# 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 RENOWNED 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

YES!

NICE :)

ANNA

### **CONTENT/NEWS/ STORY IDEA**

ASK DOES IT MEET COMMUNICATIO GOALS?

> REPUTATION **RECRUITMENT/ENROLLMEN** ENGAGEMENT

#### 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 EVENTSS FACULTY ACHIEVEMENT EVERGREEN RANKINGS ADMISSIONS INFO PROGRAM INFO** 

#### WHY IMPLEMENT A CONTENT ECO-SYSTEM?

- PUBLISH & DISTRIBUTE CONTENT FASTER
- EFFICIENT SPENDING BY STREAMLINING CHANNELS
- CONSISTENT OUTLETS FOR YOUR MULTIPLE AUDIENCES

#### NO

THIS INFORMATION WOULD WORK BETTER ON **DEPARTMENT ON** DEPARTMENT OR **PERSONAL CHANNELS :)** 

# THE DIGITAL CONTENT ECO-SYSTEM MAP

YES!

NICE :)

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### **CONTENT/NEWS/ STORY IDEA**

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#### WHY IMPLEMENT A CONTENT ECO-SYSTEM? PUBLISH & DISTRIBUTE CONTENT FASTER EFFICIENT SPENDING BY STREAMLINING CHANNELS CONSISTENT OUTLETS FOR YOUR MULTIPLE AUDIENCES

NO

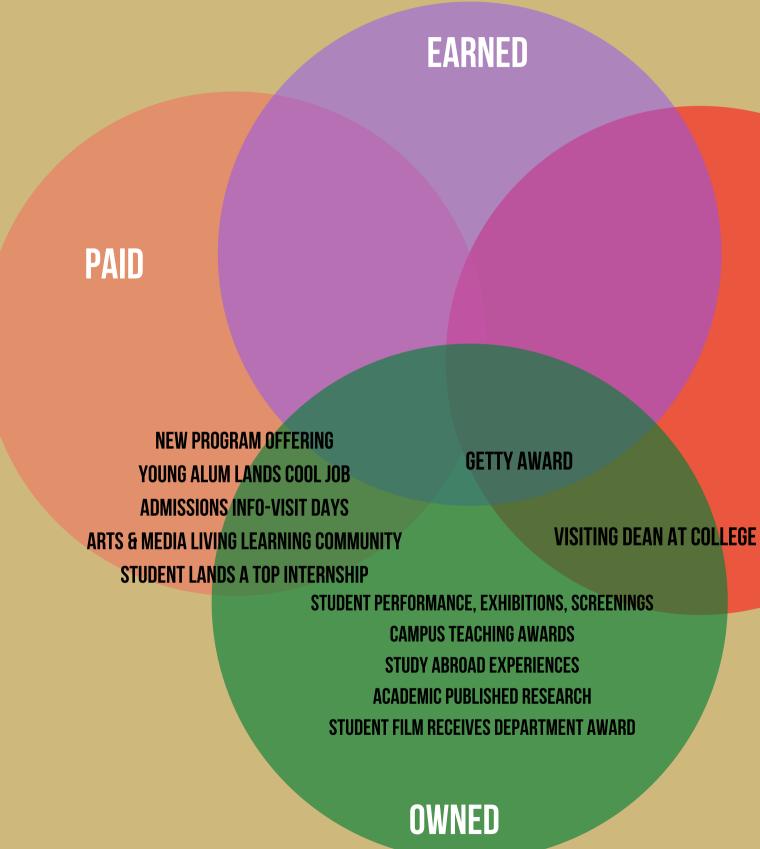
THIS INFORMATION WOULD WORK BETTER ON **DEPARTMENT ON** DEPARTMENT OR **PERSONAL CHANNELS :)** 

#### NO, BUT...

COLLEGE-ONLY EVENTS ACADEMIC CALENDAR ANNOUNCEMENTS STUDENT GENERATED EVENTS ADVISING ANNOUNCEMENTS INTERNAL ACHIEVEMENT **CRISIS COMMS** 

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# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



