**Content Strategy Checklist**

Having a content strategy means knowing the answers to all of these questions for the content your organization creates. By “content,” we mean information of and about your offerings (programs, products, information, resources, and tools), as well as any marketing-related content (blog posts, podcasts, videos, etc.).

**Who**

* Who is creating content?
* Who is reviewing various types of content?
* Who is entering content into the CMS?
* Who is tagging content with its topic, audience, location, etc. (within or outside of the CMS)?
* Who is reading or using this content?
* Who would read/use this content but can’t get to it because it’s password-protected?
* Who decides whether we need this content, and what is their decision based on?

**What**

* What content are we creating?
* What content types and topics are our audiences reading/using most?
* What content types and topics are our audiences reading/using least?
* What format is the content created in (e.g., PDF, infographic, HTML page)? Is that the best format?
* What content is missing that would help audiences meet their needs and/or our organization meet its goals?

**When**

* How often do we publish this content?
* Is that the right frequency?
* When do we revisit or “renew” content, if ever?

**Where**

* Where does your content appear? Website, e-newsletter, social media channels, syndicated outlets, app, etc.?
* Are we promoting/sharing this content in the best channels?
* Where are people when they are looking for or using this content?

**Why**

* Why are we publishing this content?
* What business goals does it meet?
* What audience need does it address?
* Should we curate it from other sources instead of creating it ourselves?
* How will we know the content is successful – i.e., does it have measurable goals, and do we do the actual measurement?

**How**

* How are we involving the right internal people (subject matter experts, content experts, volunteers, etc.) in creating this content?
* How are we planning content in a non-siloed way, so that everyone creating content is aware of what content is coming up?
* How are we involving the right internal staff in knowing that this content exists so they can link to it?
* What is our publishing process? How are we getting this information online, reviewing it, and removing it when it is no longer current/relevant/accurate?
* What tools are we using for entering and displaying content (CMS, LMS, etc.)?

If you need help developing a strategy that will answer these questions for your organization, please get in touch!

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