



# Adaptive Content for a Future-Proofed World

PRESENTED BY: LACEY KRUGER, LEAD INFORMATION ARCHITECT

## ► WHO IS THIS PERSON?

# Lacey Kruger

## Lead Information Architect

- 7+ years with Blackbaud/Convio
- Specializes in:
  - User Experience Design
  - Mobile Web Presence
  - CMS Architecture



A decorative banner at the top of the page features a light gray wavy background with various colorful icons: a yellow lightbulb, a brown cloud, a pink credit card, a green smartphone, an orange heart, a red magnifying glass, a blue hand cursor, a green hot air balloon, an orange heart, a green pie chart, a blue hand cursor, a pink credit card, and a green hot air balloon.

#BBCON TWEETS:

#bbinteractive





## ► AGENDA

- What is Adaptive Content?
- Why is Adaptive Content important?
- What do we need to get started?
- Content Modeling
- Content Strategy
- A Future-Proofed Content Model

# ► CONTENT IS...

## SUMMER READING

Our summer list of 15 Books That Matter

### Events

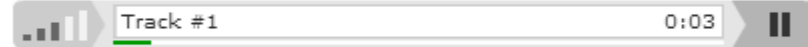
Pet adoption is a critical step toward ending needless euthanasia. We partner with thousands of animal welfare organizations in the U.S. and Canada to help support their efforts in finding lifelong, loving homes for homeless pets.

Through everyday adoptions at a PetSmart Charities® Adoption Center located in every PetSmart® store to special community-focused and national adoption events, we have numerous opportunities for you to find your next best friend and in turn save the life of a homeless pet.



Ubuntu Education Fund clinic

### Connection Cafe Podcast 10



[Download audio file](#)

### YOUR FUNDRAISING PROGRESS



View this as a web page

Canadian Wildlife Federation on Facebook

Like You like this.

Canadian Wildlife Federation

Hey Everyone!  
To celebrate the August Long Weekend, Shell Fuelling Change is giving everyone 50 BONUS VOTES! Please vote for our project, "Love your Lake", by redeeming the following bonus code from 12:01am EDT on Friday August 3 through 11:59pm EDT on Friday August 10:

fch-62GvIc

Facebook social plugin

### VOTE FOR LOVE YOUR LAKE WITH 50 BONUS POINTS!

Everybody knows that the best way to beat the summer heat is to head to the cottage for a little R & R! We all have our little slice of heaven somewhere on a favourite lake, as this has become one of the most popular practices for escaping the rat race during the summer. But with more and more people flocking to cottage country each summer, it seems inevitable that our lakes will become threatened by excess development, pollution, and over-use. How can we maintain the natural beauty and peace of our lakes in these circumstances? The solutions can be found in CWF's project "Love your Lake", a program designed to educate and engage



► ADAPTIVE CONTENT IS...

Content that is **structured**  
so that a single item can be  
displayed across a multitude  
of devices in a multitude of  
formats



► ADAPTIVE CONTENT IS...

a.k.a.

- Structured Content
- Mobile Content
- Intelligent Content
- Responsive Content



► **ADAPTIVE CONTENT AND RESPONSIVE DESIGN**

**“Responsive Web Design** is an approach to web design in which a site is crafted to provide an optimal viewing experience across a wide range of devices.”

- Wikipedia

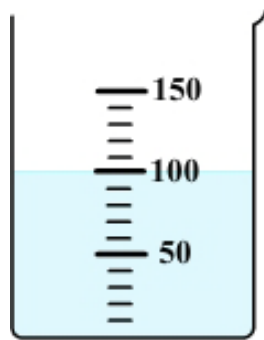




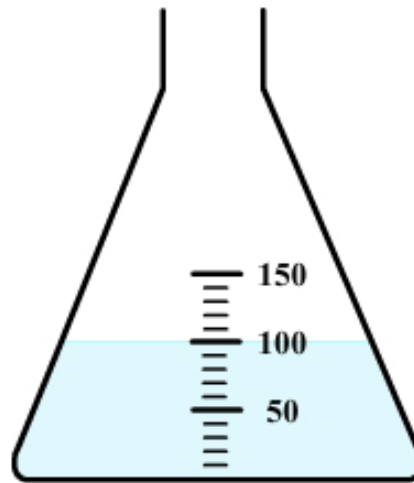
Source: <http://responsivedesign.ca/examples/the-boston-globe-a-newspaper-for-the-21st-century>

“If you put water into a cup, it becomes the cup.  
You put water into a bottle and it becomes the  
bottle. You put it in a teapot it becomes the  
teapot. Now, water can flow or it can crash.  
Be water my friend.”

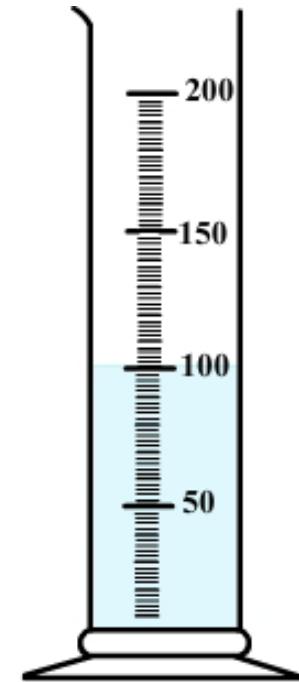
- Bruce Lee



(Beaker)



(Erlenmeyer)



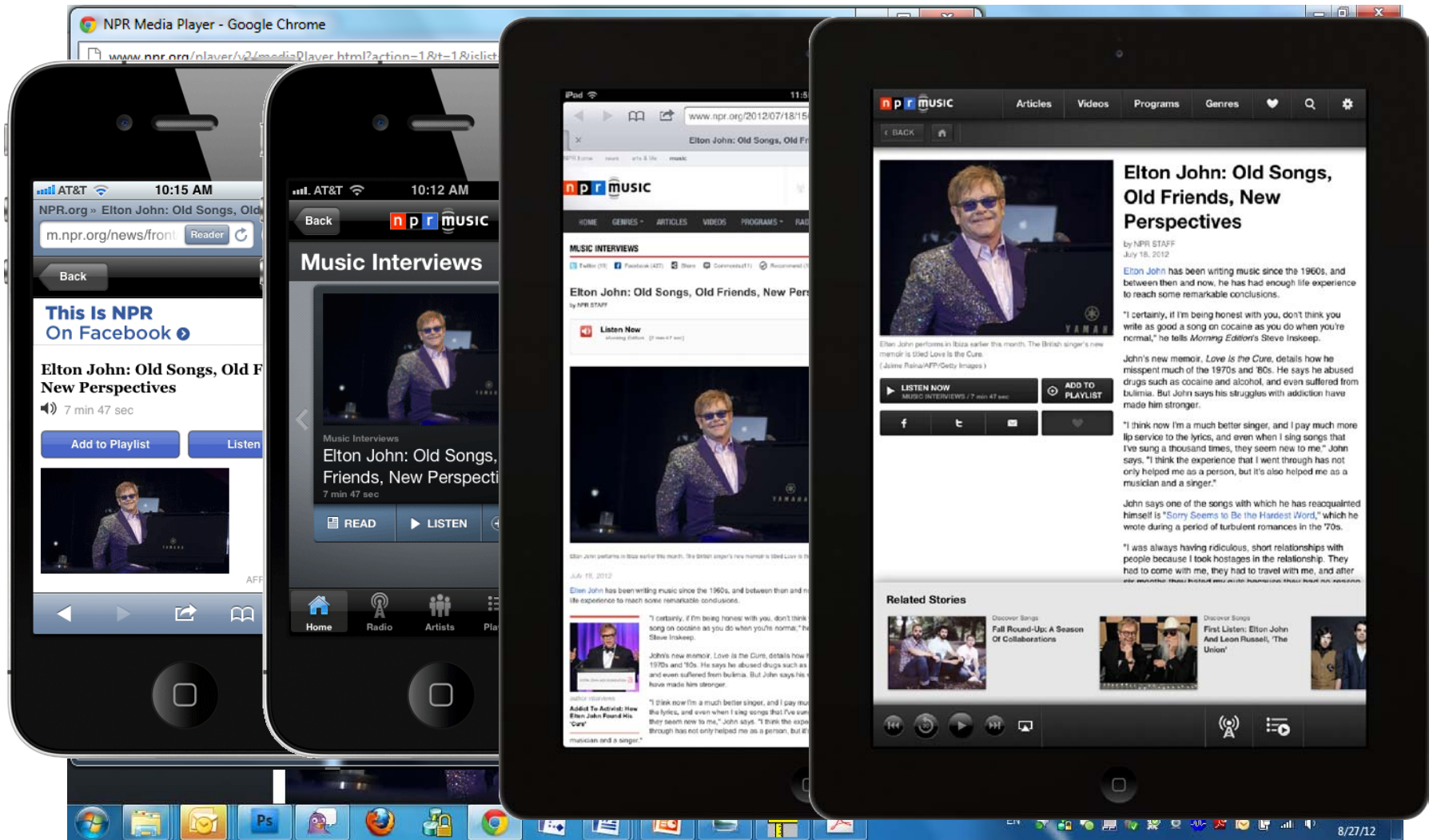
(Measuring cylinder)



