CONTENT STRATEGY REPORT

UW STOUT - OIE STUDY ABROAD
CULTURAL COMPETENCE AND HERITAGE IN CUBA

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TABLE OF CONTENTS

AN INTRODUCTION TO CONTENT STRATEGY

A content strategy is a detailed plan for content creation, delivery, and form based on research of website audience, resources, and goals. It is crucial to any form of written content that has a goal for their audience. It can help achieve the website goals, as well as help generate new and effective content that reaches as many people as possible. It works identifying the website's issues and connecting them to three main content strategy deliverables: message hierarchy, site map, and social media. This helps address the most important problems in a clear and simple way and to find the most effective solution.

The main goal of the OIE faculty-led trip site is to get students to apply to the program. Within that main goal there are several other goals that help students apply. These sub-goals would be getting students excited about the trip, educating students and their parents about the benefits, and providing clear, reliable, and organized information to assure worried parents their children will be safe. In order to achieve these goals, it is important to evaluate the current site and its content by preforming an audit of the entire website. This audit will evaluate the messages, content, and overall functionality of the website. The results of the audit will serve as a baseline for the audience, resources, and goals and will help shine a light on where the holes are. Based on the findings in the audit, a proposed content strategy will be created. This content strategy will present an organized and heavily researched plan for the website message hierarchy, site map, and social media strategy to meet the needs and goals of the website.

WEBSITE EVALUATION

CREATING / USING USER PERSONAS

The first step when completing the site evaluation was to dig into the content, identify the correct audience, and create user personas that fit that audience. It is important to identify the audience when creating content, so you make sure you're providing the correct information to meet the audience's needs and questions. The audience for this website would be parents and students who are interested in or considering going on the study abroad trip. It is important to represent the audience when creating personas in order to get accurately data. Identifying the main audience and creating user personas with worries and reservations helps see the issues of actual people who might use the site. It is key to identify the real issues users actually face in order to make the site fit the proper audience needs. Once these user personas were created, it was time to put them into action.

This next step in the site evaluation was to take these user personas and go through the site, as if we were in their shoes. This helps identify issues or gaps in the content that otherwise might've been overlooked. The critical thinking involved in this user personas activity has helped identify the issues that real users are most likely having.

USER PERSONA #1

Jim Tripeneu

76, White, Middle Class, Worked as a Factory Operator

Jim traveled a lot in his youth and went backpacking through Europe after college.

"My granddaughter really wants to go on this trip to Cuba, but the idea of her getting on a plane and traveling thousands of miles away makes me so nervous! I don't think she's ready to go that far away, and I'm certainly not ready to let her go. Her parents never keep me in the loop on anything, and I want to make sure the trip is responsible and safe enough for my only grandchild."

Jim's Experience While Going Through the Website

Emotions: Scared, confused, protective

Conversations / Questions: Why is it so important she go on this trip? How many chaperons will there be and what are their names, ages, contact information, and level of expertise? What rules and regulations are in place to make sure my granddaughter is safe and accounted for? How many times has this trip happened over the years? Where exactly will my granddaughter be in Cuba and when?

Value in Relationship to the Content: Safety information, detailed itinerary, and detailed information about the trip chaperons

Scenario: When Jim finally arrives at the site after searching for over an hour, he is overwhelmed with information. There is no clear way for Jim to see the safety information or information on who will be taking his granddaughter on this trip. He sees that the trip will be led by faculty, but that doesn't calm his nerves. He had some pretty irresponsible teachers back in his day! How does he know these teachers will be any better? When searching for the itinerary, he went to the itinerary tab but was disappointed at the lack of information. He only saw the general departure dates and a few of the sites the group will be visiting. He wished he could see where exactly they will be staying and if they will be staying at several different places, and if so, for how long. Jim knows is granddaughter has had panic attacks before, and he was disappointed to see that no one would be able to help her if she had one on the trip. Overall, Jim was very dissatisfied and is only more nervous about his only grandchild going on this trip!

USER PERSONA #2

Ruby Demarcus

19, White, Upper Middle Class, Communications Major

Ruby has never traveled abroad, in fact, she has never even been outside of the state.

"My parents want me to explore the world while I am young and have the opportunity, but I'm unsure. I don't really see the benefits of throwing myself in a foreign place, it seems really pointless to me. I know what I like, and I don't see what else could be out there that I would enjoy."

