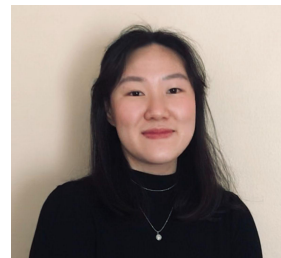# PARSONS | TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off

- Please post any questions in the chat & we will review them during our Q&A segment

- This webinar is being recorded & will be distributed after the session

Who is speaking?

Miki O'Reggio

Analyst & Project Coordinator

Chelsie Lui

Analyst

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Agenda

- Intro to the Content Study

- Study Findings: Expert and Public Content

- Practical Applications

- Next Steps and Q&A

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Poll Question

Share your role and department!

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Our exploration in content impact

- How **content is defined** by professionals in the mission-driven space
- The **relevance of data** in mission-driven work
- The **role of data in content** development

THE FIVE **CONTENT** STAGES

STRATEGIZE

Use data to meet audiences where they are and match to their content

CREATE

Identify most popular content formats for audience and optimize content accordingly

PROMOTE

Track content during promotion period and identify target audience engagmement

MEASURE

Define and locate response metrics to design new tools and frameworks

REFINE

Report on the content impact to effect internal strategies and behaviors

Methodology

This exploration into content impact began in **June 2021**, leading to **16 interviews** on the topic of content impact.

Breakdown by Contact Role

- 3 Technology Professionals
    - Ex. Technology Lead, Data Manager
- 7 Communications/Content Professionals
    - Ex. Director of Marketing, Editorial Director, Communications Manager
- 6 Others
    - Ex. Founder, Graphic Designer, C-Suite

Contact Role

	Technology Professionals	Comms/ Content Professionals	Other	Total
Content Impact Interviewees	3	7	6	16

Poll Question

What type of content do you (if applicable) OR your organization produce the most frequently?

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Examples of content types

Content can be defined generally as pieces of communication output — stories and messages that communicate something to some audience.

	Expert Content	Public Content
Content to Unify	Research Reports, Theoretical Frameworks, Policy Memos	Social Media, Creative Pieces, Video
Content to Translate	Articles, Blog Posts	Workshops, Toolkits/Guides

Summary of digital content types

	Goal of Content	Audience	Digital Content Types	Teams Responsible
Expert Content: Content is highly technical and made for a specific technical audience where the expertise of the audience and the technicality of the content matches up	Share expert findings among experts. Shift ideas and approaches (attitudes) within an in-group to facilitate changes (behaviors)	Policy Makers/Other Technical Experts	- Research reports - Articles - Frameworks/Toolsets - Visualizations	- Research - Policy - Program - Fellows
Public Content: Content could be highly technical in topic or not, but made for an audience that are non-experts in that content's topic	- Translate technical topics for a non-technical audience. Create on-ramps and entryways for people to understand the content (Inform) - Strengthen the audience's support/interest in a topic (Change attitudes) - Strengthen the organization's brand and support of the topic (marketing/brand image) - Call to act on a topic: advocacy, policy change, donations (Change behaviors)	Non-expert, general public audience Targeted audiences dependent on content itself	- Social Media - Creative pieces (quizzes, interactives) - Videos - Articles/Blog - Public outreach - Virtual events - Media appearances - Talking points - Tools/products for advocacy - Newsletter/Email	- Communications - Content - Publication - Campaign/Advocacy

A bit more about expert content

	Goal of Content	Audience	Digital Content Types	Teams Responsible
Expert Content: Content is highly technical and made for a specific technical audience where the expertise of the audience and the technicality of the content matches up	Share expert findings among experts. Shift ideas and approaches (attitudes) within an in-group to facilitate changes (behaviors)	Policy Makers/Other Technical Experts	- Research reports - Articles - Frameworks/Toolsets - Visualizations	- Research - Policy - Program - Fellows

A bit more about public content

	Goal of Content	Audience	Digital Content Types	Teams Responsible
Public Content: Content could be highly technical in topic or not, but made for an audience that are non-experts in that content's topic	• Translate technical topics for a non-technical audience. Create on-ramps and entryways for people to understand the content (Inform) • Strengthen the audience's support/interest in a topic (Change attitudes) • Strengthen the organization's brand and support of the topic (marketing/brand image) • Call to act on a topic: advocacy, policy change, donations (Change behaviors)	Non-expert, general public audience Targeted audiences dependent on content itself	• Social Media • Creative pieces (quizzes, interactives) • Videos • Articles/Blog • Public outreach • Virtual events • Media appearances • Talking points • Tools/products for advocacy • Newsletter/Email	• Communications • Content • Publication • Campaign/Advocacy

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Complicated impact: Metrics

Metrics can standardize the creative outputs of content and resulting engagement with the content.