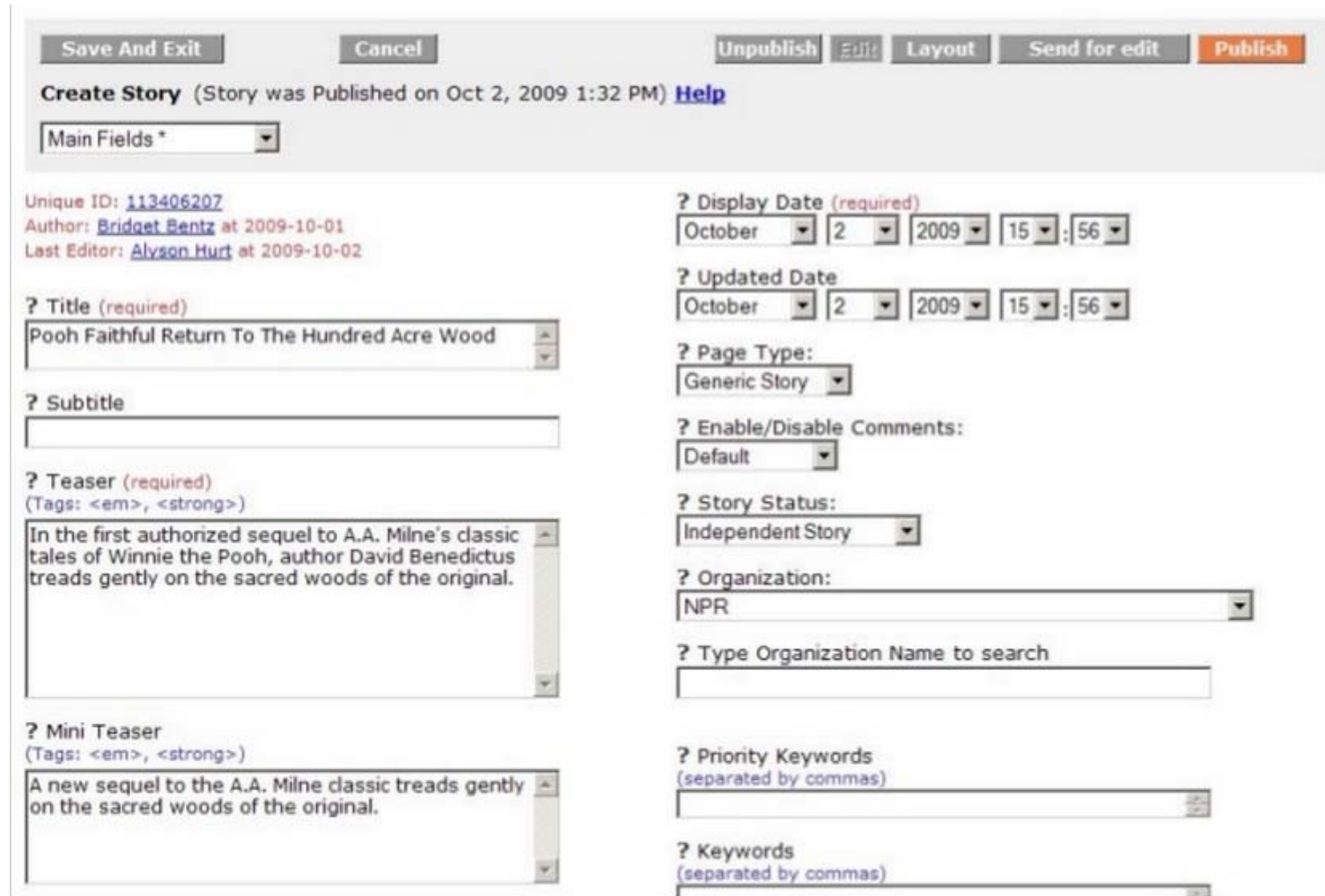
## ► ADAPTIVE CONTENT AND RESPONSIVE DESIGN

- To develop a successful Responsive Design, you really need to re-think your website from the ground up
  1. Content Strategy = **ADAPTIVE CONTENT**
  2. Information Architecture
  3. Page Layouts
  4. Design

# ▶ ADAPTIVE CONTENT ILLUSTRATED...



## ► UNDER THE HOOD...



The screenshot shows a web-based content management system interface for creating a story. At the top, there are several buttons: "Save And Exit", "Cancel", "Unpublish", "Edit", "Layout", "Send for edit", and "Publish". Below these buttons, the text "Create Story (Story was Published on Oct 2, 2009 1:32 PM) Help" is displayed. A dropdown menu labeled "Main Fields \*" is set to "Main Fields \*".

Metadata information is shown on the left side:

- Unique ID: [113406207](#)
- Author: [Bridget Bentz](#) at 2009-10-01
- Last Editor: [Alyson Hurt](#) at 2009-10-02

The main form is divided into two columns of fields:

**Left Column:**

- ? Title (required):** A text field containing "Pooh Faithful Return To The Hundred Acre Wood".
- ? Subtitle:** An empty text field.
- ? Teaser (required):** A text area containing "In the first authorized sequel to A.A. Milne's classic tales of Winnie the Pooh, author David Benedictus treads gently on the sacred woods of the original." Below the text is the instruction "(Tags: <em>, <strong>)".
- ? Mini Teaser:** A text area containing "A new sequel to the A.A. Milne classic treads gently on the sacred woods of the original." Below the text is the instruction "(Tags: <em>, <strong>)".

**Right Column:**

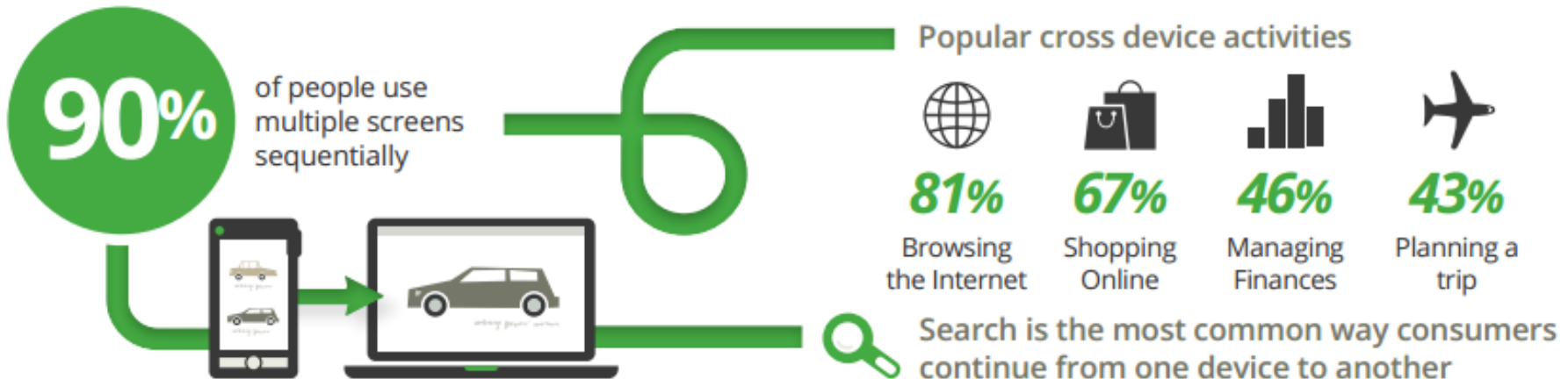
- ? Display Date (required):** A date and time selector set to "October 2 2009 15:56".
- ? Updated Date:** A date and time selector set to "October 2 2009 15:56".
- ? Page Type:** A dropdown menu set to "Generic Story".
- ? Enable/Disable Comments:** A dropdown menu set to "Default".
- ? Story Status:** A dropdown menu set to "Independent Story".
- ? Organization:** A dropdown menu set to "NPR".
- ? Type Organization Name to search:** An empty text field.
- ? Priority Keywords (separated by commas):** An empty text field.
- ? Keywords (separated by commas):** An empty text field.

