

15.9: Tools of the trade

In order to support the ongoing production of interesting content, it is necessary to have some planning documents in place. Consider those outlined below.

Brand style guides

This document guides anyone creating content for a brand at any time. What is the tone of voice and brand personality? How is it best represented visually, and what are the brand colours and fonts? This can be a challenging document to put together, and it usually isn't the content marketer who is tasked with doing so, but is essential to aligning brand communications. It is also a document that tends to be 'live' as it is constantly updated as the brand and content landscapes evolve and new conventions need to come into play. Brand style guidelines are also referred to as Corporate Identity(CI) or Brand Identity (BI).

Content calendars

Content calendars assist the content marketer in planning the content they will be sharing, across which platforms, and when. The more advance planning is undertaken, the easier it is to react quickly to tactical opportunities.

Social Media Calendar					
	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post first to content from your blog with short update	Share community content (Share a promotional item special offer, feature)	Post an interesting question to the community	Create an original image based post	Share humorous fun content (cartoon, meme, video etc.) Remind people to join your mailing list with the hashtag they get it they do.
Google Plus	Share community content	Write a 300 word original piece about a recent development in your industry	Share community content (Share a promotional item, special offer, feature)	Post first to content from your blog with short update	Post humorous fun content (cartoon, meme, video etc.)
Pinterest	Pin community content to your company boards	Set up a new themed board under your company Pinterest account	Pin your own blog or business content on your company boards	Pin community content on your company boards	Pin your own blog or business content on your company boards
Twitter	Retweet community content	Compose tweet linking to content from your blog	Compose tweet linking to content from your blog using an image, or link to community content	Compose tweet linking to content from your blog in the community	Retweet (community content)

Figure 15.9.1: A content calendar for social media *Adapted From Small Business Trends, n.d.*

Workflow map

A workflow map documents the path a piece of content takes when it is created. What are the steps in approval, how is it optimised for digital publishing, who has final sign off? Is it a duplicate of existing content, and where else can it be used? A workflow map assists you in streamlining this process.

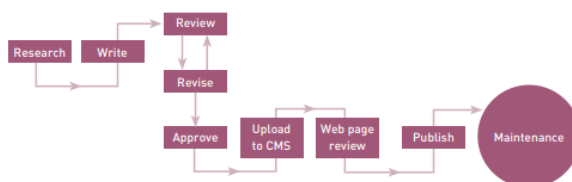


Figure 15.9.2: A content workflow mapping the development of content *Adapted From TBC*

Persona map

As discussed, the persona map assists content creators in focusing on those for whom they are in fact creating content, and what the motivations of consumers may be.



Figure 15.9.3: An example of a persona map *Adapted From UXPin, n.d.*

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