



Red | Section 4 Content

Before you can start creating powerful, compelling content, you need to get some basics in place.

Start by developing a content framework. This defines your organisation's key business priorities and three or four core content pillars that support these priorities. This will help you create content with purpose. It avoids simply adding to the noise inside your organisation.

How can you experiment with different media, such as film, infographics, and audio? Take a look at the way this *New Yorker* article on the [twentieth anniversary of the Columbine shooting](#) blends text, photography, film, audio and animation to create a powerfully immersive experience. Here's another [great example](#) from UNICEF. As we return to the office, this is a great time to think about ambient media solutions. We love these clever [optical illusions that encourage drivers to slow down](#). **Challenge our creative team** to brainstorm a similar idea for your workspace.

Your audience personas and segmentation model will help you create targeted content for different groups. Make sure the guidelines are in place, such as an agreed tone of voice and language style guide.

Hone your storytelling technique to ensure you are creating meaningful content that encourages people to linger and interact with your message. To help craft better content, listen to [How to do less but do it better](#), an episode of The Internal Comms Podcast with the brilliant Steve Crescenzo who has trained hundreds of IC professionals. And for help improving your storytelling skills, listen to [Once Upon a Time in IC](#) with author and storytelling expert Gabrielle Dolan.

Involve the audience in your content by asking for ideas, feedback and representing their views and opinions as honestly as possible. Remember, the more accurately you reflect working life inside your organisation, the more credible and compelling your content. Establish editorial panels and communication champions to ensure content is developed in partnership with your audience.

Take a look at [Eight ways to tell a better IC story](#) by Katie Macaulay. You might also find AB's Content with Purpose workshop helpful. This will help you plan, research, and create bolder, braver content that aligns with your organisation's goals and truly resonates with your audiences. You will learn how and why to create content with purpose, explore the power of emotive storytelling in the corporate world and learn how to set up and run an effective IC newsroom. [Email us](#) to find out more.