



PIIE PETERSON INSTITUTE FOR
INTERNATIONAL ECONOMICS

How to develop effective and feasible content strategy

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Presented at School for Thinktankers 2021

1750 Massachusetts Avenue, NW | Washington, DC 20036 | www.piie.com

About me

- AVP for Digital Communications at the Peterson Institute for International Economics in Washington, DC
- Studied journalism, majored in interactive storytelling
- Used to:
 - Run a video production company helping non-profits
 - Manage marketing campaign for Fortune 500 company
- Started at think tanks as Digital Content Producer
- Why I like think tank communications: I get to be a creative nerd!



What is content?

- Any medium that is consumed by audiences to understand your research
- Traditional examples
 - Policy briefs, papers, books, etc.
 - News interviews
 - Live event
- Less traditional examples
 - Blog posts
 - Social media
 - Virtual event

What is content strategy?

- Who do we want to consume our content?
- Which topics should we create content on?
- What are the goals?
- How often should we publish content?
- What formats do we use?
- Where does content get published?
- How do we make the best use of limited resources?
- How do we improve engagement with our content?

Now let's learn a little
bit about you...



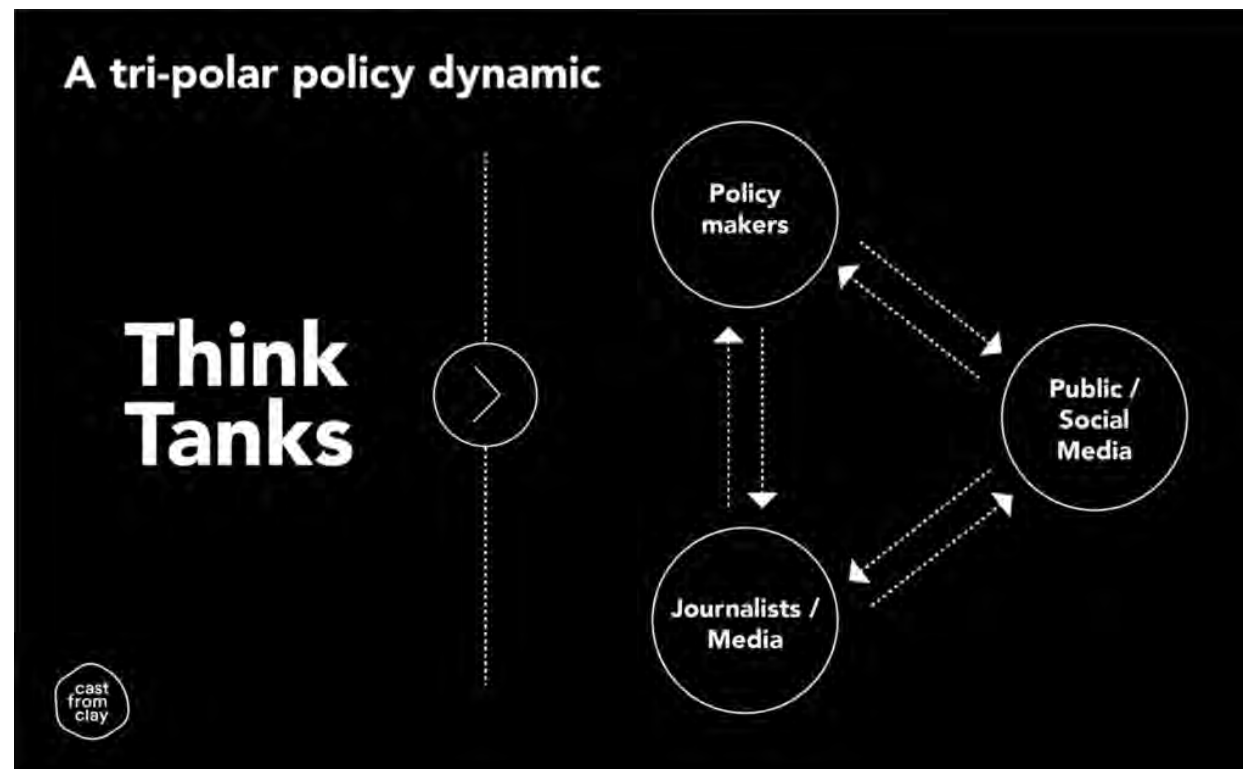
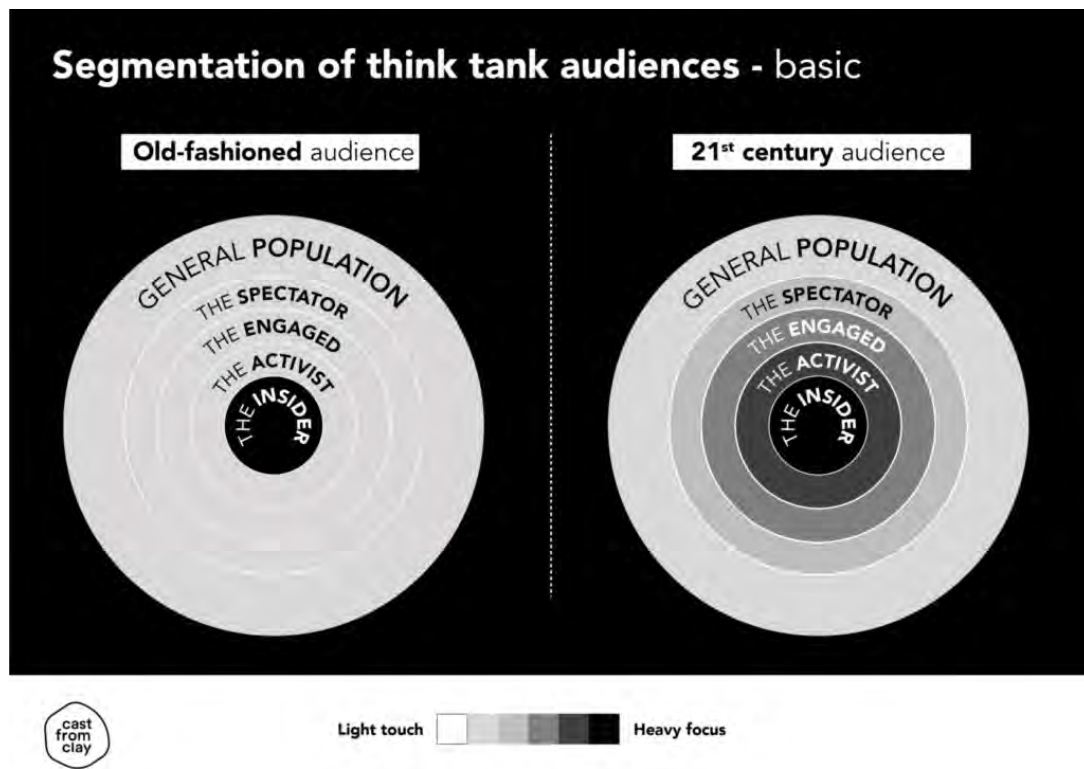
Challenges you face

Where to start?
Audience.




Think tank audiences
have expanded.

Audiences are no longer only “insiders”

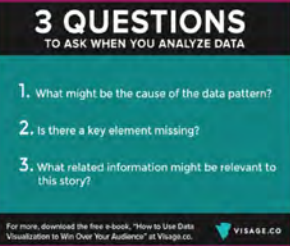


Source: [“Why the public should matter to think tankers,”](#) Cast from Clay







IMAGES



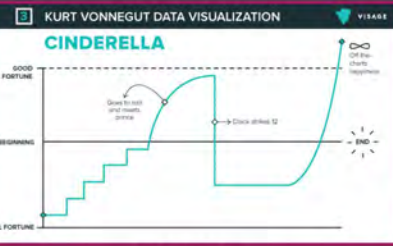
TIPS




MINIGRAPHICS




CHARTS




DIAGRAMS




GIFS



FACTOIDS



ILLUSTRATIONS



QUOTES

Source: “[How to Maximize Publishing with Microcontent](#),” Visage/Column Five

“Start creating content, at volume, that advances the debates where you have expertise, that responds to what your audiences are talking about, where they are talking about it. Content that is engaging and helpful. Take a risk on publishing content that does not conform to your party line but pushes the discourse forward.”

John Schwartz, “[More content, better content](#)”

UNDERSTANDING YOUR AUDIENCE



INFLUENCERS

Inform with relevant, timely, useful information

Direct email, events, and retail engagement

KEY STAKEHOLDERS

Keep informed with regular, personal contact; enlist strategically

Personal email, speaker requests, and in-person engagement

FAN CLUB

Keep informed and engaged; enlist periodically

Newsletters, social media, and events

OTHERS

Keep Informed

Newsletters and social media

Source: [*Elevate the Debate*](#), edited by Jonathan A. Schwabish

Who are you trying to reach?

Traditional

- Policymakers
 - Examples: Council of Economic Advisers, staffers for congressional committees, local elected officials
- News media

Recommended resource: [Audience & List Brainstorming worksheet](#) from *Elevate the Debate*

Newer audiences

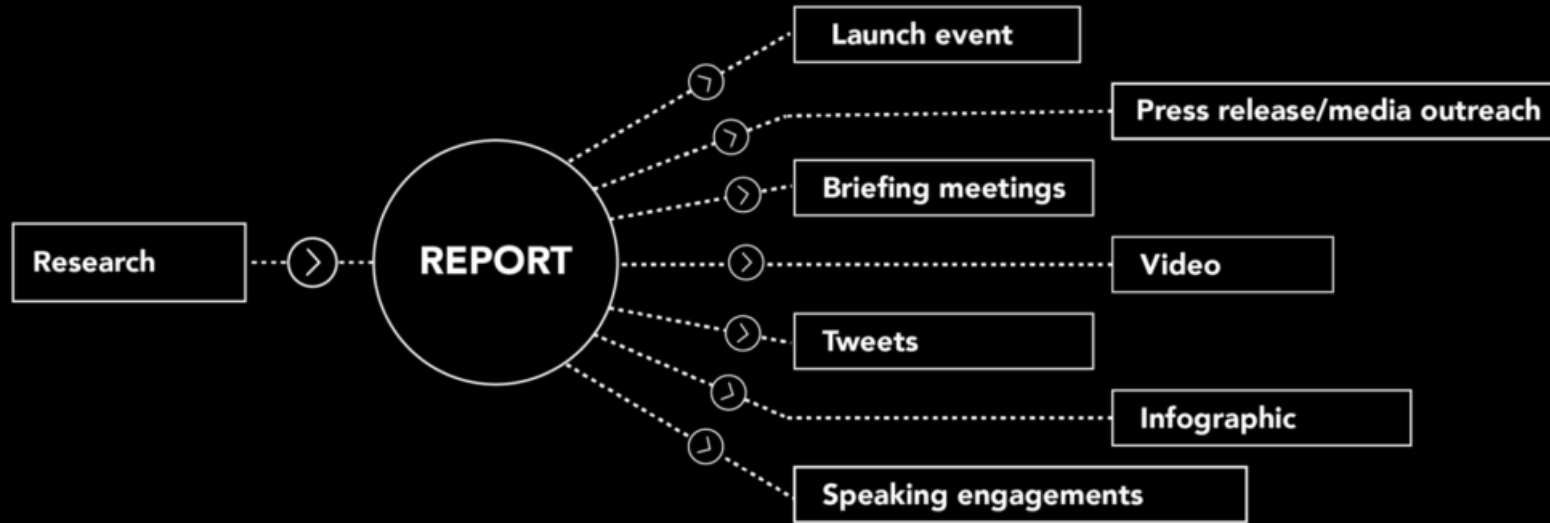
- “The public”
 - Examples: Community organizations, businesses in specific sectors, universities, trade organizations, personal contacts
 - Social media networks

A close-up photograph of a table football game. In the foreground, a blue player on the left and a red player on the right are positioned on a green field with white lines. The players are made of plastic and have black heads. The background is blurred, showing other players and the overall setup of the game. The text "Expect debate on your audiences." is overlaid in white on the left side of the image.

