Building a Winning Web Content Strategy

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Learning Objectives

At the end of this session you will be able to:

• Identify practical ways to integrate print and web content
• Share ideas to create a winning print and web content strategy
• Leverage the value of integrated online web and print content exclusives
Publishing Trends to Consider

- The new media game is about integration of online and print; creating content unique to the channel to better engage readers
- Magazines that have gone all-digital are moving back to print models
- It’s been estimated that we will be in this print/digital publishing pattern for another 10 years

Editorial Cycle

- Planning
- Content development
- Distribution
- Production
- Editing
Expanding Media Possibilities

Building a Web Strategy

A website serves a multitude of cross-functional purposes

- Membership
- Events
- Newsletters/publications
- Reports
- Member benefits
- Chapter/volunteer policies
Davis Chapter Management System

Key considerations: Each chapter is required to operate and maintain a chapter website

• Chapter name and logo
• Officer roster with name, office held, and contact information
• Upcoming chapter events calendar and registration information
• Chapter constitution/bylaws
• Link to HFMA website
• Chapter newsletters

Building a Web Strategy

Group discussion: Some questions to talk about

• Is your website’s mission aligned with association mandates?
• How are website updates organized?
• Are you cross-promoting content to improve the user experience?
• Is your content “search” friendly, and can you access website traffic information?
Building a Web Strategy

Group discussion

- Do you publish web stories that are different from newsletter content?
- Do you monitor website traffic?
- How does the website rank as a priority to your chapter?
- How is posting to social media organized?
- How many posts are sufficient?

Some considerations:

- Associations and newsletters are attempting to use publications to work synergistically
- Promote digital content in print to steer them back to your website

Some areas to develop:

- Blogs from chapter leaders
- Photos from events on the chapter website (and social media)
Building a Web Strategy

Uses homepage to:

- Showcase content, events
- Improve career
- Network, communicate
- Volunteer

Source: Metropolitan New York Chapter

Visual approach to a current event

- Could this story be expanded?
- Interviews with finance leaders?
- First-person account?

Source: Show-Me of Missouri Chapter
Building a Web Strategy

Clean design, makes for an easy-to-navigate website

- Simple navigation
- Visual hierarchy

Source: Northeast Ohio Chapter

Building a Web Strategy

Consider depth of content

- Upcoming events
- Job opportunities
- News
- Site description

Source: Northern California Chapter
Building a Web Strategy

Event coverage

- Consider use of headlines
- Nice use of photography
- Interesting discussion about an important topic

Source: Northeast Ohio Chapter

Building a Web Strategy

Clean navigation

- Blogs
- News
- Sign-up
- Social Media

Source: Rochester Regional Chapter
Building a Web Strategy

Picture is worth 1,000 words

- Take time with captions
- Nice use of rotating photo viewer

Source: Oregon Chapter
Building a Web Strategy

Integrating social media

Source: Mississippi Chapter

NEWS TO NOTE

WELCOME TO OUR NEWEST MISSISSIPPI HFMA MEMBERS:

Jean Bank, Starkville, MS
Director of Business Operations, OCI Regional Medical Center

Marla Nunn, Hattiesburg, MS

Building a Web Strategy

Click Institute 2015
HFMA South Carolina Chapter
283 views
Building a Web Strategy

Consider the caption

• Essential to help members and prospective members find you.

Source: South Carolina Chapter
LTC Session Evaluation

- [ ] Excellent
- [ ] Average
- [ ] Poor

Continue the discussion and share your LTC pictures on social media …

#HFMALTC

HFMA Chapter Leaders LinkedIn Group

[https://www.linkedin.com/groups?gclid=3846013&trk=my_groups-b-grp-v](https://www.linkedin.com/groups?gclid=3846013&trk=my_groups-b-grp-v)