EICLife* content strategy

*fake project

Contents

- Content strategy refresher: what is this?
- EICLife core strategy
- Who, what, why, how

Refresher: the purpose of a content strategy

- Align stakeholders
- Serve as a stake in the ground for reference as needs and priorities shift
- Act as a guide for content governance going forward—a roadmap for the artifact as a living document

Refresher: aligning stakeholders

- Who
  - Who is the intended audience (vs. who is the *actual* audience, if different?)
- What
  - What does the artifact do?
  - What do we want users to do with / take away from this artifact? (vs. actual behavior?)
  - What content do we want to include / what content do users want?
- Where
  - Where will the artifact live/be hosted/etc.?
  - Where are we driving from the artifact (if anywhere)?
- How
  - How do we talk to the user?

EICLife core strategy

First iteration: a Teams app

Early-in-career individuals at the company. For the pilot, this will be new college hires

Grow from the ground up or expand

A network of contacts within the company (not external)

("Who" to network with.) Surfacing suggested connections including EICs' support network and others

EICLife helps EICs build their work networks by recommending the "who,"

expediting the "how," suggesting the "what," and visualizing network data.

("How" to network.) Allowing users to "batch" book multiple meetings with recommended connections all at once. Users can also book individual meetings from within the app.

("What" to network about.) Allowing users to easily include a discussion guide with networking meetings to eliminate the "what should we talk about" question

Displaying data about users' company networks, the strength of their professional connections, and how their network compares to others'

Who: EICLife pilot users

Primary users
- Early-in-career staff, 0-2 months at the company
- Exclusively college hires

Secondary users: people who EICLife connects with its primary users
- Buddies
- Engagement managers
- Etc.
- Other professionals recommended as contacts

What EICLife does and what we want users to do

EICLife...

- Recommends people for the user to connect with
- Facilitates networking by making it easy to set up 1:1s
- Provides discussion guides for networking meetings
- Shows the user's company network growth over time (based on calendar data)

Ideal user behavior...

- Use EICLife to meet and network with people you don't work with (whom you wouldn't otherwise meet)
- Use discussion guides to eliminate networking anxiety / facilitate your meetings
- View strong/weak/lost connections and use this data to strengthen weak and/or lost connections

Where EICLife lives

- EICLife is a Teams app installed on the company tenant
- Risk: EICs probably don't log into the company tenant as often as they log into their engagement tenant.
  - Users probably log in at least once/week to complete their time sheets
  - Need to find ways to entice users back to the app

How EICLife communicates with the user

Words are the face of the experience.

- First run experience helps user navigate without being overbearing
- Voice/tone: clear, empowering, helpful
- Language: simple, straightforward, informal
  - Contractions OK ("don't" instead of "do not," etc.)
  - "You" personal pronoun for the user ("your network," etc., not "my network")

Questions?