



CONTENT STRATEGY

Goals

Mapping your members helps you define what content might be relevant to them, the language and formats that should be used. It also helps identify potential content creators within the community. This tool can help you map your content strategy.

Personas

You can use the personas you created in your community strategy and build on that to create an audience segmentation for your content strategy. You need to know who they are and what they are interested in.

That means you need to constantly gather information from and about members to stay abreast of their wishes, values and circumstances so you can define and refine the community's niche. Pose questions to the community, survey members and regularly reference community analytics.

Questions that can help you map your community and shape the content strategy:

- Personal data: Age, gender, location, profession, education, organization, sector etc.
- What are your community members' values?
- What are your community members' expectations towards the community?

Do your members have specific needs compared to other audiences?

(You can search on other channels they use to check what they are interested at or directly ask questions to them)

- What are the topics and activities they are interested in?
- What content do they usually receive and from where?
- Are there any barriers to engagement?
- Is there an information gap they are facing that can be filled by your organization?
- Is there a particular communication style that appeals to them?
- Do they prefer specific content formats?
- Are there members more inclined to create content of their own? About what topic?





Then make sure to create segmentations, according to your members' specific profiles, which will help tailor the content and allow for a more strategic sharing approach (in specific groups within your community, for example).

When you get to the content creation point you can ask yourself:

- Who are the target members (within your community) for this piece of content?
- For how many members (within your community) are you or a member creating content for (it could be the whole community or specific groups)?

Just as your community might have more than one type of member, your content strategy can cater to more than one type of member.

Transparency

Transparency is generally key when it comes to community management, so when starting the implementation of your content strategy or launching a new format give clear explanation to your community about what you aim with it and set clear expectations. And don't be afraid to ask questions! It is a community so the more dialog you implement into your content strategy, the more natural it will feel for your community members to start sharing, collaborating and speaking into the community space too. Tell your members what you plan and ask for contribution and feedback.

This is how a template could look like

Keep the goal of your community at the top of your content strategy so you always remember to create content aligned with it. Thinking about the goal makes choosing the structure, content topics and formats you will develop much easier. Therefore, you need to develop your community strategy before thinking about your content strategy.

Conversion	Audiences Segments	Content Topics	Content Formats	Channels			January				February			
				Channel 1	Channel 2	Channel 3	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	
CATCH														
CONNECT														
CONVERT														