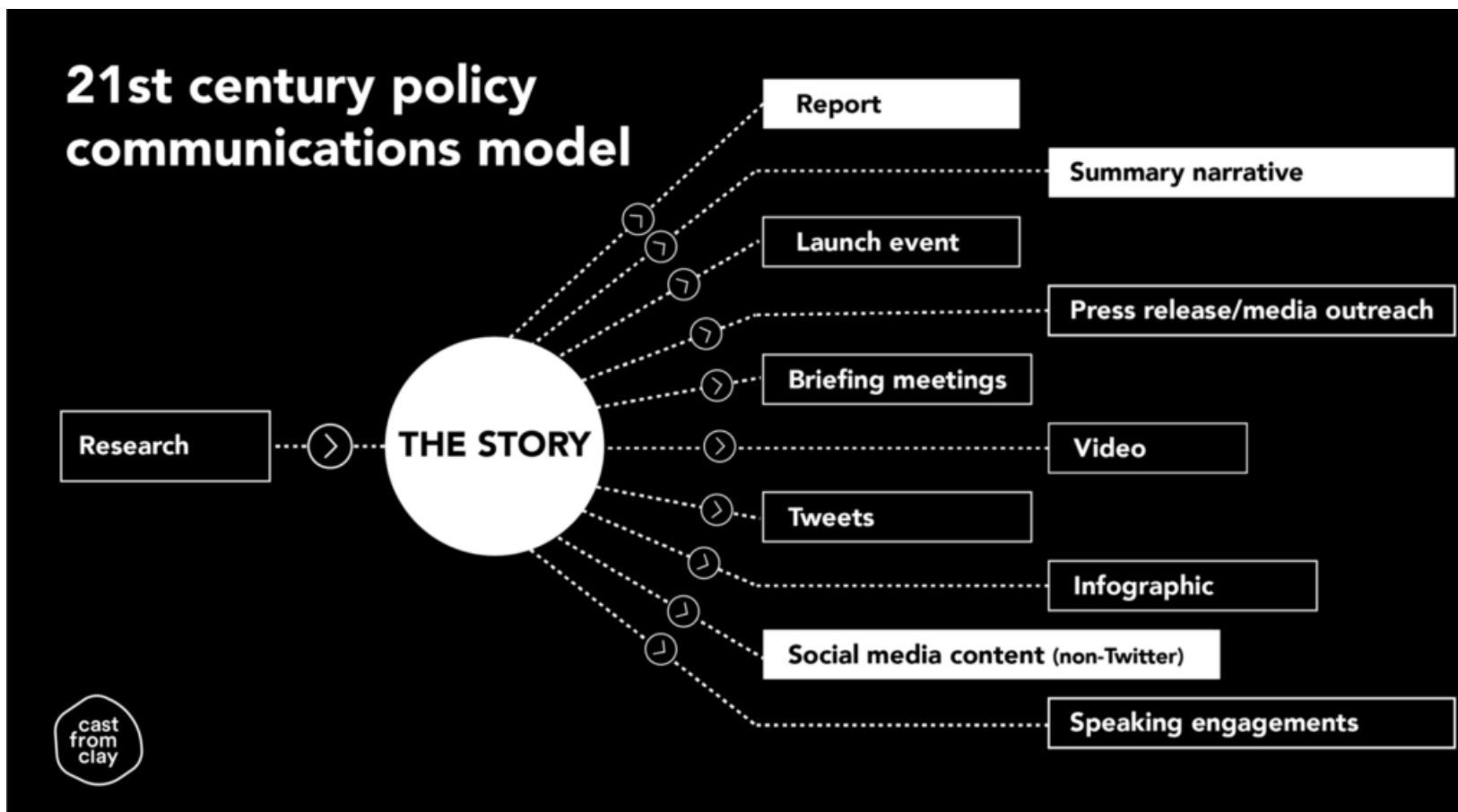
Expect debate on your audiences.

A new content model

Old-fashioned policy communications model



Source: [“A new model for think tank communications \(Part I\),”](#) Cast from Clay



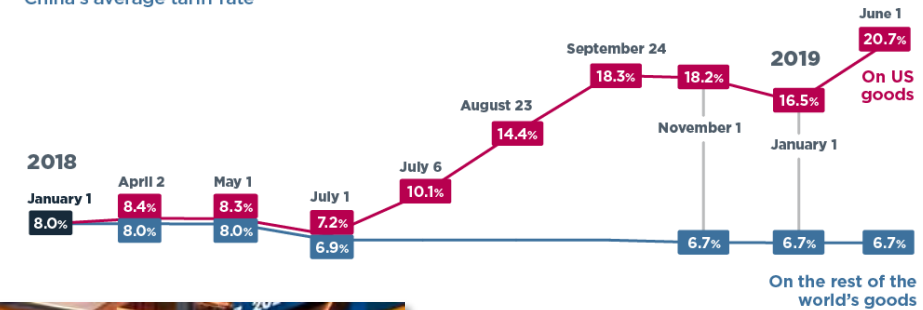
Source: [“A new model for think tank communications \(Part I\),”](#) Cast from Clay

Example of promoting the story: PIIIE Charts



China Is Raising Tariffs on the United States and Lowering Them for Everybody Else

China's average tariff rate

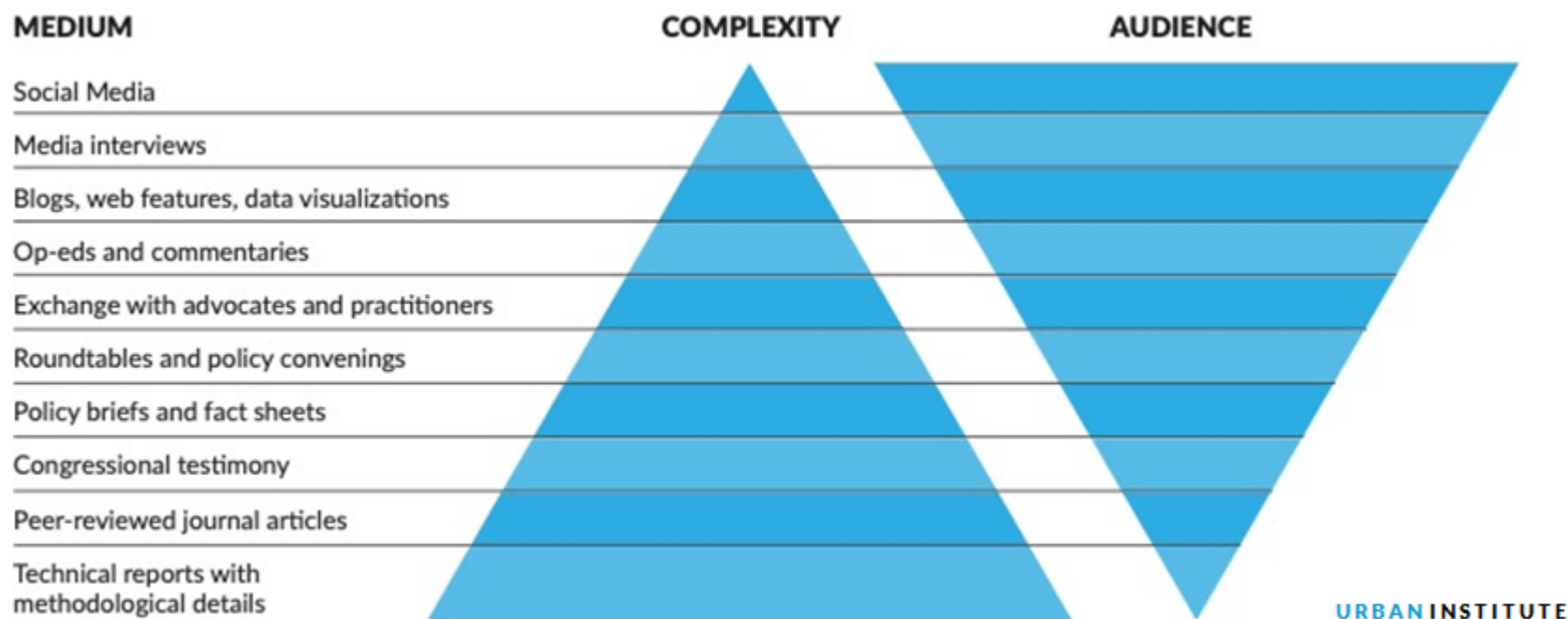


Learn more at piie.com/research/piie-charts

Chad E. Brown, Euijin Jung, and Eva (Yiwen) Zhang's blog, "Trump Has Gotten China to Lower Its Tariffs. Just Toward Everyone Else."

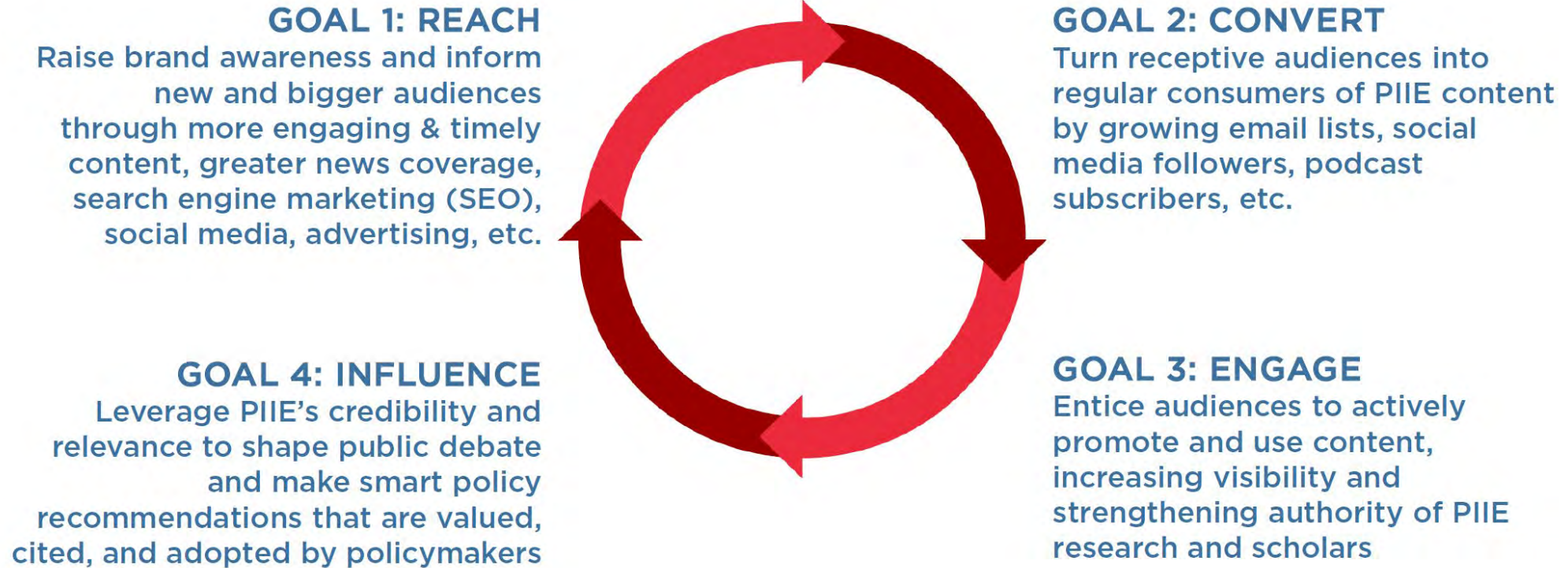


A variety of products can reach different audiences



Source: [“Use the Pyramid Philosophy to Better Communicate Your Research,” PolicyViz.com](#)

What are your overall goals?



