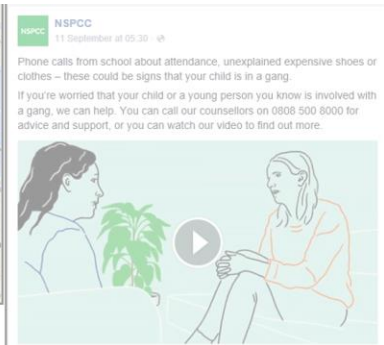
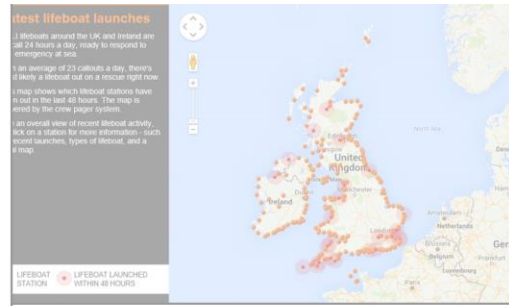


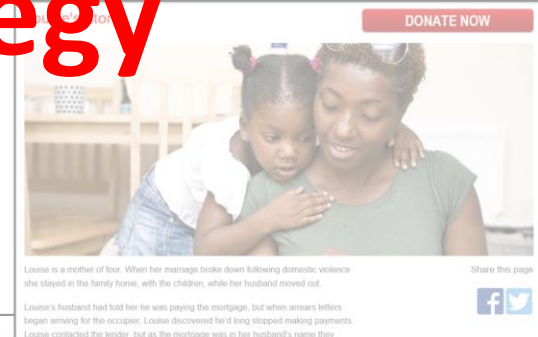
free epilepsy smartphone app



Epilepsy Society's new smartphone app for Android and iPhone, with seizure diary and first aid information, is an interactive way to help you to manage your epilepsy via your phone. Find out more about the app and how to download.



Content Strategy



25 October 2016

Madeleine Sugden

#charitywritecomms



digital strategy copywriting training

Helping someone else

It can be hard to know what to do when supporting with a mental health problem. Our information is aimed at carers and others to give support and take care of themselves too.

Filter by

Clear all

- ☐ Looking after yourself (7)
- ☐ Supporting someone else to seek help (1)
- ☐ Guides to mental health services (7)
- ☐ Money and benefits support (5)
- ☐ Legal rights and sectioning (2)
- ☐ Suicide and self-harm (3)
- ☐ Types of mental health problems (20)
- ☐ Other (2)

Abuse support

Gives information that may help if you have experienced abuse has.

Addiction and dependency support

Gives information on where you can find support on addiction and often linked to mental health problems.

Advocacy

Explains what advocacy is, what types of advocacy are available and how to access them.

Alzheimer's Society

Leading the fight against dementia

Donate now

Home

About dementia

Symptoms and diagnosis

Living with dementia

Caring for a person with dementia

Local information

News and media

Get involved

Research

Training and resources

Keep up to date with the latest news in dementia research

Read our new research magazine today



Latest News

Next generation of dementia scientists to explore genetic risk of Alzheimer's

Biggest ever research commitment from Alzheimer's Society will create 53



Beanstalk
Read • Grow • Succeed

Want to help a child to read?

Contact us now to find out how!

Support us | Become a Beanstalk Champion

Beanstalk Champions are **influential individuals or businesses** who make major donations and use their creative and strategic abilities and access to other leaders to help us support more children.

How you can help as a Beanstalk Champion

As a Beanstalk Champion, we would ask you to help us **financially** and, if you could, help in one or more of the following ways:

- Could you provide our senior staff with the benefit of your particular **skills and expertise**?
- Could you act as an **advocate** for Beanstalk at work, within your local community and amongst your networks?
- Would you promote and be available to attend **Beanstalk events**, and invite others who might also be interested in supporting our work?
- Could you promote the Beanstalk Champions scheme to other influential individuals and **make introductions** to other organisations and leaders?
- Could you provide us with **strategic input** on our programmes and direction?

Financial commitment

GROW | Latest campaign news
Forward to a Friend
Can't read this email?

GROW Health and Education Rights in Crisis

THANK YOU.

You and 60,000 other campaigners are changing the world.

Dear Chair,

Recently you've joined more than 60,000 people to **campaign with Oxfam** in Great Britain - thank you. You're part of a global movement that is challenging inequality and campaigning hard to tackle the reasons millions of people are still living in poverty.

