



Foundations 9

Wrapping Content in Strategy

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TOPIC

Remember that we said, ‘content didn’t matter’ in an earlier lesson? What we really want to say is that content *without* a strategy is wasting your effort. Before we develop or choose content we want to ask how it fits with our overall strategy.

In this lesson, we’ll look at how we can match content to follow-up and our Persona’s journey of discipleship.

OBJECTIVES

Participants will:

1. Understand and value content and follow-up strategy that are integrated, rather than disconnected elements.
2. Learn to prioritize and develop media content that is shaped by the strategic objectives they have set for their Persona
3. Understand and begin to practice Social Listening as a way to develop content and engagement
4. Use a Journey Map to plan content elements of a media strategy across the Funnel
5. Learn ways to find appropriate content and generate their own content

PREREQUISITES

Students are strongly encouraged to review Foundations Lessons #1-8 in order to understand context and terminology before pursuing this lesson.

[Foundations 1- Why Media Ministry](#)

[Foundations 2 - The Big Deal About New Media](#)

[Foundations 3 - You Can't Aim At Everyone \(Persona Introduction\)](#)

[Foundations 4 - Your Content Doesn't Matter](#)

[Foundations 5 - High versus Low-Level Conversion](#)

[Foundations 6 - Into the Real World \(Offline Strategy\)](#)

[Foundations 7 - Let's Pick A Persona](#)

[Foundations 8 - Walking With People \(Engagement\)](#)

RESOURCES

Presentation

- ❖ [PowerPoint Presentation](#)
- ❖ Full Lesson Video ([YouTube](#), [HD Download- 833MB](#), [Compressed Download- 121MB](#))

Student Materials

[Power Guide Handout](#)

Preparation

The following are not required reading but, rather, links to materials that were used in the preparation of this lesson plan and which you, the trainer, might find of value if you have extra time and an interest in digging deeper into the subject

- ❖ [Storytelling on Social Media: How to Do It Better](#)
- ❖ [The Ultimate Guide to Content Creation](#)
- ❖ [How Would Jesus Tell It? Crafting Stories from an Honor-Shame Perspective](#)
- ❖ [Micro-Moments: Your Guide to Winning the Shift to Mobile](#)
- ❖ [Social Listening: What it is, Why You Should Care, and How to Do it Well](#)
- ❖ [What is Social media listening?](#)
- ❖ [Top 15 Free Social Media Monitoring Tools](#)

If you have any questions or suggestions for changes please contact info@mobileministryforum.org

TEACHING CONTENT

1. A Quick Quiz: What did we mean when we said, “strategy is king?” (*from* [Foundations 4 - Your Content Doesn't Matter](#))
 - a. Content doesn’t matter at all?
 - b. We can make strategic plans and then just sit back and wait?
 - c. *Content* must be tied to a *strategy*, including follow-up, in order to be most fruitful.
2. Answer: c -- Don’t just find any content, find the right content
 - a. Matched to your **Persona**
 - i. **Who** - including the questions/needs they have
 - ii. **What** you want them to do
 1. Probably small steps in a journey
 - iii. **Where** - what channels are they on, and where they will consume your media content and interact with you
 - b. Matched to a **Follow-Up System**
 - i. Content is known by responders
 - ii. It encourages people to **engage** with responders
 - iii. It helps them move toward your **strategic objectives** - reproducing groups of reproducing disciples
3. How do we find content or learn what might work for us? **Social listening**
4. What is **Social Listening**?
 - a. “Social Listening” is an activity to help you understand
 - i. what people are talking about,
 - ii. whether they’re talking about what you want to talk about,
 - iii. and where & how people are connecting.
5. How to do it? We can search on our own to find:
 - a. Influencers who are talking about what we want to talk about
 - b. Popular content/channels that seem to connect with our audience Persona and the things we want to talk about