How will you measure success?

REACH	CONVERT	ENGAGE	INFLUENCE
Website pageviews	Email subscribers	Website sessions	Citations by policymakers
Unique website visitors	Email opens	Average time on page	Congressional testimony
Visits from Google	Email clickthrough rate	Bounce rate	Meetings with policymakers
Visits from social media	Advertising clickthrough rate	Backlinks	Media citations
Average search ranking	Social followers	Social engagement rate	Mentions by influencers
Media citations	Social clickthrough rate	Social engagements	Social engagements
Social mentions		Podcast listens	Social media sentiment
Social impressions			Op-eds and wide circulation articles
Podcast subscriptions			
Video views			
Advertising impressions			

Data analytics are powerful

Twitter engagements, thousands



Engagement rate



Note: In order to compare Twitter engagement rates, we must use publicly available data and calculate the rate using the formula, (# of engagements/# of followers/# of posts) to control for larger organizations with greater capacity for content creation. Jan-Sept 2019

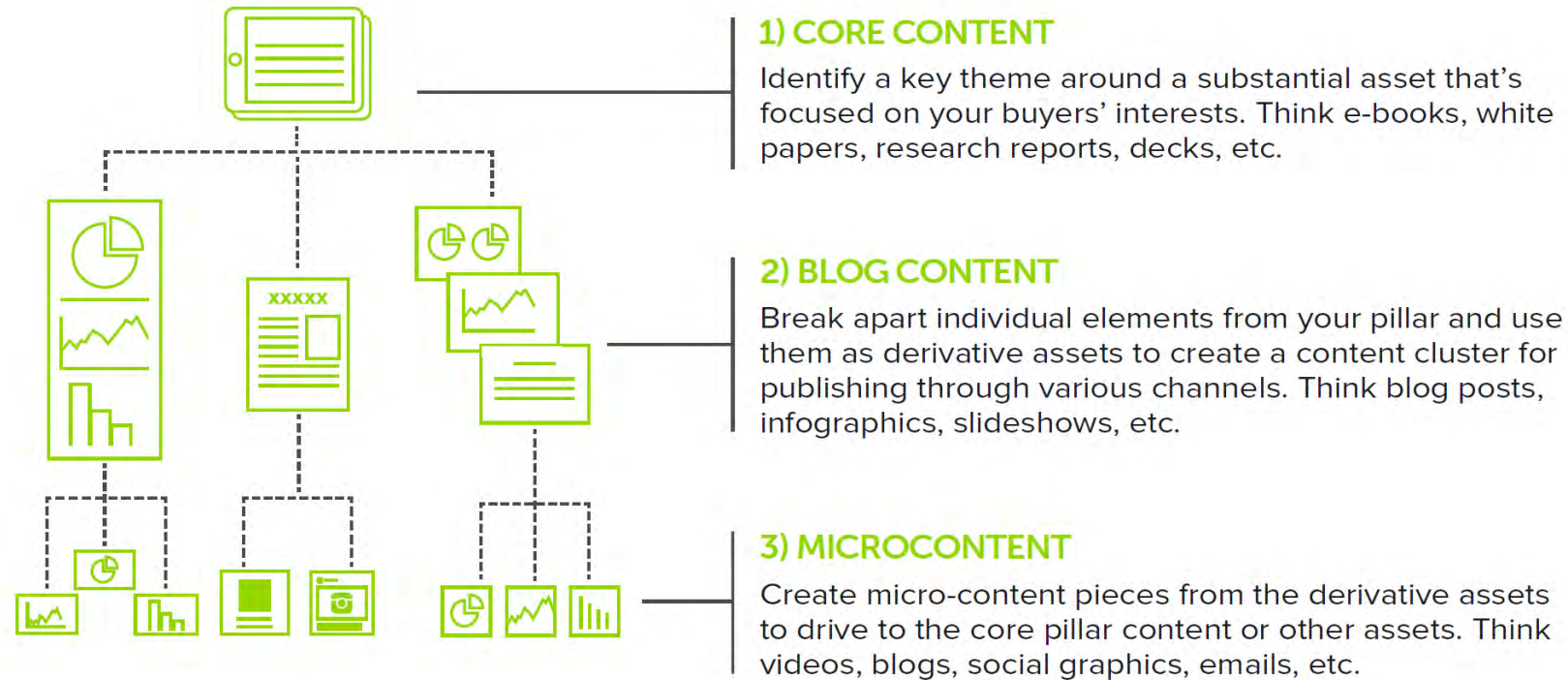
Questions so far?

Content formats

“Policymakers believe that the most important contributions scholars can make are not as direct policy participants or trainers of aspiring government employees, but rather as informal advisors or creators of new knowledge. However, severe time constraints limit their ability to use such scholarship in any but its’ very briefest presentation.”

“What Do Policymakers Want From Us?” study

Use research as core content to build from



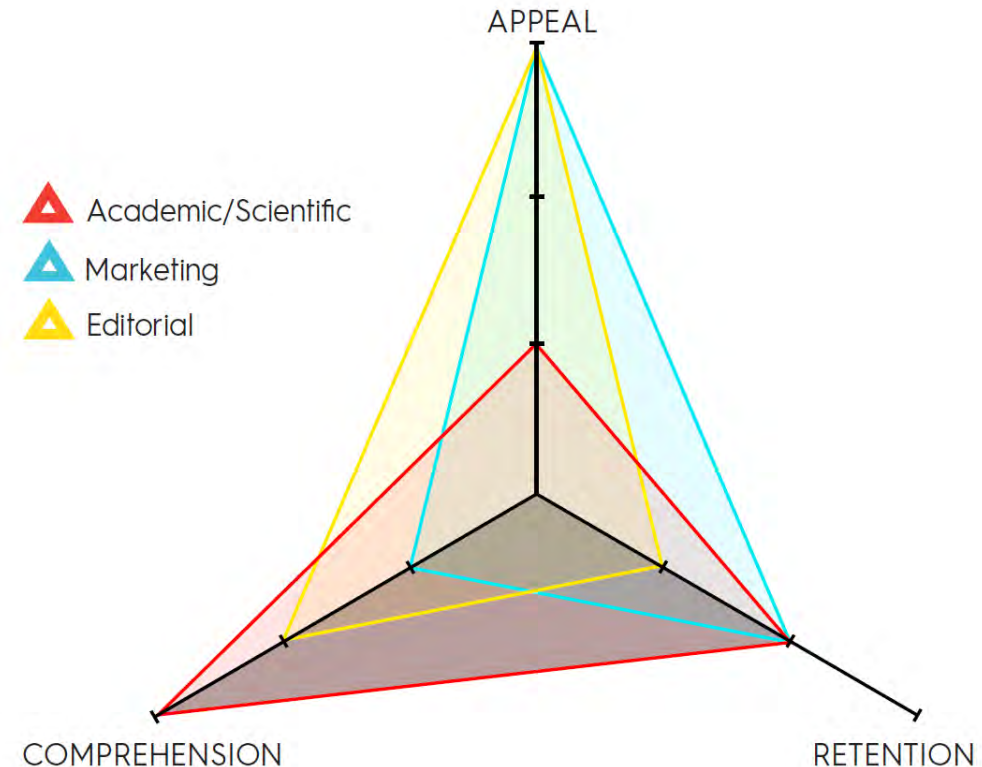
Source: "[How to Maximize Publishing with Microcontent](#)," Visage/Column Five

Think visual!

Appeal: Visual content uses design to present information in a format that is stimulating, attractive and engaging. This makes it easier to synthesize and piques interest immediately. In short, visual content grabs your audience's attention.

Comprehension: The brain's visual processing system is faster and more efficient than other communication systems, which means we are able to interpret visual information almost instantly and with minimal effort. Visual content is easier to understand, making it more enjoyable to engage with.

Retention: The visual processing system also works with our long-term memory, connecting the images we see to information already stored in the brain. This makes visual content more memorable than other mediums.

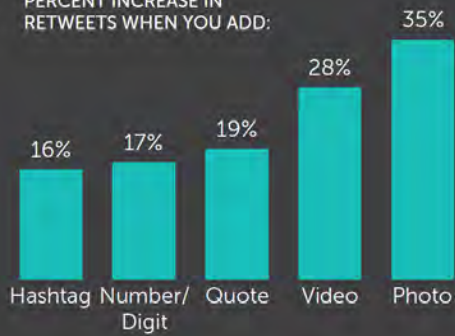


Source: [“Everything You Need to Know About Visual Content,”](#) Column Five

People love visuals

ADDING VISUALS
TO YOUR SOCIAL
CONTENT **INCREASES**
ENGAGEMENT.

PERCENT INCREASE IN
RETWEETS WHEN YOU ADD:



WHY IT WORKS



Time it takes for our
brains to process visual
cues:

1/4 second

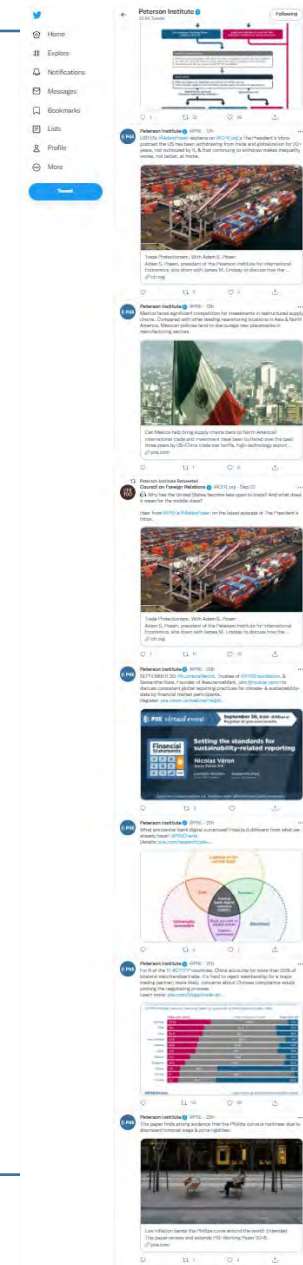


Average consumer
attention span:

8 seconds

VISUAL CONTENT IS EFFECTIVE BECAUSE IT'S
THE TYPE OF COMMUNICATION OUR BRAINS
CRAVE.

