

MAKE THE MOST OF YOUR
CONTENT: SHARING STORIES
ACROSS ALL CHANNELS

BRING ON TOMORROW

UNIVERSITY COMMUNICATIONS & MARKETING



INDIANA UNIVERSITY



WELCOME



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Agenda

- **Today's focus:**
 - Content Strategy
 - What Makes a Good Story?
- **Exercise:** maximizing content in owned, paid, and earned spaces
- **Q&A**
- **What's ahead**



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Q&A

- Structure
- What if you have questions throughout the meeting?



<https://s.zoom.us/j/bPFimsTGe>

CONTENT STRATEGY



What is content strategy?

Purpose: Getting the right content to the right people, in the right place, at the right time.





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CONTENT STRATEGY

Content, actually, is all around

Content is information that educates.

News releases

News stories

Chatbots

Mobile apps

Paid search

Annual reports

Program descriptions

Commercials

NYT Cooking recipes

Print ads

Podcasts

Photos

Infographics

Memes

Flyers

Event listings

Explainer videos

Graphs

Facebook posts

Blog posts

X posts

Instagram captions

LinkedIn updates

TikTok videos

YouTube videos

Online workshops

Books

Websites

Billboards

Webinars

Posters

Digital signage

Viewbooks

Influencers

Live streams

GIFs

Email campaigns

PPC ads

E-newsletters

Display ads

Brochures

Knowledge base articles

Sponsored articles

User-generated content

Academic papers

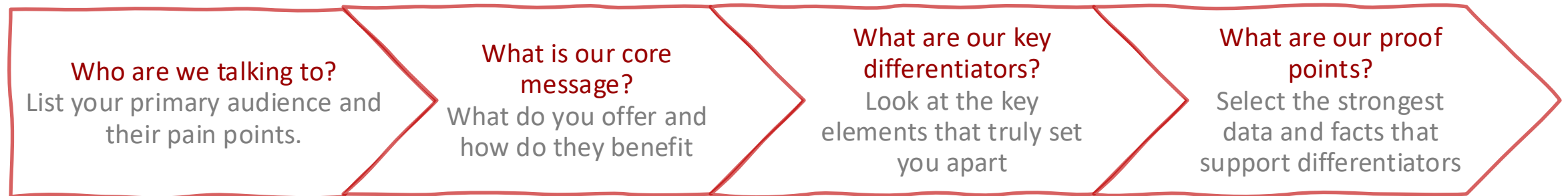


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CONTENT STRATEGY

Higher ed is noisy

We successfully reach and impact our audiences by using clear and consistent messaging across content types, channels, and platforms.





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CONTENT STRATEGY

Map it out (an example)

- **Primary audiences:** Researchers, peer institutions, and local business leaders
- **Core message:** We offer world-class training to future healthcare professionals and access to leading medical research and clinical resources, allowing for transformations in patient care, groundbreaking research in critical areas, and the development of novel treatments that improve lives for Hoosiers and people around the world.
- **Key differentiator:** National leadership in neurodegenerative research and treatments, including TBI
- **Proof points:** 10-year sponsor of the world's largest concussion study; \$382M in awards from the National Institute on Aging and the largest federal grant for the study of early-onset Alzheimer's



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CONTENT STRATEGY

Test your message

1. Is the information we're providing relevant to the audience? Does it address their pain points?
2. Does the landing page match what your audience expects to see?
3. Does the page (and any associated web pages) clearly communicate the message and brand voice?
4. Does the page encourage the audience to take action and provide a clear option to do so?
5. What might make the audience hesitate about taking action?



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CONTENT STRATEGY

Messaging ≠ copy

Messaging is what we want our audience to know. We cut through the higher ed noise when we use consistent and up-to-date messaging across all channels and platforms. Copy brings messaging to life and motivates people to act.



Message

IU is a world leader in Alzheimer's research.

Copy

The brain holds secrets waiting to be unlocked. We have the key that will take us from diagnosis to treatment to cure. Join us in the fight at iu.edu/mind.



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CONTENT STRATEGY

Connecting dots

Every story has multiple uses.
Reframe the key messages to suit
new channels and reach more
audiences.