## ► WHY SHOULD I CARE?

# The New Multi-Screen World

Understanding Cross-Platform Consumer Behavior

Consumers move between multiple devices to accomplish their goals



# ► WHY SHOULD I CARE?



2003  
Modern  
Blackberry

2007  
iPhone

2008  
Android  
(HTC Dream)

2010  
iPad

2011  
Kindle Fire

2012  
Google  
Nexus Tablet

What's Next??



► WHY SHOULD I CARE?

## Content is KING!

- It's how you tell your stories
- It's what makes the donors go-round
- It's what makes people tell their friends
- It's what keeps visitors ENGAGED
- It's what keeps your organization RELEVANT



► WHERE DO WE START?



# COPE

(Create Once, Publish Everywhere)

► WHERE DO WE START?



# CMS

(Content Management System)



## ► ELEMENTS OF CMS

- Content Types
- Meta Data
- Display Templates



## ► CONTENT TYPES

- Group of content items that share a predictable, consistent set of attributes

The collage illustrates various content types:

- News Article:** A snippet from a website with a breadcrumb trail "Home > News and Blogs > Press Releases". The main heading is "Project HC Explore Our Photo Galleries". The sub-heading is "Millwood, Virginia". The text discusses a "Global NGO President of De" and mentions "Rumsey, former (LAU) of New York financing of project sector." It also includes a quote: "Richard's experience campaigns will communities in President and C".
- Social Media Share Bar:** A vertical bar with icons for "0" (likes), "Tweet", "Like", "Share", and "Email".
- Video Player:** A YouTube video player showing a scene from a "10th Anniversary Gala - London". The video title is "Danielle Executive Director Year Started At POGO". The video description includes "Favorite Past-time old friends, Reading" and "You were voted most at my desk!". The video player shows a play button and a progress bar at 0:00.
- Photo Gallery:** A gallery of photos with a navigation bar at the bottom showing page numbers 1 through 121.

At the bottom of the collage, there is a "Submit" button and a text input field with the text "I am delighted in the developing v...".



## ► META DATA

- The attributes or fields needed for each content type
- Not to be confused with Meta Data for Search  
(although still important for Search!)
- Not all fields are required to allow for variable content



## Profile: Start Authoring Wizard

**Publish**

**Next**

Folder:  [Home](#) > [Test Pages](#)

Steps: **1** Enter properties → **2** Enter body content → **3** Preview → **4** Schedule → **5** Submit

**Name \***

First and Last Name (50 characters or less)

**File Name \***

.html

- this is the part of the url that comes directly before .html
- this field will auto populate based on the title, but can be edited
- this field can only contain letters, numbers, dashes or underscores, no spaces

**Description \***

- a short 1-2 sentence describing this page
- The description will appear in the site search results page (for SEO)

**Last Name \***

**Position \***

Job title of this person

**Organization**

Organization, if external to POGO

**Twitter Username**

Do not include the "@", example POGOBlog

**Email Address**

**Profile Type**

press and hold the Ctrl key to select multiple types

Please select  
Blog Contributor  
Expert  
POGO Staff

**Program Areas**

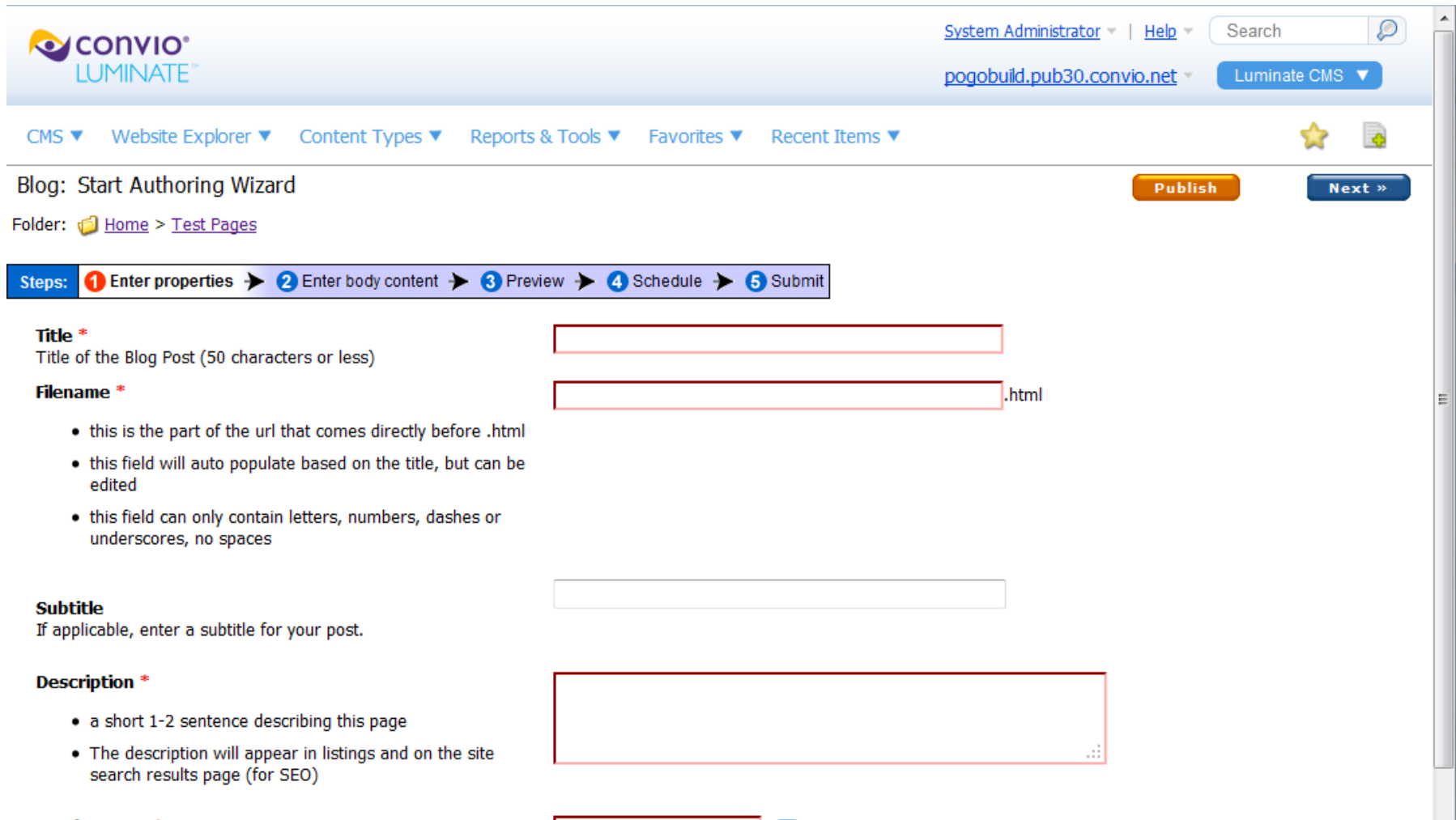


## ► DISPLAY TEMPLATES

- Part of your CMS that defines how your Meta Data gets displayed on the screen
- May require different Display Templates for different devices
- Let the software do the work

## ► DISPLAY TEMPLATES

# • Turns this...



**convio**  
LUMINARE™

System Administrator | Help | Search

pogobuild.pub30.convio.net | Luminare CMS

CMS | Website Explorer | Content Types | Reports & Tools | Favorites | Recent Items

Blog: Start Authoring Wizard **Publish** **Next »**

Folder: Home > Test Pages

Steps: 1 Enter properties → 2 Enter body content → 3 Preview → 4 Schedule → 5 Submit

**Title \***  
Title of the Blog Post (50 characters or less)

**Filename \*** .html

- this is the part of the url that comes directly before .html
- this field will auto populate based on the title, but can be edited
- this field can only contain letters, numbers, dashes or underscores, no spaces

**Subtitle**  
If applicable, enter a subtitle for your post.

**Description \***

- a short 1-2 sentence describing this page
- The description will appear in listings and on the site search results page (for SEO)




## ► DISPLAY TEMPLATES

### • Into this...

Sep 25, 2012

#### [POGO Cheers MSPB for Granting Stay for Whistleblowers](#)

 Recommend 9

 Tweet 13



By SUZIE DERSHOWITZ

#### OUR TAKE

The Project On Government Oversight applauds the Merit Systems Protection Board (MSPB) and the Office of Special Counsel (OSC) for defending U.S. Army whistleblowers who may have suffered retaliation for exposing the truth about their supervisor's illegal actions.

The MSPB found reason to believe that these employees got serious payback for blowing the whistle, allegedly including harassment, loss of pay, and constructive removal (intentionally making working conditions difficult so the employee feels forced to leave his or her job). On September 6, the MSPB [granted the 45-day stay](#) requested by the OSC, providing temporary relief for the affected individuals who remain federal employees, while the OSC continues their investigation.

