

DoE Content Strategy

Draft for 2023 global content strategy

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Content Strategy

It was proposed in the previous content strategy document [Content strategy 2019 - v0.5](#) that we adopt [Brain Traffics “Content Quad”](#) as a framework for future strategic planning and thinking.

This content strategy draft uses the Content Quad as the overall framework.

What is content strategy?

Some definitions:

Content strategy is:

- “... the ongoing practice of planning for the creation, delivery, and governance of useful, usable, and effective content about a particular topic or set of topics. A content strategy ensures that every piece of content in the experience serves and sustains a legitimate purpose.”¹
- “... the creation, delivery, and governance of useful, usable content. As a practice, content strategy helps to define, prioritise, integrate, systematise, and measure content.”²
- “... a high-level plan that guides the intentional creation and maintenance of information in a digital product.”³
- “Content strategy helps organizations provide the right content, to the right people, at the right times, for the right reasons.”⁴

Content Strategy comprises two main concepts: **Content design** and **Systems design**.

¹ Source: <https://www.nngroup.com/courses/content-strategy/>

² Source: Braintraffic

³ Source: [Content Strategy 101](#)

⁴ Source: <https://ptgmedia.pearsoncmg.com/images/9780134105109/samplefiles/9780134105109.pdf>

Content Design

What is content design?

“Approaching problems (any involving the presentation of “content”) from a content lens.”⁵

“We’ve embraced the term “content design” as “the process of using data and evidence to give the audience the content they need, at the time they need it, and in a way they expect”.⁶

The two areas of focus that intersect in content design are **editorial strategy** and **experience design**.

Editorial Strategy

Editorial strategy answers the following questions:

- What is our editorial mission?

Editorial Mission Statement⁷


To create a personalised connected network

- “know me, understand me and give me what I need”⁸

⁵ Sarah Winters

⁶ coined by Sarah Richards of [Content Design London](#)

⁷ from existing Content Strategy

⁸  Education.NSW_ Content Strategy

Our aim is to create Australia's most outstanding education website.


- “We will improve educational outcomes and show every student is known, valued and cared for by providing rich, personalised experiences to engage students, parents and carers in the educational journey.”
- “We will help teachers and school staff keep students at the centre of everything they do by providing clear, consistent and accessible content in the format that suits their needs.”
- “We will build confidence in public education by providing robust, inspirational content that showcases the department's value proposition so that parents choose public education first, not as a last resort.”
- “We will ensure education is a great place to work by providing useful, reliable content that enables our staff to find the information they need to do their jobs.”⁹

Who are our target audiences?

In order of importance:

Target:

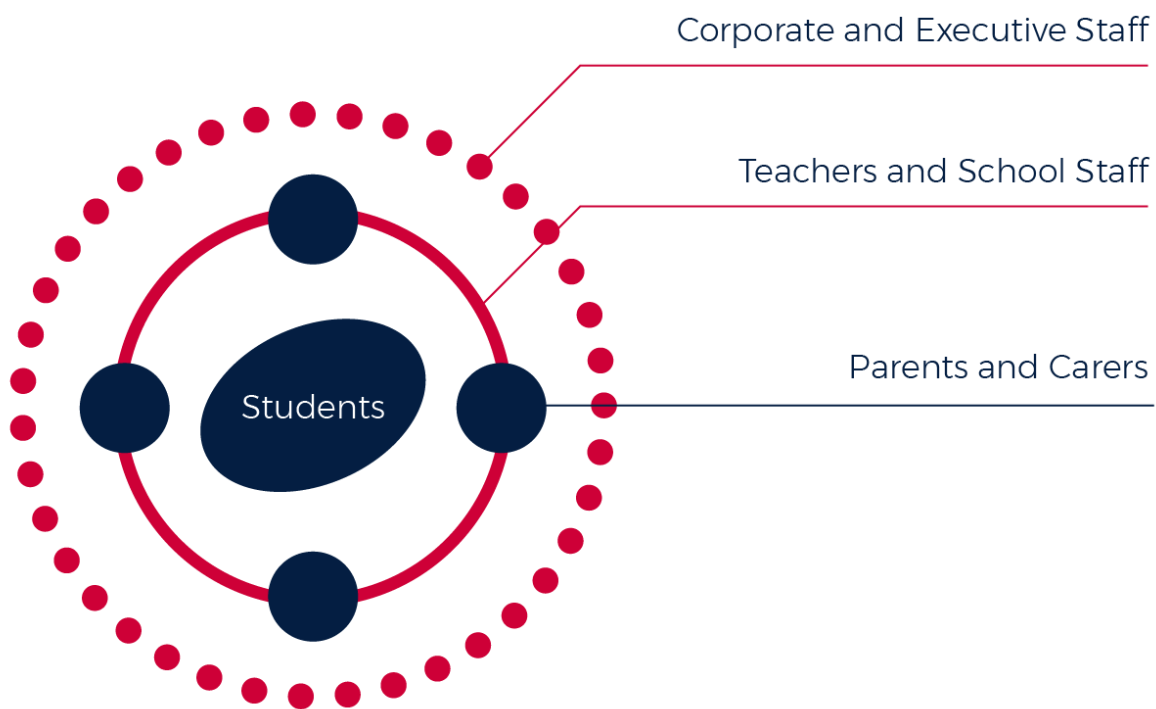
1. Students

⁹  Content strategy 2019 - v0.5


2. Parents and carers
3. Teachers and school staff
4. Corporate and executive staff

Recognised:

5. Providers
6. The Media
7. Researchers/Academics



- Graphic depicting students at the centre of all we do^{10 11}

¹⁰ Image source:  Education.NSW_ Content Strategy

¹¹ Check if this is still the priority (in order)

What is our point of view? ¹²

Our Point of view is:

- We are the State authority on all things related to education in NSW Public schools
- We are the State authority an all info for NSW Public school staff and corporate staff
- Every piece of content we publish must be authoritative
 - It must be the source of truth for other websites looking for **the** authoritative source.
 - External authoritative websites link to the DoE (because it is assumed we are **the most** authoritative source in our particular domain (the concept “education” in NSW), this is why we rank so highly in search results
- We are **not** the health department
- We are **not** the Wellbeing department
 - Our subject domain area is Education in the state of NSW
 - The Health dept is the subject domain expert on health
 - Any health related things in DoE should point to Health source of truth.

¹² Source: <https://www.linkedin.com/pulse/soul-new-sell-heidi-singleton> Developed using below explanation of “point of view”: “A Point of View is the unique perspective or belief the brand has about the category it’s in. It has less to do with what we say about a product and more to do with what the brand has to say about the world. When a Point of View guides product innovation and messaging strategy, the Point of Difference becomes the proof.” “Point of View isn’t tied to any one product or marketing campaign. It’s a stake in the ground that defines how a brand looks at the world, and it can influence messaging and behaviour long term. At a time when consumers are choosing brands based on what they believe, “What is our Point of View?” should be the new foundation of every business plan, brand positioning and messaging strategy.”

- Ditto wellbeing
- Etc.

What is our voice and tone?

- [Voice and tone guidelines](#)

What brand and language standards do we need to comply with?

- [Content guidelines](#)
- [Brand guidelines](#) (staff only)

Other standards to which we must comply

- Accessibility WCAG2.1

Notes


JA: each new page should be designed

- Use the “Core Model” or something similar
 - <https://alistapart.com/article/the-core-model-designing-inside-out-for-better-results/>
- Every new page needs to be justified
 - We have over 19,000 pages.
 - We need to remove, merge, improve existing content, not add more pages.

Experience

‘Experience design’ answers the following questions (among many others):

What are our users’ needs and preferences?

-  User Needs Bank

The NSW Department Education digital ecosystem

What does our **content** ecosystem look like?

2019


- Much better than it did in 2019 ¹³
- Show difference or stats (i.e from XX to XX)

2023

- [DoE Digital Ecosystem 2023.vsd](#) (Draft)
- List of all domains the Department technically owns
 - [Education Website Audit Dec 2022](#)
- Current 2022 Dec - As far as content is concerned (including 3rd Party (i.e

Social Media):

- [Education.nsw.gov.au](#)
 - [Staff Portal](#)
- [SWS](#)
- [SINSW](#)

¹³ 2019 ecosystem:  Content strategy 2019 -v0.5

- nsw.gov.au
 - [Training Services NSW](#)
 - [Vocational Education and Training](#)
 - [Education and training](#)
- [Digital Citizenship](#)
- [DE International](#)
- Parent app
- [Art express](#)
- [The Arts Unit](#)
- [School Sports Unit](#)
- [MyPL](#)
- SharePoint sites
- [Instagram](#)
- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- Brightcove (video hosting)
- Brand.education.nsw.gov.au
- Archived content (searchable - staff only)
 - The Buzz

What are our customers' journeys?

- Public
 - Direct from google search results

- DoE global search
- DoE internal search
- External referral
 - Emails
 - Websites
 - Linked In
- Campaign referral
 - Facebook
 - Instagram
 - Twitter
- Edu.nsw home page
 - Click journey
- Internal staff
 - Internal referral
 - Emails
 - EDMs
 - Yammer

What formats will our content take?

