

DECEMBER 2021

CONTENT STRATEGY REPORT

ST. CHARLES PUBLIC
LIBRARY

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STENZONCO

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EXECUTIVE SUMMARY

The St. Charles Public Library (SCPL) has served its community for more than 125 years. Through the years, the Library has become more than just a repository for books and is now home to several pieces of original artwork, which include prints, sculptures, quilts and rugs.

The Library District includes a diverse population of 55,092 residents of St. Charles and parts of Wayne, West Chicago and South Elgin. The Library is a part of the SWAN (System Wide Automated Network) library consortium, which shares an online catalog with about 100 libraries in its region. Its collection includes about 300,000 items in numerous formats, including books, periodicals, audiobooks, CDs, DVDs, video games, board games, STEAM kits, technology, equipment and more.

As technology has evolved over time, the Library has kept up with modern services, including multiple computer stations with free access to Microsoft Office programs and other online services, Adobe products, a 3D printer and access to movies and TV episodes. Computer classes are offered at the Library and online, and an extensive list of databases now are available from home. Library staff also maintain a social media presence by updating the Library's Facebook, Twitter and Pinterest platforms. SCPL also routinely encourages users to download books, magazines, music, movies and more on their mobile devices.

The first St. Charles Public Library website was launched in 1996, which opened a world of new information to patrons. In an effort to continue evolving and adapting to current trends, as well as providing services of interest to its diverse community, the Library has since released a Request For Proposal (RFP) for website redevelopment. An RFP is a business document that announces a project, describes it and then requests for bids from qualified contractors to complete it. The following content strategy report details strategic alignment efforts for the redevelopment of SCPL's website that is enhanced through a Search Engine Optimization (SEO) analysis. The revived website will provide easy navigation through an organized menu and homepage, ADA compliance and increased engagement by patrons of all ages.

INTRODUCTION

A content strategy is a website's guide for the creation, delivery and management of usable content. It's a vital component of a website's redesign process because it means ensuring you have the right people and content for a user-centered and goal-driven end product.

A content strategy proposal establishes transparency with all involved by providing relevant data and detail as it pertains to relevant qualitative and quantitative goals and objectives. As per their RFP, SCPLD is hoping to redesign their website and is requiring a Content Management System (CMS) for the purpose of building and maintaining its site. Currently, the library's website uses a Drupal web content management system. According to the request, only minor updates are made to the website by library staff.

The website's audience includes current and prospective library users of all ages and staff, in addition to educators, information seekers and other libraries.

This proposal begins with an SEO Analysis that details the website's current content, architecture, writing and accessibility. It'll then dive into a competitive analysis, followed by how the content will be designed. This content strategy will streamline writing style guidelines, Key Performance Indicators (KPI) that will determine success, and conclude with attainable next steps that will illustrate the importance of a Content Lifecycle.

