The Anderson University Office of Communication and Marketing houses the content strategy team.

This team is responsible for external campus communication content including the public website, institutional and admissions social media, Signatures magazine, printed collateral, and email marketing.

**Website updates.** Web pages, news and media outreach, the online calendar, navigation, graphics, photography, online forms, videos, and files (including PDFs and PowerPoint presentations) are all contained within a content calendar managed by the director of content strategy and public relations. Word documents are not permitted online due to compatibility and search engine optimization (SEO) best practices for the end user.

For standard website updates, please fill out the communication and marketing request form with suggested changes. Content submitted by departments may be rewritten or modified based on our knowledge of online communication, grammar and punctuation, SEO best practices, and the target audience.

**Content project meeting.** If you would benefit from a face-to-face meeting on a new project or an existing print or online piece, fill out the communication and marketing request form. The director of content strategy and public relations will provide a content review guide for your team to complete prior to meeting so we can understand your goals and how it aligns with the Anderson University mission.

We are unable to provide content assistance until we receive the content review guide. If creative services will be involved, please review the job request timeline.

**Email marketing.** Requests for event promotion through email services require a completed communication and marketing request form. When providing information, please consider the target audience, the frequency of communication, and how the email addresses will be obtained. The content analyst will connect with your department once the form is completed to discuss your email marketing needs.

All print and online projects will be considered for social media sharing through our team’s web editor and content writer. Where appropriate, projects will be measured through Google analytics.

**Need help getting started?** Have questions along the way? Connect with a team member.

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Content strategy involves planning for the creation, delivery, and governance of useful, accurate content.

The content team encourages departments to review their web areas each quarter to ensure their message supports the Anderson University mission.

To ensure fresh information, the content team relies on the Content Review Guide discussed between departments to spearhead digital and print collateral for consistency. For voice and tone to remain accountable, the content team uses the following best practices when posting content:

**Proactively Maintain**

- **Fresh Content:**
  - Use strong action verbs.
  - Provide cross-links to internal pages.
  - Create accurate information.

- **Scannable content:**
  - Use bullets and lists starting with action verbs.
  - Provide clear, quick information.
  - Create call-to-action (CTAs) where needed.

- **Keywords/SEO:**
  - Avoid internal abbreviations.
  - Create text with keywords naturally.
  - Link text, and never "click here" or "learn more."

- **Visual content includes:**
  - Infographics
  - Videos
  - Photos
  - Testimonials
  - Charts

**Calendar:** The AU calendar (anderson.edu/calendar) contains AU-affiliated events including home athletic events that are considered social sharing opportunities.

**Facebook/Twitter covers:** A rotation and theme is managed by the director of content strategy and public relations. Campus departments and offices are welcome to use these cover graphics personally and for institutional pages.

**Videos:** Covenant Productions creates all videos located on anderson.edu with proper branding managed through creative services.

**Photography:** All photos are housed within a password-protected internal database. Any headshots of faculty or staff are required to be taken professionally for consistency and quality. To request photography, fill out the photography request form.

**Graphics/Logo use:** Any graphic on institutional or admission social media and the public university website is created and approved by creative services.

**Web Administrators:** The Office of Communication and Marketing maintains the public university website at anderson.edu to ensure best practices for a responsive, SEO-friendly marketing tool. Access is not granted outside the content team.
Content Quality Checklist

Usefulness and Relevance
- Does the content meet user needs, goals, and interests?
- Is the content timely and relevant? (previous two academic years)

Clarity and Accuracy
- Is the content correct?
- Is the content understandable to your audience?
- Is the content organized logically and coherently?
- Does the content include all of the information your audience needs or might want about a topic in a concise form?

Influence and Engagement
- Does the content use the appropriate techniques to influence or engage customers?
- Does the content execute those techniques effectively?

Voice and Style
- Does the content consistently reflect AU’s mission and values?
- Is the tone appropriate to the context and audience?
- Does the content have a consistent style?

Usability and Findability

Print:
- Content easy to scan or read
- Usable format:
  - Font
  - Type size
  - Bulleted lists
  - White space
  - Tables
  - Space between photos and text

Web:
- Content easy to scan or read
- Usable format:
  - Bolding
  - Bulleted list
  - Varying content types (photo, video, CTAs, infographics)
- SEO best practices:
  - Header tags (SEO)
  - Cross-linking
  - Metadata (keywords)
  - Avoiding duplicate copy/paste
This resource guide is available to the Office of Communication and Marketing staff during the creation of print, website, social media, infographics, CTAs, and ads for Anderson University.

**Action Verbs**

- Connect
- Discover
- Encourage
- Engage
- Enrich
- Equip
- Examine
- Explore
- Express
- Faith
- Innovate
- Inspire
- Interact
- Involve
- Leader
- Mentor
- Modern
- Navigate
- Preparation
- Research
- Strengthen
- Study
- Unique