Source: “[Everything You Need to Know About Visual Content](#),” Column Five
“Why Our Brains Love Visual Content,” Visage

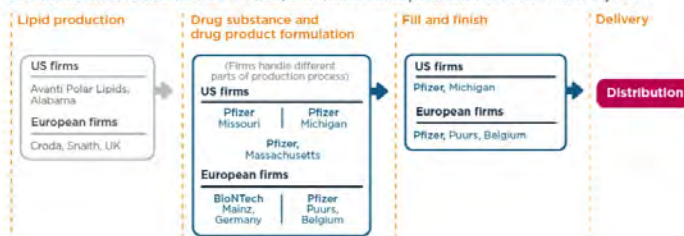


This is our Twitter
feed. Using visuals
has helped us triple
engagements in two
years!

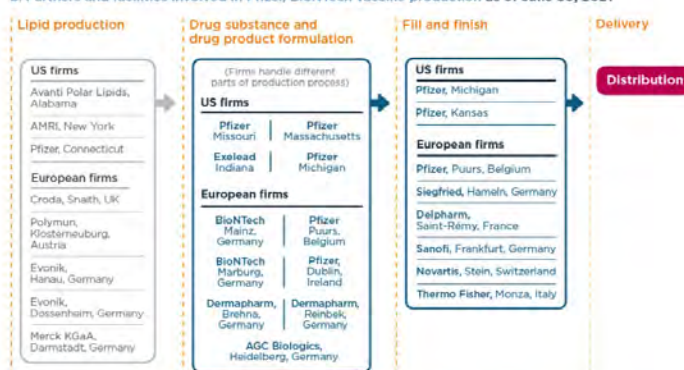
Examples of visual content

Figure 2
How Pfizer and BioNTech scaled up their manufacturing network

a. Partners and facilities involved in Pfizer/BioNTech vaccine production as of December 31, 2020



b. Partners and facilities involved in Pfizer/BioNTech vaccine production as of June 30, 2021



Source: Constructed by the authors based on firm announcements and media reports. See table A.1 in the appendix for timing.



It's time to move from talking about deficits & debt to talking about investments & interest rates, @AdamPosen says on @CFR_org's The President's Inbox podcast.

Listen to the whole conversation here:
cfr.org/podcasts/trade...



Many economists have opinions about the "Washington Consensus"—it raises red flags to some while providing enduring wisdom to others.

So what is it?

A list of 10 policy recommendations from John Williamson that took on a life of its own.

Learn more here: piie.com/blogs/realtime...

The 10 recommended policy reforms of the Washington Consensus

1. Reduce national budget deficits
2. Redirect spending from politically popular areas toward neglected fields with high economic returns
3. Reform the tax system
4. Liberalize the financial sector with the goal of market-determined interest rates
5. Adopt a competitive single exchange rate
6. Reduce trade restrictions
7. Abolish barriers to foreign direct investment
8. Privatize state-owned enterprises
9. Abolish policies that restrict competition
10. Provide secure, affordable property rights

From Douglas A. Irwin and Oliver Ward's blog, "What is the 'Washington Consensus?'"

Data visualizations pay off



.@HouseDemocrats know that #COVID relief – legislation that improves testing, extends UI, & supports struggling Americans – is worth fighting for. That is our priority.

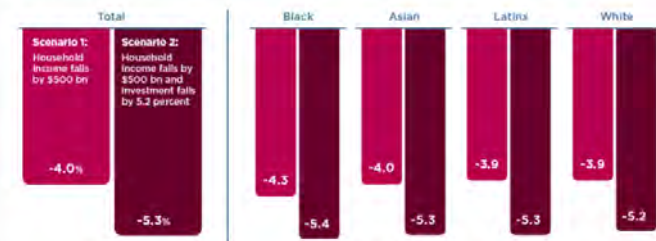
Learn more: bit.ly/3kZbW3J

Peterson Institute @PIIE · Aug 18, 2020

The impasse in Congress over the renewal of expiring #COVID19 income support programs threatens to worsen US unemployment, with minority groups the worst affected. #PIIECharts
Details: piie.com/research/piie-...

Employment, especially for Black households

Estimated effect on employment of removing COVID-19 income support, by demographic



#PIIECharts

Learn more at piie.com/research/piie-charts

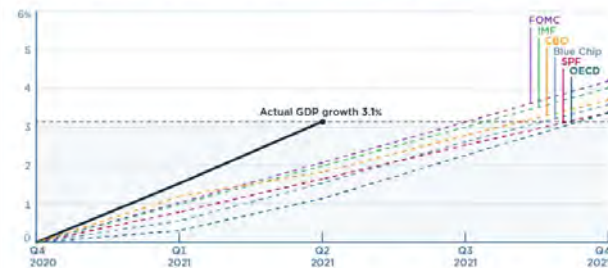
10:02 AM · Aug 20, 2020 · Twitter Web App



The US economy has grown almost as much in six months as many major forecasters expected for the entire year (pre-American Rescue Plan forecasts). The economy is rapidly outpacing all of the major pre-ARP forecasts.

US GDP grew almost as much in the first half of 2021 as some forecasters expected for the entire year

Actual GDP growth vs. projections by organization, percent change from 2020Q4



#PIIECharts

Learn more at piie.com/research/piie-charts

PIIE
CBO = Congressional Budget Office; FOMC = Federal Open Market Committee; IMF = International Monetary Fund; OECD = Organisation for Economic Cooperation and Development; SPF = Federal Reserve Bank of Philadelphia's Survey of Professional Forecasters.

Note: Blue Chip refers to Blue Chip Economic Indicators. Blue Chip projection from December 2020. CBO projection from February 2021. FOMC projection from December 2020. IMF projection from January 2021. OECD projection from December 2020. SPF projection from November 2020. Constant growth rate throughout year assumed for IMF and FOMC.

Sources: Bureau of Economic Analysis via Macrobond; forecasting organizations listed authors' calculations.

9:07 AM · Jul 29, 2021 · Twitter Web App

550 Retweets 103 Quote Tweets 1,607 Likes

The New York Times

OPINION

Wonking Out: What Vaccine Supply Tells Us About International Trade

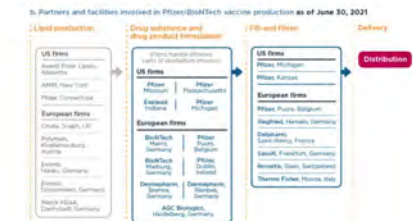
Aug. 6, 2021



By Paul Krugman
Opinion columnist



Background: Here's a sample graphic from Bown and Bolyky, showing what's involved in the production of the Pfizer vaccine:



Sources: Constructed by the author based on firm announcements and media reports. See Table A.1 in the appendix for details.

The shots made round the world. Peterson Institute for International Economics

PIIE Charts examples

China's lending to emerging markets became more secretive after 2014

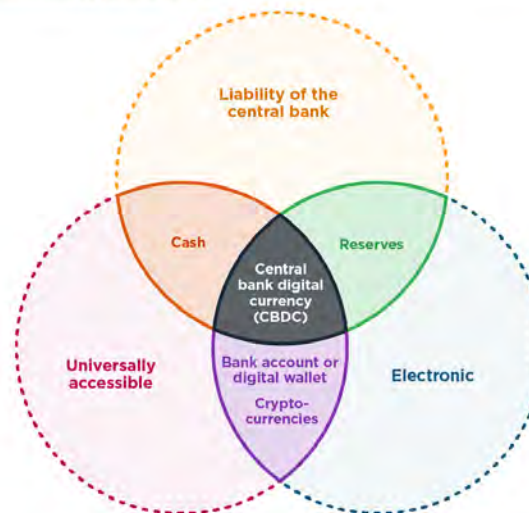
Confidentiality clauses in China's sovereign debt contracts

■ Contracts without confidentiality clause
■ Contracts with confidentiality clause



How are central bank digital currencies different from other payment methods?

Payment methods by currency attributes



#PIIECharts

Learn more at piie.com/research/piie-charts



Source: Morten Bech and Rodney Garratt, "Central bank cryptocurrencies," *BIS Quarterly Review*, September 2017.

Logistical hurdles for vaccines

The remarkable achievement of creating sophisticated mRNA vaccines to fight against COVID-19 set the stage for the next phase in the battle: overcoming logistical obstacles for production and distribution of the vaccines themselves.

Intellectual property protections

The mRNA vaccines were developed by private companies, and the new technologies are protected under intellectual property (IP) laws, preventing manufacture of less expensive generic versions.



Global supply chains

Vaccine production is a complicated cross-border, multi-stage process with inputs and equipment from across the globe. Export restrictions and other trade rules cause disruptions and delays.

Trade embargos can trigger retaliatory responses that cut off the flow of essential materials in the manufacturing process. Many developing countries are not adequately integrated into global supply chains.



When to create a video?

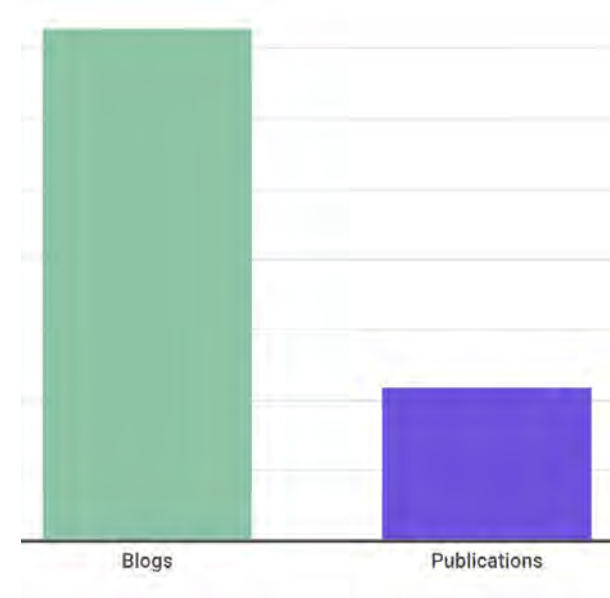
- Educational content
 - Explainers
- Short, catchy quotes for social media
 - Don't need to make it fancy
 - Can tag speaker
- A particularly good speech
- Add a personal touch
- Usually want to stay under 3 minutes long



Don't neglect blog posts

- 500-800 words
- Incorporate visuals in the post if possible
- Faster to produce than pdf publication
- Easier to respond to news
- Can link to longer research pieces

We get more than triple the pageviews from blogs than our publications!





Fast turnaround based on highly newsy data release



One chapter in a longer research brief



Standalone piece referencing longer research

“At its core, blogging is important because more people will learn about your work—and actually read it. A 10- or 20-page document can still intimidate some readers, even those already engaged in your subject.”