Ruby's Experience While Going Through the Website

Emotions: Uninspired, nervous, remained unenthusiastic about going

Conversations / Questions: What are the benefits of going abroad? Why is it important to go abroad now while I'm in college? What were the experiences of past students who went? Were there any previous students that didn't really want to go at first, but ended up having a worthwhile experience? Were there any who regretted it?

Value in Relationship to the Content: Testimonials from other students, benefits of going on the trip, and exactly what types of things they might be doing and seeing

Scenario: Ruby is unsure and needs to be convinced as to why traveling abroad is a worthwhile and exciting experience that will introduce her to things she would've never knew she'd enjoy. When first coming to the site, she is not convinced that she herself would get anything out of the experience. As she continues flipping through the tabs, her interest is peaked by seeing they'd be going to the San Jose Art Market. However, she quickly loses interest again because there is no detailed information on what exactly that is. She was hoping to read what other student's experiences were to help her get on board and exited with going. However, there were no testimonials from students or chaperons that she could read. Ruby's overall experience did not change her mind and is still convinced that there are no benefits for going.

CONTENT EVALUATION

TOPICS TO EVALUATE

After the site evaluation was complete using the user personas, the key missing elements have been identified and it is time to move onto the more detailed content evaluation. Based on the results from the user personas, the main topics to evaluate would be the academic and overall benefits of going on the trip, the itinerary, and the detailed information about the faculty and logistics of the trip. In order to evaluate these topics and find what is working and what isn't, the site's messaging, content, SEO, voice/ tone, and social media will need to be analyzed.

WEBSITE MESSAGES

The messages that currently exist on the site is pretty straightforward. The overall message is that this trip is exciting and educational, and the program is trying to make it as clear and affordable as possible. Although strong, the messaging can be enhanced up by adding a few more elements to the site. One of the missing messages from this site is that it is an established, organized, planned program. Providing clear and detailed information about the trip will help get students interested and help parents feel safer. It is also important to provide detailed information because students and parents are going to have a lot of questions. By having answers to their questions clearly stated on the website in an organized way will help build trust and keep people on the site for longer. Keeping your audience engaged on your website will help ensure they have a pleasant experience and will help accomplish your goals. Another missing message is that the leaders are open, trustworthy, and experienced. It is important for parents to know who will be taking their children on this trip and what the faculty member's backgrounds and experiences are. Helping the audience connect with the leaders will help establish trust and parents will be more likely pay for and encourage their children to go. The fact that the trip is exciting, educational, and worthwhile could be emphasized a bit more on the site as well. The Overview page with an enthusiastic introductory paragraph is a strong start and brings voice to the website. However, one paragraph highlighting the main activities of the trip is not enough to convince someone the trip is worth their time and money. In order to convince students and parents that it is a valuable experience, more real-life, detailed information must be provided.

WEBSITE CONTENT

The content of the site is important to reflect the desired messages of the site and to keep users engaged. On the current website, a lot of the information and introductions on the tabs are very informative and energetic. This is good because it helps get viewers excited for the trip, and it also informs them on what they need to know. The organization and basic bones of the content is strong, however there were a few confusing parts. For starters, some of the technical or what appears to be legal information is mixed in

with the informational and exciting content. This makes the structure seem a bit disjointed. It would be better to have all this content at the bottom, so people could look at it if they wanted but it wouldn't be too distracting. Another thing that could use some help is the "NEW" bold letters surrounded by asterisks that appear on every tab's content. This seems unnecessary since the content below it isn't referencing anything that is new or additional to the program. It is normal to update a website frequently, therefore your audience expects it so it isn't needed to tell your audience which parts are new.

SEO (SEARCH ENGINE OPTIMIZATION)

