

Content Strategy Sample



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The following excerpts are from a content strategy guide that was created to help a nonprofit organization develop its blog. The organization's name has been redacted where you see [__].

II. Recurring Posts

Successful blogs often have a unique or quirky, recurring (on a daily, weekly, or monthly basis) type of post that makes readers want to come back time and time again. This section provides ideas for such posts that work for other blogs and may serve as centerpieces of the [__] blog:



Project Blog: Donors like to know where their contributions are going. In order to promote a sense of inclusion, [__] could post regular project updates on its blog. This would be a series of videos, written journal entries, and/or a photo journal. Posts could be created directly by field workers, although time as well as journalistic skill and motivation may be constraints. Alternatively, the posts could be created by a [__] headquarters staff member or intern based on an e-mail update from the project manager. Here is one such example from a blog that chronicles one man's guitar making project (also the source of the image on the left):

<http://guitarmaking.blogspot.com>

Highlights

behind-the-scenes work
community interactions
client testimonials
local culture

Only a few excerpted
pages are shown here...

'Somen Speaks': Somen has a lot to say – about life, science, politics, business... even global health! His stories and ideas are insightful and often inspirational, which makes them worth sharing. [] could create an opinion segment colored by Somen's thoughts and experiences. One route is to have Somen compose his own opinion piece for the segment on a weekly or monthly basis. Another route is to have a member of the []

Topics

food insecurity
nutrigenomics
cold-chain free vaccines
community development
public-private partnerships
entrepreneurship
philanthropy
NGOs

team interview Somen on a particular topic and afterwards post a summary of the conversation, interview transcript, or video to the blog. It also lends itself to interactivity: readers can submit suggestions for topics or questions to be addressed in future segments. A tangential idea is to have a segment called 'Ray Rants', which adapts the same idea to Ray's thoughts. A third idea is to feature chats between Ray and Somen, colored by their unique yet somewhat overlapping paths to [].

News: If someone is reading the [] blog, they are likely to be interested in global health news. There are two examples of weekly news segments that may serve as a model. The first is a segment by the World Bank called the *Weekly Wire*. The idea is to summarize and discuss what caught your attention during the week: books, TED talks, new technologies, people, research articles, conferences, events, policy decisions, etc. The discussion can be in-depth about one topic or briefly address []'s viewpoints on multiple topics from the week.



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III. Content Sources

This section summarizes several sources of news and other content pertaining to global health that may be used for the [] website, blog, facebook, and twitter pages:



Al Jazeera:

<http://www.aljazeera.com/>. Independent, Arab-based broadcaster that is often praised for its willingness to address controversial views and topics as well as a relatively low level of censorship in comparison to American media. Good source for international affairs and politics.



American Public Health Association (APHA) Blog:

<http://aphaih.wordpress.com/>. A good news source that is run by medical and public health professionals. It features public health videos, a weekly news roundup in bullet-point, quick-read format, and more. It is also great in that it does not solely focus on what its own organization does but instead seeks to provide a survey of all things international health.



British Broadcasting Corporation (BBC):

<http://www.bbc.co.uk/news/>. Another good source of news regarding international events, health, and more. Similar to Al Jazeera, BBC serves as a strong supplement to American news media.

For your own content
strategy guide,
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