Together we'll campaign on **bad health services** and human rights. We'll stand with women who have suffered violence and opportunities for you to help tackle poverty. You can also follow up and get in touch through Facebook, Twitter and our **blogs**.

We've finished your chosen to be signed at Oxfam. Together we can tackle the big reasons people are living in poverty.

Rebecca Gowan
Oxfam Campaigner

PS: TAKE ACTION NOW!

Your signed card translates to your friends and get it out. Stop saying 'I haven't got time to do it'. Say goodbye to your name. It's gone. If this happened to your family, it would be called an injustice. But this is exactly the situation for families across Africa and beyond. **Stop it and Change Now.**

Oxfam activists protesting against bad health services, **howards**. If you want to get involved locally visit Oxfam's **Activist Centre**.

JOIN OXFAM ONLINE

Facebook Twitter YouTube Instagram Google+

Annual Report
09

With St Dunstan's life-long support and training, these ex-Servicemen and women triumph over their loss of sight to regain independence.

free epilepsy smartphone app



Epilepsy Society's new smartphone app for Android and iPhone, with seizure diary and first aid information, is an interactive way to help you to manage your epilepsy via your phone. Find out more about the app and how to download.



Next lifeboat launches

Lifeboats around the UK and Ireland are set 24 hours a day, ready to respond to emergency at sea. On an average of 23 callouts a day, there's at least a lifeboat out on a rescue right now. A map shows which lifeboat stations have a boat in the last 48 hours. The map is created by the crew pager system. An overall view of recent lifeboat activity, such as recent launches, types of lifeboat, and a list map.



Phone calls from school about attendance, unexplained expensive shoes or clothes – these could be signs that your child is in a gang.

If you're worried that your child or a young person you know is involved with a gang, we can help. You can call our counsellors on 0800 500 8000 for advice and support, or you can watch our video to find out more.



Refugee Action @RefugeeAction - 1h

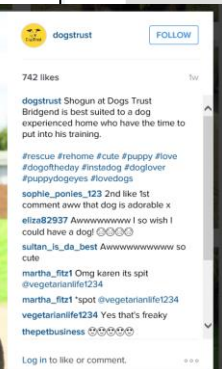
Refugee families need your help now. Please help us make [#refugeeswelcome](#) in the UK: [bit.ly/1c9g2IM](#)

EMERGENCY APPEAL
#REFUGEESWELCOME

"Not just a refugee crisis
but a crisis of compassion"



DT Bridgend - Shogun



Louise's story

DONATE NOW



Louise is a mother of four. When her marriage broke down following domestic violence she stayed in the family home, with the children, while her husband moved out.

Share this page



Louise's husband had told her he was paying the mortgage, but when arrears letters began arriving for the occupier, Louise discovered he'd long stopped making payments. Louise contacted the lender, but as the mortgage was in her husband's name they

One of the Wonderful Things...

Posted 13 June 2015

...about our Group Music Therapy sessions is that they give children the chance to spend time and have fun with other children. So often, a stay in hospital can be a terribly isolating experience for a child, as they are away from home, siblings, friends, and classmates. A Group Music Therapy session allows them the opportunity to be with other children who are going through similar experiences and to feel less alone, all while enjoying music together. What an invaluable gift!



SEP 1 Party week at Headway East London
This year we set aside the last week in August to have our annual Party Week - a time where the BBQ is always on and we enjoy even more music, games,



AUG 27 Getting groovy in the art studio: Tie-Dye
Our art studio is bursting with talented artists, and interesting workshops.
Last week it was time for some tie-



AUG 14 Who Are You Now #9: Daniel
If you've eaten lunch at Headway East London, chances are you've come across Danny's cooking skills and his much-loved dry wit.



AUG 12 Celebrating Youth
It's International Youth Day today - so we thought we'd take the opportunity to look back at some of the great things our Young People's Group have been doing at Headway East London:



AUG 29 Life Drawing
Thanks to Clare our model and to all of our talented artists for what proved to be a very successful day!

@headwavelondon | headwaveastlondon.org | facebook.com/headwave

The modern content problem

- Too many channels
- Mixed messages
- Silo-pleasing
- Quality issues
- Slow processes
- Boring



What is a content strategy?

- A plan for some or all of the content produced by your organisation.
- The complexity and scope of your strategy depends on it's purpose.
- It can be an aspirational strategy or a planning document or both.

The process of planning can apply to individual social media strategy / digital strategy / email strategy / web strategy / comms strategy.

It can also overlap with these other strategies.

Definitions

WHAT IS CONTENT STRATEGY?

