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CONTENT STRATEGY AS A MODEL OF WEB STEWARDSHIP

Digital Library Brown Bag | Sept 9, 2015 | #dlbb



CONTENT STRATEGISTS ARE:
MARKETERS, DESIGNERS, WRITERS, EDITORS, IA, UX...

"planning for the creation,
delivery, and governance of
useful, usable content"

Kristina Halvorson, Content
Strategy for the Web

"planning for the creation,
AGGREGATION, delivery, &
USEFUL governance of useful,
usable, & APPROPRIATE
content
IN AN EXPERIENCE"

Margot Bloomstein



CONTENT LIFECYCLE

tools



300 Series
Sketch: acid free, light weight, lightly textured
Papier à croquis: sans acide, léger, légèrement texturé
Papel para boceto: sin ácido, peso ligero, leve textura



Strath

U

A light weight sketch paper
practice of techniques, &

18" x 24" (45.7 x 61 cm), 90 sheets, 50 lb. (74 g/m²)





BOTH SIDES NOW



UX + CONTENT STRATEGY

The image features two hands in silhouette, positioned to form a heart shape. The hands are dark against a bright, glowing background that resembles a sunset or sunrise over a body of water. The text 'UX + CONTENT STRATEGY' is overlaid in white, bold, sans-serif font, centered within the heart shape.

case study

I still have
hope.





prioritizing
the user's
experience



5

It's AMAZING!

