

Content Strategy

Influence + Psychology

- Culture
- Regime/religion
- Advertising/sales/recruitment
- Social media/AI

- Story - verbal and written
- Visual communication
- Situation and context

Assessing needs

Your people

- What content do they want?
- How do they want to consume it – format / platform?
- How to create connection?

Digital assets

- What content your digital assets require?
- Website, G business, directories

Social media

- Platforms requirements
- Content formats
- Publishing frequency



Develop your brand personality

Brandkit

- Logo, fonts, colours
- Graphic elements
- Templates

Visual style

- Aesthetic
- Production quality
- Subject matter

Written style

- Apprehension level
- Vocabulary/Jargon
- Tone/Syntax



Content direction

Story

- Ancient human knowledge transfer
- Story frameworks eg Three-Act Structure - Hero's journey
- Meme / social hook + format

People / Characters

- Bias - Attractiveness
- Diversity – Culture – Gender
- Emotion - body and facial language - visual cues

Stage

- Location/Setting
- Props
- Lighting



Gathering content - Building a library and system

Stock

- Cheap/free approach
- High quality
- Can be less authentic
- Can look staged or kitschy

Commission

- Expensive approach
- High quality
- Ideal for hero content
- Unlikely return on socials

Self production

- Cost to learn + produce
- Authentic
- Time + place
- Ideal for social



Content Resources

Influence + psychology

- [The Century of the Self](#) - BBC documentary series by Adam Curtis
- [Influence: The Psychology of Persuasion](#) by Robert B Cialdini
- [Ogilvy on Advertising](#) by David Ogilvy - known as the "Father of Advertising"

Brand and visual communication

- [Essentials of Visual Communication](#) by Bo Bergstrom
- [The ultimate guide to brand strategy](#) by Canva
- [A comprehensive guide to memorable branding](#) - By Canva

Stock Libraries

- [Free Image Stock](#) – by ActionSkills
- [Budget Image Stock](#) – by ActionSkills
- [Where do I Find Images and Illustrations Reflecting Diversity?](#) By Commons Library