“Content strategy plans for the creation, publication, and governance of useful, usable content,” says Kristina Halvorson, author of the book [Content Strategy for the Web](#).

“It plots an achievable roadmap for individuals and organizations to create and maintain content that audiences will actually care about. It provides specific, well-informed recommendations about how we’re going to get from where we are today (no content, or bad content, or too much content) to where we want to be (useful, usable content people will actually care about).”

Content Strategy is the way forward. It helps both clients and project teams understand what content is being produced, how it’s being produced, by whom, when, and why.

<http://www.uxbooth.com/articles/complete-beginners-guide-to-content-strategy/>

I've got to write a Content Strategy

You should use a strategy to:

- demonstrate how content can help support the organisation strategy.

But also to:

- persuade bosses to invest in new technology or staff
- plan a relaunch / new project (+ how it fits with your work)
- plan your increasing / better use of social media
- have a reference for how you'll deal with a crisis
- identify how content-savvy your organisation is
- evaluate and argue where to put future resources (which channels)
- plan the next 6-12 months, ensuring you are using your resources in the right way and keeping up with your peers
- document or refine your content production processes.

What's in a Content Strategy

Describes who content is for, what it is for, format and channels uses, production process and frequency.

- Identifies goals and targets.
- Identifies resources and training needs.
- Documents how it is produced and managed.

Be clear

- Who has asked you to write a strategy?
- What do they want from it?
- What is in-scope?
- How much time can you give it?
- Who do you need to talk to?
- What will it be used for?
- What will it change?

Content Strategy

- Phase 1 – Identify the problem
- Phase 2 – Research and analysis
- Phase 3 – Planning and goal setting
- Phase 4 – Implementation and launch

Phase 1 – Identify the Problem

- Unpick the problem.
- Go into as much detail as possible.
- Start by thinking about the questions you want to answer.



What are your content issues?

What problems do you want the strategy to resolve?

1. What are your biggest content problems?
2. What are the future challenges your content faces?
3. What is limiting your work at present?


Action: 2 minute discussion with the person next to you about your biggest content problem

Content problems



Content – questions

- Is what we are doing right?
- What should we stop doing?
- What could we do better?
- Do we have the resources, skills and time to manage this?
- What do we want to achieve? / Are we achieving our goals?



We use too many
channels – we
can't manage
them all.

Content – how to get answers

- Get data about number of channels and accounts we use.
- Analyse use – engagement / interaction.
- Map similar use by competitors / peers.
- Dig deeper into content on each channel.
- Understand what your content is saying – key messages.
- Map how often each is updated – by whom, time taken, processes.



Phase 2 – Research & Analysis

- Biggest phase
- Opportunity to gather and review data to back up your ideas and give an indication of what actions you should take
- How deep you go depends on your time, budget and skill. Can be useful to find a third party to do some of the work.
- Hardest bit is putting it all together and using findings to plan.

How to get answers

What problems do you want the strategy to resolve?

What data do you need to back-up your ideas and give you answers / proof about what to change?

Action: 2 minutes each to discuss different research methods you could use

Research methods

- **Quantitative data** - Google Analytics, search engine results, fundraising data, social media analysis, email click through rates.
- **Qualitative data** – surveys, focus groups, internal feedback, mystery shopper.
- **Group thinking** – card sorting, personas, user testing.

5 main areas of research

File Edit View Favorites Tools Help

PARKINSON'S^{UK} CHANGE ATTITUDES. FIND A CURE. JOIN US.

Improving our digital services to better meet your needs

Thank you for taking part in this survey to tell us about your experience of using our website, forum and social media channels. Your feedback is invaluable and will help us to develop our digital communications further.

This survey should only take 10-15 minutes. Please submit your responses by 5pm on Friday 27 February 2015. All responses will be treated in confidence.

If you have any problems completing the survey, please contact our digital team: web@parkinsons.org.uk

Next

2. What do you usually come to the Parkinson's UK website for? (tick all that apply)

- ☐ Find out the latest in Parkinson's research
- ☐ Make a donation
- ☐ Job vacancies
- ☐ Visit our online shop
- ☐ Fundraising information and tools
- ☐ Take part in a Q&A session
- ☐ Read about other people's experiences of living with Parkinson's
- ☐ Resources for health and social care professionals
- ☐ Just browsing
- ☐ General support eg helpline
- ☐ Access Parkinson's UK publications
- ☐ Find out about services in your area
- ☐ Campaigning information and tools
- ☐ Can't remember
- ☐ Information about volunteering opportunities
- ☐ Visit the discussion forum
- ☐ General information about Parkinson's eg symptoms or treatments
- ☐ Read the latest news stories
- ☐ Find out about our events
- ☐ Other (please specify)

Parkinson's UK @ParkinsonsUK - Jan 30

How can Dave make our website, forum & social media better? Tell him how he's doing bit.ly/DigitalSurvey2 #SaveDave

Maybe I can do better.