Another crucial part of a website's structure is its SEO. SEO stands for search engine optimization and is what helps the search engine bots find and recommend your website to users. In order for users to find your website, having strong SEO is a must. Perhaps the most important thing to identify when first starting to analyze and improve SEO is identifying keywords. Keywords reflect what your desired users will be searching for using search engines. There are many things that go into having a strong SEO, such as not having any broken links or images, having keyword rich heading tags, and having keyword rich meta titles and meta descriptions. Heading tags are part of the code of your website and help tell search engines what your site (and more specifically each page) is about. It is important to have an H1 tag on your site with the most specific text of what your page is about. It is also important to have H2s, H3s, and H4s on each page with keyword rich text that separated the content and adds a strong hierarchy to the page. All of these heading tags are important to give the search engine bots an idea of what your website is about so they can show it to the right audience. Meta titles and meta descriptions are also very important to the SEO integrity of your site. These lie within the code of each page and they are what show up on a search engine results page as the title and brief description of the page's content. It is important to use unique, keyword rich meta titles and descriptions to not only give the search engine bots an idea of what each page of your website it about, but also your viewers. Although the Cultural Competence and Heritage in Cuba website has many tabs, it is in fact only one page. This would make sense for a smaller site with only one message, but this website has many messages to get across and therefore needs more pages. The content can easily be split up and added to so as to validate the reason for multiple pages and enhance SEO. The SEO of the current site is pretty bare bones. There is a page title for the website and the paragraphs use many strong keywords. This is a good start and shows promise for better SEO. There are also no broken images or videos which is great for search bots and usability. However, there are no meta titles, meta descriptions, or heading tags, and there are a few broken links. These are the most important elements to SEO, so seeing that they do not exist only shows great room for improvement!

VOICE & TONE

Finding and how you display the specific voice and tone in the written content is a very important element to a website. Your voice and tone show that you are unique, helps captivate your audience, and can help the desired messages of your website come across. It is what sets you apart from your competitors and helps accomplish the goal of your website. The current voice of the Cultural Competence and Heritage in Cuba website displays two different types of voice. This is sometimes necessary due to the content and the message goals changing per page. However, too much change in voice can be

received as confusing and jumbled to an audience. In the first paragraph of the Overview tab there is some excitement and passion coming through. This is good because it speaks to the correct message and engages the audience. The rest of the website tabs display a standard, dispassionate, and factual voice. The standard and factual aspects are good, since it is important to be standard for SEO and factual for the concerned parents. However, it is important to remember that in order to keep an audience engaged and interested there needs to be a bit of passion and excitement. The voice may change slightly from the engaging introduction to the costs and budgeting page, but the overall voice needs to stay the same. The tone should be passionate and exciting to keep your audience interested, yet knowledgeable, promotional, and authoritative to gain your audiences trust and show them your organization is confident and experienced.

SOCIAL MEDIA PRESENCE

In order to expand your audience and gain more parents and students attention, a social media presence is a must. Social media is a way to interest new people, gain people's trust, and spread your messages, goals, and ideas to as many people as possible. Having successful social media accounts is a chance for free advertising to your specific desired audience of followers. By not taking advantage of social media, it tells your website viewers that you are outdated, untrustworthy, and unorganized. It is important to be connected on social media to build trust with your audience. When new people come along, it is important for them that they see you have a large following and that other people are interested in you and you are a trusted organization by many.

CONTENT STRATEGY

MESSAGE HIERARCHY

Cultural Competence and Heritage in Cuba Landing Page helps Kimmery Newsom accomplish getting students excited about the trip and feeling like their time and money will be worth it by providing engaging, clear, and informative content that makes the students looking into study abroad programs feel excited and confident about the trip so they start getting interested in the study abroad program or want to apply to this specific trip. It is crucial to have a strong message hierarchy established on each page. This tells your users what information is important for them to know and helps them find what they're looking for more easily. Having a strong message hierarchy also shows your audience that you are organized and care about the content that is on the website. This establishes a trust with the users.

First impressions matter when it comes to the internet since user's attention spans are so short. It is important to capture your audience immediately since you only have a small window before they might move on. This is why your most important and core message should get to the users within the first few second of them viewing the website. In their first few seconds on the site, the user should begin to get excited about the trip to Cuba and begin to see the cultural value of going on the trip. Now hopefully you've got your audience's attentions.

Below is a list of messages users should understand within the first two minutes of viewing your website.