- Current
 - HTML
 - PDF
 - Video

- Social Media
- Word Doc
- Semi structured
- Future
 - HTML
 - Structured
 - Single page Applications (SPA)
 - JSON
 - CaaS (Content as a Service)
 - PDF
 - Video
 - Social Media
 - Audio
 - Speakable tags to be added
 - Our content should work with Voice search
 - Alexa
 - Siri
 - Cortana

How will design patterns shape our content on mobile and beyond?

- Our content should look and work great on all platforms
 - Must adhere to GEL, Brand and Content Guidelines

- Our designs are Mobile first but this should not mean we neglect how the designs work on:
 - Desktop
 - Various screen resolutions
 - Mobile
 - Tablet
 - Voice

Systems design

What is systems design?

Systems design is the process of defining the architecture, modules, interfaces, and data for a system to satisfy specified requirements. We're interested in creating repeatable systems — both for machines and for people — to ensure content integrity over time and allow us to create, deliver, and manage content according to consistent standards and meaningful outcomes.

The two areas of focus that intersect in content systems design are content structure and process design.

Structure

Structure (or, content engineering) addresses the following considerations:

How will we organise content for browse-and-find?

- With an improved IA
 - Due to start migration first term 2023
- By exposing IA
 - We expose the IA by utilising automatic page rendering (Section Summary, Link Columns, Landing Page template, etc.)
- By alphabetising Navigation lists
 - If navigation is not ordered by a-z then this implies a “political” decision behind the ordering. This is an issue.
 - Ordering by a-z also encourages authors to frontload their titles
 - And discourages titles like “What is up with the early childhood sector?”
- With improved section and page titles
 - Front loading as a mandated requirement
 - Naming as universal concepts rather than long winded titles that push the concept to the back of the title
 - i.e. “Want to know more about child safety in schools?”
 - Becomes – “Child safety in schools”
 - Rule of thumb: if a concept (word) has a Wikipedia page, it is a good contender as a universal concept (page title , or at least the front loaded part of the title.

What tags are most intuitive for users?

- We use a controlled vocabulary
- Tags should be high level concepts
 - Category - Mutually exclusive
 - Select one only
 - Topic - Not mutually exclusive
 - Can select more than one.
- We will reduce the amount of controlled tags that return when a user is adding tags.

How will we categorise content for efficient management?

- “Category”
 - The ~12 big bucket items
 - Universal concepts that ALL doe web pages can be categorised as
 - This property is mandatory
 - The values in the Category taxonomy are mutually exclusive
- “Topic”
 - These are more granular than Categories
 - These should be validated across the dept
 - These are NOT mutually exclusive
- A - Z
 - Standard navigation to be alphabetised, this:

- removes any possible interpretations that navigation lists have political decisions around them
- forces people to front load (put the main concept as first word)
- results in shorter link titles
 - Don't: "[Apply for personal or sick leave](#)"
 - Do: "Leave - personal or sick".

How will we structure our content for future reuse?

- Content Types need to have a corresponding AEM Template
 - I.e. News articles are created using only News article templates, A "bulletin" for instance would need a Bulletin template created. We will not create bulletins by using a standard page template and tagging it with a tag 'Bulletin'.
 - Making authors tag with a content type tag leads to arbitrary tagging decisions.
 - We can never be sure that all "bulletin" (example only) were tagged with the tag "bulletin". So we will not be sure if all "bulletins" are returning when a user filters by a content type filter value of "bulletin".
 - If we use the template type metadata, then we can be sure that all templates of that type are returning in a search filter.

Structured Content

- All content must be structured as much as possible
 - “Structured” in this case means each instance of the template used will look the same and have the same fields
 - If exported as an API a JSON of this feed can be parsed and used.
- We will pursue AEMs Headless capabilities
- We will pursue AEM Content Service functionality

AEM’s Content Fragments and Experience fragments

- Utilise Content Fragment models
- Utilise Experience fragments
- Any content type that can be structured ¹⁴ (i.e. form based content entry) needs to be considered, examples of content types that could be ‘structured’:
 - Events
 - Calendar dates
 - “Courses”
 - I.e. anything that is rendered using the same page layout.
 - Only the content changes
 - The content can be stored in a “data base”
 - Content fragments afford this “data base”
 - Content fragments also afford an “API”

Components

- Components must be self contained

¹⁴ JA: structured content, CaaS, CF, XF, SPAs,

- We use a componentized CMS and components must be easily moved around and when moved should contain all necessary content.
- Relying on an author to know that crucial content sits in separate components and is not somehow referenced by the parent component is unacceptable.
- All metadata or data/content relating to the component must be included in that component object.
 - I.e. a Video transcript must be part of the video component. Not manually added nearby in a text component.

What are the requirements for personalization, dynamic delivery, AI?

- The above points already cover this.

Process (Content operations)


Process design answers the following questions:

How will content move through its lifecycle?

