

CONTENT MANAGEMENT REFERENCE SHEET

CONTENT FOR DIFFERENT PLACES

Examples: website, blog, newsletter, social media posts, social media profiles, ezines, brochures, profiles on membership websites, other people's blogs/newsletters

CONTENT FOR DIFFERENT PURPOSES

Examples: to be seen as an expert, to build relationships, to have regular contact, to promote products, to grow your fanbase

CONTENT OF DIFFERENT FORMATS

Examples: articles, videos, audio recordings, infographics, photos, ebooks