- c. Ways that others find content, like #hashtags and keywords that are relevant to our conversation
 - d. [Social Media Lesson #5](#) is a complete lesson on Social Listening
- 6. How Do We Know What Content To Use? -- The Journey Map
 - a. *Ref: we worked with a Journey Map in [Foundations 8 - Walking With People \(Engagement\)](#)*
 - b. As a person moves through, and back and forth on their spiritual journey, we want to think of content that will help them move forward.
 - c. On the Map, we can plan specific steps, content, calls-to-action, channels, and your responses
- 7. Let's look at a sample Journey Map again, using a sample Persona
 - a. Farhad has a "Story" of what he is thinking about, disruptions, etc.
 - i. [review what's in the sample doc](#)
 - b. "Our Story" is where we come up with the things we want to talk about.
 - i. *review what's in the sample doc*
 - ii. *what kinds of content do you see there?*
 - iii. *Is there other content you can think of that could add to what is listed here?*
 - c. At each stage of the Journey (Funnel) his story and our content and response will change
 - i. *It's responsive to him, not just want we want to tell him!*
 - ii. *What kinds of things do you see changing as we move down the funnel?*
- 8. The main goal is that our content will help to start and encourage them continue conversations at each stage
- 9. (Activity) Looking at your own Persona - *take some time, maybe 10 minutes, to have some students share their thoughts. Using their Personas, share about:*
 - a. Where are they on the Funnel?
 - i. *remember that they could be anywhere along the funnel, not just at the beginning*
 - b. What questions are they asking, or problems they are facing?
 - i. *These are disruptions, questions, needs, problems that they need to solve...*

- c. Where they are looking for answers or “hanging out?”
 - i. *these are often social media channels, but they could also be traditional media.*
 - d. What kinds of content work well in those places.
 - i. *Type of media: Is it a video channel? A messaging app? A newsfeed? Something else?*
 - ii. *What kinds of stories, images, videos, audio files, music, Bible passages, etc. can we use in these place?*
 - iii. *This content should relate strongly to what they are seeking, AND invite them to engage with you.*
10. Always think about your **Offline Strategy**
- a. How can you connect them to local resources and partners to respond and engage with them? [Foundations Lesson #6 is about Offline Strategies](#)
 - b. How will you know they are ready to connect in-person?
11. The Journey Map has places for you to fill in your content, your “call to action” at each stage, and how you can respond, based on their response to you.
12. When you are just beginning it is tempting to want to try to talk to everyone, everywhere. But if you have a small team and resources, it’s better to
- a. Focus on a single persona first, then grow later
 - b. Focus on a region or city that you can handle well with your follow-up network
 - i. *social media advertising tools can often target very small geographic areas or audiences*
13. Where can you find content to help you get started?
- a. Libraries of gospel media content: [Global Media Content Resources List](#)
 - i. Ex. [IndigiTube.tv](#)
 - ii. Ex. Good News Productions Int’l
 - b. Partner with others to translate, re-use content
 - i. Ex. [The DMM Platform - content for Levant Arabs](#)
14. You can also develop your own content - even using your own mobile device
- a. Ex. simple Bible engagement content

- i. Scripture memes, with prompts for engagement
 - b. Immediate, relevant, authentic content
 - i. video clips or photos of cultural events
 - c. *The [DIY Media Creation lessons](#) can help you learn more about creating your own content*
15. It can be simple visual or audio content
- a. Remember Bob and his very simple, but basic radio content? It worked!
16. Social media audiences like Immediate, relevant, authentic content
- a. Don't get stuck because you don't have a professional media team
 - b. Use your mobile device
 - c. Think of local interests and events
 - d. Make content about what you are thinking about.
17. Conclusion: So we see, there isn't one piece that is really more important than the others. Planning, Follow-up, and Content all work together toward making reproducing disciples.

LEARNING ACTIVITIES

1. Now it's time to think more about content. Let's use the Journey Map again to brainstorm content at different points of the funnel. Break up into groups of 2 or three, or your normal teams.
 - a. Starting from the beginning point for your Persona, ask what kinds of content might be best suited to "help them think" about their own questions and the questions you want them to consider.
 - i. You have already thought about Where they are finding content; should it be video clips, still image memes, animation, audio-only content, etc?

- b. If you don't have many resources to create your own content, try using the [Global Media Content Resources List](#) to find content in your target language, or some that might be easily translatable.
 - i. Use a couple of links from this list to add to your possible content list in the Journey Map.

FOLLOW-UP REVIEW/ASSESSMENT

- 1. After participants spend some time brainstorming and listing some possible content, gather the group together to discuss what they've found.
 - a. have a few teams share their content ideas
 - b. discuss what questions students still have about content, and share ideas between groups to help with answers