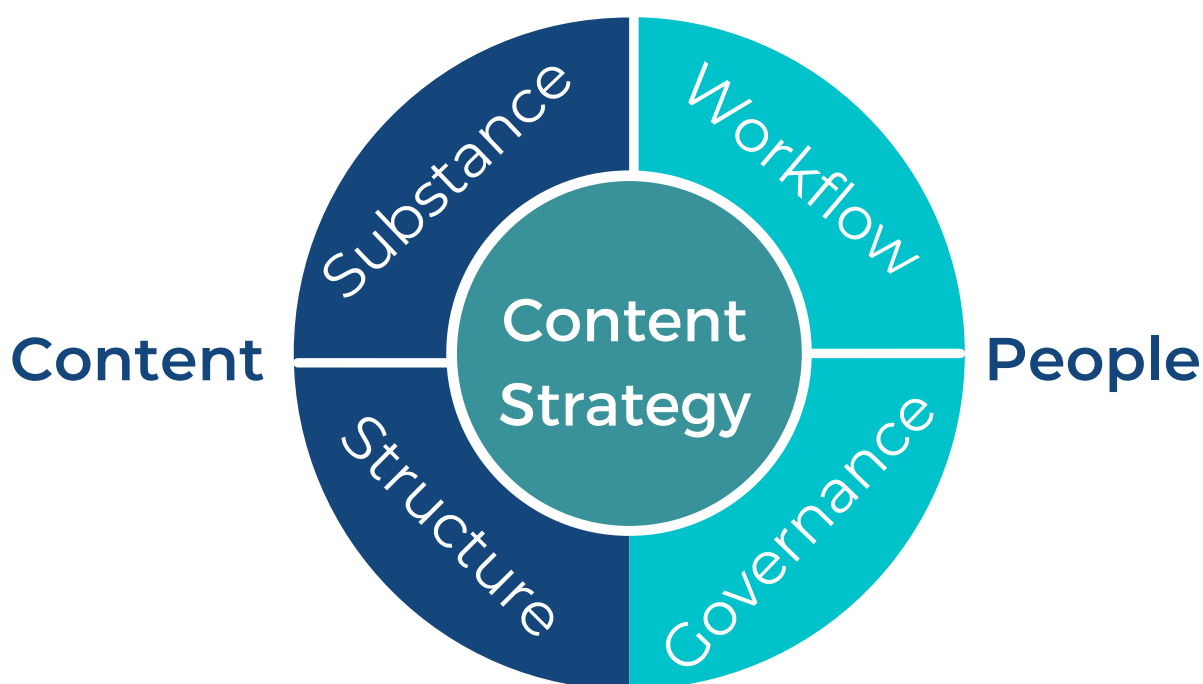
This proposal fits into the specifics of the RFP as it lays out the plan for the Library's website needs while also following their requirements and guidelines. As part of their goals, they are looking for a clean, modern website that is easy to navigate, fully meets accessibility standards, provides a unique and engaging experience that makes online library services and materials easily available to remote and mobile users, as well as an easy-to-use interface that allows staff to update information.

CONTENT ALIGNMENT SUMMARY

Author and Content Strategist Meghan Casey said it best in her book “The Content Strategy Toolkit,” where as a Content Alignment Summary, also known as a Strategic Alignment Summary, is vital because it helps you as our stakeholders understand why we want to help and how it will enhance your organization. It also serves as a guidebook for everyone involved to understand how the strategy and recommendations address the correct business goals, user needs, challenges and opportunities.

This section will clearly define what opportunities this content project will address. Our core strategy will consist of recommendations on four key components:

- Substance: What kind of content do you need, and what messages does it need to communicate to your audience?
- Structure: How is content best prioritized, organized and displayed?
- Workflow: What are the optimal processes, tools and human resources required to support the content strategy?
- Governance: How are key decisions about content and content strategy made?