- This trip is safe and well planned
- This trip will be led by a trusted and knowledgeable faculty member
- Where the trip will be going
- When the trip will be going
- How long the trip will be
- What types of activities they will be doing on the trip
- What the benefits of going on the trip are
- What academic course(s) this trip satisfies
- How to get further information on how they should satisfy the course requirements
- Financial aid, grants, and scholarships are available for payment help
- Stout is upfront and honest about what their money will go to on the trip
- Where and how they will be staying their nights on the trip
- How flights should be booked
- The itinerary details are subject to change
- UW Stout is accommodating to reasonable disability service requests
- They will need to contact disability services before going on the trip if they plan to have any extra assistance or special needs while on the trip
- The deadline for applying to the trip
- When they will know if they are accepted to go on the trip
- There is an application fee
- There is a minimum number of students that need to apply in order for the trip to happen

Call to actions are another important element of message hierarchy and should be realized by the audience after they are done taking in the site's messages. These could be in boxes on the site of the website, towards the bottom of the pages, or even in the banner area of the homepage. Below is a list of call to actions that the users should be prepared to do after viewing the website's information.

- Contact their program director for course information
- Contact the study abroad trip faculty leader for more information specific to the trip
- Contact disability services to prepare and/or ask questions about their specific needs
- Apply to the study abroad trip

SITE MAP

A site map is the best place to start when figuring out how the pages of your site should be set up. The structure of the site map determines how easy your user's experience will be when trying to navigate through your website. There were many strong elements to the current organization of the tabs on the website. The order and the labels made a lot of sense for the user's experience. Therefore, the pages for Academics, Costs / Scholarships, Location / Itinerary, and Apply / Dates / Deadlines are strong and meaningful pages because they are important for the site's information and provide many useful details. However, the structure of them should change and some of them should be broken some into multiple pages. This is because more information should be added to them to accomplish the informative, trustworthy, organized goals of the website. Below is a depiction of the new proposed site map, as well as a brief summary of the new pages and why they are important.

This sitemap represents a clear, organized, upfront, and informed trip. The structure of these pages is grouped together to provide different kinds of information, to different kinds of people with different questions. The Study Abroad section provides information to students to get them excited about the trip and make sure they are full prepared. For parents, this section provides clear information about what they will need to pay, what sort of help they can get with payment, why the trip is worth the money, and what exactly their children will be doing on the trip. Having all the information that is specific to the trip will help parents and students find what they're looking for easier and make them feel safer and more excited about the trip. The About Us section is all about the study abroad program, who is involved, and what it is all about. This section is great for student and parents that want to make sure there are going to be experienced and responsible adults leading the trip. It will also provide any questions and answers to any concerns parents or students have about the trip. Having all of this information about the organization clumped together will show parents and students that it is an organized and upfront organization who cares about the questions people have. The Contact Us, and Apply pages are all in the main navigation because they are important to anyone coming to the site. The Contact Us page is in the main nav because people need to know the organization welcomes questions and is shows it is a legitimate and open organization. The Apply page is in the main navigation because it is the whole goal of this site and it needs to be highlighted for students to see easily. The Search feature is in the main navigation, so students and parents see the organization wants users to find the information they're looking for quickly and efficiently with minimal headache.
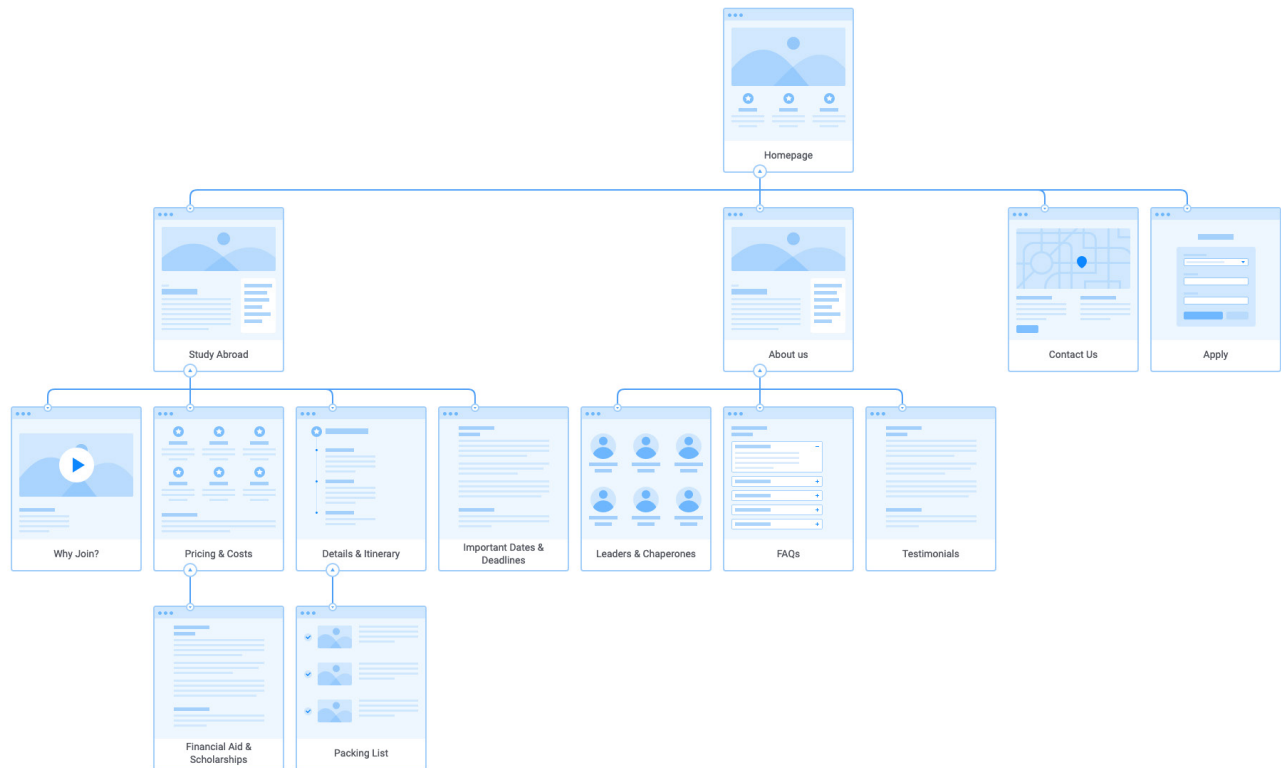
Study Abroad

