



**ENTERPRISE CONTENT STRATEGY 2022-23:  
CREATING COMPELLING CONTENT THAT  
ENGAGES OUR AUDIENCES**

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## Overview

The 2022-23 enterprise content strategy provides foundational themes, goals and priorities that will be woven through all content creation and storytelling efforts. Based on the University strategic goals and the Marketing Division Plan for 2022-23, it will ensure our Syracuse University storytelling is brand-aligned, consistent, cohesive and compelling. This strategy is intentionally created to be somewhat flexible and fluid and will flex/pivot as needed based on the new University Academic Strategic Plan that will be communicated in spring 2023. A purposeful, One University approach will guide Universitywide marketing decisions and help bring our mission to life through results-driven, cross-channel content creation. Our storytelling, medium and messaging approach is audience-first and channel agnostic and will flex based on the strategic initiative at hand.

In addition, we will leverage the new digital landing page templates that include a photo gallery page with light copy/captions, a video-forward page with light copy and an immersive feature page template. This additional flexibility, digital content optimization efforts, and the website redesign, will allow us to balance our storytelling portfolio and packaging more effectively between length and type of content and multimedia elements. The Content team will also continue to coordinate and communicate frequently with all channels and school/college communicators to connect dots and leverage natural synergies between teams and storytelling initiatives and opportunities. We will continue to align the Content team around 'beats' allowing content producers to become subject matter experts for their respective areas and maintain a consistent focus on their areas of coverage.

The Content team proactively partners with all channel teams throughout the year to plan, create, package and distribute content for key target audiences. This alignment helps the teams execute strategy for key goals; student recruitment, advancement, alumni engagement, ranking, profile elevation, etc.

In the coming year, our overarching content strategy will emphasize the following **key themes: academic and research excellence, creative excellence, technical savviness, entrepreneurial spirit, commitment to veterans and military connected, outcomes/impact, and a welcoming campus for all.** Our content creation and storytelling efforts will collect, package and distribute high value, engaging content that maps to these themes. We will create a **balanced portfolio** of content between epics and episodes, short- and long-form content and 'moments' with varied packaging to connect with and engage our respective target audiences effectively. We will also partner with the Digital team to optimize content for SEO and drive additional organic engagement. We acknowledge this academic year will be a year of digital transformation given the syracuse.edu redesign project, which is reflected in the evaluation metrics outlined in this strategy.

## Goals

1. Advance brand positioning and understanding and continue to elevate the University's profile among target audiences.
  - a. All enterprise content is created with an audience-first approach. By considering audience needs, brand voice, channel/platform, we can deliver the right message at the right time to the right audience and elevate the University profile.
2. Create surround sound by focusing on key themes, strategic priorities and brand pillars.
  - a. All content development starts with strategic goal and priority alignment. Brand pillars are woven into all content creation efforts and content elements are crafted with the goal of creating a cohesive, compelling and consistent messaging platform.
3. Deliver *authentic* content that effectively reaches and engages target audiences.
  - a. Authenticity is our north star. The Content team's storytelling seeks to capture not only the *what*, but also the *so what*. Enterprise content connects and engages our target audiences and builds trust and credibility through authentic storytelling, real experiences and positive impact.
4. Create immersive storytelling through redesigned syracuse.edu website and employ best practices regarding the digital user experience.
  - a. The Content team will partner with the Digital team to do a comprehensive content audit and establish content criteria that embraces best practices. We will work with OHO Interactive to reimagine the Syracuse.edu website, elevate storytelling and create truly immersive content experiences that drive deep engagement.
5. Measure impact and engagement and optimize based on data.
  - a. Becoming more data driven is a key priority this academic year. We will be analyze performance to optimize our overall efforts and drive additional engagement.

