“Planning for the creation, delivery, and governance of useful, usable content.”
Kristina Halvorson
"...the right content, to the right people, at the right times, for the right reasons."
Meghan Casey
content lifecycle

Plan → Create → Optimize
Delete
Archive
Assess
Revise
Reuse
Assign
Publish
Share

Image courtesy Anne Haines
mission provides the blueprint
Value is placed on **consumption** of content by the user rather than production of content by staff.
current
compliant
collective
conversational
contextual
constructed
curated
#IUsocial tips 4 success in social media: know yr audience, role; right content, format, time. Hmm sounds like #contentstrategy 😊 @annehaines
Reclaiming Social: Content Strategy for Social Media

by Ida Aalen, Ida Jackson · October 06, 2015

Published In Content Strategy, Writing
If the web industry had a Maslow’s hierarchy of needs, social platforms would be at the very top—the least essential thing. No one ever visited a website and said, “Well, I was not able to register, but they had a really nice blog and quite an impressive Instagram feed!”

Reclaiming Social: Content Strategy for Social Media

by Ida Aalen, Ida Jackson • October 06, 2015

Published In Content Strategy, Writing
If the web industry had a Maslow’s hierarchy of needs, social platforms would be at the very top—the least essential thing. No one ever visited a website and said, “Well, I was not able to register, but they had a really nice blog and quite an impressive Instagram feed!”
If the web industry had a Maslow’s hierarchy of needs, social platforms would be at the very top—the least essential thing. No one ever visited a website and said, “Well, I was not able to register, but they had a really nice blog and quite an impressive Instagram feed!”
If the web industry had a Maslow’s hierarchy of needs, social platforms would be at the very top—the least essential thing. No one ever visited a website and said, “Well, I was not able to register, but they had a really nice blog and quite an impressive Instagram feed!”
Social media content strategy: so emojongal
@jaybaer: On #socialmedia, only 4 emotions matter 😐 😄 😍👏 #IUSocial media summit

the 4 emotions that compel engagement in social media:

useful
funny
beautiful
inspiring/proud

10:32 AM - 7 Aug 2017 from IUPUI Campus Center (CE)
Got books to return before you leave town? Most can be returned to any IU library. We also have book drops so you don't have to find parking! If you get home with a library book by accident, you can mail it back. Details: libraries.indiana.edu/returns

No one likes resetting passwords. Shaming users by telling them to "Try and remember it this time" is definitely not making the experience any better. #uxwriting
funny

hermanwells Thanks to all who showed us their #bookface at First Thursday! Looking good 😊. #ruft #bookfacefriday #fulibraries #wellslibrary #fulibrarylove
daintylibrarian 😊

https://www.instagram.com/p/BhPQW0kH7gC/

Tom
@TomFoins

Spent a long time laughing at this

CHE 0 - 0 HUD

528 PM - 9 May 2018

140,392 Retweets 361,366 Likes
beautiful
What's it like to repair & care for some of the most valuable books in the world? Thanks to the @idsnews for this fascinating profile of Jim Canary, conservator at @IULillyLibrary!

I am proud of the hard work by the @librarycongress' Digital Scan Center on making items from the collection accessible to the public. Today they are scanning this 1746 book of hymns owned by Benjamin Franklin.
and, obviously... adorable. AKA anything with cute furry things
We have evolved!

Wells Library @HermanBWells
Slavic & Eastern European Studies is in SC 157M from 3-5pm

Impressions 279

Wells Library @HermanBWells
DYK the 3D Printing Lab is open this summer? Hours are Monday-Friday from 10a-4p! https://libraries.indiana.edu/3d-printing-wells-library ... pic.twitter.com/3MZuenQb4h

Impressions 31,994
Total engagements 19
Media engagements 6
Detail expands 6
Retweets 4
Link clicks 2
Likes 1
We have evolved!

Anatomy of a Tweet

- Strong imagery
- Retweeted by main IU Twitter account
- Hashtag for campus campaign
We have evolved!

Anatomy of a Tweet

- **Strong imagery**
- **Retweeted by main IU Twitter account**
- **Hashtag for campus campaign**

**Analytics**
- Hootsuite
- Twitter Analytics
- Who.Unfollowed.Me
- Facebook Insights
- Google Analytics
with thanks to my colleagues
Rachael Cohen, Anne Haines & Leanne Nay

Questions?

Stay in touch!
@xocg
https://courtneymcdonald.ly
courtney@mcdonald.ly
References


• Jay Baer – Convince & Convert


• Kristina Halvorson and Meghan Casey of Brain Traffic - https://www.contentstrategy.com/books