

Content Strategy Worksheet

Create a More Sustainable Content Strategy

Use this worksheet with your team in a workshop setting or simply as a standalone exercise to help your organization create an impactful content strategy that drives real, measurable results while reducing potentially adverse effects.

To create your own copy of the worksheet, select *File > Download as...* and choose your preferred document format.

Organization:

Date:

Collaborating with Content Strategy Stakeholders

The exercises below should help you define and implement a successful and more sustainable content strategy. In addition to standard marketing goals, we have also included sustainability considerations as well.

Spend as much time as necessary on each step. If workshoping with a group, reserve time after each step for discussion and consensus-building to find the best path forward. Capture common themes on a whiteboard. If you're getting stuck or can't reach consensus on any particular point, you might have more brand-building work to do.

For more detail on each of the steps below, review our post on how to [Create a Sustainable Content Strategy](#).

1. Exercise One: Define Stakeholders

Who is your content intended to reach? What are their wants and needs? How does your content fill those needs? Whose voice is not represented?

- **Stakeholder mapping:** Use this workshop to [define the stakeholders](#) in your business ecosystem.
- **Personas:** Try a [proto-persona workshop](#) to better understand who your audience is. Back this exercise up with qualitative research to uncover the specific motivations of people you hope to reach.

2. Exercise Two: State Goals & Objectives

What are your organization's goals and users' needs? How should content push each closer to their goals? Do you clearly understand your [target audience's pain points](#)?

3. Exercise Three: Where Will Your Content Live?

What kind of content are you creating? Blog posts? Videos? Which platforms will you use to host that content? Can you prioritize [ethical providers](#) with clear, public-facing [sustainability commitments](#) over free solutions that might undermine data privacy?

4. Define Editorial and Visual Standards

What voice does your organization use to communicate with its audience? How formal will you be? Create a style guide for your posts. Consider how you'll make your content easy to understand and user-friendly.

- **Editorial:** Use this [editorial guidelines template](#) to define your standards.
- **Visual:** Bring design and media stakeholders together to create consensus on accessibility and sustainability standards related to publishing content.

5. Detail Content Workflows

From conception to creation, publication, and promotion, create a flowchart detailing your content production process. Who needs to approve posts before they go live? Are posts properly optimized for search performance?

- **Content brief template:** Use this [content brief template](#) to ensure the content you create meets acceptable publishing criteria.

6. Define a Distribution Strategy

Think about your distribution and sharing strategy. How often will you promote posts and on which channels? How much shared content will be your own vs. that of others? How will you otherwise engage with your audience? What are the sustainability implications of your choices?

7. Get Specific About Measuring Success

How do you ensure this strategy provides favorable results? Which key performance indicators (KPIs) will you track? How often? How will your team pivot, if necessary, to generate better results?

- What are the [metrics that matter](#) to your organization? Which [accessibility](#), [data privacy](#), and [sustainability metrics](#) should you include as part of your strategy?

8. Define Topics and Content Clusters

Which topics will you create content on? How will they showcase E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)? Define content ideas and group them together by category.

- **Content clusters:** Try a [content cluster workshop](#) to define topics that will help you implement your content strategy.