This page will have introductory information about the trip to give students and parents an idea of what the trip is going to be like. This will also get parents and students excited about the trip and interested to learn more. In the side column of this page, there will be links to the pages under this page for easy access to more information.

Why Join?

This page to discuss the benefits of going on the trip, display some of the testimonials, and talk about what course this trip satisfies and how to get credit. The hope is that this page will convince people that there are strong benefits from going on the trip.

Financial Aid & Scholarships

The Financial Aid & Scholarships page will be separate from Pricing & Costs because more information should be added to the financial aid and scholarships. This is to be clearer and more specific about the opportunities students and parents have to save money.

Packing List

This page will list all of the standard items, as well as specific items that might be helpful for the activities they'll do on the trip. This will answer questions that students have of what they'll need, and make parents feel like this is a well-organized and prepared trip.

Important Dates & Deadlines

This page will have all the dates for the trip, application process, and application submission, as well as the deadlines for the application and information regarding the number of students required to make this trip happen. Having all this information in one place will be beneficial to the parents and students that are trying to plan for the trip and make sure they know all the deadlines for the application process.

About Us

This main page will have information about the study abroad program and its past successes and let the parents know they are a well-oiled machine. This page will have links in the side column to all the pages under it, giving the parents easy access to learn more about the people leading the trip and students' past experiences. This is to set the parent's minds at ease and let them know this is an organized and planned organization.

Leaders & Chaperons

This page will help give parents an idea of who will taking their child on this trip and what their experience and credentials are. The hope is to put parent's minds at ease and have them understand they are putting their children in safe hands.

FAQs

This page will be in place to answer some of the questions that students and parents have. This page will answer each of the most popular questions in short but will also most likely have a link to another one of the pages with more helpful and detailed information.

Testimonials

This page will also be added to give students and parents an idea of what students experienced and gained from the trip. Hopefully this page will get students excited about going and make parents feel secure that their child will have a fun, safe, and educational experience that is worth the price of the trip.

Contact Us

This page will have contact information and office hours for the study abroad program, as well as the specific leaders of the trip. It will also have a contact form that people can fill out for a more organized way of communication. This will be helpful for both students and parents who have specific questions that are not answered on the website.

Apply

This page will be a link in the main navigation. This will be where the students will know to go if they wish to apply to go on the trip. Having this be a direct link to apply will help there be less confusion about how students are supposed to go on the trip and be clear to the audience.

SOCIAL MEDIA STRATEGY

There are three specific times where a social media strategy should be evaluated and set in place – before the program begins, while the program is running, and after the program ends. Each of these moments is when your audience, message, and goals shift a little bit, and therefore your strategy and posts need to shift as well.

