



Content Strategy Masterclass

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<https://sierraduffey.ca/>

Sierra Duffey

- Honours Bachelor in Public Relations from University of Ottawa and Algonquin College.
- Worked in communications, web design and project management in the Government of Canada.
- Photographer and artist .
- Blends art with process to create beautiful and effective content.



Today's workshop

Planning your content

Creating a content outline

Turning big ideas into multiple posts

Tools for creating your posts

Inclusivity and accessibility

Collaborating and engaging with followers

Work with a content strategist





Why plan your content?

- Take the guesswork out of what you want to post each week/ month.
- Maximize your ideas and use one topic for multiple posts.
- Stay accountable and schedule your content ahead of time.
- Create consistency and high quality content for your followers. Repetition is actually good!

Create your template

- Create a document with a table, fill in your topics and dates.
- Keep your template somewhere that is easy to access, where you will check often.
- Create a format that works well for you. Include your visuals, hashtags and text required for posting.



Some writing and design tools



Hemingway App

A writing tool that shows edits and suggestions for complex sentences or unnecessary words. Also shows word count and reading level.



Canva

A graphic design tool to create social media graphics and collages. Has a free version or paid for additional features.



Unsplash / Creative Commons Licensing

A website for free stock images under Creative Commons licensing. Always make sure you have the rights to use images in your content or have asked the original creator.



Grammarly

A writing tool that corrects spelling, grammar and detects tone and style. Available as a Chrome extension and app.

How I work with clients



Set up a custom work plan
and contract



Free consultation to talk
about your brand, business
goals and current content
strategy



Work collaboratively to
create a process that
works with your voice and
business goals

Stay Connected!

sierraduffey.ca

hello@sierraduffey.ca

(613) 302-2593

@s_duffey