Specialty

Content strategy

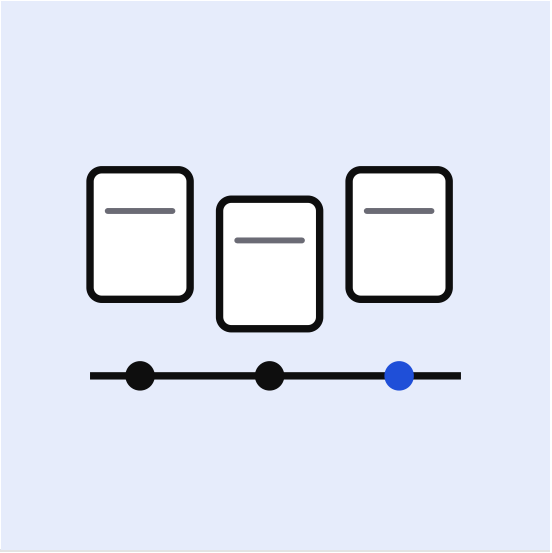
Plans the creation, publication and maintenance of useful, usable content.

In Spanish

Estrategia de contenido

Origin

Consolidated by Halvorson (2008) and Kissane (2011)



What problem it addresses

Without a plan, content grows out of control: duplicate, outdated pages with no one in charge.

Principles

Appropriate
For this person, at this moment.

Useful and clear
It serves a purpose and is understood.

Consistent and concise
The same everywhere and with no extra words.

Maintained
Someone makes sure it stays up to date.

Applications in design

✓ Use it like this
Before creating content, decide who will maintain it.

✗ Avoid
Measuring success by the amount of content published.

Don't fall for it
Take inventory of what already exists before writing something new.

Connections

Uses these methods

- Content audit

Related to

- Information architecture
- UX writing

Authors and works

2008	**Kristina Halvorson**	Defined content strategy as planning the creation, publication and governance of content.
2011	**Erin Kissane**	Summed up in seven principles what makes content good.

Sources

Original sources

- Halvorson, K. (2008, December 16). The discipline of content strategy. A List Apart. View source (https://alistapart.com/article/thedisciplineofcontentstrategy/)
- Kissane, E. (2011). The elements of content strategy. A Book Apart. View source (https://elements-of-content-strategy.abookapart.com/)

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