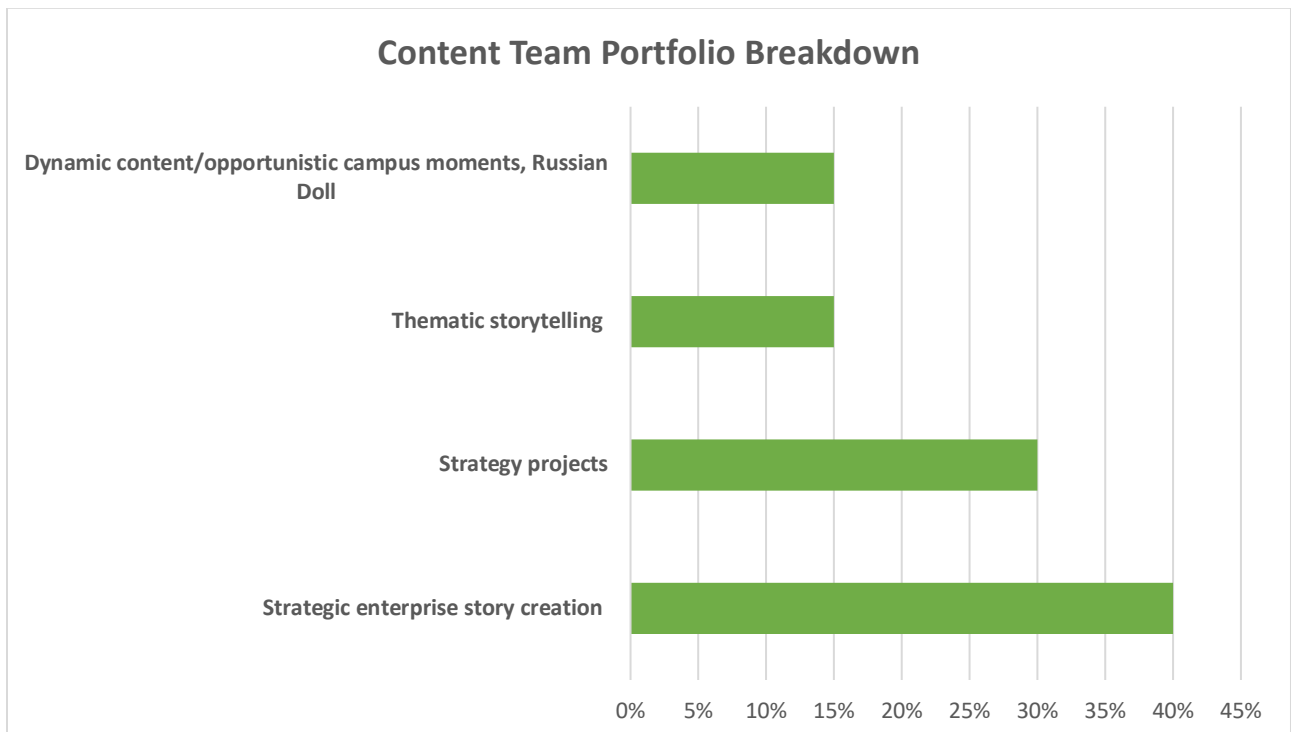
## Storytelling/Content Creation Portfolio Breakdown

- **Strategic enterprise story creation (& related multimedia elements): 40%**
  - All enterprise storytelling maps to brand pillars, goals and strategic topics. Content elements could include long- and short-form stories, social media posts, videos, images and podcasts. Content will be used in multiple ways including the flagship website, social platforms, print, Universitywide digital and strategic outreach (e.g., faculty recruiting, etc.).
    - Much of this content is *also timely and relevant*.
- **Strategy projects: 30%**
  - The Content team works closely with all channel partners on strategy projects. Content creation efforts include strategic campaigns, digital page creation and optimization, signature materials, key events (e.g., Commencement, etc.), school/college magazine design inspiration, Board of Trustees projects and Dean's Reports.
- **Thematic storytelling (e.g., Epics: Autonomous Systems, etc.): 15%**
  - This pilot program will allow us to take a thematic approach that includes several strategic chapters.
- **Dynamic content/opportunistic 'moments'/Russian Doll: 15%**

- **Dynamic content/opportunistic ‘moments’:**
  - The Content team will align resources around and opportunistically mobilize across channels to create engaging content around “moments in time.” This could include capturing a quote, short story, image or video clip about a ‘moment’ like the Involvement Fair, Syracuse Abroad Day, early decision notification day or simply a beautiful day on the Quad.
  - The Content team will partner with all channel teams to proactively and strategically plan this coverage to determine optimal packaging and channel distribution tactics.
  
- **Russian doll:**
  - This is *the story within the story*. The Content team will find opportunities to capture a unique angle from a News story or timely content creation opportunity when appropriate.

