questions before I click “Publish”
1. Is this post valuable to my followers?
2. Is this post contributing to the Michigan Tech brand promise?
3. Is the post optimized for the platform I’ve selected (twitter, facebook, instagram, blog, etc.)?
4. Am I posting this at the best time?

NOW
A word / phrase describing how people see my unit / dept / org now ________________________________
_____________________________________________

GOAL
Describe how we want my unit / dept / org to be perceived ___________________________________
_____________________________________________

BRING IT ALL TOGETHER IN MY CORE STRATEGY

A/AN ________ THE “HOW” (A VERB) THAT ________ THE “WHAT” (NOUN) DOES SOMETHING
FOR ________ WHOM (MY AUDIENCE) BECAUSE ________ THE “WHY”.

Some information adapted from www.copyblogger.com/winning-content-strategy