

# Appendix

# Creating Content



# Creating Content: Before You Start

- Analyze current site
- Review related sites
- Discuss with colleagues
- Survey



# Creating Content: Identify Needs

- Conduct content inventory
- Determine content types
- Agree on formats and language(s)
- Plot out schedule and publishing
- List content you “must” VS. “would like to” develop.



| Page ID Number | Page Title                     | URL  | Content  | Comments   |
|----------------|--------------------------------|--|--|--|
| 4.0            | Document Library               | <a href="http://Boguscompany.com/docs">Boguscompany.com/docs</a>                 | navigation   |  |
| 4.1            | Subjects                       | <a href="http://../docs/subs.php">../docs/subs.php</a>                           | navigation   |  |
| 4.1.1          | Products                       | <a href="http://../docs/subs/prods.php">../docs/subs/prods.php</a>               | navigation   |  |
| 4.1.1.1        | Welcome to the Products Portal | <a href="http://../docs/subs/prods/portal.php">../docs/subs/prods/portal.php</a> | contact info;<br>navigation                          |  |
| 4.2            | Journals                       | <a href="http://../docs/jnl.php">../docs/jnl.php</a>                             | search/browse<br>complete list of<br>online journals | no standard<br>navigation; page title<br>not same as link. |
| 4.3            | Books                          | <a href="http://../docs/books.php">../docs/books.php</a>                         | list of online books                                 | no separate URL  |
| 4.3.1          | Online Books                   | <a href="http://../docs/books/online.php">../docs/books/online.php</a>           | complete list of all<br>online books                 |  |
| 5.0            | Worldwide Office Locations     | <a href="http://../locs.php">../locs.php</a>                                     | list   |  |
| 6.0            | Services                       | <a href="http://../services.php">../services.php</a>                             | navigation page                                      | page title not same as<br>link.                            |

Sample Content Inventory Spreadsheet

# Who is my reader?



# Creating Content: As You Write

- Who will read this?
- Are they going to skim or download?
- What do they want to know?
- Am I creating or adding value?



# Creating Content: Editing/Quality Control

- Consistent audience?
- Clear key messages?
- Consistent tone and style?
- Short? Punchy? Engaging?
- Readable? Error-free?
- Relevant?



# Creating Content: Editing/Quality Control

1. Check spelling and grammar.
2. Check for readability.
3. Check for wordiness.
4. Print out copy to proof read.
5. Read copy out loud, so don't skim.
6. Catch and correct wrong words, typos, grammar.
7. Track changes in document and update.



# Best practices



# Best Practices: Headings

- Good for readers, search engines
- Highlight keywords
  - Only use italics for captions or phrases
  - Emphasize words that = main idea
- Sub-headings
- Links



## Mission

To advance the lives of girls and women through sport and physical activity.

## MEMBER LOGIN >

Become part of our online community. [Register Now](#)

[Forgot Password?](#)[Login >](#)

## DONATE NOW >

Be the change you wish to see. Make a contribution to help ensure Equal Play for all. [More >](#)

## GET WOMEN'S SPORTS NEWS >

[Privacy Policy](#)

## WHAT CAN I DO? >

Write your legislators encouraging them to support gender equity in sports. It'll only take two minutes! [More >](#)

## PARTNERS >

## What's Happening in Women's Sports...

### Top Marathoners Defy Age

Paula Radcliffe, 34, beats oldest elite field in history of NYC Marathon

### Billie Jean King Named Global Mentor

UNESCO and Sony Ericsson WTA tour partner to raise gender equity awareness

### Rusty Kanokogi Honored

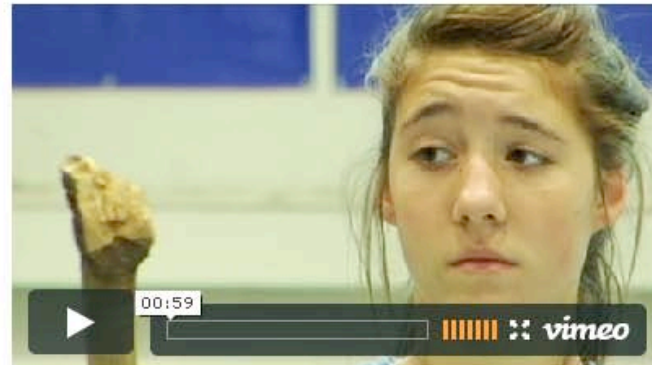
Highest-ranking American woman in judo receives prestigious award



McGrath/Cathy Imanes

[SUBSCRIBE TO RSS FEED](#)

## Calling All Parents!



00:59



Are your girls getting the tools they need to succeed? If you're like many parents, you may have sensed that your daughters are not being provided the opportunities to play sports that they want or deserve. Get the tools and support you need to make a difference. [More...](#)

## Event Highlight

## Most Popular

- [GoGirlGo! Atlanta](#)
- [Dorothy Harris Endowed Scholarship](#)
- [Who's Playing College Sports?](#)
- [Health + Fitness](#)

We were founded in 1974 by **Billie Jean King**, a life-long supporter of equality and social change. She serves as a role model for those who play with integrity and **inspires champions to give back.**



[Watch Billie Jean King on Oprah!](#)

**level** the playing field  
[Donate Now](#)

# Best Practices: For Reading

- Bulleted lists
- Inverted pyramid
- One idea/paragraph
- White space



# Best Practices: Visual Presentation

- Headings
- Concise text
- Graphics
- Sans serif fonts
- 10-point type
- Negative space





## WORKING FOR LESBIAN, GAY, BISEXUAL AND TRANSGENDER EQUAL RIGHTS

**Remember to Vote Today!**

Get informed about LGBT issues before heading to the polls and join us tonight for live results.

