

Current resources



- List the content you currently produce, including topics you cover
- Create a resource sheet of who in your team is available to talk on different topics and how (in a written article, podcast, video, etc.)
- Ask your team what they are comfortable with to complete this

The content and topics you already cover:

Who in the team can help with different types of content?

User needs



- Note types of people consuming content in your organisation, such as volunteers, academics, visitors etc
- Note the different expectations of each user, including what they want to know or are interested in
- Ask for feedback directly from your users to fill in any gaps

Types of users:

Assumed interests of users:

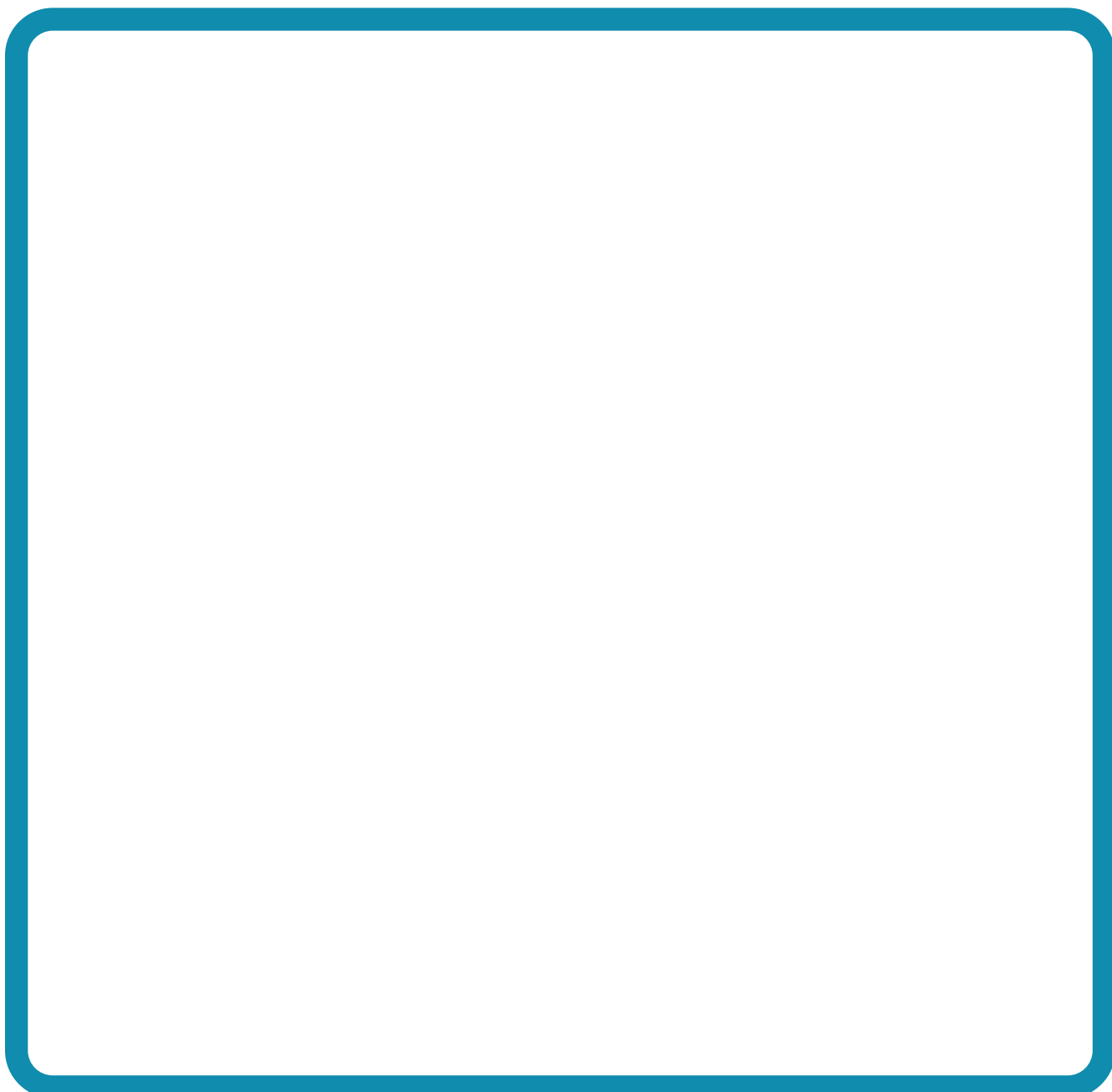


Feedback from users:



- Look at other heritage organisations' content for inspiration
- Track digital content trends to gain visibility of the landscape
- Identify trends and look for opportunities where you can have a voice


What are other heritage organisations doing with content?