**Related Notes:**

- **Planning, outreach, editing and production are factored into overall percentages:**
  - This captures all the behind-the-scenes dot connecting that needs to happen to create content effectively and build strong Universitywide relationships. Elements include planning, enterprise calendar management, WorkFront management, cross-channel/cross-University communication, vetting, fact checking, interviews, writing, editing, approvals, staging and publishing.
- **All content categories include strategic content creation efforts that are timely in nature:**
  - Examples may include: faculty breakthroughs, thought leadership tied to local, national or global news events, content aligned with strategic launches (e.g. recruiting, end-of-year giving, Image Campaign, etc.), planned campus events (Syracuse University Welcome, Commencement, etc.)



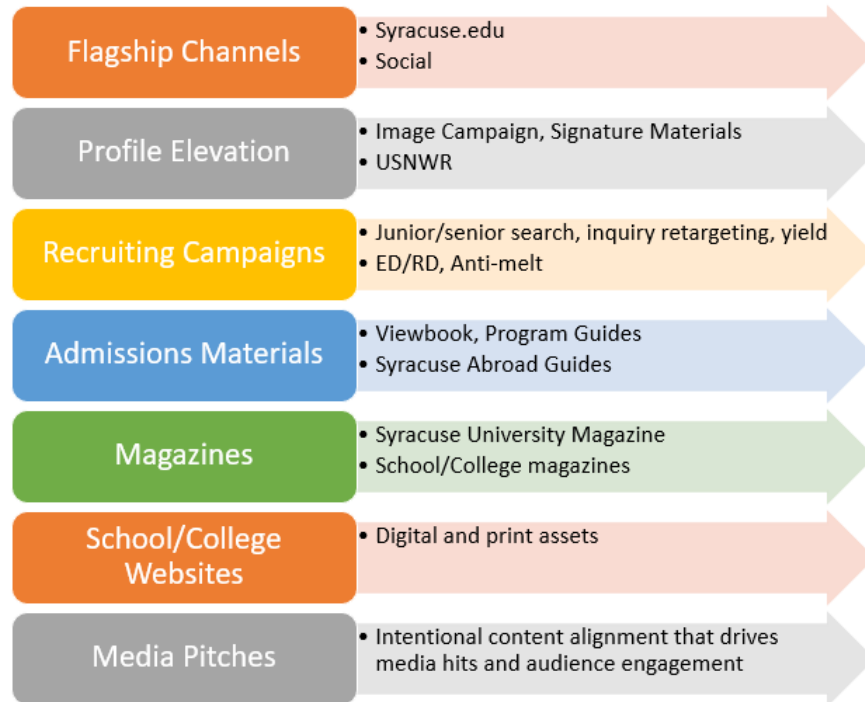
## Key Themes:

- 1) **Academic and Research Excellence:** Advance knowledge across disciplines to drive innovative research, thought leadership and global impact.
  - **Key Priority:** Research—Investing in research infrastructure and elevating faculty and students through support of transformational research.
    - Syracuse University is a top-tier (R1) research institution. Faculty, staff and students work together, and with external partners, to address emerging opportunities and global needs through rigorous investigation and discovery.
    - Research investment creates transformational impact. Faculty, graduate and undergraduate research attracts the best and the brightest to our university and builds capabilities in response to major scientific, economic, environmental and social challenges.
    - The research initiative drives interdisciplinary collaboration and innovation. It represents an unprecedented investment in academic infrastructure that gives faculty the support they need to succeed as independent researchers, attain tenure and advance their careers.
  - **Key Priority:** Deliver a liberal arts education with areas of specialization where students can realize their full potential.
    - Our students step into a global classroom and participate in hands-on learning experiences. Through a dynamic blend of the liberal arts and professional studies programs, they can prepare for any career imaginable, pursuing personalized academic pathways that deepen knowledge and support discovery on campus and around the world.
  - **Key Priority:** Promote exploration inside and outside the classroom.
    - Through hands-on research, internships and immersive learning experiences, students gain professional skills, expand their views and develop a holistic perspective that lasts a lifetime.
    - Interdisciplinary areas—ranging from social justice and artificial intelligence to energy and environment—provide broad perspectives and prepare students for the careers of tomorrow.
- 2) **Creative Excellence:** Syracuse University has shaped, and been shaped by, creative expression for more than 150 years.
  - **Key Priority:** We offer countless opportunities to create, perform and dream—from art, music and design to engineering and photojournalism.
    - Our faculty demonstrate a deep commitment to teaching excellence and creativity.
    - Students have access to creative outlets, opportunities and experiences that help them become the creators and innovators of tomorrow.
- 3) **Technical Savviness:** We explore the intersection of technology and humanity.
  - **Key Priority:** Technology drives our economy, our politics, and our education systems. The future will be shaped by those who understand and innovate in this environment.
    - Our students have access to leading technical faculty who embody excellence and are active industry leaders.
    - Our student and faculty innovation will help shape the future and address societal needs.
    - Our graduates pursue the careers of tomorrow with robust growth opportunities.