In this case, six employees of the Army Substance Abuse Program at Fort Richardson, Alaska (three psychologists, a social worker, a licensed counselor, and an administrative assistant) blew the whistle on their supervisor, Terry Bates. They jointly reported to the Joint-Base ombudsman that Bates was "knowingly falsifying, removing, and or/destroying clinical patient records." These six individuals were brave to come forward. Their protected disclosures point to serious illegality that goes beyond victimless misconduct. The ombudsman recommended an investigation, and Bates's supervisory and clinical responsibilities were temporarily suspended.

[Continue reading "POGO Cheers MSPB for Granting Stay for Whistleblowers"](#) →

September 25, 2012 in [Whistleblower Protection](#) | [Permalink](#) | [Tell us what you think--leave a comment! \(0\)](#) | [TrackBack \(0\)](#)

## ► DISPLAY TEMPLATES

### •And this...



POGO Blog 	Latest Releases	In the News
<p>Sep 25, 2012</p> <p><b>POGO Cheers MSPB for Granting Stay for Whistleblowers</b></p> <p>The MSPB and OSC have defended U.S. Army whistleblowers who may have suffered retaliation for exposing the truth about their supervisor's illegal actions.</p>		
<p>Sep 25, 2012</p> <p><b>New Podcast: Just How Secret is the Government?</b></p> <p>How many secrets does the government have? And where are they keeping them? POGO's Joe Newman and Suzie Dershowitz sat down with Amy Bennett from OpenTheGovernment.org, which just released its annual Secrecy Report, to discuss how secret the federal government was last year.</p>		
<p>Sep 21, 2012</p> <p><b>One Year Into the Open Government Partnership</b></p> <p>OMB Watch looks back at the first year of the global Open Government Partnership and where the U.S. is in their plan for a more open and transparent federal government.</p>		
<p><a href="#">READ MORE BLOG POSTINGS ▼</a></p>		



## ► DISPLAY TEMPLATES

•And this...

### TOP POSTS ▼



Show your support for POGO's work by ordering  
March 27, 2012



Show your support for POGO's work by ordering  
March 27, 2012



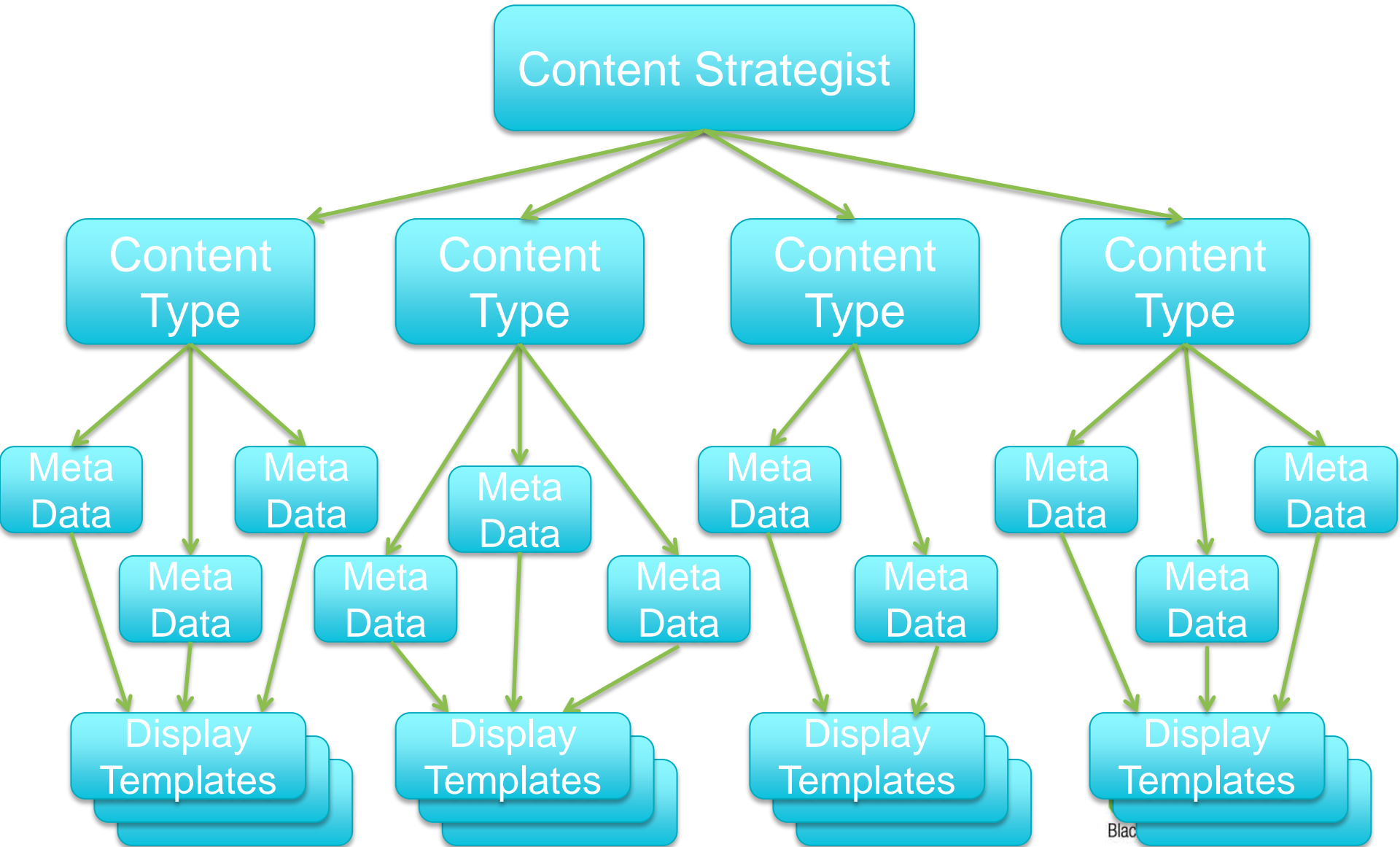
Show your support for POGO's work by ordering  
March 27, 2012

## ► DISPLAY TEMPLATES

- And this...



# ► CONTENT MODELING





► CONTENT STRATEGY

“Plans for the

- **Creation**
- **Publication and**
- **Governance**

of useful, usable content”