More than gathering the metrics, its useful to **track the different ways that organizations assess and report on the impact of their digital content**

Measuring and refining content data

1. What are we measuring for?

2. Teams responsible for metrics

3. Types/Form of Metric Outputs

4. What do we want from those metrics?

5. Audience (of resulting content metrics)

6. Goal of metrics

Poll Question

How would you most want data to inform and improve your content?

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Practical Applications
Next steps for your organization

Applications

Campaign Planning Process

Improve **this** campaign...   ...improve **the next** one

1	2	3	4	5
Strategize	Create	Promote	Measure	Refine
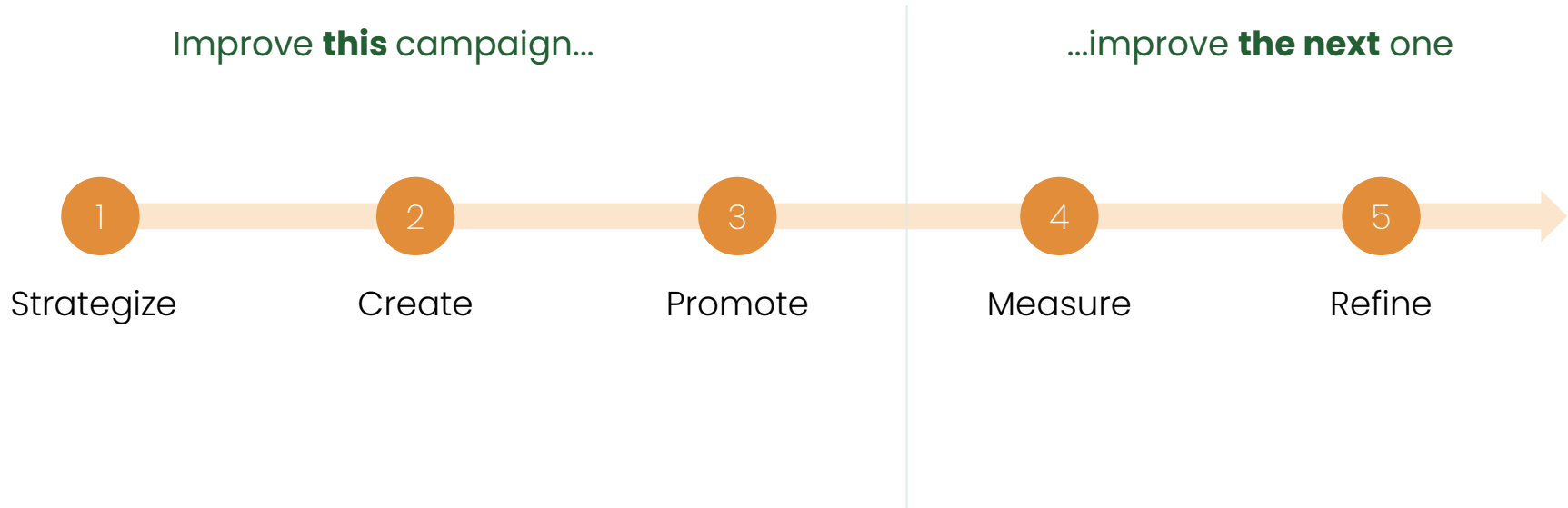
Strategize

Use data to meet audiences where they are and match to their content

- Identify, follow and predict a user's journey
- What are your content goals and how can they be measured?
- Aligning team around campaign goals & techniques
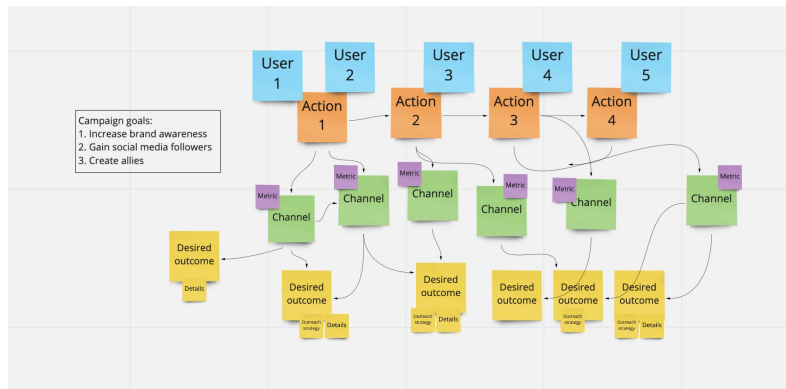
Resources

Free resources to jumpstart your analytics journey

- Use a GoogleDoc, Miro Board, etc.

