

Contently + Better Weekdays: Content Guidelines

What's the goal of this document?

These guidelines are designed to make the content creation process as simple as possible for the stakeholders at Better Weekdays, as well as Contently's storytellers and managing editor. From goals to content types, everything you need to know in order to create great content for Weekdays is here.

What's in here?

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1. Content Goals

- Establish themselves as a thought leader in the space of post-secondary education and career center operations within the university landscape
- Generate leads for customers, appealing to those in the student affairs space
- Build an engaged audience that keeps prospective customers, current customers, and student affairs professionals coming back to the site

2. Audience

University and Student Life Professionals

We want to make life easier for those in the student affairs landscape, who have the ultimate goal of finding students the right career path

Business people, specifically in the Digital Marketing Space

We want to focus on business strategy, company management, and general professional development.

Example Persona: Meet Allison, Career Services Associate

Allison wants to spend more time with her students and increase productivity across all other tasks. She wants to succeed in placing her students in the right career options, and makes decisions at her job based on what makes her bosses happy.

She is measured by very hard goals and needs to motivate students in their career development. She's unable to track graduates for verifying employment, and to take those learnings to apply to current students. In addition, Allison struggles to provide resources and time to help the large number of students.

Key takeaways to understand the audience

1. The career services professionals in the audience have to do a lot of work with very few resources. Therefore, think about strategies on how to do more, with less.
2. Even though the audience is in career services, their job is similar to marketing and sales. They must engage students in the career management process, engage the business community, and utilize other marketing skills.
3. If they are successful in placing students in careers, it will help the bottom line of the school. Helping students to get jobs will showcase the effectiveness of the college as a whole.

3. Voice, Tone, and Other Publications

Conversational but professional

The content should speak with the audience as though two friends are sharing ideas — keeping everything personal, engaging, yet intelligent.

Easy to understand

Always write in easy-to-understand language, never getting bogged down in complex terminology.

Clear takeaways and data-driven

When applicable, use data to back up your content, and provide next steps and calls to action



Visit the Better Weekdays website

Please check out www.betterweekdays.com to learn more about our product and mission.

We love Hubspot

In addition, we love the engagement and topics of HubSpot's content, and how they tell pertinent stories to their audience. Visit <http://blog.hubspot.com/> to learn more.

4. Editorial Style

The AP Style Guide should be used as the standard for all questions related to editorial style, punctuation, and grammar, online at <https://owl.english.purdue.edu/owl/resource/735/02/>

5. Content Topics

Sample story topics in the digital marketing, career services, and professional development:

- Make your Career Center a Netflix service: Not to be a blockbuster
- What Employers Want From Career Center Partnerships
- Using Lean Methodology to Develop an Effective Career Service Guide
- Using Analytics to Help Students Learn Well and Finish Strong
- Entrepreneurial Thinking for Career Services
- How to Have Your Best Year Engaging Students on Twitter
- 6 Mistakes Your Students Might Be Making on LinkedIn

6. Content types

The content type will most likely be blog posts, roughly 300-500 words

7. Pitching

When submitting pitches, please use the above audience and topics as a guide — thinking through how your story can help the audience be more successful in their job. Please include the angle you're looking to take, a brief take on the story as a whole, and input \$300 as the story price.