View more photos and videos

Basic analysis

1. Audience – who are they? What channels do they use? Do they donate? What are the barriers for them interacting with you digitally? How will this change over the lifespan of your strategy?

Get useful data about audience. Include audience questions in your questionnaires, ask other teams to give you their data, analyse your social media followers.

2. Publishing processes - who writes / produces content in your org? Who publishes? What frustrations do they have? Find out what they know. What quality control do you have? Is it working? Is everyone fully trained or aware of housestyle? Do you have a social media policy?

Basic analysis

3. Current content – What channels are you using? What channels do you want to be using? Are they actually being used by your audience? Are they getting the results you want? Do you have the skills and time to maintain all of these channels? How does content overlap?

- >> List your channels
- >> Who manages
- >> Stats
- >> Feedback
- >> Goals



4. Content analysis

- How much content have you got? A **content audit** is useful to highlight issues of volume, maintenance and ownership. What are your key messages? What formats and methods are you using (text / video / storytelling / VR?)
- Dig deeper with **content sampling**. Take a selection of your content and analyse how you use it. Where is it published to? (multiple channels) Who wrote it? How did it perform?
- **Quality control**. Is your content any good? Does it communicate what you want people to know about you / your cause? Does it inspire them to take the actions you want them to take? Does it educate / persuade / entertain them? Can people find it? Is it meeting the needs of your audience? Or are they going elsewhere?

5. Peer analysis

- Who are your peers / competitors? What content are they producing?
- Decide who to benchmark yourself against.
- What can you learn from – good and bad?
- Select organisations of a similar size. Similar cause.
- Look at their website(s), social media, sign up to their emails etc.
- Consider their tone of voice, their use of images, how good they are at engagement.

Useful data

- Measure trends and the impact of action eg did people follow links / sign up / donate / buy / share / join.
- Look at failure data - bounce rates, abandoned baskets.
- Which are your most visited pages? Why? Are these pages making people take action?
- How many pages or posts get low numbers of hits (0-20) each month. Why? Can these be deleted or presented in a different way?
- How much of your traffic comes from mobile?
- What proportion of your social media followers engage? Measure likes, RT, comments, replies, clicks rather than number of followers.
- What methods are you using? Storytelling? VR? Video? Images?

Phase 3 – Planning and goal setting

Where do we want to be?

- What were the key learnings from the research phase?
- What are the goals of your content?
- How do these support the goals in your org's business plan?
- How can you measure these? (KPIs)

How to use all the data

- Analyse all the data and look for trends – are your statistics backed up by your survey or focus group results? If not, then it might help to do further research.
- Prioritise your findings – you may decide to be driven by the results of your well designed survey or focus group rather than statistics.
- Look for data you can benchmark against. These may be from peers rather than competitors (ie charities of a similar size and scope but for a different cause).
- Review your results against your questions and identify your priorities.

How to use SWOT analyses for smarter content strategies

Our content aims to...

- Give prominence to our organisation and support org goals.
- Connect with our stakeholders / beneficiaries (audience).
- Raise awareness of our cause.
- Build a supporter base / drive donations / volunteering.
- Be seen as an authority in our subject.

But, how?

>> add detail

>> prioritise

>> break it down

Content Strategy structure

- **Introduction / Forward** – org's goals, content goals, description of present. Scope of the strategy.
- **Executive summary** – description of org's strategy and how content supports this.
- **Online content plan** – more detail on how you'll use and produce digital content. You may want to add sub-sections about specific channels.
- **Offline content plan** – more detail about your offline content.
- **Management and workflow** – outline the processes for publishing on-brand, on-message content which supports goals.
- **Measuring success** – identify specific goals and the analytics and tools you will use to measure the success of the strategy.
- **Appendix** – timeline, research data, supporting documents (eg housestyle, crisis comms, workflow, content calendar).

