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**We're not
collaborating as
well as we could...**

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Pickle Jar
Communications

Collaboration is key for making our content processes and operations as efficient as possible, and to nurture creativity. But in complex organisations, bridging our silos to create a truly collaborative content culture feels like a big ask.

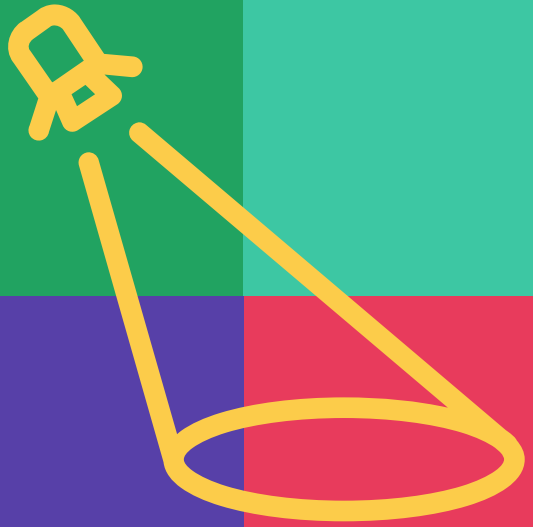
Create collaborative breakthroughs by:

- Developing and agreeing on a shared purpose. When we all feel that we're working towards the same greater good, we're more likely to work together.
- Involving partners much earlier than you think you should. The more consulted they feel in the development of an idea, the more they'll collaborate later.
- Mapping out your audience journey and empathy maps. If we start with our audience's objectives instead of our team's, our silos start to crumble.

Pickle Jar Communications can help you break through your content silos by:

- Facilitating collaboration workshops and offering cross-team coaching.
- Developing strategies and plans with a shared purpose.
- Mapping your content ecosystem to see where collaboration can be strengthened.
- And so much more... ask us.





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REF is creeping up. we'd better sort out that research content.

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Communications

The Research Excellence Framework (REF) has us all scurrying to address one of the most complex content challenges of all: how can we tell research stories that really engage and inspire, reach the right people, and have an impact that we can prove?

Power your research stories by:

- Getting clarity about who we are creating the content for. We often try to be everything to everybody with research stories, and consequently miss the mark.
- Experiment with telling the same research story multiple different ways. This is a great chance to play with formats and maximise the visibility of a story.
- Think quality instead of quantity in developing showcase stories. Use it as a chance to develop some high quality, high impact multimedia stories.

Pickle Jar Communications can help you get your research content to the next level by:

- Creating a content strategy and plan for your research stories.
- Running training and workshops to inspire your creativity.
- Identifying and mapping influencers on social media for your research topics.
- And so much more... ask us.





**We have brilliant
content but it
isn't being seen**



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Creating incredible content is only half the battle. Getting people to actually see it - and keep coming back to it - makes the difference between a brilliant piece of content and a brilliant piece of content that delivers impact and results.

Get your content seen by more people by:

- Implementing structured content and a content model to plan ways in which smaller “blocks” of your content will automatically appear on multiple pages.
- Integrating your on-site content strategy with a social influencer, or content promotional plan. This isn't just about SEO and advertising anymore.
- Making your greatest pieces of content evergreen content. Create an annual plan for making sure it keeps getting updated and re-used every cycle.

Pickle Jar Communications can help you get your content noticed by:

- Telling you what your audiences really want to engage with, where and when.
- Creating cross-channel content strategies that maximise visibility of content.
- Getting you started on the powerful road to structured content and a content model.
- And so much more... ask us.





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**We don't have
the resources to
create all of this
content**

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Everybody wants content. Videos, podcasts, print: our content wish-list grows on a daily basis. But how can we manage expectations when demand far surpasses our available financial and staff resources?

Produce impactful content with limited resources by:

- Agreeing a priority list. Consider which pieces of content will help you achieve your organisational goals and focus on those big-hitters.
- Developing a content production plan. Allocate resources over a 12-month period to make your content shortfall more manageable and deter last-minute requests.
- Repurposing or curating existing content. Other departments, and your students, may have already created the perfect piece of content for your needs. Find it, share it.

Pickle Jar communications can help make your resources go further by:

- Helping you prioritise content requests through strategic alignment.
- Creating content production plans to better manage your resources.
- Auditing your existing content and determining its suitability or re-use.
- And so much more... ask us.





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**Our content
is out of control**

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Can you ever have too much content?

Definitely. In large organisations, it is hard to keep tabs on who is producing content and what they are saying. How can we maintain a consistent voice and level of quality, when any colleague can commission content?

Reclaim a firm grasp of your content by:

- Carrying out a content audit. The first step to establishing control is to understand what content is out there, who is producing it, and how it's serving you.
- Assigning a team to promote high quality content. They can be your content champions, ensuring others understand accessibility, standards and best practice.
- Making sure that all content has a measure of success associated with it. How will you know if it is working for you? More importantly, how will you know if it's not?
- Encouraging clear user stories. No piece of content should be produced without a firm idea of the audience and the need it is addressing.