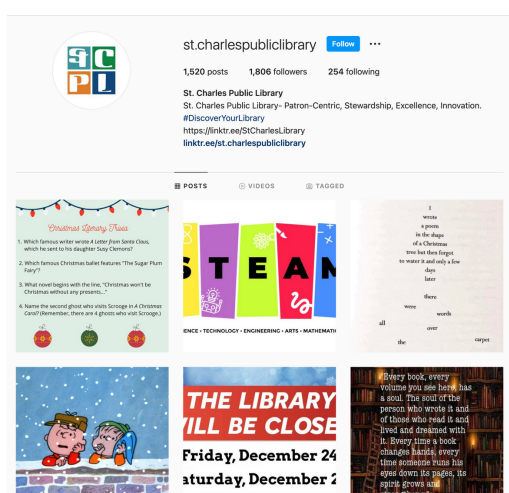
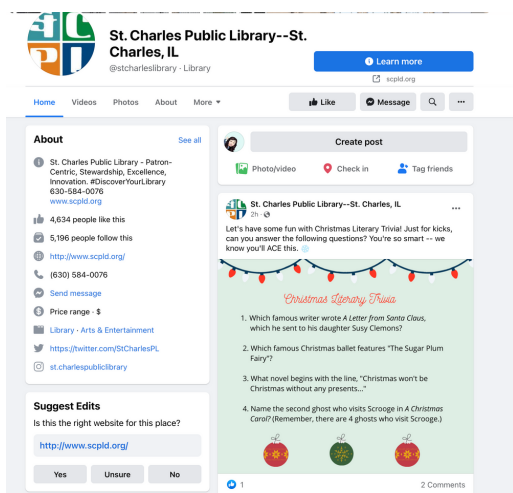
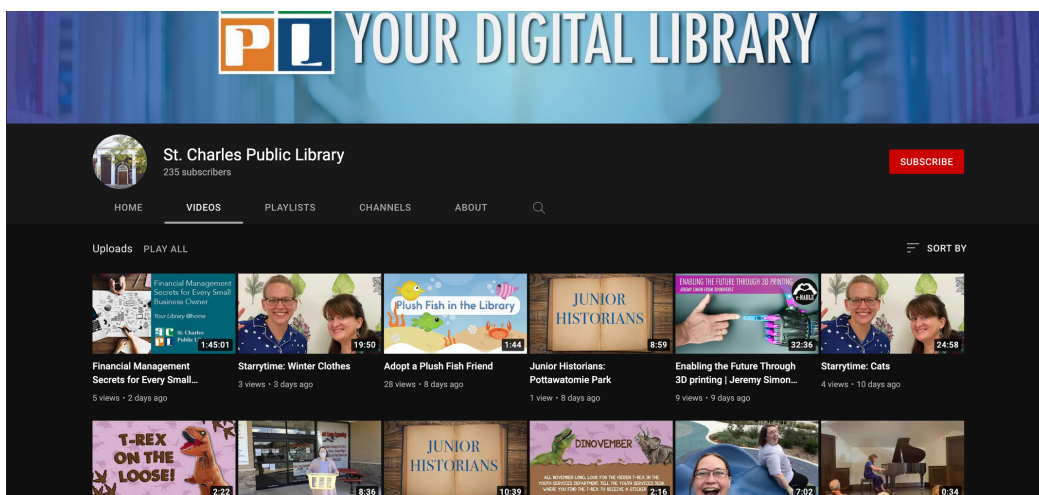
CONTENT ALIGNMENT SUMMARY

Current Content

The SCPLD website is mostly informational and substantial in its copy. There are hundreds of links, several dropdown menu options and extensive text across the website. While exceedingly detailed, it can flood the website with convolution and overload patrons and users with too much information.

Types of content that can be found on the SCPL website include:

- A newsletter called the St. Charles Public Library News and Event Guide
- Links to social media platforms, including Facebook, Twitter and Instagram
- A YouTube channel that is updated frequently; and
- Calls to Action to encourage engagement from users across the website



CONTENT ALIGNMENT SUMMARY

Currently, images and other media aren't seamlessly integrated into the messaging for the site. Because the information on the website is important for patrons and visitors, it can be revised to make it less convoluted, and reworked to include more media, such as videos, photos and graphics to help contrast the text and make it more digestible for readers.

Contact Us

- Ask Us!
- Staff Directory
- Employment
- Tours & Library Visits
- Suggestions
- FOIA

Hours & Location

Renovation Weekly Updates

Cards & Borrowing ▶

Outreach & Home Delivery ▶

Computers & Technology ▶

Meeting & Study Rooms ▶

Find a Book Drop

Museum Passes & Discounts

Ask Us!

Ask Us

Save Time, Ask Us!

Chat Now!

Chat online with Library staff during Library hours. No need to sign-up, just click to get started.

Phone Us at 630-584-0076.

- Reference Services Desk, ext. 1
- Youth Services Desk, ext. 245 OR 630-584-9390
- Circulation Desk, ext. 0

Library Hours – Phone assistance is available all times the Library is open.

Text Us!

Adult Services:

630-998-7275 (630-998-PARK)

Youth Services:

630-686-7543 (630-686-7KID)

Note: Texting services are available during regular Library hours. There is no charge for this service, but your carrier's standard message rates apply.

Email Us!

- Email a Reference Librarian
- Email a Youth Services Reference Librarian (for preschool children, elementary and middle school students)
- Request materials or suggest a purchase. [Title Request Form](#)

SCPL does create video content on YouTube, has an interactive Event Calendar on its homepage as well as an informational newsletter that aligns with their audience's needs. What can elevate the brand's content is integrating its YouTube video content on its main website, including strategic, but candid photos of in-person patrons on its pages, and ensuring everything is high definition. The website will benefit greatly from a modern design. While the homepage does have social media buttons to encourage following their pages, they are old versions of the apps, which age the homepage drastically. The photo banner on the homepage also helps visually, but its awkward placement deters the page from looking clean. The "Latest News" section is great for users, but transforming them into colorful buttons can upgrade the spirit of the page.

