

# Marketing Communications CONTENT STRATEGY

May 10, 2022

## Overview:

This document builds on the Integrated Outreach Plan to specify content strategies for each of the primary digital marketing channels for the Task Force.

## Overall Objective:

The success of Task Force marketing will be determined by the adoption of content disseminated through the Integrated Outreach Plan. The Content Strategy aims to maximize digital engagement with Task Force stakeholders.

## Content Calendar

The starting point for all content is a detailed calendar of upcoming content mapped to the strategies for each communication channel, including website, eNewsletter, social and media relations. [Google Doc](#)

### Objectives:

- **Consistency and Cadence:** Scheduling out content in advance ensures there is always a full pipeline of content and reduces the need to scramble at the last minute.
- **Relevance:** Aligning content with audiences specific to each channel will optimize engagement.

### Strategy:

- **Process:** A simple process for gathering and organizing content, including:
  - An online request form for agency partners to submit content requests
  - Weekly meetings to determine content priorities
- **Tagging:** Effective tagging of all content so it can be easily indexed and accessed on the website
- **Scoping:** Aligning agency cost allocations with monthly demand for new content

## Website

The Task Force website will be a content portal for original content and curated information sourced from partner agencies. That content will be used in eNewsletters and social media to drive site traffic.

### Objectives:

- **Purpose:** Clearly articulate the mission, structure and initiatives of the Task Force.
- **Progress:** Provide easy access to the very latest information that demonstrates tangible, on-the-ground accomplishments of the Task Force and its Work Groups.

### Strategy:

- **Engagement:** Connect all eMarketing initiatives to online content portal to drive and track site traffic and content engagement.

### Content Types:

- **Original:** The Idea Cooperative will create new content with input from the Task Force and Working Groups. Input could range from text and images to full reports requiring design assistance and posting.
- **Sourced:** The Idea Cooperative will showcase content from other sites and agencies, creating original posts that can become landing pages for Task Force Digital Communications.

### Metrics:

- **Metrics/Analytic:** Google Analytics reports to track site traffic and behavior – quality vs. quantity
- **Metrics/Anecdotal:** Positive response from stakeholders.

## eNewsletter

A monthly eNewsletter of recent progress from the Task Force will be sent to a list of opt-in subscribers built through digital communications with key partner email lists and outbound communications to key stakeholders. All eNewsletter content will be sourced from and driven to the website.

### Objectives:

- **Progress:** Provide easy access to the very latest information that demonstrates tangible, on-the-ground accomplishments of the Task Force and its workgroups.
- **Engagement:** Growing and segmenting the eNewsletter subscriber lists provides the most engaged audience with the ability to create automated and highly targeted messaging.

### Strategy:

- **Subscriber Growth:**
  - **Initial:** At the launch of the site a new eNewsletter, in the new Task Force identity, will be sent to the current Task Force list with prompts to follow on social and share for others to subscribe.

- **Partner Invitations:** Launch kit to partner agencies to include directions and link for Task Force newsletter subscription
- **Ongoing:** Task Force communications will encourage and incent eNewsletter subscription
- **Engagement:** Deliver content with highest relevance to subscribers and encourage clicking to the site for more information and sharing with others.

#### Metrics:

- **Metrics/Analytic:** Subscriber sign-ups, forward-to-a-friend, open rate, click rate, engagement, site traffic
- **Metrics/Anecdotal:** The eNewsletter is well adopted and considered a valuable source of information

#### Social Media

Five custom social media channels will be established, populated, and promoted, drawing content from the website. Channels will be created for Instagram, Facebook, YouTube, Twitter and LinkedIn. Followers will be built through promotions with partner follower bases, and ongoing through outbound communications to key stakeholders.

#### Objectives:

- **Progress:** Task Force social feeds should present consistent, relevant and compelling content that speaks to progress being made on the full range of initiatives.
- **Engagement:** Social feeds will provide an ongoing place for stakeholders to engage with Task Force content to see continuous progress and share with others.

#### Strategy:

- **Focus:** Augment, don't duplicate with CALFIRE, CNRA, USFS Fire-California, CA Fire Safe Council, etc.
- **Inform:** Provide interesting, educational information that people will come to look forward to
- **Show Progress:** Select content that is specific to tangible Task Force progress in key areas
- **Channel-Specific:** See below

#### Metrics:

- **Metrics/Analytic:** Follower numbers, engagement levels, click-through-rates, shares and likes
- **Metrics/Anecdotal:** Feeds are well received and, ultimately, with Twitter, referenced regularly by media

#### Channels:

- **LinkedIn:** <https://www.linkedin.com/company/80852048/admin/>
  - Content-driven, with ability to share and invite connections
  - Groups – consider a Task Force Account with multiple groups (working groups?/interest areas?)

Target Audience: working professionals in fire, forest management and related industries  
Content: Insider information for those in the know - educational
- **Facebook:** <https://www.facebook.com/wildfiretaskforce>
  - Content-driven with ability to follow, share, like, etc.

Target Audience: Broad constituency with ability to target those with interest in fire and forest mgt.  
Content: Engaging and interesting to promote sharing and followers
- **Instagram:** <https://www.instagram.com/wildfiretaskforce/>
  - Browse-friendly content, image-driven with limited text and lack of direct link to content

Target Audience: Casual followers more interested in aesthetics than news  
Content: Rewarding imagery and videos
- **YouTube:**
  - Generally used as a searchable video content portal

Target Audience: Most people going to the Task Force YouTube page will be looking to access a specific video they are looking for.  
Content: Keep it clean and high value if possible. Avoid a lot of lower quality videos that clutter and make the page hard to navigate.
- **Twitter:**
  - Consider immediacy and conversational dynamics
  - The Idea Cooperative recommends a broadcast vs. interact presence
  - Post important progress content but avoid inviting comments and debate until resources are available to engage frequently and accurately.
  - A more robust and engaging Twitter presence is best when a Task Force, or Media Relations representative, with detailed knowledge of issue areas and prospective controversies is able to manage the channel on a daily basis.