- 4) **Entrepreneurial Spirit:** Groundbreaking innovation and an entrepreneurial spirit are embedded in our DNA.
- **Key Priority:** Highlight innovation, creativity and thought leadership.
    - Our campus ecosystem connects students and faculty with a global network that supports hands-on learning, opportunities and investment in breakthrough ideas.
    - Our faculty, industry partnerships and immersive experiences help students discover their innate entrepreneurial potential, providing a set of tools and perspectives to capitalize on that potential and launch successful careers.
- 5) **Commitment to Veterans and Military Connected:** Since 1870, Syracuse University has welcomed students of all backgrounds, with an appreciation for the lessons to be learned from those with wide-ranging life experiences. This is the foundation of our distinguished legacy addressing the needs of our nation's military communities.
- **Key Priority:** Attract and support veterans, military-connected students and their families to the University.
    - Syracuse University is home to several groundbreaking Veteran and nationally recognized military-connected initiatives. Veterans and students associated with the military are integrated fully into the campus community.
    - We are proud of our rich history and dedication to military communities and honored to be ranked among the Best Private School for Veterans by *Military Times*.
- 6) **Outcomes/Impact:** Demonstrate the value of a Syracuse University degree and showcase alumni impact.
- **Key Priority:** Highlighting positive career outcomes and Syracuse University value.
    - Our students and alumni have a strong academic foundation, career resources and robust support, leading to highly successful career outcomes in the jobs of today and tomorrow.
  - **Key Priority:** Showcasing what Orange alumni are doing on the local, national and global stage.
    - Our powerful network of global alumni drives positive public impact across every industry through our faculty, student and alumni thought leadership.
- 7) **A Welcoming Campus for All:** Giving every student and faculty member the opportunity to explore, discover and realize their full potential.
- **Key Priority:** Delivering an unsurpassed student experience.
    - Students experience a respect-filled, diverse and inclusive environment. Our campus and community embrace inclusivity, and opportunities are provided through scholarships, fellowships and multicultural experiences that broaden views, create positive connections and reveal new paths forward.
    - Our inclusive and accessible spaces and cultural centers give students an appreciation of diverse viewpoints, cultures and interests.
    - Our commitment to diversity, equity, accessibility and inclusion is realized through faculty recruiting, scholarship and fellowship investments that make higher education attainable, and best-in-class educational opportunities for students with intellectual and developmental disabilities.

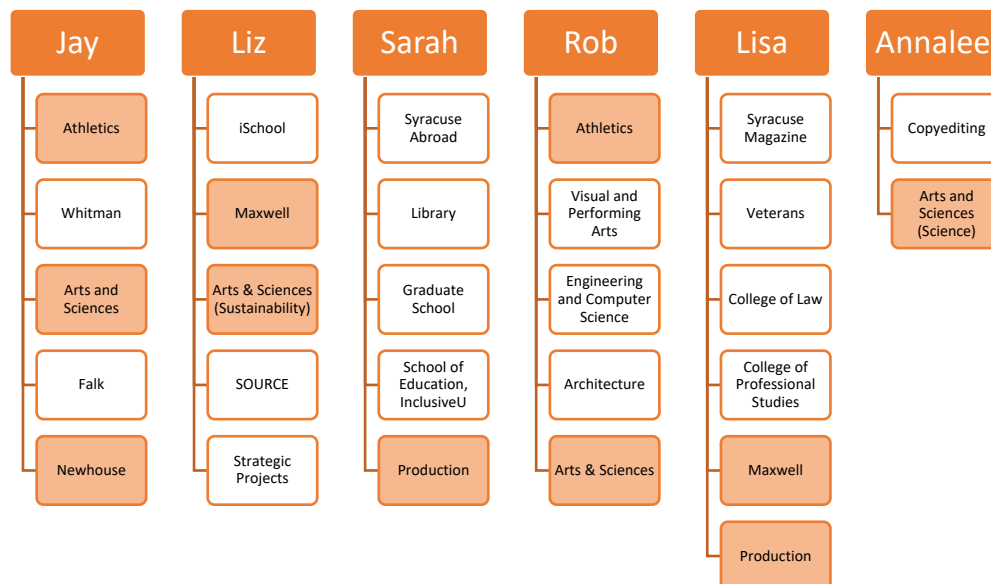
## Multi-Use Enterprise Content Approach

All content is created with an audience-first, enterprise and multiple-use approach. Distribution strategies are co-developed, defined and shared prior to content creation. Examples of content distribution and channels include:



## Content Team: Beats

The Content team is aligned around specific beats. This allows each team member to become an expert and develop familiarity with the potential storytelling opportunities and the leadership involved in strategic University areas. The beats can flex as needed based upon priorities and availability.