Review

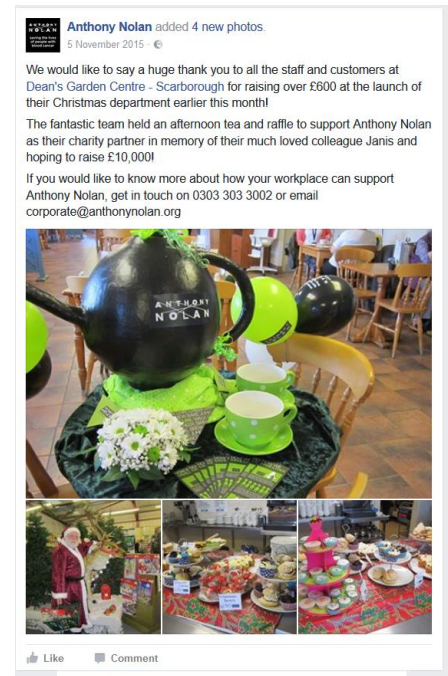
- Go back to what you wanted your strategy to achieve.
- Test, refine, amend, consult.

Phase 4 – Implementation and launch

- It may need its own launch campaign.
- Present it to the Board / your boss / other teams to get buy-in.
- Develop in-house training.
- Think about how to live with a negative response or no / slow change.
- Refine and enhance.
- Implementation can often be easier if piggy-backed on the back of a bigger change (eg a new CMS, database or brand).

Anthony Nolan's Facebook content strategy

- August 2015 posted 45 Facebook posts to 50,000 followers.
- 30 posts were niche or transactional posts – ones requested internally.
- Story-led posts about stem cell donation, transplants or blood cancer performed better. But only 15 of these.
- Average 279 engagements per post.



Anthony Nolan

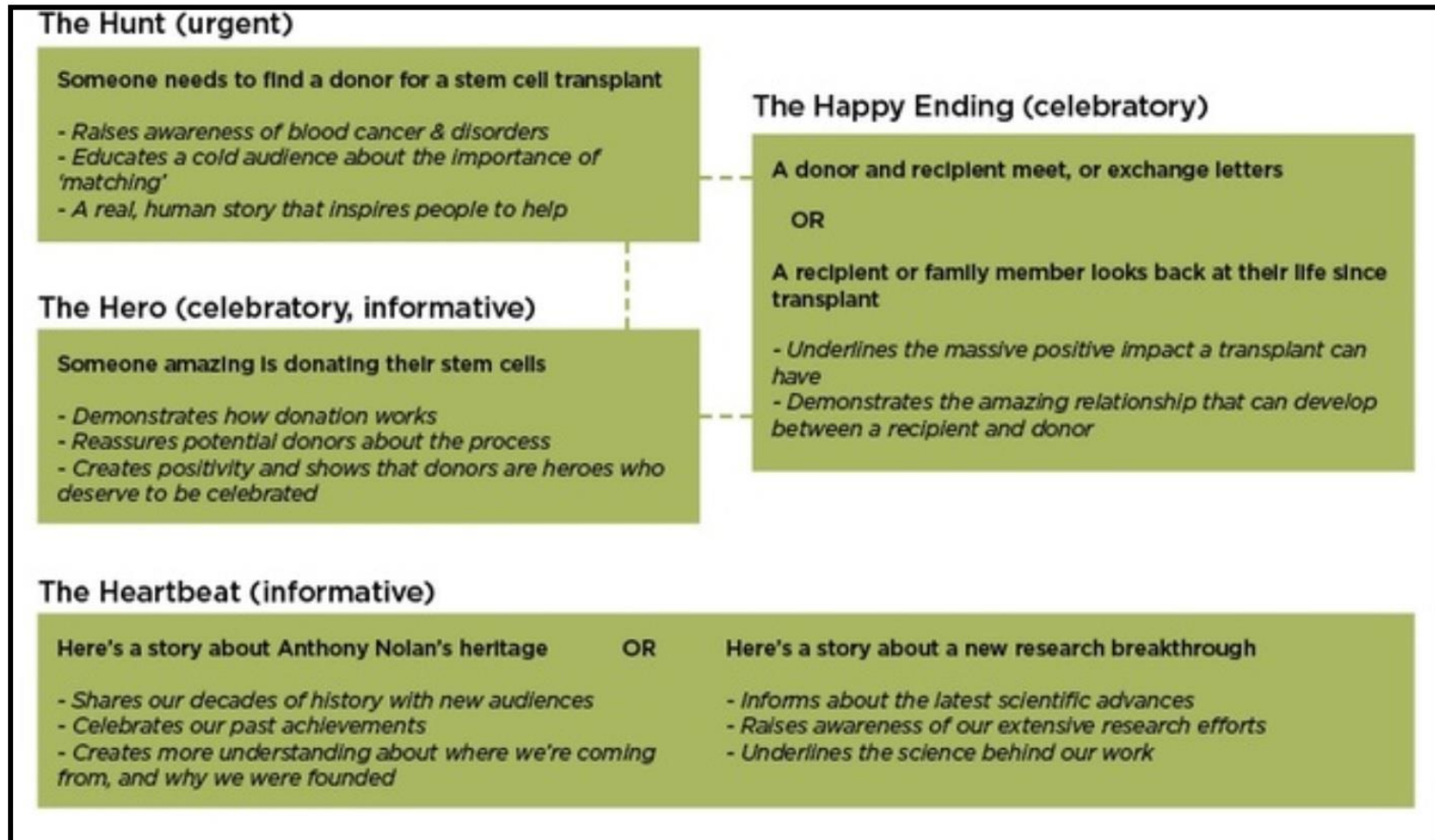
Identified:

- Internal pressure to promote department-specific needs
- Not enough resource to track down stories
- A lack of overall direction to get the stories.

Inspired:

- By NHS Blood Donation's approach to content.
- By #Match4Laura patient appeal which began and flourished on social. Copycat appeals from other families.
- Myth busing campaign in October 2015 which trialled new processes to encourage donors to share. Content beget content.

Anthony Nolan – four pillars



Anthony Nolan - principles

Agreed on three basic content principles to put the strategy into action:

- Four pillars should form the foundation of daily Facebook content
- Stories should be varied
- Pillar should be the majority in comparison with niche posts, at least 1:1.

Anthony Nolan – culture change

Internal comms

- Lunchtime workshop explaining about Facebook's algorithms, showing everyone's responsibility to come up with engaging content.
- Worked with colleagues to create posts which combined niche CTA with storytelling. Used to inspire other colleagues when these did well.
- Communication and compromise to make it work internally. Other channels could be used instead.

Anthony Nolan



Anthony Nolan

13 October at 08:23 · 🌐

'I was completely devastated when Esme got diagnosed. My husband and I were tested, as was our son Jack, to see if we were matches for her. It was devastating when we learned we weren't.

'There was then a lot of fear – not knowing if anyone would be able to help us.'

Last October, little Esme met the heroic stem cell donor who saved her life - Andreas, a 30-year-old man from Germany.... [See more](#)



👍 Like 💬 Comment

Scilla Tempest, Maggie Sly, Liliane Lior Attias and 736 others like this. [Top comments](#) ▾

90 shares



Anthony Nolan

Published by Jon Ware [?] · 7 September at 16:23 · 🌐

'I'm very proud of my husband Neil - who's donating his stem cells to a cancer patient he has been matched with.

'This is a painless procedure which involves four days of injections to stimulate the cells and a four-hour stay in hospital where the cells are extracted using a fancy machine!

'As you can see, Neil is pretty happy and in no discomfort at all. ...

[See more](#)



230,643 people reached

[Boost post](#)

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🤖 Linda Gilchrist, Clare Simpson and 2.3k others

[Top comments](#) ▾

753 shares

Anthony Nolan - Results

- Wk2 Sept2016: 5 posts using all four pillars.
- Each got more than 3000 engagements.
- One reached over 1million people organically
- 16.2k engagements in comparison with NHS Blood Donation who got 16.3k
- **Average no of engagements in August was 1267, 450% increase on 2015**



Content strategy – top tips for success

- Should be 'owned' by everyone involved.
- Performance indicators should be relevant and achievable.
- The strategy should shape everyone's understanding and work.
- The strategy should be flexible and give space for unpredictable nature of charity comms.
- The strategy is a working and meaningful document. It drives the changes you want.

Content strategy – all done

You've done it!

You've produced a content strategy which reflects the goals of your organisation and includes realistic plans for achieving it.

You've got buy-in and influenced a culture change.

No more shoddy content.



Madeleine Sugden

Charity Content Consultant

Get in touch!

Tweet: @madlinsudn

Email: madlinsudn@gmail.com

Blog: <http://bit.ly/mlnblog>

Content problems



Content problems

Colleagues keep giving me rubbish content to upload.

We just don't get and don't have time for social media.

We waste time producing fundraising emails which don't work.

Our peers and competitors are producing better content than us.

Managers just don't get how much time it takes.

We use too many channels – we can't manage them all.

Our content is boring - no one reads it, let alone interacts.

Users want videos & stories. We need to reframe our content.