Pickle Jar Communications can help you reclaim control by:

- Providing a detailed overview of what content you have and where to find it.
- Producing a content strategy to help you establish governance and workflow.
- Training your staff on what to consider before launching into content production.
- And so much more... ask us.





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**We know we need
a content strategy
but where do we
start?**

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A content strategy is your greatest asset in creating, distributing and managing quality content to achieve your goals. However, getting started is a daunting prospect. After all, this could work wonders for your organisation if done right.

Make a strong start on your strategy by:

- Writing a content strategy statement. This is a short paragraph that states your organisation's approach towards content and informs the rest of your strategy.
- Revisiting your organisational goals. Every piece of content, whether it be a webpage or an Instagram Story, should align to one of these goals.
- Bringing colleagues into the conversation. Consult widely with stakeholders to gain their insight and buy-in for the strategy. Assemble your champions.
- Researching your audiences to better understand the information they require, their preferred content types, and how best to get it to them.

Pickle Jar Communications can help you get the ball rolling by:

- Guiding you through every step of creating a content strategy via our 16-week online learning programme.
- Conducting a content strategy maturity review. We will assess your current approach to content strategy and management, and identify areas for improvement.
- Gathering valuable insight by hosting stakeholder workshops, and carrying out in-depth audience research to inform your strategy.
- And so much more... ask us.





**We don't have
time for strategic
and creative
thinking**



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Time is a luxury that many of us don't have. How can we think strategically and creatively about content when our days are swallowed by endless meetings and everyday minutiae? But our content deserves our attention. We need to find the time, so it will flourish.

Make time for strategic planning by:

- Collaborating with other departments to produce crossfunctional content. Much like finance and staffing, time is yet one more resource that can be shared.
- Getting more from contact time with staff. Run your meetings and away days with precision to ensure there is always time for content strategy on the agenda.
- Protecting time in your diary. Ring-fence part of your week to think creatively about content. Find examples from the sector, and beyond, for fresh inspiration.

Pickle Jar Communications can find you time by:

- Teaching you how to create a content strategy through our online learning programme, offered in 16 manageable weekly modules.
- Hosting ideation workshops to draw out creative thinking from your teams.
- Writing strategies on your behalf, or in collaboration. Our time is yours.
- And so much more... ask us.





**We don't know
if our content is
really working**



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You've invested resources into content, you are happy with the results, and you're getting likes and shares and comments online. But is that enough? Is the content actually helping you to achieve your goals? You colleagues will want to see results.

Measure the success of your content by:

- Setting clear objectives from the start. We can only know if our content is working, if we have a clear definition of what success needs to look like.
- Ensuring your content has a clear call-to-action, decided at the planning stage. Build this into the content itself, such as a custom landing page at the end of a video.
- Investing in measurement and evaluation. Ensure you have the staff, time, tools and know-how to retrieve and analyse the impact of your content.

Pickle Jar Communications can help you by:

- Aligning your content with your strategic objectives.
- Advising on measurement and evaluation tools, and offer training.
- Carrying out audience testing to discover how your content is being received.
- And so much more... ask us.





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Our students and alumni aren't engaging as much as we'd like them to

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Our students and alumni lead busy lives. There is much competing for their time: work, hobbies, friends, family, and an endless stream of entertaining content. If we want students and alumni to engage with our activity, then we need to offer something special.

Improve engagement with your students and alumni by:

- Understanding your audience through empathy-mapping exercises. Consider what they are thinking, feeling, seeing and doing, and tailor your content accordingly.
- Conducting user journey mapping. This helps you identify exactly when a student or alumni might be open to hearing from you, and when you should give them space.
- Redefining your definition of engagement. Are your expectations reasonable, considering these are in-demand audiences? What should success look like?

Pickle Jar Communications can help you by:

- Conducting audience research to discover their priorities and content preferences.
- Running creative content planning workshops, or creating the content on your behalf.
- Offering content and platform recommendations to make your content go further.
- And so much more... ask us.



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**Our content
just doesn't
stand out from
everybody else's**

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Pickle Jar
Communications

The world is producing more content than ever before. Standing out can feel like an impossible task. How can we get our audience's attention in such a content-saturated environment?

Make a splash with your content by:

- Relaunching yourselves with an exciting new brand and distinctive direction. Boldly declare what makes you unique, then champion your individuality through content.
- Daring to think differently. Search beyond the sector to find fresh inspiration. Trust your team's instincts and creativity. Give them freedom to take a chance.
- Benchmarking against your competitors. You cannot stand out, until you understand what you are standing out from.
- Identifying what your audience wants to see, not what you want to say. Create content that is useful and informative.

Pickle Jar Communications can help you stand out by:

- Writing brand guidelines to identify what makes you special.
- Providing competitor research, so you know what you are up against.
- Delivering ideation workshops to inspire you to create compelling content, or we can create high quality content on your behalf.
- And so much more... ask us.