2

It's not very good

structure <-> strategy



current



compliant

collective





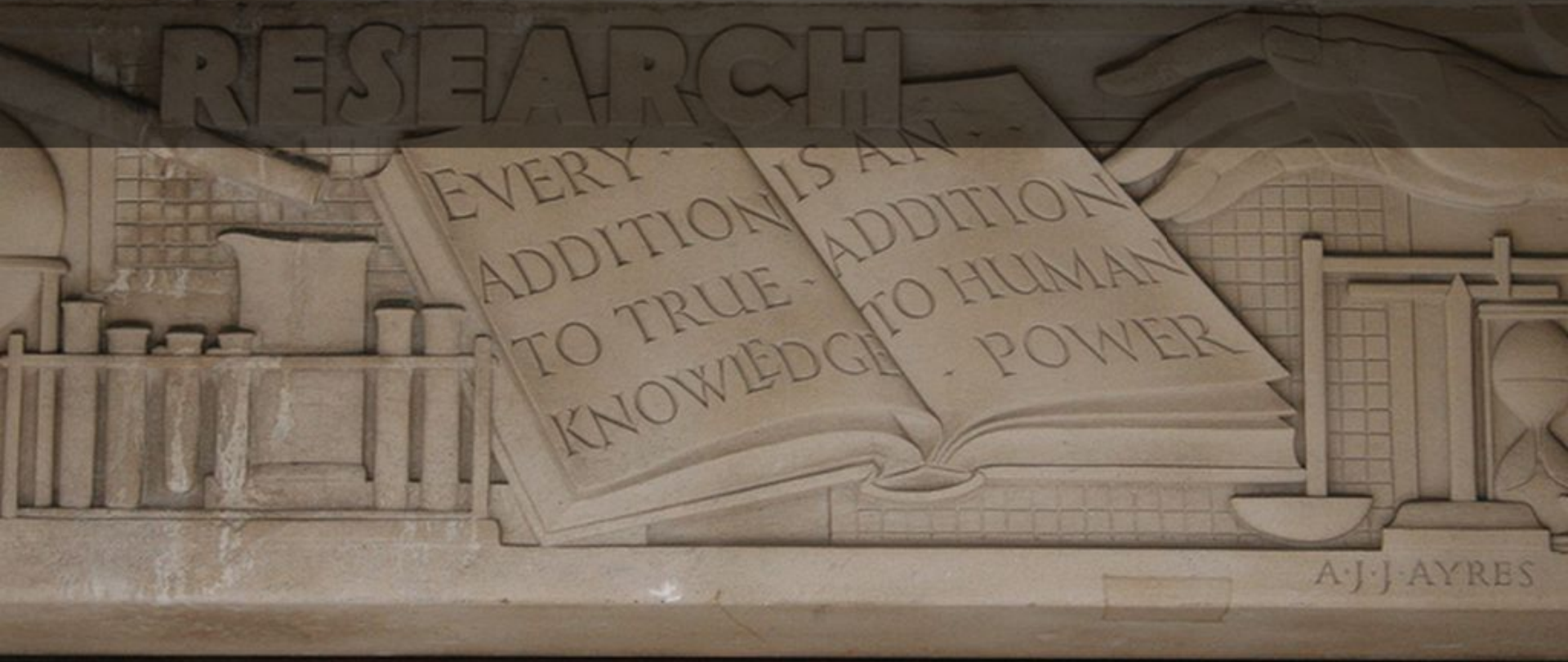
conversational



contextual

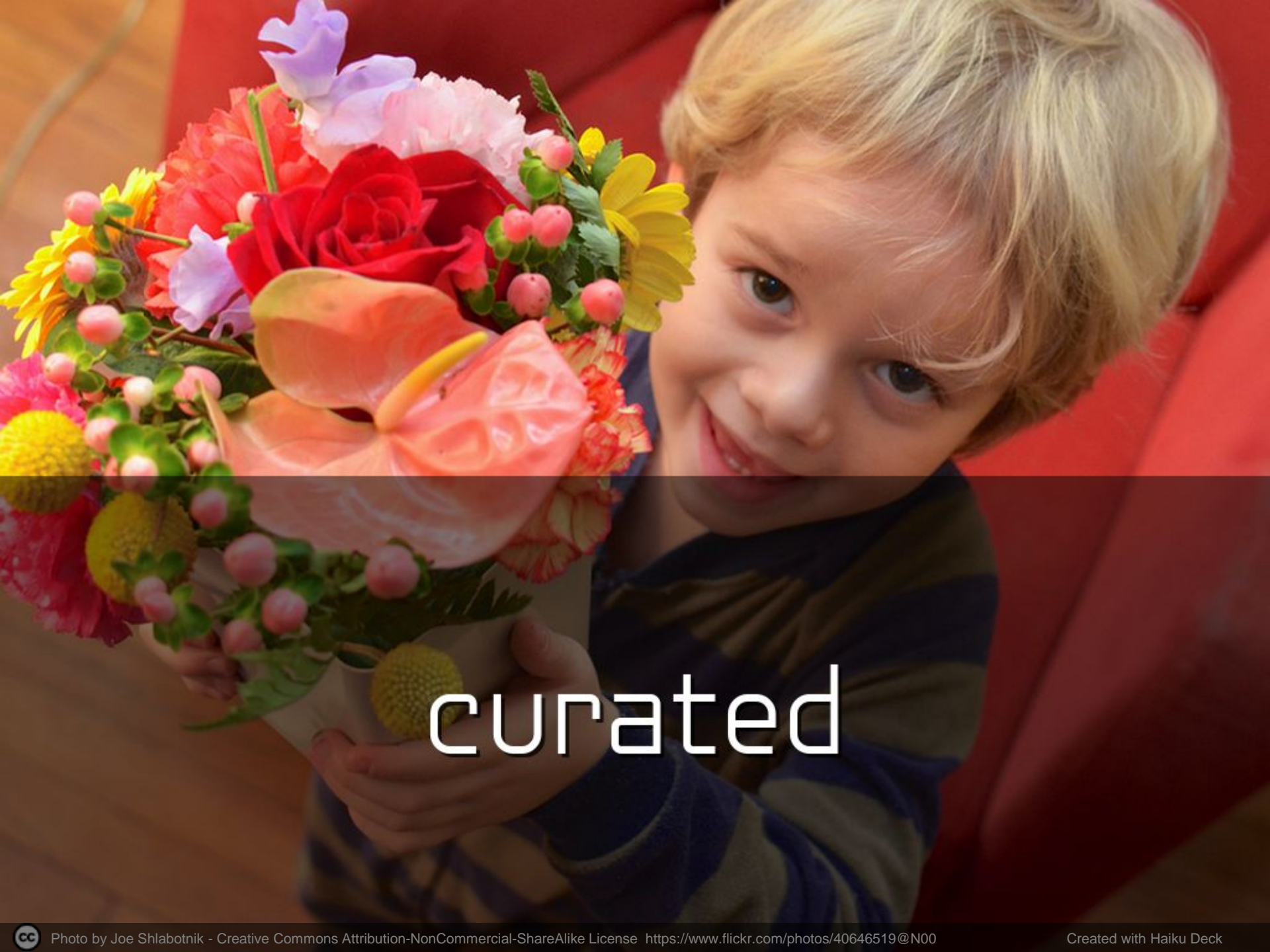


constructed



A.J. AYRES





curated



mission
provides
the
context



"...the right content, to
the right people, at the
right times, for the right
reasons."

Meghan Casey



[HTTPS://IU.BOX.COM/CONTENTSTRATEGYSTARTERS](https://iu.box.com/content/strategystarters)
FOR FURTHER READING



questions?

THANKS!



slides + notes online at: <http://bit.ly/dlbb-9sept2015>

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