



The Post Institute
Center for Life-Long Learning

Creating Content to Build Authority



Dr. Michelle Post, SMS

Website: <http://www.thepostinstitute.org/>

Cell: 719-651-5415

eMail: michelle@thepostinstitute.org



Today's Take Aways

- What is content?
- Data Never Sleeps 4.0
- Purpose for each Social Channel
- Content Type per Social Channel
- The Ultimate Daily Sharing Recipe
- Define Your Social Media Voice
- What is a Content Strategy?
- Creating Your Content – Just a Few Ways
- Sharing Your Content: Discover, Read & Share
- Auditing / Measuring Your Content



What is content?

Content is Information (practical, functional, tactical) ~ Lee Odden

Influence + Content = Digital Success

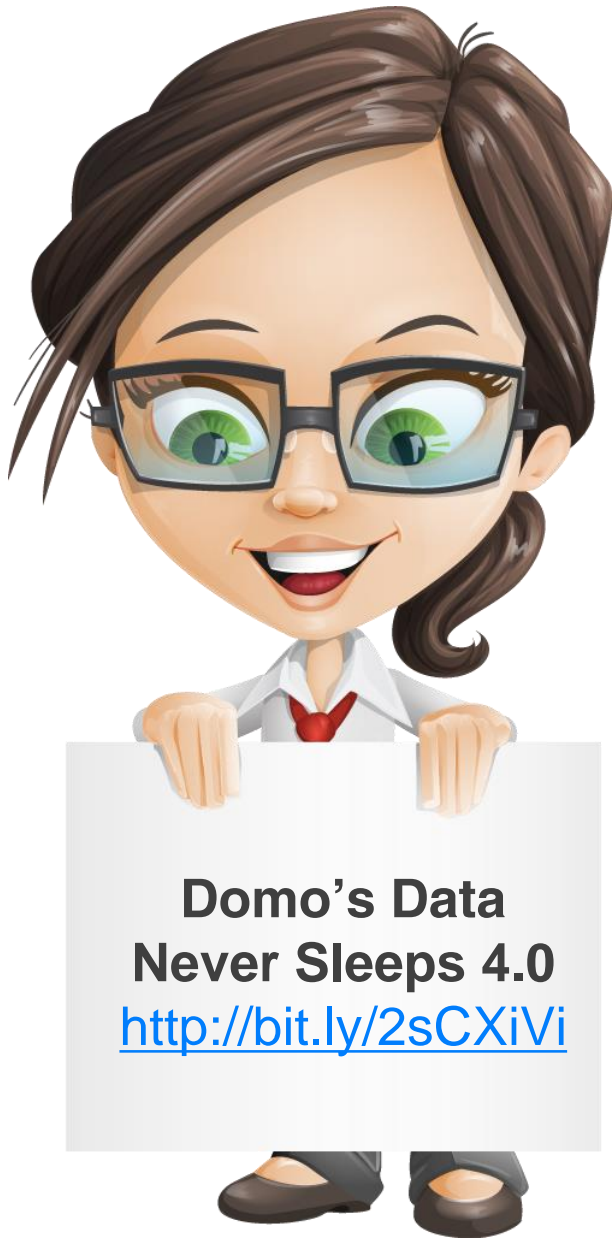
Relevant, compelling, timely and valued knowledge and/or entertainment. ~ David Erickson

Content is Experience (Useful, Purposeful, Outcome Oriented) ~ Lee Odden

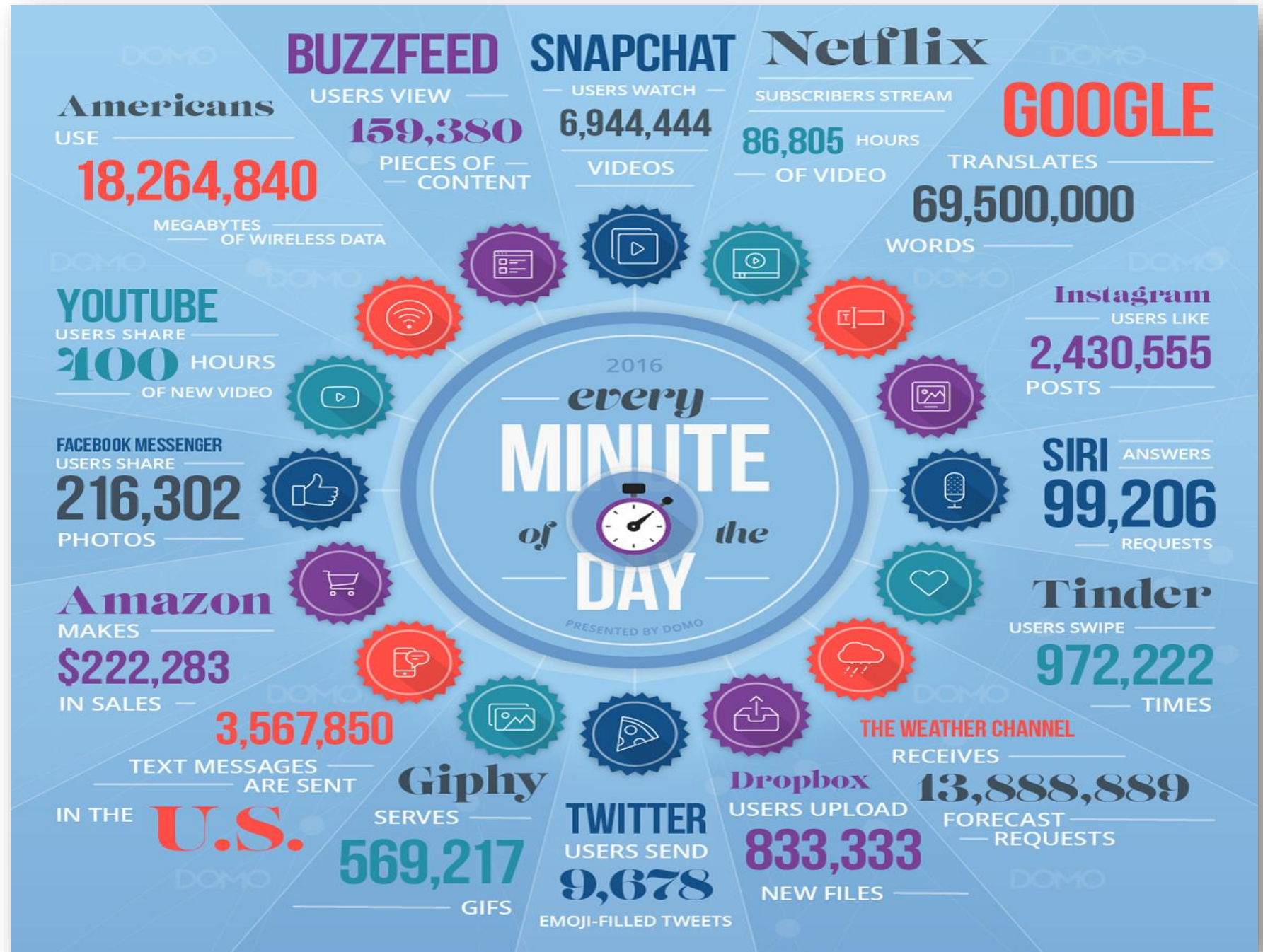
Content fills a space. The space defines the type of content. ~ Charlene Burke

Compelling information that informs, engages or amuses. ~ Joe Pulizzi

Content is any information that builds trust and authority among your ideal customers. ~ Kathryn Aragon



Domo's Data
Never Sleeps 4.0
<http://bit.ly/2sCXiVi>



Facebook

1. Sends more website referral traffic than any other social media network.
2. Geared toward both news and entertainment.
3. Future outlook places strong emphasis on video content.

Instagram

1. Highly visual network for static images and short videos.
2. Not optimal for driving blog or website traffic.
3. Best suited for strong visual brands.