- Kristina Halvorson



## ► ELEMENTS OF CONTENT STRATEGY

- **Content Inventory**

- **Editorial Strategy**

- Message Hierarchy, Authoring Guidelines, Editorial Calendar

- **Web Writing**

- Writing content for online publication

- **Search Engine Optimization**

- Increase potential relevance to specific search engine keywords

# ▶ CONTENT STRATEGY ARTIFACTS

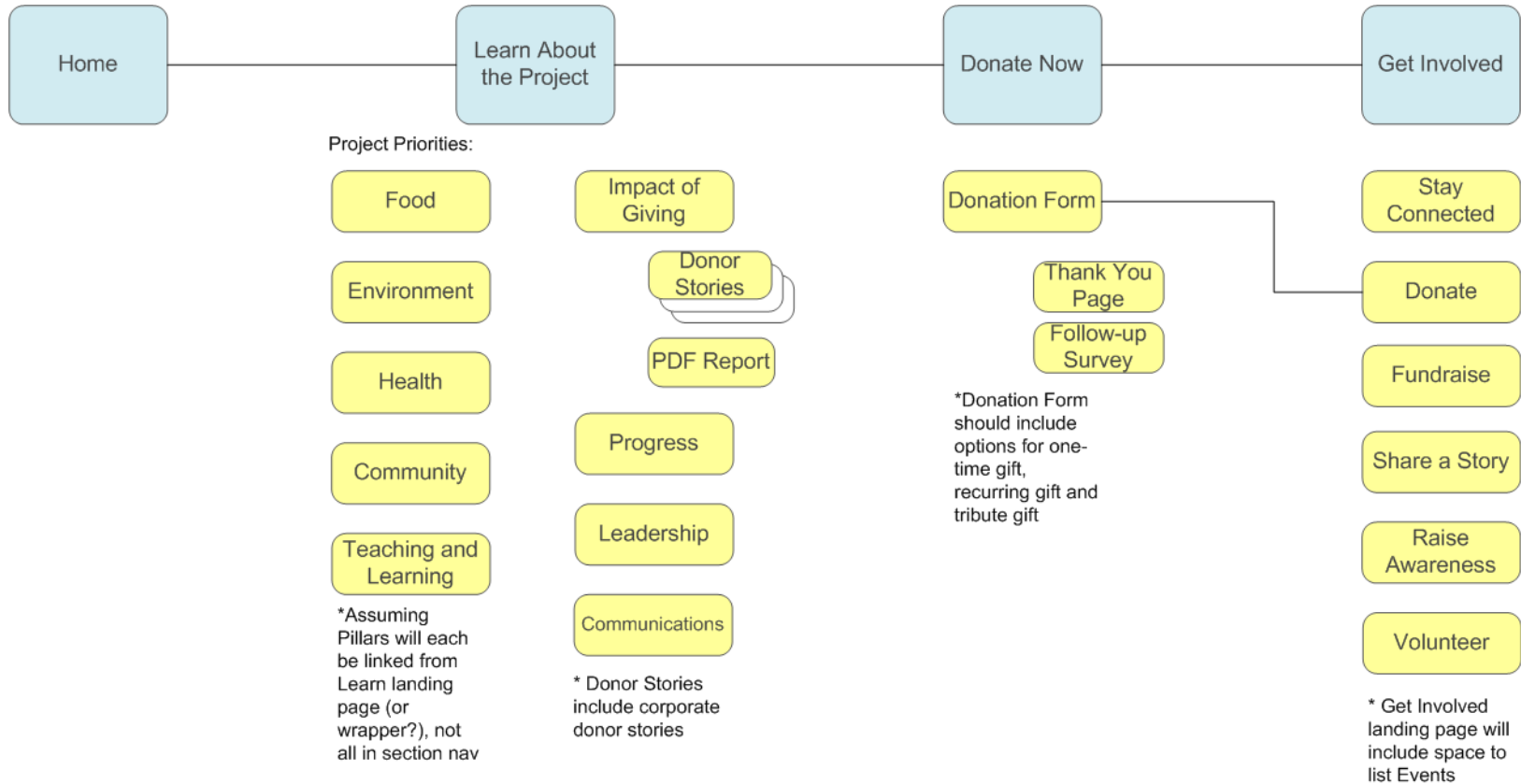


	A	B	C	D	E
1	<b>New Content Inventory</b>				
2	<b>Page ID</b>	<b>Title</b>	<b>Old URL</b>	<b>New Page/Folder</b>	<b>Update/Remov</b>
3	1.0.0	Home	<a href="http://www.thebetterplanetproject.ca/index2.html">http://www.thebetterplanetproject.ca/index2.html</a>	<a href="http://www.thebetterplanetproject.ca/index.html">http://www.thebetterplanetproject.ca/index.html</a>	Update
4	1.1.0	Big Ideas	<a href="http://www.thebetterplanetproject.ca/better_planet_project_b">http://www.thebetterplanetproject.ca/better_planet_project_b</a>	<a href="http://www.thebetterplanetproject.ca/index.html">http://www.thebetterplanetproject.ca/index.html</a>	Move
5	2.0.0	Learn About the Project	<a href="http://www.thebetterplanetproject.ca/u_of_g_better_planet_pi">http://www.thebetterplanetproject.ca/u_of_g_better_planet_pi</a>	<a href="http://www.thebetterplanetproject.ca/about/index.html">http://www.thebetterplanetproject.ca/about/index.html</a>	Update
6	2.1.0	Food	<a href="http://www.thebetterplanetproject.ca/better_planet_project_fc">http://www.thebetterplanetproject.ca/better_planet_project_fc</a>	<a href="http://www.thebetterplanetproject.ca/about/priorities/food.html">http://www.thebetterplanetproject.ca/about/priorities/food.html</a>	Move
7	2.2.0	Environment	<a href="http://www.thebetterplanetproject.ca/better_planet_project_e">http://www.thebetterplanetproject.ca/better_planet_project_e</a>	<a href="http://www.thebetterplanetproject.ca/about/priorities/environment.h">http://www.thebetterplanetproject.ca/about/priorities/environment.h</a>	Move
8	2.3.0	Health	<a href="http://www.thebetterplanetproject.ca/better_planet_project_h">http://www.thebetterplanetproject.ca/better_planet_project_h</a>	<a href="http://www.thebetterplanetproject.ca/about/priorities/health.html">http://www.thebetterplanetproject.ca/about/priorities/health.html</a>	Move
9	2.4.0	Community	<a href="http://www.thebetterplanetproject.ca/better_planet_project_co">http://www.thebetterplanetproject.ca/better_planet_project_co</a>	<a href="http://www.thebetterplanetproject.ca/about/priorities/community.ht">http://www.thebetterplanetproject.ca/about/priorities/community.ht</a>	Move
10	2.5.0	Teaching and Learning	New sub-page	<a href="http://www.thebetterplanetproject.ca/about/priorities/teaching-learni">http://www.thebetterplanetproject.ca/about/priorities/teaching-learni</a>	Create
11	2.6.0	Impact of Giving	<a href="http://www.alumni.uoguelph.ca/donor_report/">http://www.alumni.uoguelph.ca/donor_report/</a>	<a href="http://www.thebetterplanetproject.ca/about/impact-giving/">http://www.thebetterplanetproject.ca/about/impact-giving/</a>	Update and Move
12	2.6.1	Donor Stories - 30 stories and coun	New sub-pages	<a href="http://www.thebetterplanetproject.ca/about/impact-giving/stories/">http://www.thebetterplanetproject.ca/about/impact-giving/stories/</a>	Create
13	2.6.2	Donor Report	New PDF asset	<a href="http://www.thebetterplanetproject.ca/about/impact-giving/donor-repc">http://www.thebetterplanetproject.ca/about/impact-giving/donor-repc</a>	Create
14	2.7.0	Progress	New sub-page	<a href="http://www.thebetterplanetproject.ca/about/progress.html">http://www.thebetterplanetproject.ca/about/progress.html</a>	Create
15	2.8.0	Leadership	<a href="http://www.thebetterplanetproject.ca/leadership/index.html">http://www.thebetterplanetproject.ca/leadership/index.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/index.html">http://www.thebetterplanetproject.ca/about/leadership/index.html</a>	Move
16	2.9.0	Campaign Cabinet	<a href="http://www.thebetterplanetproject.ca/cabinet/cabinet.html">http://www.thebetterplanetproject.ca/cabinet/cabinet.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/index">http://www.thebetterplanetproject.ca/about/leadership/cabinet/index</a>	Move
17	2.9.1	Lincoln Alexander	<a href="http://www.thebetterplanetproject.ca/cabinet/alexander.html">http://www.thebetterplanetproject.ca/cabinet/alexander.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/alexai">http://www.thebetterplanetproject.ca/about/leadership/cabinet/alexai</a>	Move
18	2.9.2	Pamela Wallin	<a href="http://www.thebetterplanetproject.ca/cabinet/wallin.html">http://www.thebetterplanetproject.ca/cabinet/wallin.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/wallir">http://www.thebetterplanetproject.ca/about/leadership/cabinet/wallir</a>	Move
19	2.9.3	Tye Burt	<a href="http://www.thebetterplanetproject.ca/cabinet/burt.html">http://www.thebetterplanetproject.ca/cabinet/burt.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/burt.f">http://www.thebetterplanetproject.ca/about/leadership/cabinet/burt.f</a>	Move
20	2.9.4	Jeffrey Lozon	<a href="http://www.thebetterplanetproject.ca/cabinet/lozon.html">http://www.thebetterplanetproject.ca/cabinet/lozon.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/lozon">http://www.thebetterplanetproject.ca/about/leadership/cabinet/lozon</a>	Move
21	2.9.5	Christine Alford	<a href="http://www.thebetterplanetproject.ca/cabinet/alford.html">http://www.thebetterplanetproject.ca/cabinet/alford.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/alford">http://www.thebetterplanetproject.ca/about/leadership/cabinet/alford</a>	Move
22	2.9.6	Gavin Armstrong	<a href="http://www.thebetterplanetproject.ca/cabinet/armstrong.html">http://www.thebetterplanetproject.ca/cabinet/armstrong.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/armst">http://www.thebetterplanetproject.ca/about/leadership/cabinet/armst</a>	Move
23	2.9.7	Anthony Arrell	<a href="http://www.thebetterplanetproject.ca/cabinet/arrell.html">http://www.thebetterplanetproject.ca/cabinet/arrell.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/arrell">http://www.thebetterplanetproject.ca/about/leadership/cabinet/arrell</a>	Move
24	2.9.8	Tim Bray	<a href="http://www.thebetterplanetproject.ca/cabinet/bray.html">http://www.thebetterplanetproject.ca/cabinet/bray.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/bray.f">http://www.thebetterplanetproject.ca/about/leadership/cabinet/bray.f</a>	Move
25	2.9.9	William and Dorothy Campbell	<a href="http://www.thebetterplanetproject.ca/cabinet/campbell.html">http://www.thebetterplanetproject.ca/cabinet/campbell.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/camp">http://www.thebetterplanetproject.ca/about/leadership/cabinet/camp</a>	Move
26	2.9.10	Philip Donne	<a href="http://www.thebetterplanetproject.ca/cabinet/donne.html">http://www.thebetterplanetproject.ca/cabinet/donne.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/donne">http://www.thebetterplanetproject.ca/about/leadership/cabinet/donne</a>	Move
27	2.9.11	Robert Farquharson	<a href="http://www.thebetterplanetproject.ca/cabinet/farquharson.htm">http://www.thebetterplanetproject.ca/cabinet/farquharson.htm</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/farqu">http://www.thebetterplanetproject.ca/about/leadership/cabinet/farqu</a>	Move
28	2.9.12	Philip and Susan Gosling	<a href="http://www.thebetterplanetproject.ca/cabinet/gosling.html">http://www.thebetterplanetproject.ca/cabinet/gosling.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/goslin">http://www.thebetterplanetproject.ca/about/leadership/cabinet/goslin</a>	Move
29	2.9.13	Peter Hannam	<a href="http://www.thebetterplanetproject.ca/cabinet/hannam.html">http://www.thebetterplanetproject.ca/cabinet/hannam.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/hanna">http://www.thebetterplanetproject.ca/about/leadership/cabinet/hanna</a>	Move
30	2.9.14	Nona Heaslip	<a href="http://www.thebetterplanetproject.ca/cabinet/heaslip.html">http://www.thebetterplanetproject.ca/cabinet/heaslip.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/heasli">http://www.thebetterplanetproject.ca/about/leadership/cabinet/heasli</a>	Move
31	2.9.15	Karena Kuwahara	<a href="http://www.thebetterplanetproject.ca/cabinet/kuwahara.html">http://www.thebetterplanetproject.ca/cabinet/kuwahara.html</a>	<a href="http://www.thebetterplanetproject.ca/about/leadership/cabinet/kuwal">http://www.thebetterplanetproject.ca/about/leadership/cabinet/kuwal</a>	Move

