



Amber | Section 4 Content

Your content is good, but it could be even better. It is a noisy world; you need to push creative boundaries to capture people's attention.

Take bolder, braver editorial decisions, especially when tackling sensitive or controversial issues. The credibility of content rises with its authenticity and daring.

Ensure you have a content framework in place that defines your organisation's key priorities and the three or four content pillars that support these priorities. This will help you ensure all IC content has a clear purpose. It avoids simply adding to the noise inside your organisation. [Ask](#) for a copy of AB's Content Framework template.

Experiment with different media – film, infographics, audio, and ambient media. 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.

Some of the most powerful campaigns use ambient and environment media. Perhaps your reception area, canteen, stairway, factory floor, or even the employee car park can be integrated into your campaign. We love these clever [optical illusions that encourage drivers to slow down](#) and the use of projection in this [General Electric campaign to support female scientists](#). [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. Can you train a wider cohort of the organisation in the value of storytelling? IC teams need to be hunter-gathers of great internal stories.

Continue to 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 can reflect working life inside your organisation, the more credible and compelling your content. Make good use of editorial panels and communication champions to test new ideas and develop your thinking.

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 honing your storytelling skills, listen to [Once Upon a Time in IC](#) with author and storytelling expert Gabrielle Dolan.

If you would like help to create bolder, braver content that aligns with your organisation's goals and truly resonates with your audiences, [ask us](#) about AB's Content with Purpose workshop. 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.