Before the Program

Before the program begins, the social media audience would be parents and students who are thinking about or are already interested in participating in a study abroad program. These people will not only be trying to decide if they should go on a study abroad, but which one they sign up for. The parents in this audience will be looking for information on the trip, as well as the logistics. The students in this audience will be looking to see if the trip seems enjoyable and what the benefits of going are. The purpose of the posts would be to gain momentum leading up to the trip and ultimately to have students apply. The audience should be getting excited and interested in the activities and benefits the trip provides. The purpose is also to provide the right information in an easy, digestible way that guide parents and students to the correct information they might be looking for. It is also important to remind parents and students about upcoming deadlines to keep the audience on track for applying. The posts that would work best during this time would be images of activities that the students will be participating in. These photos would be of specific exhibits and destinations that students will be going on, as well as photos of past years trips with students smiling, having fun, learning, and making new friends. Posting callouts with alerts and reminders would also be important during this time. These posts would be for students looking for course credit and would explain what credit(s) the study abroad program satisfies. The best times for these posts would be when students start thinking about what courses they're going to take. Even though this study abroad program is only offered in the summer, students should be made aware of the course satisfaction before both fall and spring advisement days. This is to prevent them from signing up for a class next semester that already satisfies what course the study abroad offers. Another kind of post would be reminders to parents and students about upcoming deadlines. The best time for these posts would be in the late fall, around Thanksgiving. Reminding them at this time would give students and parents enough time to discuss and plan for the trip before applying. Also, Thanksgiving is usually when students travel home and therefore are able to talk to their parents more easily. Posts should also be created one to two weeks before the final deadlines, giving students and parents a proper warning.

Below is the ideal posting schedule for before the program begins.

- Late October/early November when students start thinking about what courses they're going to take
- Late fall, around Thanksgiving when students are going home and can easily talk to their parents
- December 1st and December 15th, reminding students and parents about the deadline
- End of December for people who missed the first deadline
- Early/mid-March when students start thinking about what courses they're going to take

While the Program is Running

While the program is running, the audience of the Instagram account would be parents of students on the trip, as well as the students themselves. The purposes of the posts would be to ensure the parents that their children are having a fun, valuable, and educational experience, and most importantly that they are happy and safe. Another purpose of the posts would be to give students something that they can share and post on their own Instagram accounts. This lets their friends and family know they are having a good time and might also get other students interested in the trip. The posts that would work best to achieve the program's goals would be images of students having fun on the different activities, as well as the new experiences they're having such as trying new foods and meeting new people. Another way to get other students interested and show the parents that their children are safe would be to post about the logistics. These posts would show the families they're staying with, their sleeping situations, their forms of transportation, and what the food looks like. Some of the posts should also feature the different educational stops and assignments. This is to show the parents that their children are learning things and gaining some worldly experiences.

Below is the ideal posting schedule for while the program is running.

- When students are first arriving to the destination to assure parents of students' safe arrival
- When students are doing something new
- When students are doing something educational
- When students try a new food
- When students are about to leave

After the Program Ends

After the program ends, the audience would primarily be two types of students. The alumni students and the prospective students. The students who went on that trip might want to go back and look at what was posted to show their friends and family. The students who are interested in going on the next trip might also be looking at these posts, to see if anything looks interesting. The parents of prospective students might be looking at these posts as well, to see if it is a safe and worthwhile program for their child. The posts that would work best to meet the needs of this audience would be the same types of posts as the ones that were posted while the program was running. Photos of students having fun, learning new things, taking in the culture, and what some of the day-to-day things were on the trip would be a good choice. Other kinds of posts that would be helpful to the audience would be photos and testimonials from students about the trip and what their experience was. This would get prospective students and parents excited about the trip and hopefully feel like it is a safe and organized program. Posting about upcoming meetings and dates for the next trip would also be helpful. This would let people know what they need to look out in their emails, mail, or on the website if they are interested in going on the trip.

Below is the ideal posting schedule for after the program ends.

- The week after the program ends to show what students did
- The month after the program ends to show student testimonials
- The month leading up to school starting to get students thinking about the trip

Now that a plan is set for when these posts should be posted, it is important to decide what exactly they will look like and why. Planning beforehand can help avoid any classic mistakes and get your social media on the right track.