Elevate the Debate, chapter 5, Nicole Levins

Consider how content will be distributed

- Will it go on your website, social media, presentation, etc.?
- Different channels will have different audiences, different tones of voice
- Is it mobile-friendly?
- Create a guide with all the specifications for the specific outreach channel
 - Social media image sizes and video lengths
 - Assets needed for website posting and sizes

How to improve your existing content

Content needs substance

Helpful qualities:

- Makes a new point
- Is surprising, unexpected, counterintuitive
- Is unique
- Provides a useful analysis of data
- Relates to current events
- Improves public understanding
- Forecasts

Edit, edit, edit



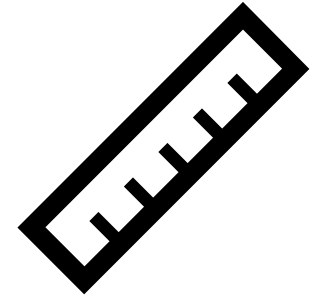
Move the main point to the top



Avoid or define jargon



Relate research to current events – why does this matter?

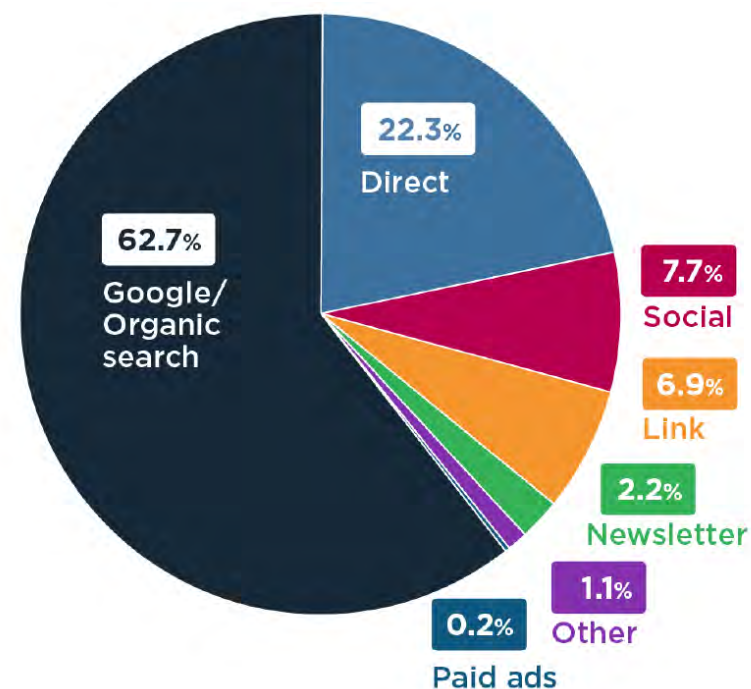


Keep length appropriate for intended audience

Improve SEO

- Always use commonly searched keywords in headlines
- Put text on page instead of only in pdf format
- Include keywords in metadata
- Link to your other content and encourage other websites to link to yours
- Write on topics you can “win” the search competition

Source of website traffic, 2020



Before and after

How to repurpose a COVID-19 vaccine supply chain to get 1 billion shots

Don't let CureVac's COVID-19 vaccine supply chain go to waste

Why is climate change denial a feature of right-wing economic nationalism?

Right-wing nationalists tend to deny climate change

Another reason to raise the Fed's inflation target

Another reason to raise the Fed's inflation target: an employment and output boom

Newsletter subject line A/B test

Version A:
**When the chips are down,
protect semiconductor
supply chains**

Version B:
**Semiconductor chips are
down. Trade war to blame?**

Newsletter subject line A/B test

Version A:
When the chips are down,
protect semiconductor
supply chains

Version B:
Semiconductor chips are
down. Trade war to blame?

5% more opens
41% more clickthroughs

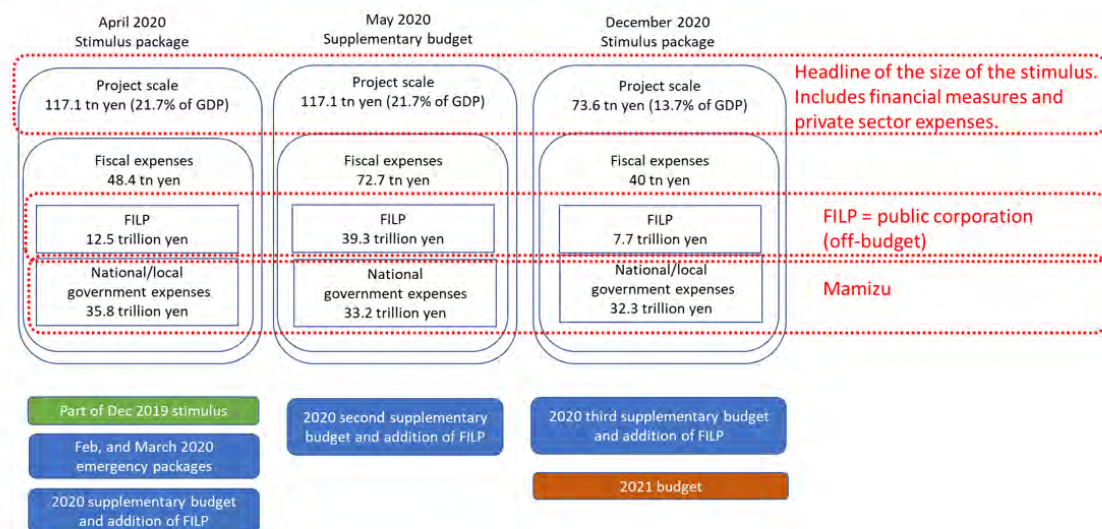
Improve data visualizations

- Always have a title that explains what is happening
- Remove unnecessary data
- Choose an appropriate graph type (bar, line, scatterplot, etc.)
- Annotate where helpful
- Use color, text styles, or other visual markers to draw attention to the main findings
- Avoid clutter

Recommended resource: [PolicyViz.com](https://policyviz.com)

Data visualization: before and after

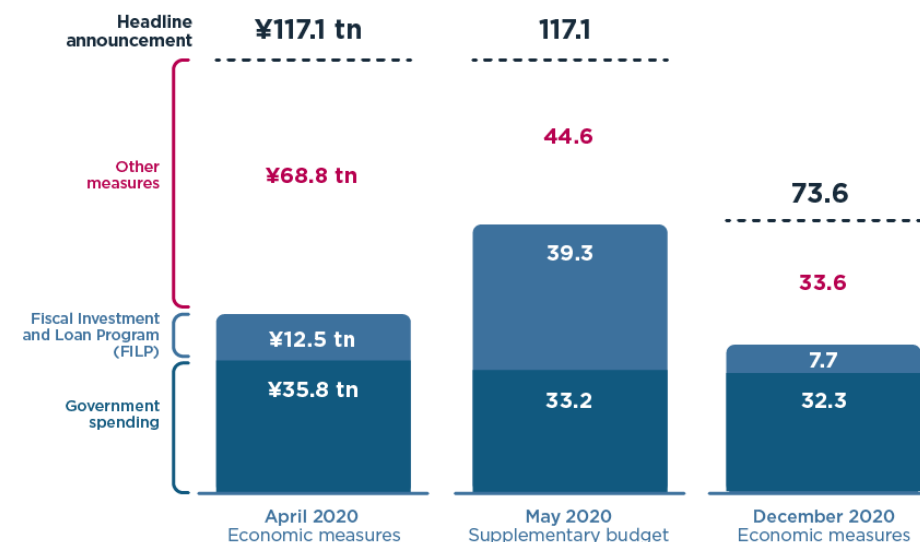
Figure 1. Japan's COVID-19 stimulus packages



Note: All percentage numbers are relative to 2020 GDP.
Source: [Cabinet Office of Japan](#) and the [Ministry of Finance](#).

Japan's government spent less on COVID-19 stimulus than headline numbers suggest

Japan's pandemic stimulus measures by source, trillions of yen

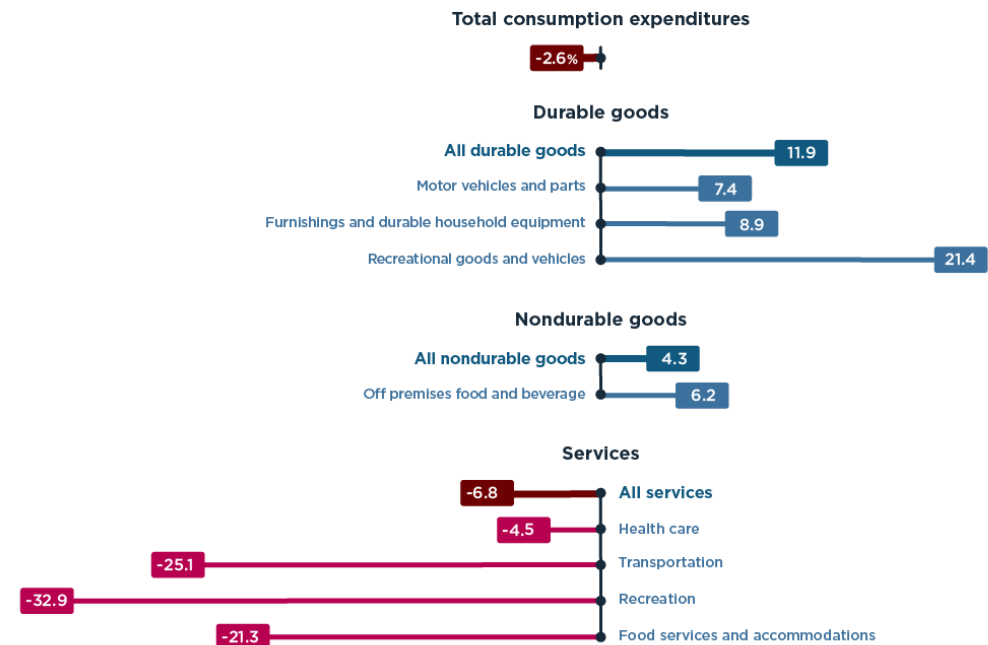


Data visualization: before and after

Growth in Consumption, 2020 (Q4/Q4 percent change)	
2 Durable goods	11.9
3 Motor vehicles and parts	7.4
4 Furnishings and durable household equipment	8.9
5 Recreational goods and vehicles	21.4
6 Nondurable goods	4.3
7 Food and beverage, off premises	6.2
8 Services	-6.8
9 Health care	-4.5
10 Transportation	-25.1
11 Recreation	-32.9
12 Food services and accommodations	-21.3
13 Total Consumption Expenditures	-2.6

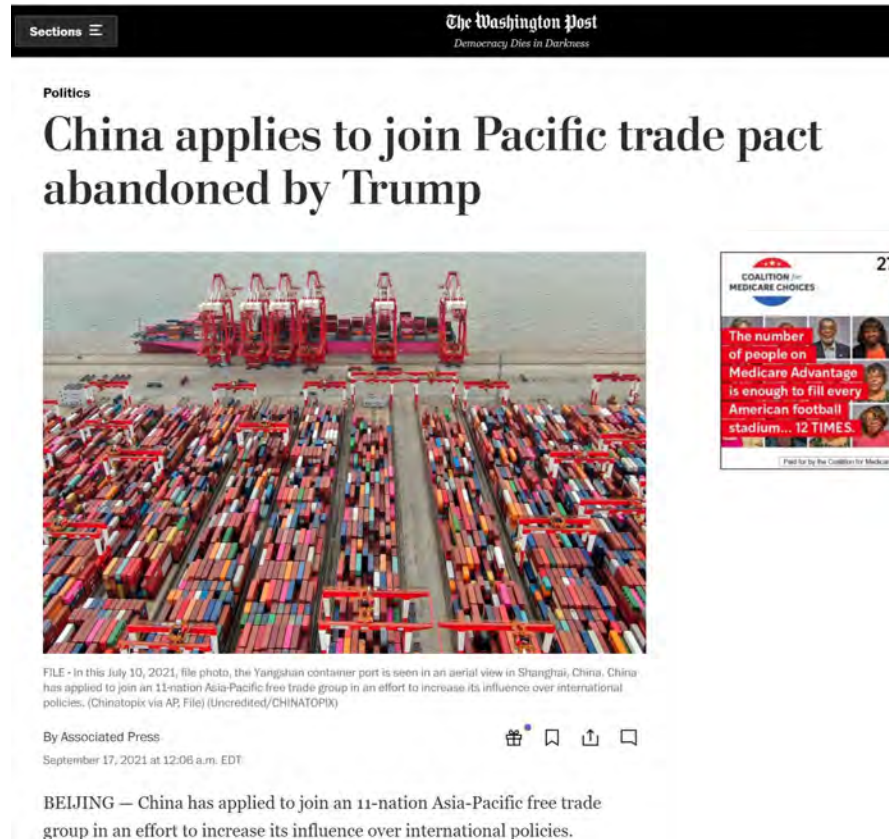
The pandemic led consumers to spend more on goods, less on services

2020 Q4-over-Q4 percent change in consumption by type of product



Ideas for new content

Use what you got!



