

Content Strategy for Open Building Institute + Kickstarter

*Top 50 Publicity - http://opensourceecology.org/wiki/Top_50_Publicity_Venues

*Think of other orgs to send pieces to

*Q&A

*Shareable Post

Strategy and Action Points

1. Main Vlogs - Weekly

- a. Brian - kickstarter script + convert to a comedy
- b. Dave Hakkens - quick vlog
- c. Emily on 5 Friends Checking Out
- d. Mitch on Reinventing the City
- e. Elijah - on module legal issues

2. Daily Vlogs

- a. Updates via FB Live

3. Q&A

- a. Post on OBI Blog - start putting up HowTos on Blog - want our own pkl
- b. Cat emails questions -
- c. Run Q&A on FB
- d. Cross Publish on Medium (durable medium, as opposed to fleeting FB)

4. FB Live

- a. This is high traction item
- b. Do this every day! Meta on how the Kickstarter is going + education content

5. Cat - Pitch Blog Post to Shareable

- a. Early in crowdfunder -
- b. Turnaround time - ok
- c. Also Ouishare

6. How-Tos (Refreshing Content) - Maybe 12 Lessons? In-depth

- a. How to Design a Tractor - link to Kickstarter at end
- b. How to Design a House Using the Part Library
- c. 3D Manipulable - WebGL
- d. FreeCAD - BIM/IFC
- e. How to Build a Building
- f. How to Design a Building

7. General Strategy

- a. #OBKickstarter - hashtag
- b. Start Blog!
- c. YouTube
- d. Medium Q&A - start Medium account
- e. FB - Live

8. Broad Vision Content

- a. Press Release

- b. All old coverage
- c. Continuing to find influencers/SMEs/Advisory