Digital content trends to make note of:



Areas/topics where our voice is relevant:

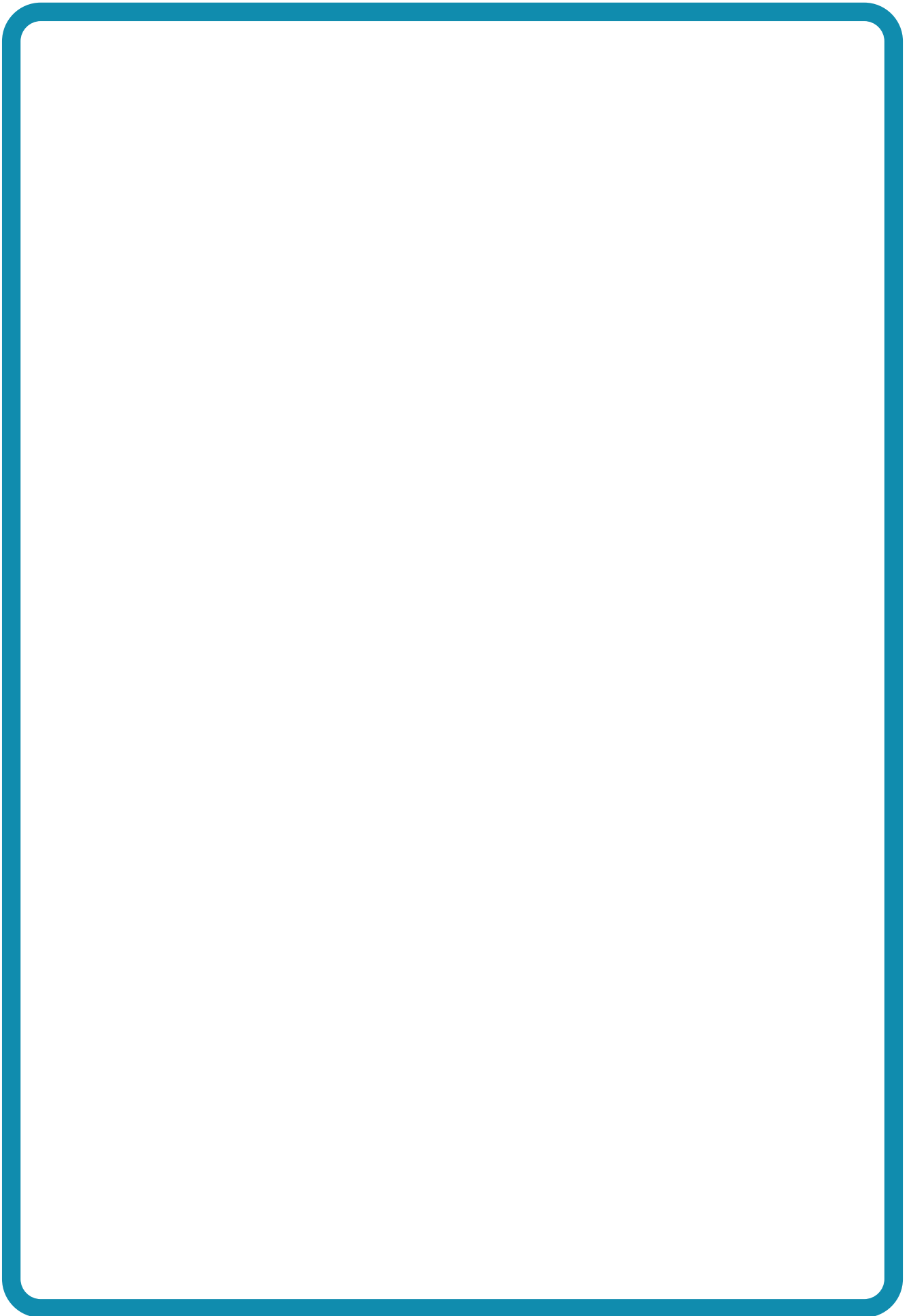


Goals

- Develop broad objectives for your content - who you want to reach, for example?
- Prioritise these goals and identify the best content tactics to achieve them (videos, podcasts, articles, etc.)
- Sort goals into long-term and short-term to identify next steps

The objectives of your digital content:

Prioritise goals, adding relevant content ideas:



Sort goals into long-term and short-term

A large, empty rounded rectangular box with a thick blue border, occupying most of the page. It is intended for the user to sort goals into long-term and short-term categories.

Writing the strategy



- Time to finalise your content strategy
- Consolidate your goals into three core areas
- Consider costs, timeframes, and how you will measure performance
- Formally assign responsibilities (measurement, topics, different types of content, etc.)
- Outline immediate next steps

Three core objectives you want your content to achieve:

Core areas/topics you'll be covering (news, history, etc.):

The digital investments needed (e.g. tech) + cost:



Specify time frames for each piece:



Metrics (reads, views, listens, downloads, etc.):



The people responsible for each area:



Next steps:

