

CONTENT STRATEGY FOR LIBRARIANS – MAHSLIN 2018

Exercise & Core Strategy Worksheet

1) What problem(s) are you trying to solve?

This could be anything from getting more Facebook followers to rebuilding an entire website to forming a web editorial team.

2) What are your library's (or organization's) goals?

Think about recent strategic or action plans, or your existing mission statement. Consider the bigger picture; don't zero in on your web presence just yet.

3) What are your content goals?

Now start thinking about your online content. What platforms (website, newsletter, social media, etc.) do you want to publish to? What makes sense for you and your community?

4) Who is your audience?

Be specific. Think like a marketer and drill down into "segments" – family members of patients looking for more information, patent researchers, students of optometry, veterans, etc.

5) Where are you publishing your content today?

Who on your staff is creating content?

How is content created, edited, and published?

6) What are some initial steps you could take to improve the content creation process?

Who should be on the team? Try to go beyond “people with tech chops” - think about folks who have good writing skills or an artistic bent.

7) How will you measure success?

Facebook likes? Website views? Visits to the library? Circ numbers? What makes sense for you?

Considering all of the above, take a stab at writing a core strategy statement.