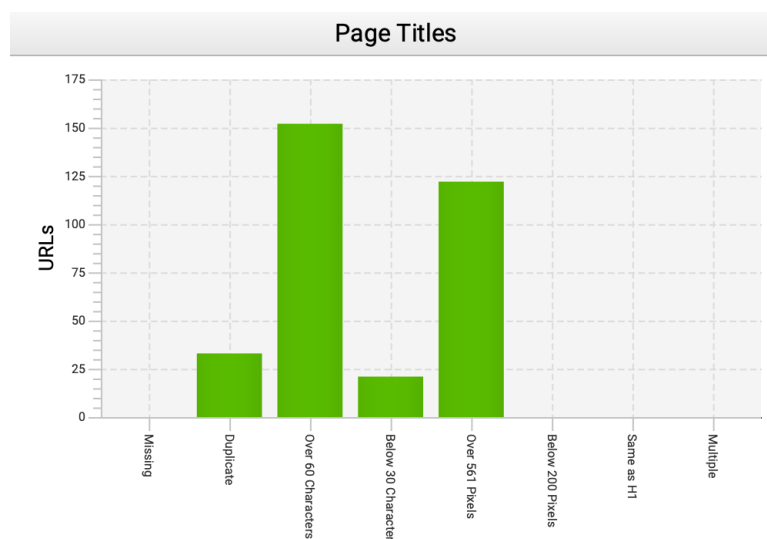
SEO ANALYSIS

SEO analysis is the practice of auditing a website to identify opportunities to improve its placement in search engine results. This practice is a powerful marketing tool as poor search results can negatively affect how a brand, business or person does online. This methodology can not only help ensure a brand is visible to end-users, but it can also create a competitive landscape when tracking industry data and competitors.

The following report is a Content Audit and Analysis of the St. Charles Public Library website. This will provide an in-depth analysis of its website based on data collected by Screaming Frog Search Engine Optimization (SEO) Spider Crawler, an SEO audit tool. Among the data analyzed in this audit includes: Page Title elements, Meta Descriptions and Keywords, a Writing, Content and Image review, Website Architecture, Accessibility and its Headers

Page Titles

There are various ways to optimize your website's SEO, including page titles and meta descriptions. The SCPL website, for instance, has 881 Page Title URLs and has about 33 duplicates. The shortest title length on the website is 28 characters and its longest is 93.



Scrolling through different pages on the SCPL website, titles can be improved by being more descriptive which can ultimately help users better find what they're looking for. On its homepage, you'll find titles such as "Latest News," "Upcoming Events" and "Find it at SCPL." Each of those titles provides keywords as to why you should click on its corresponding hyperlink. The titles are by no means creative and are more general.

SEO ANALYSIS

Meta Descriptions

In addition to functional page titles, there are various other ways to implement an effective SEO strategy, such as compelling meta descriptions. Meta descriptions are brief summaries of the page it links to. You can find it as the small blurb that appears beneath a website or when a page is shared on social media.

In a quick Google search of St. Charles Public Library, for instance, you'll find an incomplete meta description. It does not provide information about the organization, you'll instead find homepage titles. An easy way to fix this is rewording the blurb as a brief summary of the Library, which could go a long way in appearance, as well as how users view the website.

<https://www.scpld.org> ;

St. Charles Public Library | One South Sixth Ave. St. Charles ...

[St. Charles Public Library Homepage](#) · [Latest News](#) · [Upcoming Events](#) · [Find it at SCPL](#) · [Contact Us](#) · [Connect with SCPL](#) · [Follow Us!!](#) · [About Us](#) · [Find Us](#).

Scrolling through Screaming Frog's meta description data, it's evident the St. Charles Public Library website has only five duplicate texts. Its shortest meta description is three characters and its longest is 380, and is found on their "Equipment & Services" page. Their meta descriptions are not very descriptive and are often incomplete. Screaming Frog also found that of its 881 meta descriptions, 559 have more than 155 characters and 105 were missing altogether.