Big news for our organization hits...

but we don't have any recent material!

Use what you got!

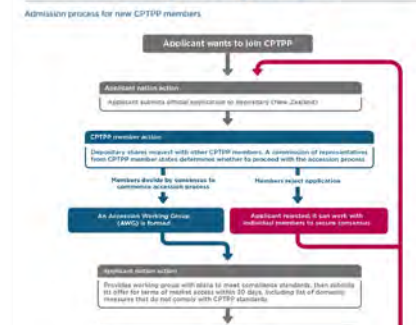


Researcher finds old presentation and updates some data

Peterson Institute @PIIE · Sep 17
China has formally applied to join the Comprehensive & Progressive Agreement for Trans-Pacific Partnership. China is already a major trading partner for many current #CPTPP members but meeting the deal's high standards will be difficult & likely require extensive negotiations.



Joining the CPTPP is a long process and needs consensus among existing members



Researcher later writes blog post and we create PIIE Chart released simultaneously

We immediately post single chart on Twitter



Turn data into data visualizations

The global outlook: lower growth in 2019

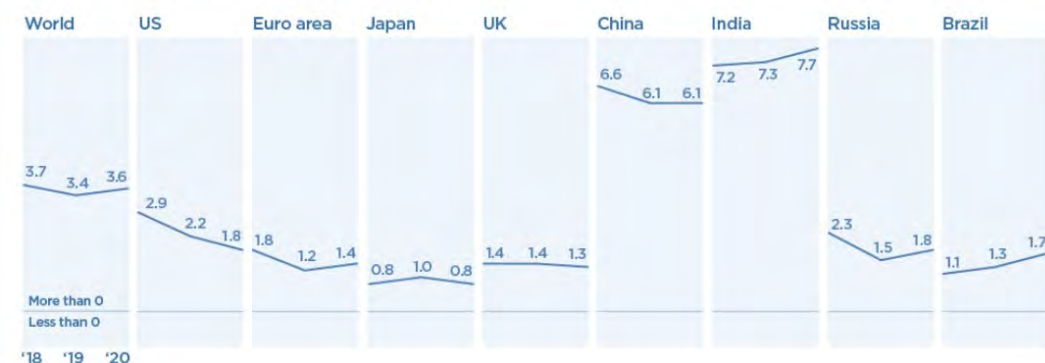


Real GDP Growth (Y/Y)	2018	2019	2020
Global Output Growth (PPP weights)	3.7	3.4	3.6
US: heading back to trend	2.9	2.2	1.8
Euro Area: near-term soft patch	1.8	1.2	1.4
Japan: growth holding up	0.8	1.0	0.8
UK: will depend on Brexit outcome	1.4	1.4	1.3
China: credit-driven slowdown this year	6.6	6.1	6.1
India: brisk growth	7.2	7.3	7.7
Russia: sanctions a drag	2.3	1.5	1.8
Brazil: recovery still slow	1.1	1.3	1.7

Source: Consensus Forecasts for 2018, PIIE for 2019-2020. Annual-average-over-annual-average growth rates.

GDP Growth Slows in 2019, Returning to Trend

Percent GDP growth forecasts as of Spring 2019



#PIIECharts

Learn more at piie.com/research/piie-charts



Note: Annual average over annual average growth rates.

Sources: Forecasts for 2018 from Consensus Economics; for 2019-20, Peterson Institute for International Economics.

Data trackers

Delta variant slowed US labor market progress in August

a. Alternative measures of unemployment rate



US-China phase one tracker: China's purchases of US goods in 2021

US exports and China's imports of all goods covered by the phase one deal as of July 2021

a. US exports and China's imports of all covered goods, billions USD



b. China's imports by product type, billions USD



c. US exports by product type, billions USD



#PIIECharts

Learn more at [piie.com/research/piie-charts](https://www.piie.com/research/piie-charts)



Note: Numbers may not sum to total due to rounding. "Uncovered" products refer to China's imports from the United States not addressed by Annex 6.1. Projections for the 2021 year-end target to a monthly basis is for illustrative purposes only. Nothing in the text of the agreement indicates China must meet anything other than the year-end target. Monthly purchase commitments are seasonally adjusted based on 2017 data. The July data for US exports to China of uncovered products are not yet available.

Sources: Constructed by Chad P. Bown with US export data from US Bureau of the Census, Chinese import data from International Trade Centre (TradeMap) for 2017 and from Chinese customs for 2021, and product categories set out in Annex 6.1 of Economic and Trade Agreement between the United States of America and the People's Republic of China.

Trade war timeline example



Recommended resource: [Knight Lab](#)



Take advantage of existing interest

- We use Google tools a lot to see how people end up on our website
- Google is a top driver of traffic
- In response to recent demand for materials on “Washington Consensus,” we created a new guide called “What Is the Washington Consensus?”

Full Referrer/Campaign	
1.	google
2.	(direct)
3.	PIIE Insider
4.	t.co/
5.	baidu

External Search (Google)	
1.	washington consensus



Government testimony

 Peterson Institute
@PIIE

◆ PIIE on the Hill ◆

Olivier Blanchard is testifying to @HouseBudgetDems & @HouseBudgetGOP on the economic costs of debt. Watch the hearing here:
budget.house.gov/legislation/he...

 **Olivier Blanchard**

Congressional testimony

Interest rates are likely to remain low for a long time. If the primary deficit remains large, public spending should sustain demand and output in the short run and finance public investment in the long run.

Low interest rates...

- decrease the fiscal impact and risk of debt. The risk-adjusted rate of return to capital is low, so crowding out capital has relatively lower costs.
- limit the use of monetary policy to combat recession, so policymakers must resort to fiscal policy.

Fiscal policy...

- will have a larger role as a macro stabilization device, but current automatic stabilizers are weak.
- must be ready to fight the next recession. Congress should enact "semi-automatic stabilizers," automatic changes in the tax system or in spending, triggered by a threshold of unemployment or lower output.

The primary deficit, at 5% of GDP, should eventually be decreased, unless it is used to finance ambitious and credible public investment. Reduction of the deficit should be contingent on the strength of private demand.

House Committee on the Budget hearing on "Reexamining the Economic Costs of Debt," November 20, 2019

 Olivier Blanchard

 **PIIE on the Hill** **Jason Furman**

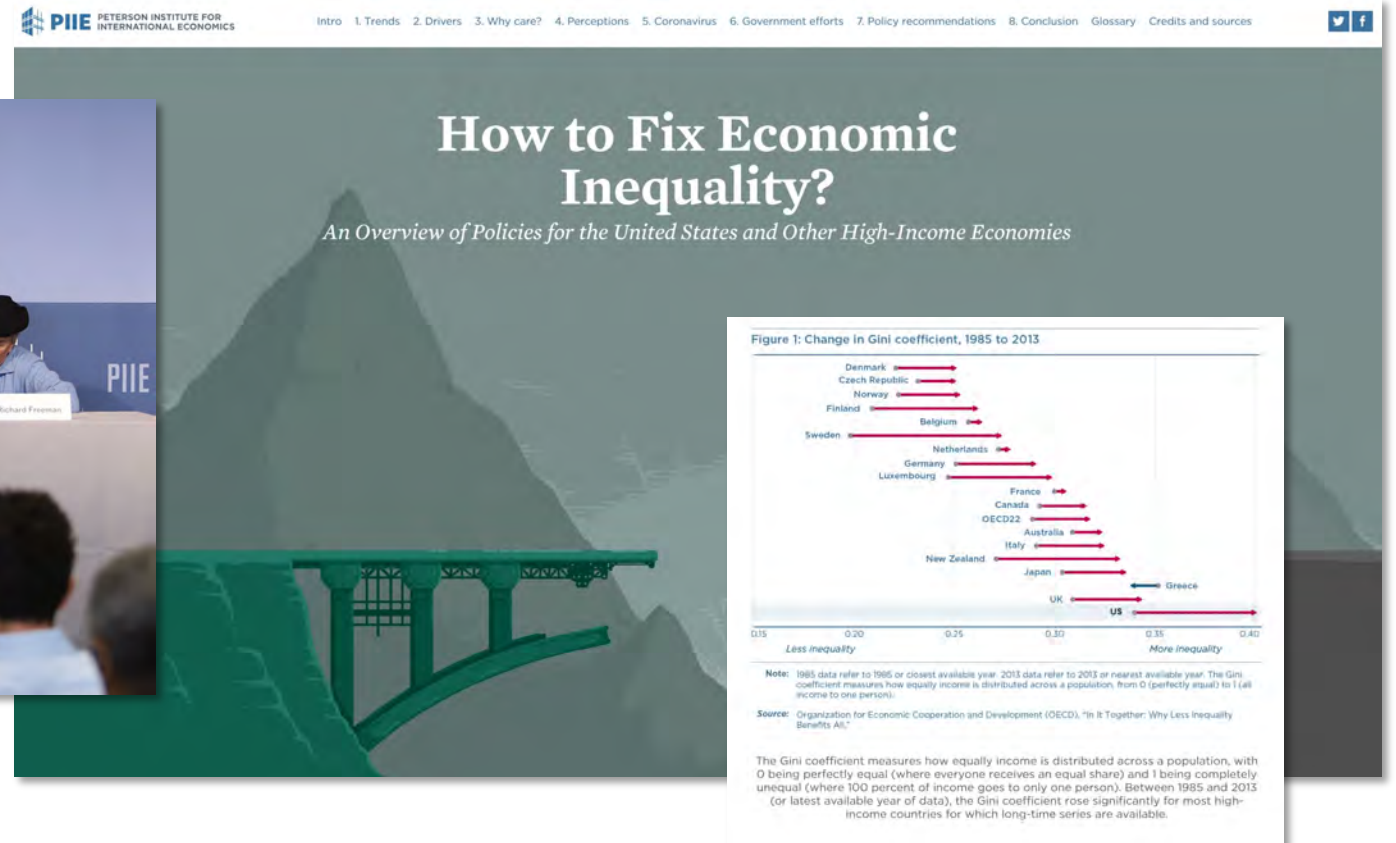
Congressional testimony

Continuing expanded unemployment insurance is necessary for COVID-19 economic recovery