## Marketing Division Dashboard Metrics (Shared with senior University leadership)



- Brand audit
  - Enterprise level
  - Campus-wide
- Position understanding



- Reach
- Interest
- Intent



- Social media
  - Followers
  - Sentiment
- Syracuse.edu
  - Reach
  - Interest

### Digital Metrics

This academic year will be a transition year due to the syracuse.edu website redesign as part of our digital transformation strategic plan. The homepage was optimized in September of 2021, but the performance metrics and goals will need to be reset again once the website redesign is complete. Due to that goal re-setting exercise and SEO and data insights hiring in 2022-23 the dashboard metrics are high level.

**Note:** Other KPIs in second chart are final.

Metric	Baseline	FY22 Q1, Q2 and Q3 (July 1 – April 1, 2022)	FY22 Goal
<b>Social media</b>			
- Followers	FY21 total across all platforms: 601.5K	629.3K	650K
- Sentiment	Establishing FY22 Q3	59% positive sentiment	TBD
<b>Syracuse.edu</b>			
- Reach	FY21: 6.2M sessions	4.6M sessions	6.8M sessions
- Interest			
- Time on site	FY21 average: 00:02:40	Average: 00:02:46	Average: 00:03:00
- Bounce rate	FY21 average: 17%	Average: 19.7%	Average: 15%
- Homepage scroll depth			
- Mobile	Establishing FY22 Q3	25: 44% 50: 32% 75: 21% 100: 3%	TBD
- Desktop	Establishing FY22 Q3	25: 37% 50: 30% 75: 23% 100: 10%	TBD

## Other Content Team KPIs

Project/Area of Investment	Notes
<b>Homepage</b>	Leverage the homepage to drive organic engagement, profile elevation and other strategic goals. This includes the five editorial positions, Image Campaign real estate, the upcoming event module, the parallax photo module, the social media module and other strategic content.
<b>Stories</b>	<p>Create timely, relevant, strategically aligned content to tell a One University story. Add sharing functionality to Stories pages.</p> <p><b>Visitors:</b></p> <ul style="list-style-type: none"> <li>• FY22 actual: 214,262 (organic and paid)</li> <li>• FY23 goal: +10% growth to 235,688 (organic and paid)</li> </ul> <p><b>Unique Page Views:</b></p> <ul style="list-style-type: none"> <li>• FY22 actual: 141,325 (organic and paid)</li> <li>• FY23 goal: +10% growth to 155,457 (organic and paid)</li> </ul>
<b>Epic Storytelling</b>	Create one pilot on <b>Extending Human Potential Through Emerging Technologies</b> . Launch in 2023.
<b>Content Boosting</b>	Invest in balanced content boosting portfolio (several forms of content) across multiple platforms of to engage target audiences and drive meaningful engagement. (Budget and team dependencies.)
<b>Recruiting Campaigns</b>	Support all recruiting campaigns: Search, Inquiry, Yield, Anti-Melt. Increase engagement with prospective students, their families and their influencers through compelling content, storytelling, key customer journey 'moments' and enhanced communication channels.
<b>Other Campaigns</b>	Support strategic other campaigns from a content, editing and distribution perspective (e.g., Forever Orange, Image, Syracuse University Global, etc.)
<b>Website Redesign</b>	Work with Digital team and OHO Interactive on website redesign project.
<b>Signature Materials</b>	Support content creation and enterprise storytelling for new signature materials and update existing materials as needed.
<b>Strategic Projects</b>	Support content creation for strategic projects.
<b>Syracuse University Magazine</b>	Produce Fall 2022 and Spring 2023 Syracuse University Magazines. Win at least one industry award.
<b>School/College Magazine Templates</b>	Create and release magazine design inspiration. Ensure at least three schools/colleges work with Walsworth to reduce overall University magazine costs and improve production efficiencies.
<b>Personnel</b>	The Content team currently has two open content specialist positions vacant.