## Content Inventory



# ► CONTENT STRATEGY ARTIFACTS



Utilities on every page:

Social Media | Contact Us



# ▶ CONTENT STRATEGY ARTIFACTS

September

9	10	11	12	13	14	15	
	LK wireframing		NAR review wires				
16	17	18	19	20	21	22	
	LK wireframing		NAR review wires				
	MC designing R1		Design R1 IR		ALL NAR WIRES FEEDBACK DUE		
					R1 Designs to NAR		
23	24	25	26	27	28	29	
	LK Finalizes Wires				ALL WIRES COMPLETE		
	NAR reviews Design R1			MC revise & finalize R1.5 Design			
◀ ▶ October 2012							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6	
	LK/MC OUT		Hand-off Design R1.5 to DNL		MC designing R2		
	NAR review Designs R1.5		ALL NAR DESIGN 1.5 FEEDBACK				
7	8	9	10	11	12	13	
	MC designing R2			Design R2 IR		R2 Designs to NAR	

Editorial Calendar



## ► CONTENT STRATEGY ARTIFACTS

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### ► **WRITING FOR THE WEB TRAINING**

Prepared for: NEA Health Information Network

Prepared by: Lacey Kruger, Lead Information Architect

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Staff Training

**bbcon 2012**  
Blackbaud Conference for Nonprofits

# ▶ CONTENT STRATEGY ARTIFACTS



blackbaud Univ

## Messaging Hierarchy

Prepared for: University of Guelph  
Prepared by: Lacey Kruger, Lead Information Architect, Convio

August 16, 2012

The purpose of the content guide is to define messaging priorities and NEAHIN.org. With this guide in hand, each author should feel empowered consistent tone and messaging, which will provide a more unified, see

Based on stakeholder interviews and user research conducted for NEAHIN.org, Convio has defined the messaging hierarchy as follows.  
Please note: These are not necessarily the literal words that will appear on the website. Organizing concepts to be reflected throughout the visual elements, co

**Primary Message**  
*The single most important thing you want the user to learn. This message should be repeated on every page of the website. Each page on the website should speak to this message.*

- Our goal is to improve the health and safety of the school community.

**Secondary Messages**  
*This is a group of key messages that extrapolate and support your Primary Message. Each page on the website should speak to at least one of these supporting messages.*

- We provide information to help NEA members keep themselves safe.
- We provide information to help NEA members keep their students safe.
- We work to improve safety conditions in schools.
- We provide programs and information to empower school communities.

**Calls to Action**  
*What you want people to do after they "get" your message. Consider your Primary and Secondary Messages and incorporate links to those specific actions where possible.*

- Donate
- Provide their email address/stay in touch
- Share the message with friends and family through social networks
- Share their health and safety success stories

blackbaud University of Guelph BetterPlanet Project  
Editorial Strategy | Page Description Diagram

## 2.6.1 Donor Story

**Page Objective:** Provide proof points for support of the capital campaign and share tangible giving experiences and their impact of the University of Guelph finding solutions to the world's biggest challenges.

**Source Content:** Impact of Giving report, university department websites, alumni association website and user-generated/-submitted stories.

**Principals:** Donors (corporate and individual), alumni, students, faculty.  
**Focus:** Research and impact in the fields of environment, food, health, community, and teaching and learning.

**Content Location:** [about/impact\\_giving/stories/](#)  
**Content Owner:**

**Phase:** User Experience: Information Architecture and Content Strategy  
**Scope:** In scope

<b>Page Title</b>	{Donor Story Title}
<b>Priority 1 Content</b> Donor Story with Photo(s)	<p><b>Message Focus:</b> Show</p> <p>Include related video assets – from the existing suite of people-focused videos – and links to related donor stories, university department(s) and student/faculty profile(s).</p> <p><b>Assets:</b> Large photo(s) for the interior story page, the BetterPlanet Project home page banner space, social channels and email campaigns.</p>
<b>Priority 2 Content</b> Highlighted "Element of Success"	<p><b>Message Focus:</b> Include a call to action featuring the specific "element of success" addressed in this donor story with a direct appeal for giving. Link to donate form page via a large donate button. That specific "element of success" should be included as a field element on the donate form.</p> <p><b>Assets:</b> New "Element of Success"-focused giving promo box IA and design.</p>



## ► MORE ELEMENTS OF CONTENT STRATEGY

### •Content Management Strategy

- Defines the technologies needed to capture, store, deliver, and preserve content

### •Content Channel Distribution Strategy

- Defines how and where content will be made available to users (email, website, apps, devices, syndicated sources, etc.)

### •Meta Data Strategy

- Identifies the type and structure of meta data



## ► ADAPTIVE CONTENT STRATEGY

- **Content Management Strategy**

- Choose a CMS that allows for creation of Custom Content Types and Fields

- **Content Channel Distribution Strategy**

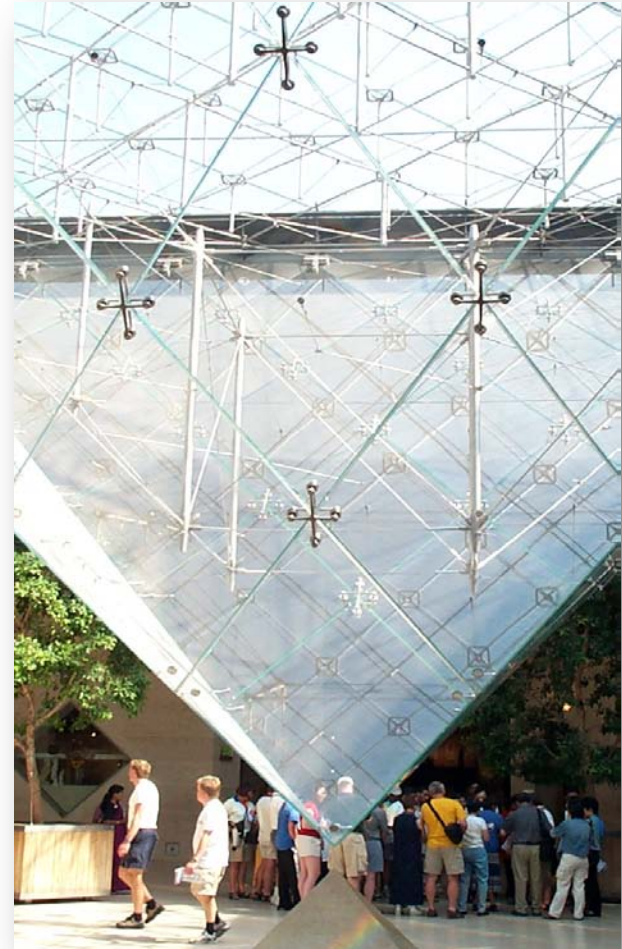
- Identify your priorities to drive requirements for Display Templates