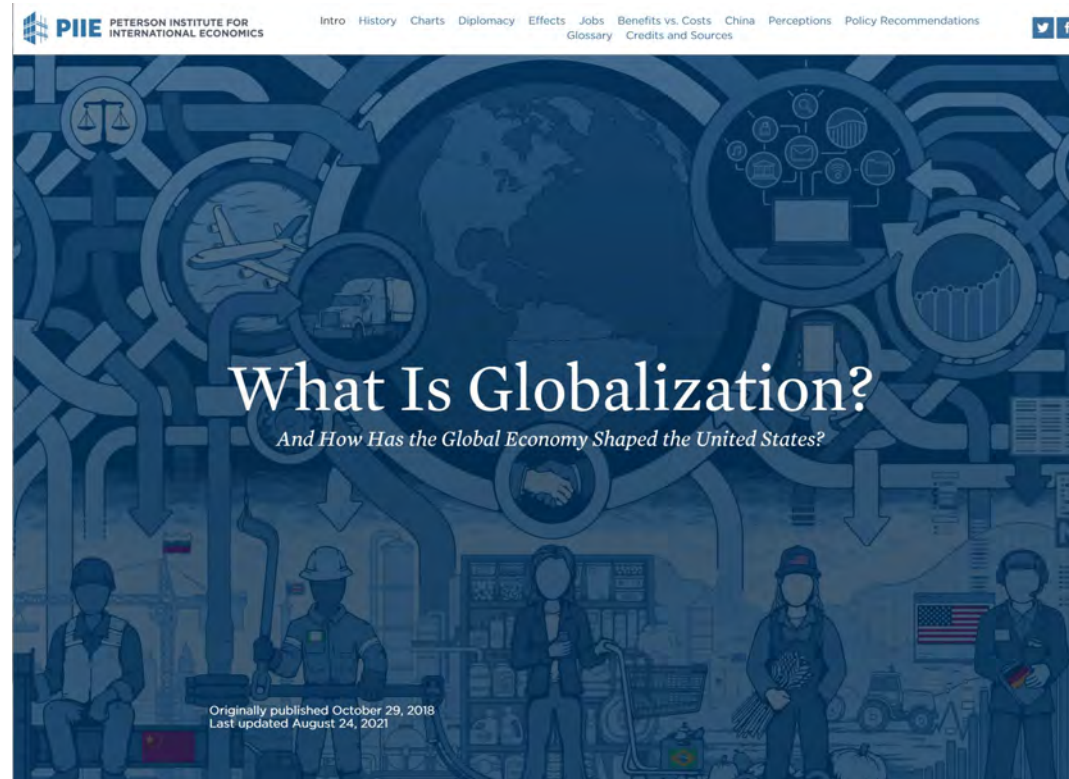
1. The unemployment crisis is severe.
2. Unemployment insurance has played a critical role for unemployed workers and for the economy as a whole.
3. Unemployment insurance has both positive and negative effects on labor supply.
4. Jobs are currently constrained mostly by lack of demand by employers, not by lack of supply of people willing to work.
5. Expanded unemployment insurance should continue and automatically adjust to changes in the unemployment rate.
6. An abrupt expiration of expanded unemployment insurance at the end of July would harm workers directly affected and the economy overall and would reduce GDP by 2.5% in the second half of 2020.
7. The unemployment insurance system had major shortcomings before the COVID-19 crisis and should be permanently reformed.
8. More than expanding and extending unemployment insurance is needed to protect jobs, create jobs, and foster economic recovery.

House Committee on Oversight and Reform subcommittee hearing on "The Unemployment Pandemic: Addressing America's Jobs Crisis," June 18, 2020

Even events can be source material



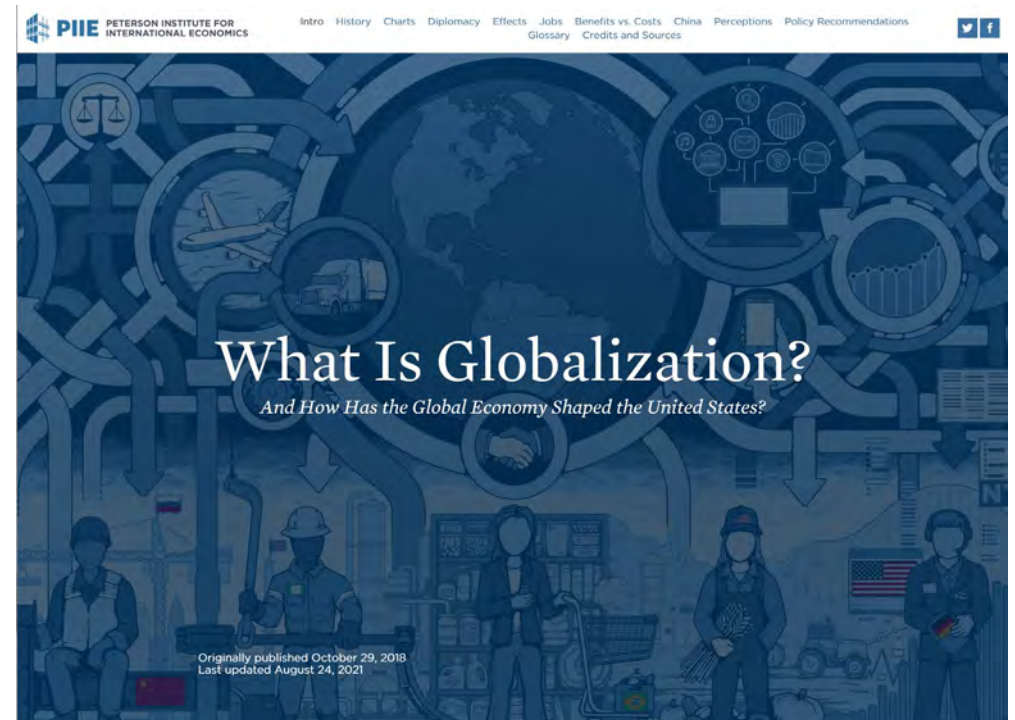
Create explainer on issue central to your mission



Create explainer on issue central to your mission

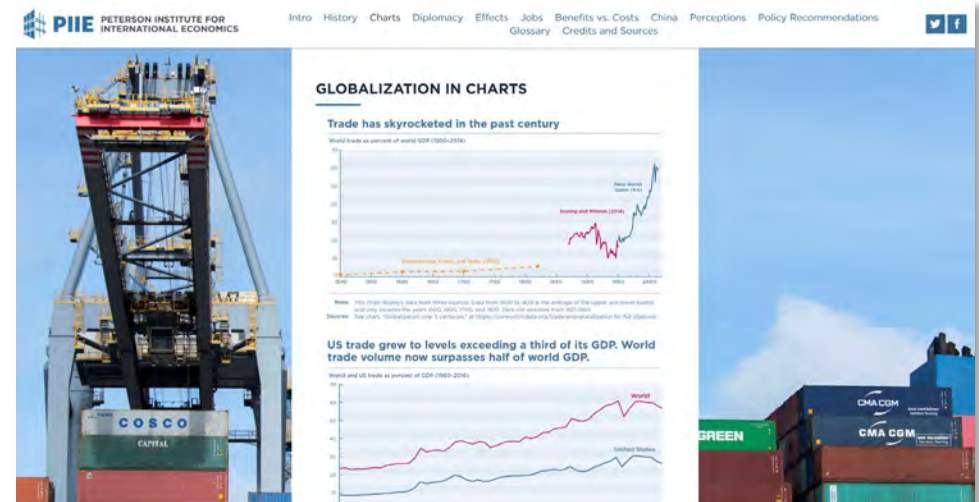
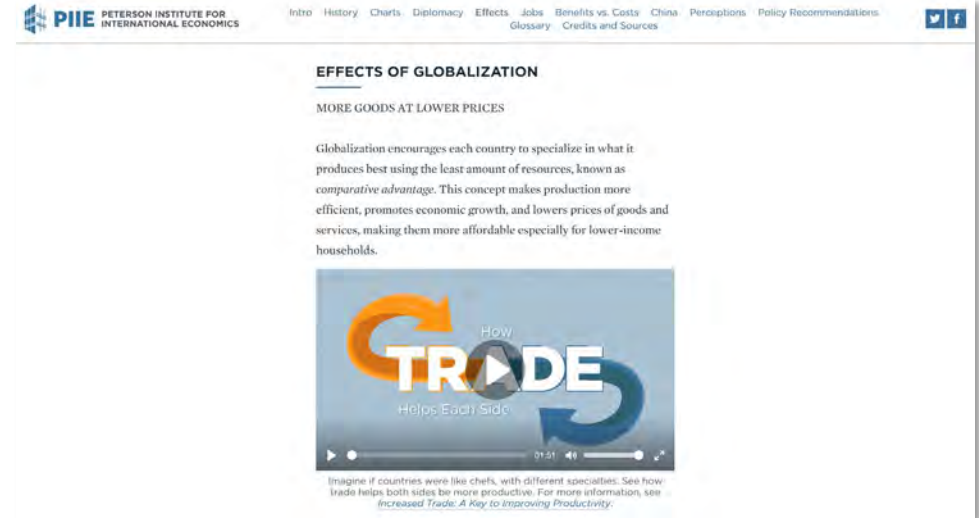
Advantages:

- Gives your organization reputational authority on topic
- Links to and promotes your other work
- Will attract a wider audience, especially if its very engaging
- Provides an educational tool for the public

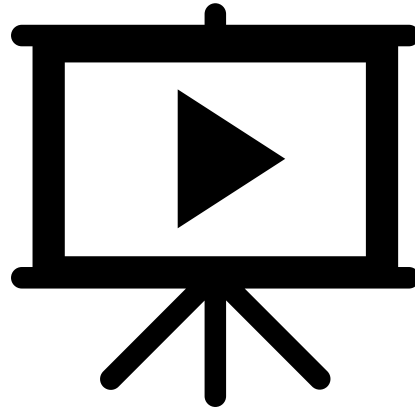


What Is Globalization?

- Written by comms team using recommended list of reading by researchers
- Uses videos, charts, interactive timeline, illustrations
- #1 Google result for “globalization”
- #1 content page on website
- Average time spent on page in first year: 18 minutes
- Took 1 year to produce

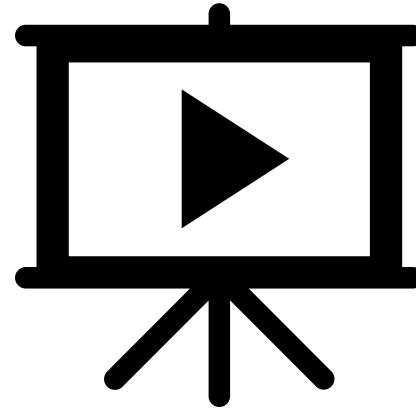


Animations



Recommended resource: “[Animations: A how-to guide for think tanks](#),” Design by Soapbox. Link to [video](#).

