

# Get Smart About Content

Erin Short

TALL SHIPS CHALLENGE® Coordinator

Tall Ships America

[erin@tallshipsamerica.org](mailto:erin@tallshipsamerica.org)

January 31, 2012

# **Content is a process which requires:**

- 1. Thoughtful creation**
- 2. Consistent attention**
- 3. Ongoing assessment**
- 4. Adaption and Evolution**
- 5. Constant Promotion**

# Why?

Blogs can help you establish yourself as an expert

Persuade your audience

Get business

Form relationships

Communicate news

# Who?



**Who?**



**Who?**



# How?

## Photos as Content

Take interesting photos

Quirky, human interest content

Geotagging

# How?

## Search Engine Optimization

Keywords need to be both relevant for a search and appropriate for your brand

Use Google Analytics, stat pages

# How?



# How?

## Transmedia Storytelling

Storytelling across multiple platforms

Transmedia can expand your brands surface area, creating more opportunities for people to connect with the core narrative.



# Where?



# Where?

## Content on Facebook

Clustering topics

Post rich media

Get interactive



# Is Facebook replacing the web?



# When?

Editorial calendar helps to maintain consistency

You want to add to value – publishing is a privilege, not a right.

# When?

## Editorial Calendar

Content buckets

Goal

Audience

Brand Messages



# Web Writing Guidelines

Keep your audience in mind

Be concise

Use an active voice

Include valuable links

Know how to link

YES: Read about our 2012 summer program

NO: Click here to read about our summer program

# **Content is a process which requires:**

- 1. Thoughtful creation**
- 2. Consistent attention**
- 3. Ongoing assessment**
- 4. Adaption and Evolution**
- 5. Constant Promotion**

**We don't have a choice on whether we do social media. The question is how well we do it**

**-Eric Qualman**