Instagram Post Mockup #1

This mockup would be for a post before the program begins, at the beginning of December. The audience for this post would be parents and students interested in applying to the study abroad program. These parents and students would have not yet applied to the program and who might have forgotten about the deadline. The purpose of this post is to let parents and students know that the deadline to apply to the Havana, Cuba trip is in 15 days. It is to make sure parents and students are aware that the deadline is soon, and they need to start figuring out their plan if they wish to join on the trip. The post mentions the link to apply is in the bio, so the parents and students will have easy access to the information they need. The post message is clear, easy to read, and gets the attention of users. The post looks well designed, uses Stout branding colors, and mentions all the needed information. The "application deadline" text is in all caps to get the users attention. The background photo is of a place in Havana which is specific to the trip and adds a nice element to the post. The hashtags used are to help the post get attention from people looking for study abroad information, study abroad Cuba and Havana, study abroad 2020, and study abroad deadlines.
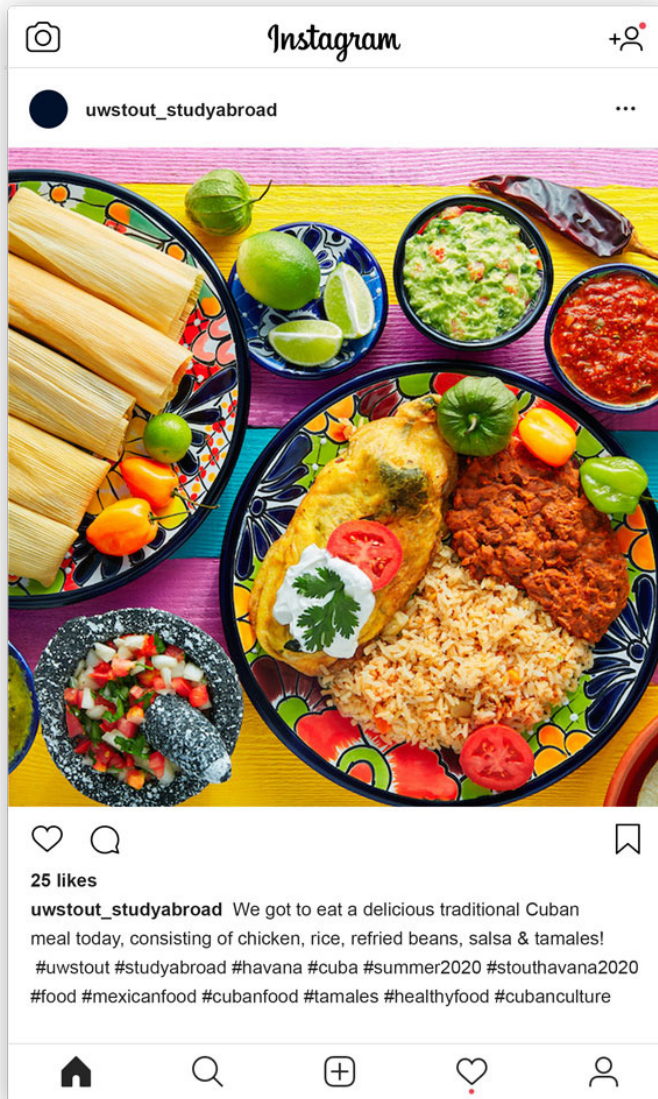
Instagram Post Mockup #2

This mockup would be posted during the trip, when students first arrive. The main audience would be parents of students on the trip, curious about where their children are and how they're doing. The post shows happy students with their host family, in front of their new home for the next week. The goal of this post is to reassure parents that their children arrived safely and are staying with trusted residents. Showing the parents who their children will be staying with, will hopefully give them a sense of comfort and safety. The goal is also to show worried parents that their children arrived safely. Sometimes teenagers aren't great at communicating to their parents, so by having the study abroad program post about the student's safe arrival, it reassures parents even if their child isn't communicating with them. The hashtags used are to help the post get attention from people looking for study abroad information, study abroad Cuba and Havana, study abroad 2020, and host families and study abroad student housing.