VIDEO FILTER VIEWBOOK
PRINT AD NEWS RELEASE TV INTERVIEW
PRAD MEDIA
SOCIAL MEDIA VERY COOL STORY!
WEBSITE PODCAST SPONSORED CONTENT
INFOGRAPHIC NEWSLETTER QUOTE IN NY TIMES

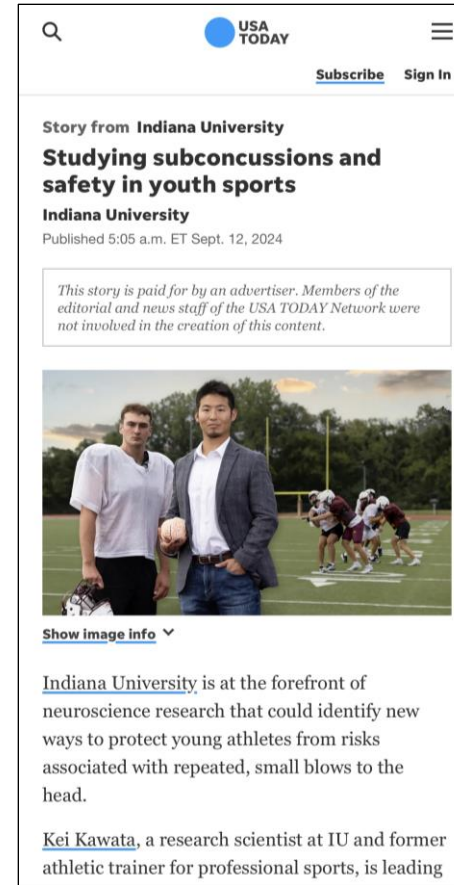
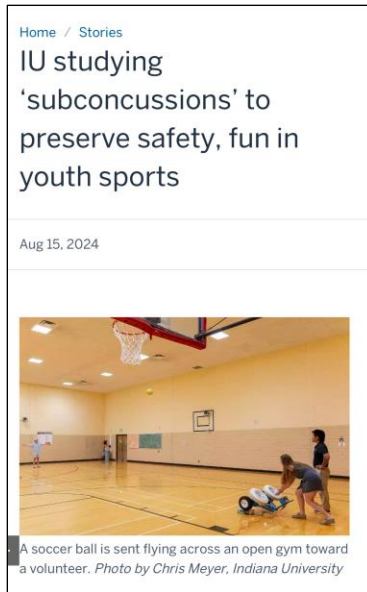


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BRING ON BRAIN SCIENCE

Indiana University is setting a new standard for neuroscience, unlocking secrets of the mind that will take us from diagnosis to treatment to cure.

[Explore brain science stories →](#)



**WHAT MAKES A
GOOD STORY?**



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What makes a good story?

- **Compelling "character"** Faculty, student, staff, alum, etc.
- **Focus on impact** What's in it for me?
- **Proof points** Use data to tell story
- **Strong visuals** Show AND tell



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Developing content for storytelling and marketing

- **The program as the story vs the person as the story**
- **Going beyond the standard news hook**
 - **Instead of:** Indiana University Indianapolis researchers received a \$2 million grant from the National Science Foundation's Global Centers program.
 - **Try this:** Indiana University Indianapolis researchers are tackling one of Earth's biggest challenges — food security and climate responsiveness — with one of its smallest assets: insects.

IU's longstanding leadership in Eastern European policy opened doors for Ukrainian ambassador

Jul 2, 2024



EXERCISE



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Maximizing content for paid, earned and owned channels

Working with your assigned group, share a story or proof point you want to highlight from your school or unit. Discuss the following:

- Who is your target audience?
- What are the key messages?
- How can you frame those messages differently for each channel? (social, email, newsletter, paid)
- What visuals will help tell the story?



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Activating your plans

Think back to the elements of a good story — are any missing from the ideas you discussed?

- **Compelling "character"**
- **Focus on impact**
- **Proof points**
- **Strong visuals**

What additional information or resources are needed to tell your story?



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Tools and resources

- Content Strategy questions: content@iu.edu
- Communications questions: newsroom@iu.edu

QUESTIONS?



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What's Ahead?

- Presentation deck will be made available
- Continue the conversation with our subject matter experts if you need help after this meeting
- Email ucm@iu.edu with questions

THANK YOU