- Google Search Console & Google Analytics

  (site performance)

- Microsoft Clarity

- Hive (project management)

Measure

Define and locate response metrics to design new tools and frameworks

- Calls to Action
- Impact
  - Metrics: form submissions, calls scheduled
- Qualitative Data
  - Metrics: Political influencer, survey answers, goodwill

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Get started

Reporting, dashboards and tracking

1. Utilize Google Analytics and Google Data Studio
2. Create a dashboard
3. Dedicate time to looking at the data and reviewing it as a team
4. Apply analysis to future content strategies
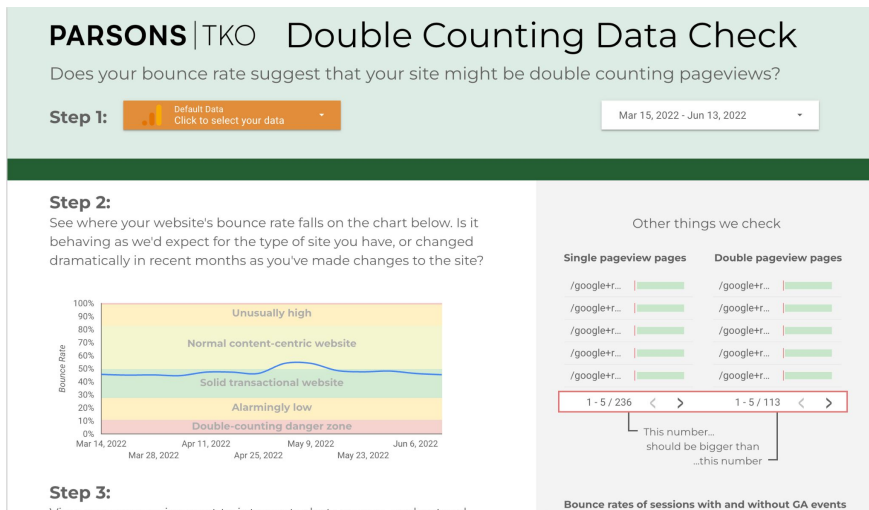
Refine

Report on the content impact to effect internal strategies and behaviors

- Compare what worked and what didn't
- Provide metrics to teams/departments to inform their strategy
- Standardize reporting process
- Provide recommendations to content producers based on process

Conduct in regular team/weekly meetings or consider creating a dedicated recurring meeting for campaign review
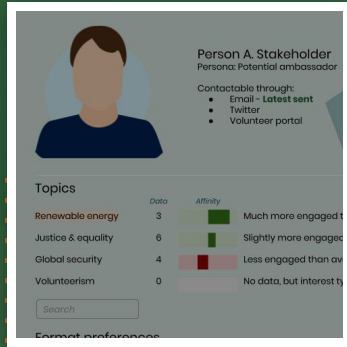
This is a call-to-action

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Outreach Technology Roadmapping Workshop

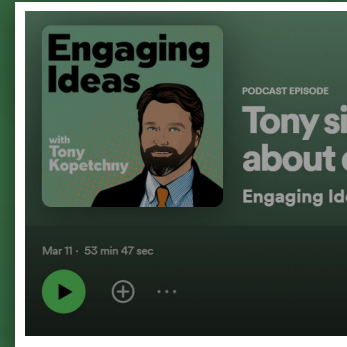Improve business performance with a practical plan for optimizing and integrating your outreach systems
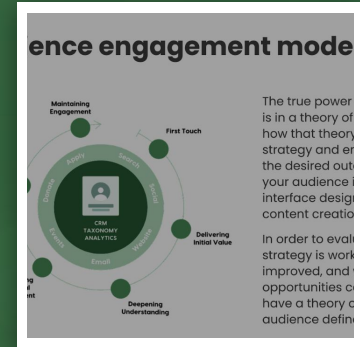
Appendix

Measuring and refining content data

What are we measuring for?	Teams responsible for metrics	Types/Form of Metric Outputs What do we want from those metrics?	Audience (of resulting content metrics)	Goal of metrics
What is success? How do you feel "good" about the content you put out? We can measure for: ● Audience reach & engagement by subset of content ● Responsiveness metrics: Reply rate and speed ● Deliverability & open rate ● Clicks & goal completion ● Keyword & trend analysis ● View depth ● Event visibility & loyalty ● PR sentiment ● Service awareness ● ROI of effort How do we measure for? ● Attitude changes ● Behavioral changes ● Quality of Content	● Communications, Data/IT ● Each department has their own "data person," ● Data and Analytics Manager/Management ● External Consultancy	Reporting: Create outputs ● Performance reports ● Documentation of content data + insights/analysis of data	Funders, Executive Team Members, Teams Responsible External Audiences	● Share results of the content with a group of individuals that have the ability to influence resources (fundings, resources to teams, capacity, etc.) ● Document data collected in an organized way (data infrastructure) ● Be able to compare the results of content (metrics gathered) with real-world impacts/contextualize ongoing goals around a topic/issue area
		Refining: Refine recurring measurement tools/dashboards ● Find what measurements are most useful (Ongoing QA: can be used to add/eliminate metrics) ● Reviewing goals/KPIs over period of time Note: Reporting and Refining elements can inform each other (not mutually exclusive outputs)	Teams Responsible, Other teams within the organization	● Share results of the content with a group of individuals who are actively minding the content/creating the content. ● Data used to refine the content process (to what formats, topics are getting more engagement, is getting viewed, etc.)