Animations



Link to [video](#).

Activity: Pitch a content idea (10 minutes)

- Read this Congressional Research Service report and come up with content ideas:

<https://crsreports.congress.gov/product/pdf/IF/IF11575>

“COVID-19 and Global Food Security: Issues for Congress”

OR go to <https://crsreports.congress.gov/> and search for “food insecurity”



My recommendations

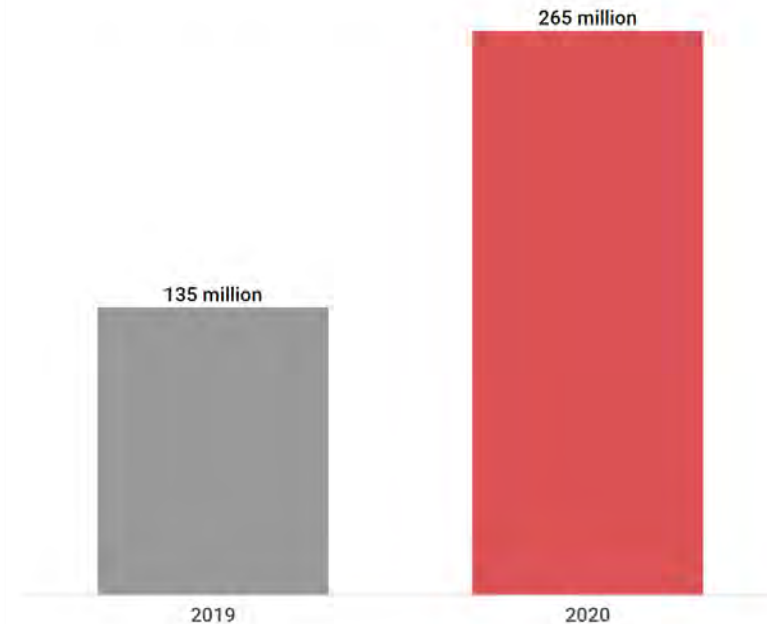
- Publish this as a blog post so the text can appear in HTML format
- Add a photo to the post that features people
- List the names of food insecurity programs in a table for easier reading

“The U.N. World Food Program (WFP) estimates that up to 265 million people may face acute food insecurity by the end of 2020, a 96% increase from its 2019 estimate.”

Tweet: The pandemic worsened food insecurity for an estimated 265 million people in 2020. Are US global food security programs sufficient to address the urgent need? (link) (attach image)

COVID-19 has increased global food insecurity by 96%

Estimated number of people facing acute food insecurity



Source: U.N. World Food Program (WFP)

How to execute good content strategy

Content strategy map: level of effort

1-2 days	3-5 days	1-2 weeks	1-4 months	4+ months
Expert tweet	PIIE Chart	Blog (complex)	Policy Brief	Book
Organization tweet (existing material)	Blog (simple)	Op-ed	Working Paper	Microsite
Simple chart tweet	Newsletter		PIIE Briefing	
Media interview	Podcast		Animated video	
Event clip	Edited short video		PIIE Case Study	
Social media graphic				

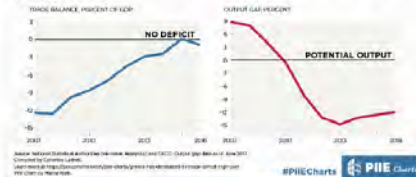
Create a “menu” of options

Multimedia Formats

Includes estimated time for production/review, ordered from longest to shortest

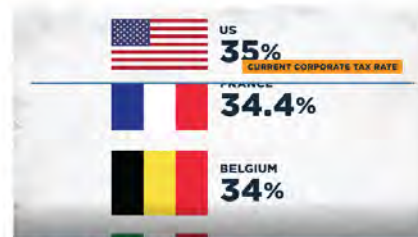


Greece Has Eliminated Its Trade Deficit, But at a High Cost



Cut import tariffs to 0%
for almost all goods traded between the three countries.

Infographic or Web Feature - collection of graphics around a theme with text, numbers/facts highlighted (2-10 days)



Editorial Illustration - depicts topic instead of using photo (1-3 days)



Peterson Perspectives - interview Q&A, under 10 min. long (1-2 days)

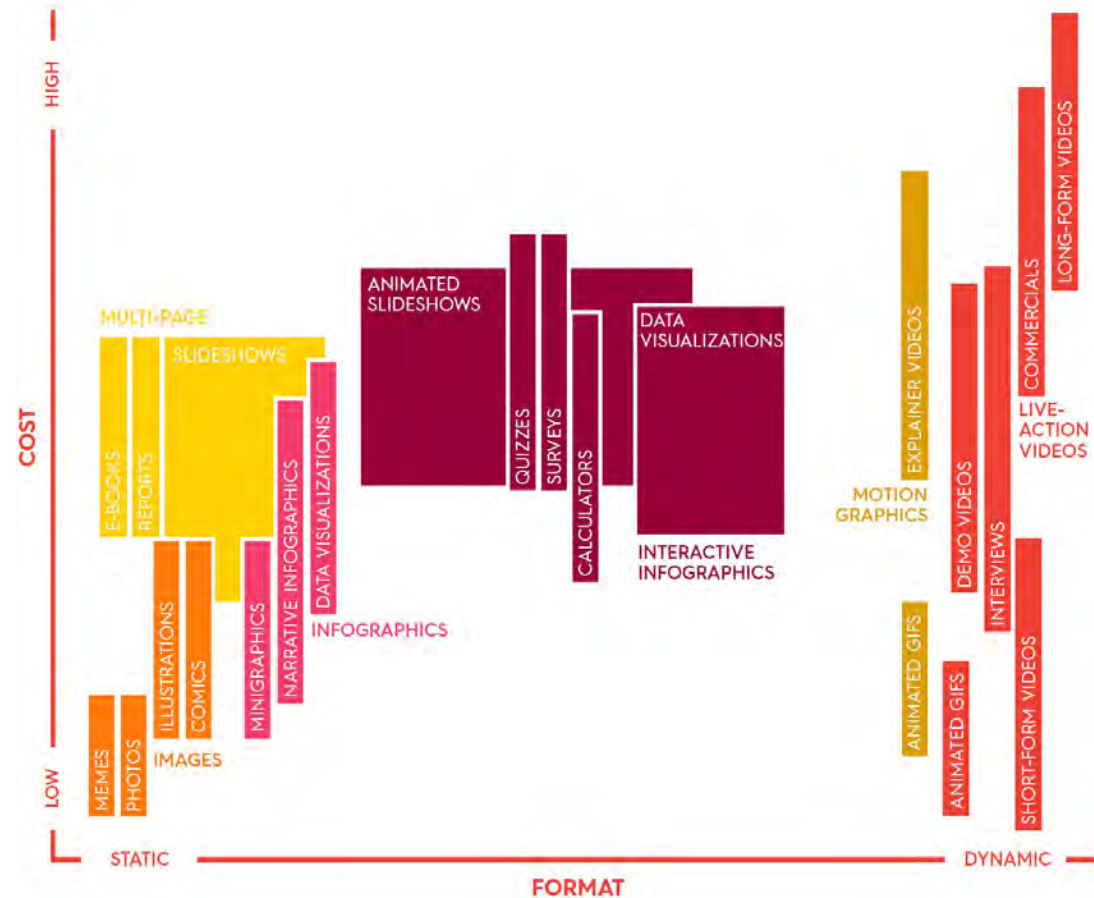


Event Highlights Video - edited with key points from presentation (1-2 days)



Interactive Data Visualization - user can click to explore data. Coding based on free software access only. (1-2 days)

Take into account level of effort

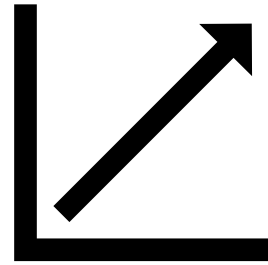


Source: "[Everything You Need to Know About Visual Content](#)," Column Five

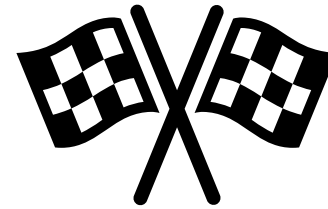
Improve collaboration with researchers



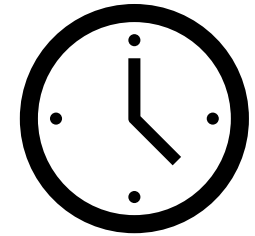
Ask them to send you drafts earlier so comms can start thinking of other content ideas.



Show them data/evidence your approaches are working.

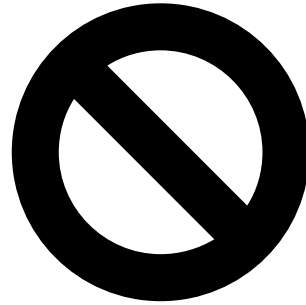


Show initiative with your own ideas. They often are receptive but don't have time to think of anything.



Use their time wisely. Figure out as much as you can on your end before asking them to help or to review something.

Improve collaboration with researchers



If you are ever unsure, do not publish something without their approval

Improve communication within your team

- Decide on a workflow for new content production.
 - Who needs to review? When do they review?
 - How will you organize your assets?
 - Someone needs to keep up with research being published
- You must have a project manager
 - Has knowledge of what's being produced and stage of production
 - Included on all project emails

How to design on a budget

- If you are unable to hire an in-house designer, consider a freelance designer or agency that specializes in data visualization. They can at minimum come up with templates and styles you can reuse.
- Create a style guide to make charts consistent and save time

Do-It-Yourself Tools

- Infogram
- Tableau
- Datawrapper
- Excel
- Adobe Spark (for video)
- [Long-form platforms](#)

Use a content calendar

JANUARY						
				1	2	3
4	5 Video Launch	6 Blog Post	7 News Piece	8 Social Post	9	10
11	12 Graphic 1	13 GIF 1	14 Blog Post	15 Graphic 2	16	17
18	19 Meme	20 News Piece	21 Social Post	22 GIF 2	23	24
25	26 Social Post	27 Blog Post	28 News Piece	29 Graphic 3	30	31

Content production team

- Editors
 - VP for publications and communications
 - Senior website manager and editor
 - Managing editor
- Digital production
 - AVP for digital communications
 - Social media manager
 - Digital content producer
 - Digital designer
- Print
 - Production manager/layout designer
- Website/analytics
 - Senior web, analytics, and multimedia assistant

Main takeaways

Decide who you want to reach

- Make sure you have content types that appeal to your audience
- Allocate time according to how important each audience is
- Create goals so everyone is on the same page

Expand your content types

- Develop shorter pieces to supplement longer research
- Explore a variety of content types that need both low and high level of effort
- Incorporate visuals and data visualizations as much as possible
- Create templates for each type so you can reuse concepts

Track progress and adjust strategy

- Pay attention to key metrics
- Don't be afraid to experiment. If it doesn't work, try something else.
- Do a cost-benefit analysis for more time-intensive ideas

Have fun!



Questions?

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PIIE PETERSON INSTITUTE FOR
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How to develop effective and feasible content strategy

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