[Find out more ▶](#)

REMEMBER TO VOTE TODAY!

## YOUR COMMUNITY



New York City Pride Festival

Select your state to see what's happening in your community.

Alabama **SIGN UP**  
for email alertsYour Email:  

## Shop for Equality



Apply today

HRC's Show on XM  
Radio

Monday 6-8pm EST

Our Corporate  
Sponsors

GOLD SPONSOR

## LATEST NEWS

Get the latest election news from across the country on our blog, HRC Backstory



- ▶ New Congressional Scorecard
- ▶ HRC's XM Radio Show "The Agenda" To Air Election Eve Special
- ▶ Human Rights Campaign Foundation Announces Winner of National Coming Out Day Video Contest
- ▶ FBI Reports Six Percent Increase in Hate Crimes Based on Sexual Orientation in 2007

[▶ MORE NEWS](#)

## HRC BACK STORY

- ▶ The New Hampshire "Tick-Toc"
- ▶ Election Day update from Queens, NY: Part II
- ▶ The fight for equality is strong in Central Florida
- ▶ Election Day update from Queens, NY

[▶ READ THE BLOG](#)

# Best Practices: Credibility

- Post content that is well-written & correct
- Clearly provide sources; cite facts
- Use quality graphics (small file size)
- Include links to other sources
- Avoid overly promotional tone
- Update statistics, references



# Beth's Blog: How Nonprofits Can Use Social Media

A place to capture and share ideas, experiment with and exchange links and resources about the adoption challenges, strategy, and ROI of nonprofits and social media.



## About Beth Kanter

[Beth Kanter: About](#)

[Beth Kanter: Hire Me](#)

[Beth Kanter: Wiki Portfolio](#)



Enter your email address:

Delivered by [FeedBurner](#)

4196 listeners  
BY FEEDBURNER

## License and Search



This work is licensed under a [Creative Commons Attribution 3.0 United States License](#).

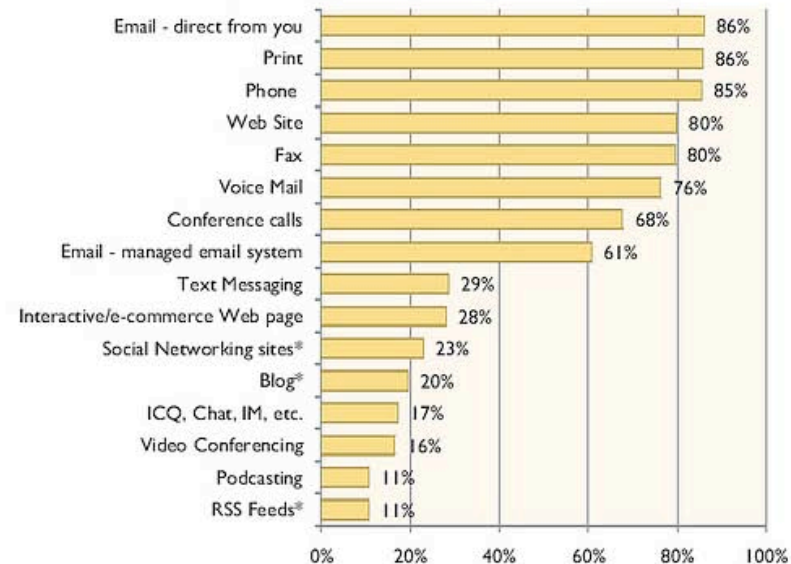
[Why I support Creative Commons](#)

[« WeAreMedia Nonprofit Social Media Toolkit: Your Last Chance at a T-Shirt! | Main | Social Media Game: Kentucky Derby Remix for CNPE Conference »](#)

## Your Nonprofit Should Not Adopt Social Media If ....

### Communication Channels



[The Bayer Center](#) for Nonprofit Management at Robert Morris University has been doing biannual survey of nonprofit technology benchmarks for its regional nonprofits (Southwestern Pennsylvania) for the past ten years.

I remember how excited we were when the first data was published ten years. The survey incorporates and expands nonprofit technology assessment/benchmarks used by practitioners in the field. It looks at infrastructure, software, hardware, connectivity, communications, policy, and adoption. The analysis is not just numbers alone, but based on the real life experience of the Bayer Center's staff that delivers training and consulting with nonprofits. Colleague Jeffrey Forster has been the visionary behind the survey since its started.

The results can be found in a [PDF](#) on the [blog](#).

A few highlights related to social media:

- 23% use social networking sites, but 68% of those use them "rarely"
- 20% use blogs, but 64% of those use them "rarely"
- 11% use RSS feeds
- 11% use podcasting

# Best Practices: Search Optimization

- Write descriptive title, less than 60 characters
  - 1st word = most important
  - Avoid generic terms like “the” or “welcome to”
  - Write to make sense out of context
  - Use different titles for different pages



# Best Practices: Search Optimization

- Start pages with summary or abstract
  - Include target keywords
  - Keep descriptions less than 150 characters
  - Write to make sense out of context, but with title
  - Explain content/what reader wants
- Add keywords (meta tags)