Instagram Post Mockup #3

Instagram

uwstout_studyabroad

MUSEO NACIONAL DE BELLAS ARTES
ARTE CUBANO

25 likes

uwstout_studyabroad Today we got to visit Muedo Nacional De Bellas Artes, the National Museum of Fine Arts of Havana! The students loved getting to experience the colonial and contemporary art scenes. #uwstout #studyabroad #havana #cuba #summer2020 #stouthavana2020 #muedonnacionaldebellasartes #fineartsmuseum

This post would be during the trip, when students visit an educational site. The audience for this post would be parents checking in to see how their children are doing. The audience for this post would also be students who want to post about their trip, during their trip. The purpose of this post would be to let parents know that their students are learning on the trip and the activities are educational. The purpose would also be to let parents keep tabs on what their children are doing and making sure they are happy and healthy. The post accomplishes this goal by showing students engaging in educational activities, and that they are happy, healthy, and having a good time! We want to make sure that parents know their money did not go to waste, and the students are actually learning things and engaging in the culture. This post accomplishes this goal by showing students at an educational and cultural destination. The caption of the post also gives parents an idea of where the students are, what they're doing there, and that they're having a good time. The hashtags used are to help the post get attention from people looking for study abroad information, study abroad Cuba and Havana, study abroad 2020, the specific museum the students are at, and the fine arts museum.

Instagram Post Mockup #4

Instagram

uwstout_studyabroad

25 likes

uwstout_studyabroad We got to eat a delicious traditional Cuban meal today, consisting of chicken, rice, refried beans, salsa & tamales! #uwstout #studyabroad #havana #cuba #summer2020 #stouthavana2020 #food #mexicanfood #cubanfood #tamales #healthyfood #cubanculture

This post would be sent out during the trip, when students are engaging most in the cultural cuisine. The audience for this post would be concerned parents, wondering what kind of food their children are eating and if they are eating healthily. The audience for this post would also be parents who are interested in what their children are doing, and what kinds of foods they are getting to try. The purpose of this post would be to reassure parents that their children are eating well balanced, filling meals that will sustain them. The purpose of this post is also to let parents know that students are immersing themselves in the culture and getting to try all the different kinds of traditional foods. This post achieves these goals of the audience by showing them a well-balanced, healthy, filling, cultural, traditional meal. The caption of the post explains what the food is and that it is a traditional Cuban meal. The hashtags used are to help the post get attention from people looking for study abroad information, study abroad Cuba and Havana, study abroad 2020, terms relating to food, Cuban food, and healthy food.

Instagram Post Mockup #5

This post would be posted about one week to one month after the trip ended. The audience of this post would be parents and students who went on the trip, or who were thinking about going on the trip. The goal of this post would be to remind the students who went on the trip and the parents of those students that it was a worthwhile experience and get them to reminisce. The goal of this post is also to interest students and parents who are interested in study abroad and are curious what it is like. This post shows a testimonial from one of the students who went on the trip. The post image includes a pleasing background photo of a place in Havana, with a bright orange overlay. This is to get people's attention and to show people it is different than the post about the deadline with the blue overlay. The image post also includes an image of the student giving the testimonial. It helps users get a better picture of who the student is, adds another design element, and helps users remember what the student said if they can put a face to the name. The post is designed in an aesthetically pleasing way, giving the study abroad program credibility and showing care in what they do. The actual testimonial is meant to give parents and students an idea of what going on the trip is like, and what students will gain from the trip. It achieves the goal of getting students and parents interested and reassuring students who went on the trip and their parents that it was valuable by having the testimonial be describing an interesting and valuable experience.

CONCLUSION

Although the content strategy may seem a bit overwhelming, when taken step by step it's very simple, manageable, and highly effective. In order to achieve the goal of getting more students to apply for the Cultural Competence and Heritage in Cuba study abroad program, action needs to be taken. The current website has a very strong and thought out base platform, but there are tweaks that need to be made to enhance users' experiences. In order to that, the sub goals of getting students and parents excited and interested in the trip, educating students on the benefits, and gaining parent's trust and confidence in the program need to be achieved. This content strategy first began by using the user personas to go through the website, holes in the content were able to be seen. These holes were then examined, and solutions began to form using new ideas for messages, content, SEO, voice/tone, and social media. These solutions then turned into a strong content strategy for message hierarchy, new site map, and a strong social media strategy. The proposed content strategy can help achieve these goals because it is specific to the study abroad program. Each step of proposed ideas was realized while keeping the goals of the program in mind. This content strategy uses heavily researched and well thought out ideas that plan to achieve results.