

Content for Enterprise

LPTRAIN.COM/West2017Pac

Identify Target Audience

The different Tribes

Identify Target Audience

Demographics

Psychographics

Behavioural

Voice

Story telling in the Enterprise

Identify Target Audience

Style of writing?

Type of content - videos, photos, links

Key words

Values - innovation, future, ethics,
tone, genre,

Consumption & Engagement

Millenials? Creation?



Reviews & Reports

Social distribution of reports in the
Enterprise

Long Form, Short Form

Create a Conversation Diary

Bit size key points,

Memes and Infographics

Canva.com

Evergreen key points

Infographics and Memes

Consuming the elephant, one bite at a time





SilkCharm
lpapworth@g...



Create a design

All your designs

Shared with you

Create a team

NEW

Your brand

+ Add new folder

0/2



Trash

Upgrade

Learn to design

Get design inspiration



Empowering the
world to design

Create a design

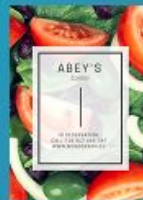
Use custom dimensions



Social Media



Presentation



Poster



Facebook Post



Blog Graphic



More...

Saved, generating preview...
Click to edit

Teachable Thumbnail 480 x 270



FB_Ad_Test

NonProfit
Bundle

Social Media Courses

Blog FB Post image #D

Need help



I don't have a "9 to 5"

9

Memes

Identify and distribute key points

Infographics vs Memes

Find a dot point or statistic

Make it meaningful with images

Use Canva.com to create an image

Rituals and Rites of Passage

Creating a Conversation Diary



Conversation Diary

Audience, Content, Timing

Time of the Day 9am, 5pm

Day of the week Mon AM Fri PM

International Observance Days

Ritual Days - IWD2017

Birthdays, Retirements, Promotions

Melbourne Cup Day, School Hols etc

Hashtags

1. Explore Hashtags as a Search Term #keyword
2. Jump In on One-off #hashtag threaded chats (one time, temporary community) #wedding
3. Understanding Memes #PoopTweet and random stuff
4. Consider Company Campaign Hashtags that are created for Owned Discussions #conf
5. Join Hashtags that are community weekly meetings (regular occasional) #tvshowseason
6. Connect Your Content to Hashtags that are Rituals (weekly, Timing) #agchatoz
7. Enlist: Permanent Community of Interest (always on, perennial) #auspol
8. Express Emotional Hashtags (personal, less group oriented) #happyhappy
9. Descriptor Hashtags for photo (Instagram, objects in photo) #beach
10. Search: Google SEO Analytics - drops keywords, adds #hashtags
11. DON'T Brandjack, newsjack or trendjack hashtags #MH17
12. Which Hashtag (popular, niche)? Hashtags.org or hashtagify.me
13. Sort Generic words vs Specific meaning (sorting, filtering) #Blacklist vs blacklist
14. What's popular? Hashtags as a popularity contest (trending, crowdsourced) tweetreach.com
15. Understand Folksonomy vs Taxonomy (free tagging vs categories)
16. Use CaMeI CaSe in your carefully chosen #hashtag #SusanAlbumParty

LINK

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NOTE: Capitals

Big Data for Personas

Volume, Veracity, Velocity = Voice

Artificial Intelligence and Comms

AI Analyses their Comms style

Get tips from AI

Communicate to them in THEIR style

Look at [CrystalKnows.com](https://crystalballknows.com)

Be The Magazine (article) Not
A Promotion (push),
to A Distinct Group on a
Distinct Topic with Regular
Programming

Thanks!

Contact us:

Laurel Papworth

@SilkCharm

courses.laurelpapworth.com

