

INTRODUCTION

Welcome to Bambu's Content Strategy Worksheet! Below you will find a guide to help you document the content strategy for your employee advocacy program. Share this with your team of content curators, and keep it updated as needs change or expand.

These steps and suggestions have been compiled and optimized by our own Services team based on countless customer launches. We know what works, and what is most important to long-term growth and success of your employee advocacy program. Remember, while we happily pass this knowledge onto you, we are always available to answer your questions!

CONTENT STRATEGY BASICS

Your content strategy breaks down into four sections: **types of content, channels for content, content segments, and sources (and quantities) of content.**

Read more on our blog: [How the Right Content Mix Can Increase Employee Engagement.](#)

CONTENT TYPES

Below are ideas and guidelines to get your team thinking about types of content you could use in your employee advocacy content strategy. Use the worksheet at the end of this document to write down the types you plan to use, and any others that come to mind.

Brand content isn't limited to blog posts and product releases. Curate mentions or even User Generated Content (UGC) into your employee advocacy platform so your employees can be proud of how their hard work is creating new visibility opportunities. Here are more ideas:

- Research coverage
- Executive interviews
- Brand advocate reviews/how-to's
- Round-up article inclusions
- Conference/Trade Show posts
- Community initiative coverage
- Company outing recaps
- Webinars/Events

Industry and influencer content provides a more positive experience for your employees, so they continue to make a habit of participating in the employee advocacy program.

- Research reports
- Industry influencer articles
- Trade website articles
- Professional development articles
- Industry coverage
- Trending topics

Internal content solves a number of internal communications challenges by centralizing written content within your employee advocacy platform. Here are some examples of internal stories:

- New hire announcements
- Company outing info
- Job openings
- Product release first-looks
- Sales enablement documents
- Company newsletter
- Process changes
- Technology-related news
- Competitive pieces
- Press mentions

Get more ideas on our blog: [Stop Sending These Internal Emails](#)

CONTENT CHANNELS

Now that you have the types of content you plan to curate, think about what format those stories will come from. It's important to go through this exercise so you can identify where you might be able to mix and match content types and channels for added variety (or better performance).

CONTENT SEGMENTS (TEAMS)

Segmentation is a critical part of your content strategy. It helps you determine how much volume you'll need, and can offer a general breakdown of content mix to ensure your employee advocacy platform is always filled with relevant, valuable content.

CONTENT SOURCES

Now that you have a plan in place for what type of content you will be curating for the various participants of your employee advocacy program, identify the actual sources for that content. The sources can include RSS feeds, social profiles, Google Alerts, even hashtags.

Once you've identified these sources, you can then decide how much of your curation workflow can be automated into your employee advocacy platform, and also how you will distribute the curation responsibilities.

CONTINUE TO WORKSHEET →

CONTENT TAGS (TYPES AND CHANNELS)

In the section below, identify the types and channels for the content you plan to use in your employee advocacy program. We've started you off with the most common choices:

<input type="checkbox"/> CONTENT TYPE TAGS:	<input type="checkbox"/> CONTENT CHANNEL TAGS:
1. Brand	1. Company Site
2. Industry	2. 3rd Party Site
3. Event	3. Social Post
4. Recognition	4. Internal Comms
5. Job Posting	5. Other
6. Other	6.
7.	7.
8.	8.
9.	9.
10.	10.

(use the back if you need more space)

CONTENT TEAMS

In the section below, identify how you will be segmenting the content you curate. We've started you off with two essential teams:

<input type="checkbox"/> TEAM NAME 1:	Description:	Volume:
Admins	EA program owner, all curators	1/week
2. Everyone	Company-wide comms and articles	5/week
3.		
4.		
5.		

(use the back if you need more space)

CONTENT SOURCES

In the section below, identify the sources for the content you plan to use in your employee advocacy program. This is where it all comes together!

<input type="checkbox"/> EXTERNAL CONTENT SOURCE:	CONTENT TYPE:	TEAM:
1.		
2.		
3.		
4.		
5.		
6.		

(use the back if you need more space)

<input type="checkbox"/> OWNED CONTENT SOURCE:	CONTENT TYPE:	TEAM:
1.		
2.		
3.		
4.		
5.		
6.		

(use the back if you need more space)

Congratulations! You now have the foundation for a solid employee advocacy content strategy. Remember to periodically update this document based on feedback, expansion, and goals. And if you have any questions, the Bambu team is happy to help!

Other Helpful Links:

- **Bambu blog** <https://getbambu.com/blog/>
- **Employee Advocacy guides and education** <https://getbambu.com/guides/>
- **Program Administration articles** <https://getbambu.com/blog/program-administration/>