- **Meta Data Strategy**

- Select a Content Strategist who can create a Future-Proofed, Adaptive Content Model

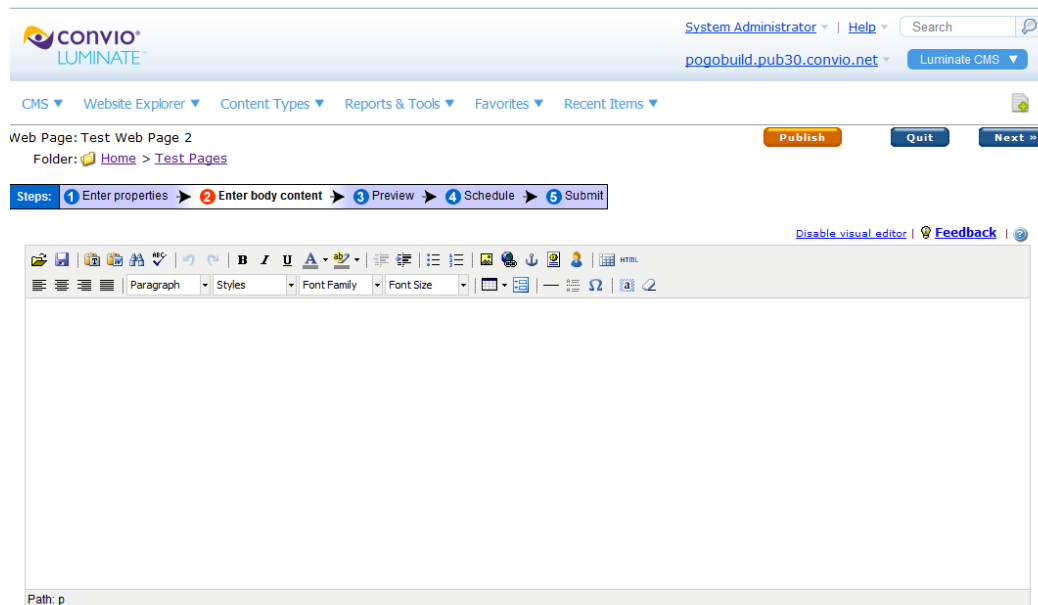
## ► A FUTURE-PROOFED CONTENT MODEL

- Web Writing for the 21<sup>st</sup> Century
  - Inverted Pyramid approach
  - Make your point FIRST, then follow with supporting details
  - “Write for the chunk”



## ► A FUTURE-PROOFED CONTENT MODEL

- Beware the WYSIWYG!
  - Only use it for Substance
  - When it's possible to define consistent Meta Data for a content type, do it

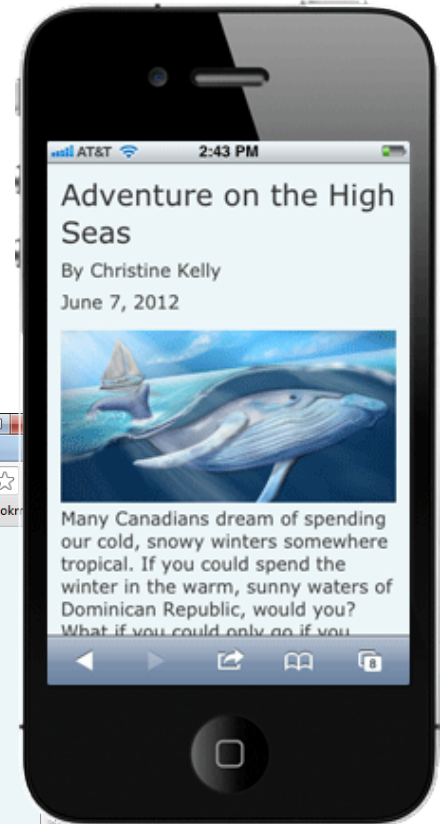


The screenshot displays the Convio LUMINATE CMS interface. At the top, the logo for Convio LUMINATE is visible on the left, and navigation links for 'System Administrator', 'Help', and 'Search' are on the right. Below the logo, there are dropdown menus for 'CMS', 'Website Explorer', 'Content Types', 'Reports & Tools', 'Favorites', and 'Recent Items'. The main content area shows 'Web Page: Test Web Page 2' and 'Folder: Home > Test Pages'. A 'Steps' bar indicates the current step is '2 Enter body content'. The WYSIWYG editor is active, showing a toolbar with various text and layout options. The path 'Path: p' is visible at the bottom left of the editor area.



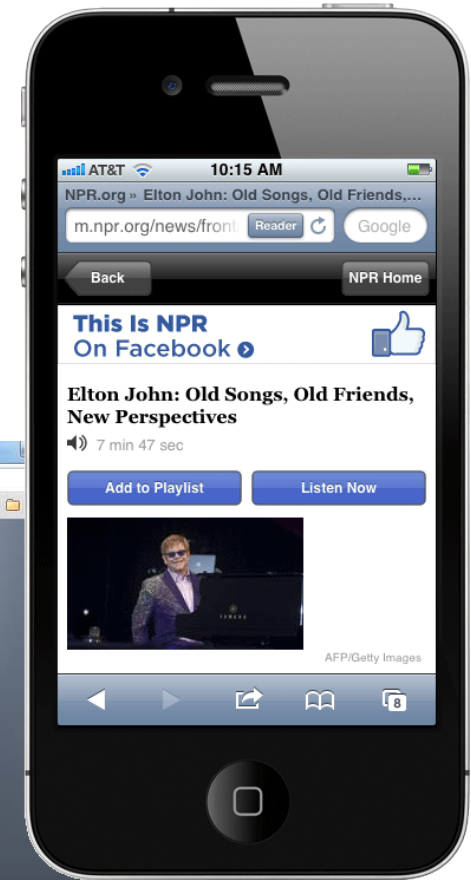
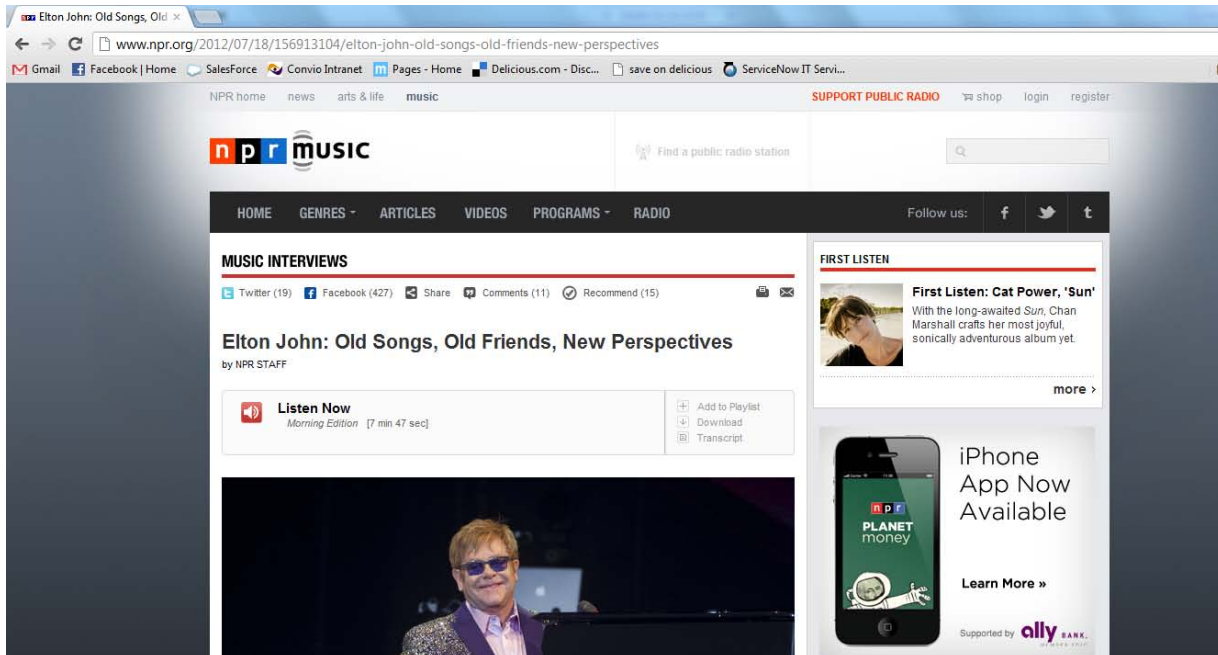
## ► A FUTURE-PROOFED CONTENT MODEL

- Consistent Substance
  - Users won't want less when they've drilled down into a single content item