- Drafting is done by BU
 - In live Google docs or Word doc
 - Templates provided by Content team where possible
 - When sharing drafts for review or final copies for publishing only the link to live doc will be shared.

- Never attach a static doc or spreadsheet to an email or zendesk.
- All new pages need to be assessed according to the “[Core model](#)”
- Adding the finalised content from Word doc into AEM should be the last step in the publishing process
- Currently is published and left to fester
 - Analogy: if new bowls of fresh fruit were put in hotel rooms for guests but never changed, you soon have a bowl of rotting fruit for new guests.
- Need to establish an automated review workflow
 - All content has an owner
 - This will be a BU in many cases
 - BU staff come and go
 - All content items need an auto email requesting review of content
 - If this is ignored (i.e. after second email)
 - The content is unpublished (automatically).

What tools will we use to create, deliver, and maintain content?

-  Content governance framework
- Create
 - Copy

- Google Docs
- Google spreadsheets
- SharePoint Word Doc
- Excel
- ElfSight App
 - Events widget
- Deliver
 - AEM
- Maintain
 - Siteimprove
 - Google Analytics
 - AEM
 - Google Sheets

Who is responsible and accountable for content?

Who will own, create, measure, and maintain the information


Who will own the information

- Every page must have a content owner.
 - The content owner is the staff member who can approve edits and publishing of a page.
 - The content owner in many cases is not the person who will make the edits.
 - Often a manager or director.

The Content Master list must contain name and email of the:

- content owner
 - business contact (usually the team member responsible for maintaining that team's web pages)
 - generic contact (often a generic BU email)
 - director.
- If a page has no identified owner:
 - This should be a staff member
 - Every effort should be made to find and assign a content owner.
 - Use the “history” rail in AEM edit to see who last edited, or who last published or who created.
 - Only the Content owner should be publishing the page.
 - Often Content Admins will publish a page after making presentation layer only (not content) edits.
 - If not a staff member then a business unit
 - The business unit's director will be responsible for any content issues.
 - If no owner (person or BU) can be identified, ownership will fall to the next parent URL in the IA

Who needs to be consulted and informed along the way?

-  Content governance framework
- Business Units are responsible for:

- the facts (text)
 - Updating/maintaining their own content
 - Removing content when past use by date
- Content Team
 - Experience
 - Presentation layer
 - Governance

What standards and metrics will we use to measure our content quality and performance?

- Flesch Kinkaid Readability score
- NSW Gov Benchmark QA scores
- WCAG2.1
- Standard QA and analytics can be accessed using Siteimprove
 - All staff have a Siteimprove user account.
- More complex analytics can be requested via Digital Analytics team.

How and when do we care for our existing content?

- Constantly
- Automated content review workflow notifications
 - Automated unpublish of items if not reviewed (i.e. 2 workflow emails ignored?)
 - Siteimprove sends reports to groups weekly.
 - Report includes

- Broken links report
- Pages with low scores that need attending to
- DCI, SEO, Accessibility scores.
- BAU
 - Each business unit is responsible for their content
 - Each team should be reviewing their content regularly.

Who gets to say no?

- Content team
- Design team
- UX team

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Extras:

- Alphabetising link lists forces people to front load (put the main concept as first word).
 - Results in shorter link titles
 - Don't: "[Apply for personal or sick leave](#)"
 - Do: "Leave - personal or sick"

Links for further strategy references

<https://www.clearvoice.com/blog/content-design-thinking/>

- Kevin P Nichols -

<https://xmlpress.net/content-strategy/enterprise-content-strategy>

- The content lifecycle

<https://www.vic.gov.au/create-content-strategy-and-manage-content>

- Vic gov

Issues

Scope

This Strategy needs to be proscriptive and explicit. Motherhood statements and aspirational vision statements are not really helpful in terms of an actionable strategy.

Need to define where this strategy (especially its governance quadrant) extends to.

Need to define to what extent other C&C teams need to adhere to this strategy.

- Totally?
- Or are there any exceptions?
- Do the other teams have a Functional Business Unit strategy in place?

Overreach

Do any other teams have issues with a Global Content Strategy (created by C&E)?

Notes

Existing (out of date) Content Strategy decks are here:

Content strategy 2019 -v0.5

- By Lucy Sutton and others

Education.NSW_ Content Strategy

- By Daresay, Louise O'donnel, Gary Andrews (Daresay) Ben Cullen, Josh Armistead, others

Need to take what is still relevant from the above 2 strategy decks (plus other resources) and create 1 updated strategy deck that has a DoE Wide scope.

One of the above is DoE wide

One is Parents and carers specific

- It was intended to include Teachers and Students but the project could not cover those audiences.