Twitter

1. Views itself as a news platform as much as a social network (listed as a News App in the iOS App Store).
2. Retweeting and curation are encouraged.
3. Well-suited to brands sharing blog post or promoting website content.

Pinterest

1. Highly visual platform that lends itself well to strong imagery.
2. Often used to find inspiration for projects.

LinkedIn

1. Professional network. The content you share should reflect this.
2. Used heavily for sharing industry articles and general professional content.
3. Launched LinkedIn Pulse in 2015, a built-in content publishing and distribution platform.

Google+

1. Essentially acts as a social layer across Google's web properties (YouTube, etc.).
2. Hosts strong communities around all kinds of different interests.
3. 21% of Internet users are active on the network.

Facebook



Text



Image



Video



Link

Instagram



Image



Video

Twitter



Text



Image



Video

Pinterest



Image



Video



Link

LinkedIn



Text



Link



Pulse

Google+



Text



Image



Video



Link

CoSchedule



The Ultimate Daily Sharing Recipe

15 Parts Twitter

1-2 Parts Facebook

1 Part LinkedIn

9 Parts Pinterest

2 Parts Google+

WHAT 10 STUDIES
Say About How Often
To Post On
Social Media

 CoSchedule



Define Your Social Media Voice



What is a Content Strategy?

- Authoritative content
- Leverages ideas and data in multiple places
- Content solves a problem, and is more of a resource than an opinion
- Its purpose is NOT to sell
- Utilizes a combo of owned data and sourced news or quotes
- Written in easy-to-understand language
- Focuses on one big idea
- Connects and collaborates with influencers in your field

Core Content Strategy Questions to Answer:

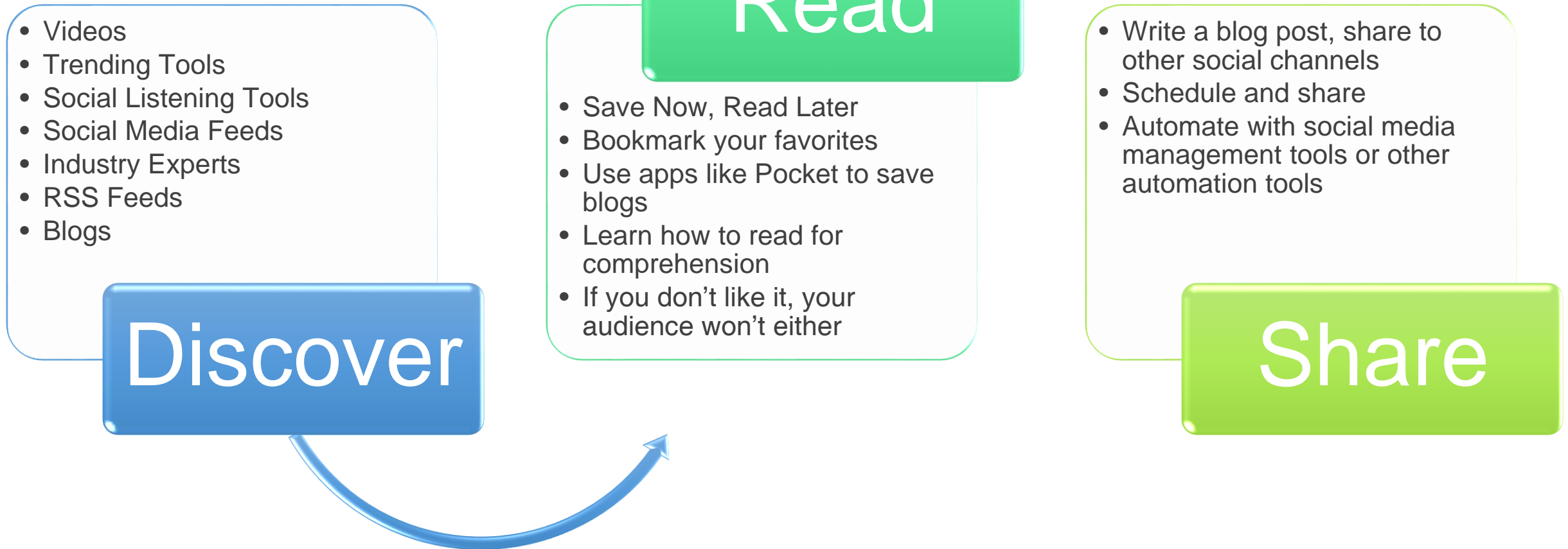
1. What is the organization's mission?
2. Who is the target audience?
3. What are the business goals?
4. What are the content objectives?

