

## **CONTENT STRATEGY FOR LIBRARIANS - MLA 2017**

### 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 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" - mothers of toddlers who live within 3 miles of the library and work full time, young adults who just moved to the area to start a new job, teenagers looking for a place to study after school...

**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 are plugged into your community, who have good writing skills or an artistic bent. What about volunteers or Friends group members?

**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.**