**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** 

SHARED

**VICE PRESIDENT CAMPUS** LEAD GENERATION **ALUM NAMED LEAD ANIMATOR AT DISNEY** 

# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



**RENOWNED VISITING EXHIBITIONS TIMELY RESEARCH/EXPERTISE STUDENT FILM HONORED AT NATIONAL FESTIVAL ALUM NAMED LEAD ANIMATOR AT DISNEY** 

> **SHARED ALUMNI RECEIVES A GRAMMY** VICE PRESIDENT CAMPUS **ALUM IN LOCAL GALLERY** FACULTY Q&A IN LOCAL ARTS MAG

M OFFERING LANDS COOL JOB NS INFO-VISIT DAYS IVING LEARNING COMMUNITY **PINTERNSHIP** 

PAID

**GETTY AWARD** 

**VISITING DEAN AT COLLEGE** 

STUDENT PERFORMANCE, EXHIBITIONS, SCREENINGS **CAMPUS TEACHING AWARDS STUDY ABROAD EXPERIENCES** ACADEMIC PUBLISHED RESEARCH STUDENT FILM RECEIVES DEPARTMENT AWARD



**CRISIS COMMUNICATIONS** 

**ADVISING HOURS** 

**STUDENT VIRTUAL MEET-UPS** 

**GRADUATION REGISTRATION** 

SOCIAL ADS

**INTERNSHIP OPPORTUNITIES** 

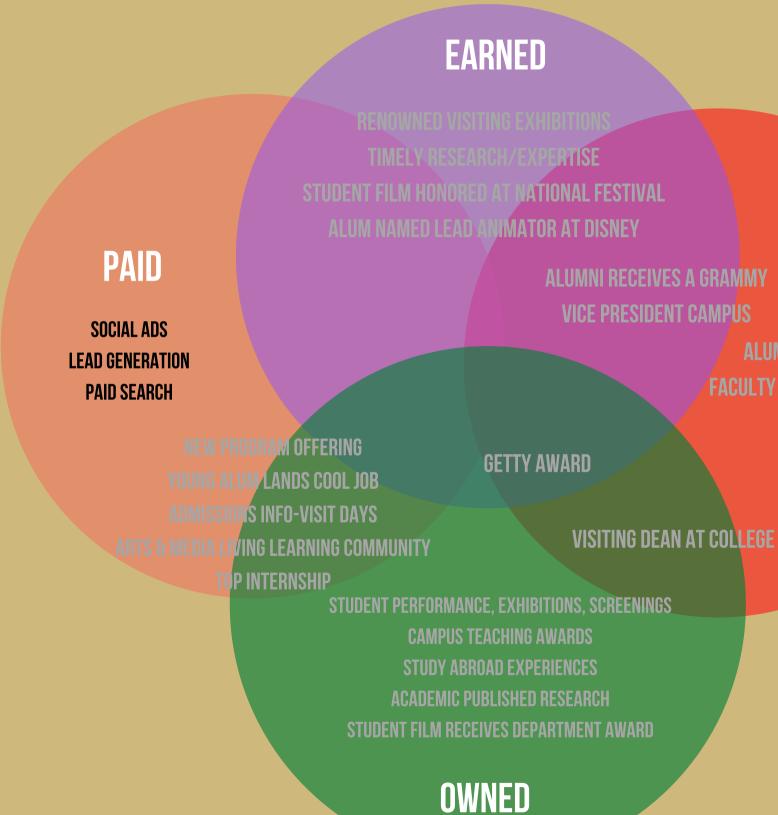
**PAID SEARCH** 

**LEAD GENERATION** 

**VICE PRESIDENT CAMPUS** 

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# ALIGN YOUR CONTENT WITH GOALS, AUDIENCE, AND PESO MODEL.



**CRISIS COMMUNICATIONS** 

**ADVISING HOURS** 

**STUDENT VIRTUAL MEET-UPS** 

**GRADUATION REGISTRATION** 

**SHARED ALUM IN LOCAL GALLERY** FACULTY Q&A IN LOCAL ARTS MAG

**INTERNSHIP OPPORTUNITIES** 

**RETENTION OUTREACH** 

# 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

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### 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** 

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# 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
ACHEIVEMENT & RECOGNITION PAGES TIMELY WEBSITE

# THE "NO, BUT..." DIGITAL CONTENT ECOSYSTEM **ESTABLISHED: MARCH 2020** :)