Creating Your Content – Just a Few Ways

- Find the Trends in Your Industry
 - BuzzSumo - <http://buzzsumo.com/>
 - Google Trends - <https://trends.google.com/trends/>
- See What the Public is Asking
 - AnswerThePublic - <http://answerthepublic.com/>
- See What the Professionals are Needing
 - Help a Reporter Out - <https://www.helpareporter.com/>
 - ProfNet - <http://www.prnewswire.com/profnet/>
- Setup Google Alerts for Content Curation
 - <https://www.google.com/alerts>
- Using Google Advanced Search Functions
 - <http://bit.ly/DrPost-GoogleAdvanced>
- Use Feedly or Feedspot to Find Interesting Stories
 - Feedly - <https://feedly.com/>
 - Feedspot - <http://www.feedspot.com/>
- Use Ted Talks - <https://www.ted.com/talks>
- Use Slideshare - <https://www.slideshare.net/>
- Subscribe to industry-leading newsletters and RSS feeds of authoritative blogs



Sharing Your Content



Auditing / Measuring Your Content

50 Metrics To Measure Your Content Marketing Campaign - <http://bit.ly/2sYeAyE>



1. Mobile, Tablet & Desktop Breakdown
2. Most Popular Articles (Pageviews)
3. Top Traffic Drivers (Visits)
4. Articles That Attract New Users
5. Posts That Drive Engaged Visits
6. Posts with Goal Conversions
7. Blog / Posts Visits by Channel
8. Top Blog / Posts via Organic
9. Top Blog / Posts via Social
10. Top Paid or Boosted Blog / Posts



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Resources & Tools



Resources

- What Is the Difference Between Content and Content Marketing? - <http://bit.ly/2rEYI5q>
- Lynda.com: What is content? - <http://bit.ly/2tvKnUO>
- This Is How To Write For Social Media To Create The Best Posts - <http://bit.ly/2rERWqY>
- This Is The Social Media Posting Schedule That Will Boost Your Traffic By 192% - <http://bit.ly/2rEZ079>
- How to Optimize Your Content for the Top 5 Social Networks - <http://bit.ly/2sWDy1V>
- New Data: What Types of Content Perform Best on Social Media? - <http://bit.ly/2rTXq5o>
- 45 Marketing Experts Share Their Authority Building Strategies - <http://bit.ly/2sXXAIA>
- This is How Content Marketing Why Content Marketing Fails - <http://bit.ly/2rUohhX>
- How to Curate Content for Your Social Media Pages to Boost Engagement and Save Time - <http://bit.ly/2sWldkm>
- How to Curate Content: The Secret Sauce to Getting Noticed, Becoming an Influencer, and Having Fun Online - <http://bit.ly/2tQYunb>

Tools

- Hubspot Content Strategy Tool - <https://www.hubspot.com/products/content-strategy>
- How To Develop A Winning Social Media Content Strategy (Free Template) - <http://bit.ly/2rXHYQP>
- CoSchedule Social Message Optimizer - <https://coschedule.com/social-message-optimizer>
- Content Curation Tools: The Ultimate List - <http://bit.ly/2tw46E0>
- BuzzSumo - <http://buzzsumo.com/>
- Google Trends - <https://trends.google.com/trends/>
- Answer The Public - <http://answerthepublic.com/>
- Haro – <https://www.helpareporter.com/>
- ProfNet - <http://www.prnewswire.com/profnet/>
- 7 Tools To Help You Craft Headlines That Drive Clicks - <http://bit.ly/2ssZcJr>



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