BUILDING A **CONTENT ECO-SYSTEM** THAT SUITS THE **PESO MODEL** & YOUR ORIGINATION
“THERE IS SO MUCH (AMAZING STUFF)) GOING ON AND I DON’T EVEN KNOW WHERE TO START!”

STUDENT PERFORMANCE AND EXHIBITIONS
CRISIS COMMUNICATIONS
FACULTY Q&A IN LOCAL ARTS MAG
GETTY AWARDS
RENOVATED VISITING EXHIBITIONS
ALUMNI RECEIVES A GRAMMY
ADVISING HOURS
TIMELY PUBLISHED RESEARCH
STUDENT VIRTUAL MEET-UPS
SOCIAL ADS
STUDENT LANDS A TOP INTERNSHIP
GRADUATION REGISTRATION
CAMPUS TEACHING AWARDS
STUDY ABROAD EXPERIENCES
ALUM IN LOCAL GALLERY
HEAVILY ACADEMIC PUBLISHED RESEARCH
NEW PROGRAM OFFERING
PAID SEARCH
ARTS & MEDIA LIVING LEARNING COMMUNITY
STUDENT FILM HONORED IN NATIONAL FESTIVAL
STUDENT FILM RECEIVES DEPARTMENT AWARD
INTERNSHIP OPPORTUNITIES
LEAD GENERATION
ADMISSIONS INFO-VISIT DAYS
VISITING DEAN AT COLLEGE
VICE PRESIDENT CAMPUS
YOUNG ALUM LANDS COOL JOB
ALUM NAMED LEAD ANIMATOR AT DISNEY
THE DIGITAL CONTENT ECO-SYSTEM MAP

WHY IMPLEMENT A CONTENT ECO-SYSTEM?
- Publish & distribute content faster
- Efficient spending by streamlining channels
- Consistent outlets for your multiple audiences

CONTENT/NEWS/STORY IDEA
Ask does it meet communication goals?
- Reputation
- Recruitment/enrollment
- Engagement

YES!
Nice :)

NO
This information would work better on department on department or personal channels :(

IS IT A NEWS OR MEDIA LEAD?
- Big announcement
- Research driven story
- Top level event
- High-level achievement

DIGITAL FEATURE/STORY
- Alumni news
- Student achievement
- Student events
- Community events
- Faculty achievement
- Rankings announcements

MARKETING CONTENT
- Earned media
- Alumni news
- Student achievement
- Student events
- Faculty achievement
- Evergreen rankings
- Admissions info
- Program info
THE DIGITAL CONTENT ECO-SYSTEM MAP

CONTENT/NEWS/STORY IDEA

ASK DOES IT MEET COMMUNICATIONS GOALS?
- REPUTATION
- RECRUITMENT/ENROLLMENT
- ENGAGEMENT

YES!

NICE :)
ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND **PESO MODEL**.

**OWNED**
- Student performance, exhibitions, screenings
- Campus teaching awards
- Study abroad experiences
- Academic published research
- Student film receives department award

**PAID**
- New program offering
- Young alum lands cool job
- Admissions info-visit days
- Arts & media living learning community
- Student lands a top internship

**SHARE**
- Crisis communications
- Faculty Q&A in local arts mag
- Getty awards
- Renowned visiting exhibitions
- Alumni receives a Grammy
- Advising hours
- Timely published research
- Student virtual meet-ups
- Graduation registration
- Social ads
- Alum in local gallery
- Internship opportunities
- Student film honored at national festival
- Paid search

**EARNED**
- Faculty Q&A in local arts mag
- Getty awards
- Renowned visiting exhibitions
- Alumni receives a Grammy
- Advising hours
- Timely published research
- Student virtual meet-ups
- Graduation registration
- Social ads
- Alum in local gallery
- Internship opportunities
- Student film honored at national festival
- Paid search
ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.
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STREAMLINING YOUR Ecosystem & Peso Model:

Tools for Aligning Your Peso Model with Goals:

- Link in Bio (Owned & Paid)
- Link Tree
- Promote Actions That Aligns With Goals
- Partnership Cultivation (Shared & Earned)
- Reporting Tools?

Create a Robust Content Intake & Cultivation Process

- Form or Intake Method
- Stick To It
- Be Accountable

Results:

- Top of Funnel Enrollment
- Shifts in Alumni Behavior
- Brand Building
WHAT ABOUT WHAT’S LEFT IN YOUR INBOX?

CRISIS COMMUNICATIONS

ADVISING HOURS

STUDENT VIRTUAL MEET-UPS

GRADUATION REGISTRATION

INTERNSHIP OPPORTUNITIES

ENROLLMENT TASKS

CURRENT STUDENT/RETENTION OUTREACH
THE "NO, BUT..." DIGITAL CONTENT ECOSYSTEM

NO, BUT...
- College-Only Events
- Academic Calendar Announcements
- Student Generated Events
- Advising Announcements
- Internal Achievement
- Crisis Comms
- Retention Comms

ROBUST INTERNAL AUDIENCE COMMUNICATION SYSTEM
- Internal (Current Students, Faculty Staff) Newsletter
- On-Campus Monitors
- Achievement & Recognition Pages
- Timely Website
THE "NO, BUT..." DIGITAL CONTENT ECOSYSTEM
ESTABLISHED: MARCH 2020 :)

RESULTS:
- RETENTION
- STUDENT SUCCESS
- ENGAGEMENT
- PRIDE
- BRAND ADVOCACY

ACHIEVEMENT PAGES
- FACULTY ACHIEVEMENT
- CAMPUS AWARDS
- EXTERNAL FUNDING RECIPIENTS
- STUDENT ACHIEVEMENT
- COLLEGE AWARDS

MONITORS
- COLLEGE-ONLY EVENTS
- ACADEMIC CALENDAR
- INTERNAL ACHIEVEMENT
- ADVISING INFO

TIMELY WEBPAGE
- RETENTION EFFORTS
- CRISIS COMMUNICATIONS
- COLLEGE UPDATES

INTERNAL NEWS LETTER
- COLLEGE-ONLY EVENTS
- ACADEMIC CALENDAR
- ADVISING ANNOUNCEMENTS