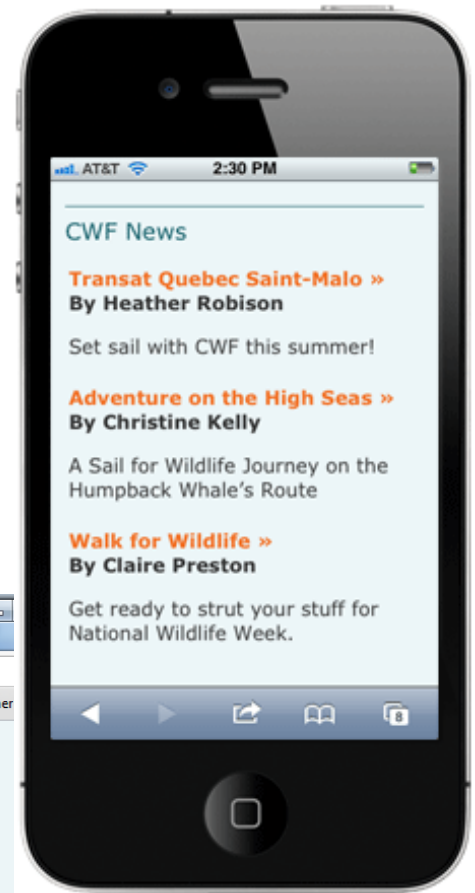
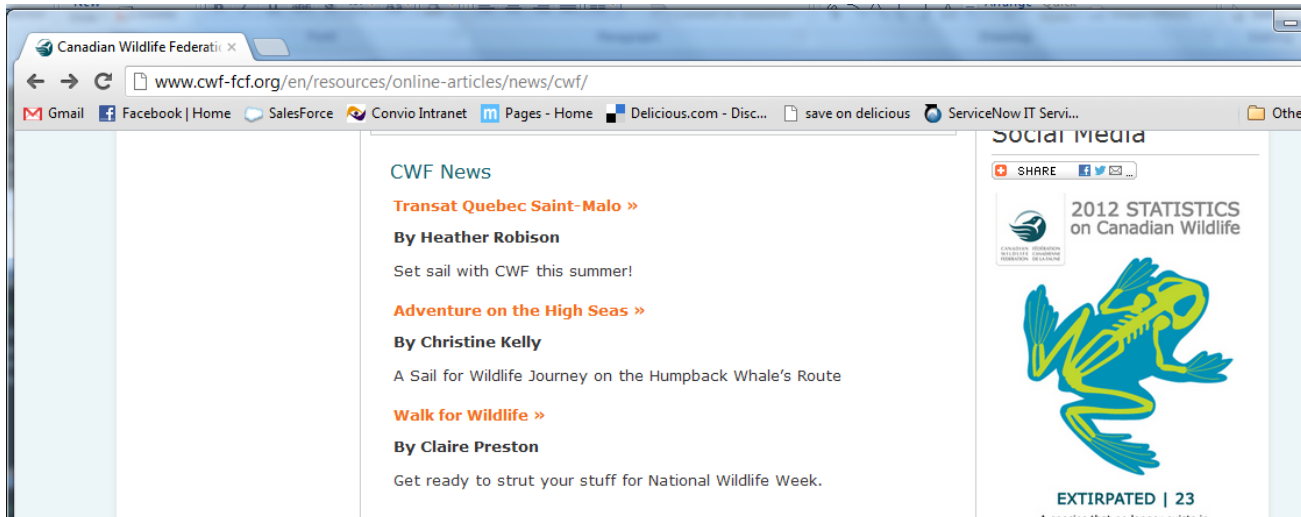
## ► A FUTURE-PROOFED CONTENT MODEL

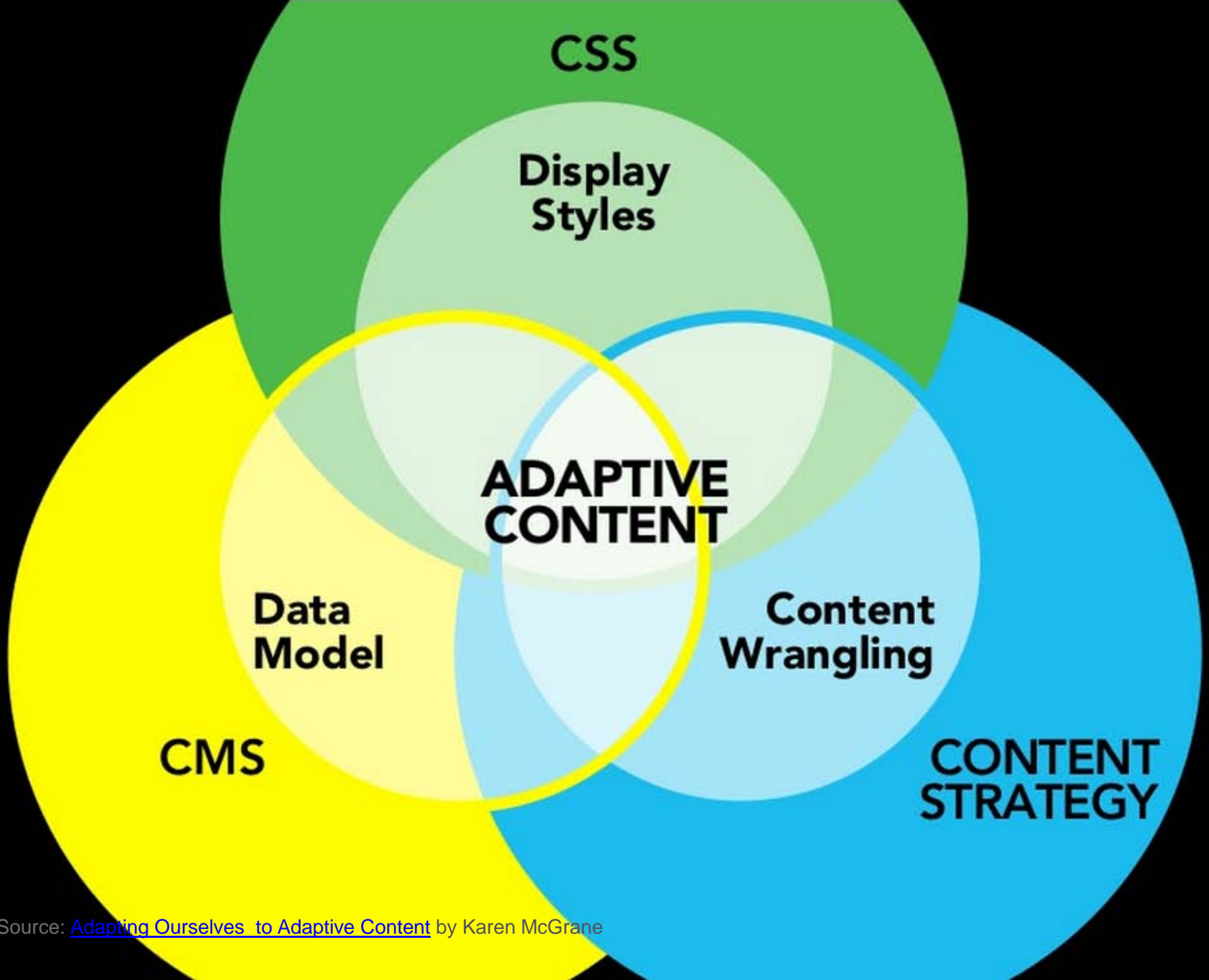
- Meta Data for all devices
  - Multiple sizes of images and thumbnails (or image resize tool)



## ► A FUTURE-PROOFED CONTENT MODEL

- Meta Data for all devices
  - Title and Description should work in any device
  - First 3-5 words are always MOST important







## ► CLIFF'S NOTES

- Content is the lifeblood of your organization
- Adaptive Content is the way of the future – catch on now!
- Create or update your Content Strategy with a foundation of Adaptive Content
- Develop a Content Model that is Adaptive and Future Proofed
  - Web Writing for the 21<sup>st</sup> Century
  - Beware the WYSIWYG
  - Consistent Substance
  - Meta Data for All Devices



► I WANT MORE!

- Come see my team at the **Creative Services Booth!**

- Or, email me:

[Lacey.Kruger@blackbaud.com](mailto:Lacey.Kruger@blackbaud.com)



► I WANT MORE!

- **Karen McGrane**

- Presentations:

- [Adapting Ourselves to Adaptive Content](#)

- [Content Strategy for Mobile](#)

- Upcoming book:

- [Content Strategy for Mobile](#)

- **Ethan Marcotte**

- [Book: Responsive Web Design](#)

- **Kristina Halvorson**

- [Book: Content Strategy for the Web](#)