One of their best meta descriptions was a link to their Kids section that reads "Your Library plays a very important and active role in encouraging and developing an interest in lifelong literacy and learning" because it was complete, well written and provided engaging information. On the opposite side of interesting descriptions is their "All Events" page as it only shows dates and numbers rather than a brief description of the link.

<https://www.scpld.org> > [all-events](#) ;

All Events | St. Charles Public Library

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

[View 2 more rows](#)

ACCESSIBILITY

While web accessibility is essential for those with disabilities, it can also benefit businesses and most everyone else, according to the Web Accessibility Initiative. When websites are properly designed, those with disabilities can use them with ease, but accessibility barriers can make it impossible for some users to navigate.

Because accessibility is crucial, there are many web tools to test whether websites are properly coded for use. The WAVE Web Accessibility Evaluation Tool, for instance, can provide detailed information of a website's user accessibility. When analyzing the St. Charles Public Library website, it found seven errors on its homepage, 11 contrast errors, 37 alerts and 55 structural elements alongside its seven total features.

The screenshot displays the WAVE web accessibility evaluation tool interface. On the left, a sidebar shows the tool's logo and a summary of findings: 7 Errors, 11 Contrast Errors, 37 Alerts, 7 Features, 55 Structural Elements, and 0 ARIA. The main content area shows the website's navigation menu with items like 'Using The Library', 'Books, Movies, Music', 'Research & Learning', 'Downloads', 'Events', 'Teens', and 'Kids'. Below the menu is a large banner image of the library building with the text 'Discover Your NEW Library!'. To the right of the banner is a search bar with the text 'FIND IT AT SCPL' and a 'Go!' button. Below the search bar are links for 'Catalog' and 'Site'. At the bottom of the main content area, there is a 'Latest News' section with the following items: 'Discover Your Library, Winter', 'Holiday Giving Opportunities 2021', 'Geneva/St. Charles Lions Recycling Program', and 'Statement on Union Organization'. On the far right, there is a 'Contact Us' section with 'Youth Services' and contact information for 'Main Desk' (phone: (630) 584-0076, text: (630) 998-7275) and 'Youth Services' (phone: (630) 584-9390, text: (630) 998-7275).

The screenshot shows the footer navigation menu of the St. Charles Public Library website. It is organized into four columns, each with a heading and a list of links. The first column, 'About Us', includes links for 'Board of Trustees', 'History of the Library', 'Strategic Plan', 'Policies', 'Annual Report Summary', and 'Financial Information'. The second column, 'Find Us', includes links for 'Hours & Location' and 'Book Drops'. The third column, 'Support Us', includes links for 'Foundation', 'Friends', 'Volunteer', and 'Book Donations'. The fourth column, 'Contact Us', includes links for 'Ask Us!', 'Staff Directory', 'Employment', 'Tours & Library Visits', 'Suggestions', and 'FOIA'. Each link is accompanied by a small icon representing the link's content.

ACCESSIBILITY

Images should also have alt-tags or text, which is meant to convey the “what” of the image as it relates to the content of a document or webpage. Alt-text is primarily used by those who use screen readers to access websites or other online software.

Of the 541 images on the St. Charles Public Library website, 159 images are missing alt-text, which means 29 percent of images on this website do not have the added aid for those with a disability.

It was difficult to find more images with alt-text as the majority of those that do have it belonged to logos on the website and the others were not written properly for accessibility. The images that do have alt-text are not descriptive, which would make it difficult for someone using Speech Recognition Software.

How it Works

There are no requirements to take seeds. You do not need a library card and you do not have to save/return seeds at the end of the growing season.

Most of the seeds are easy to grow, but some are more difficult to save (to ensure the seeds grow true to the characteristics of their parents). Seeds are sorted alphabetically by the type e.g. Lettuce, Tomato, and labeled by how hard they are to save. There are easy, moderate and challenging seeds, feel free to take seeds of any difficulty level.

Please take only what you intend to grow. There is no limit, but 5–10 packets is a good number. You can always come back for more!



The alt-text on this image reads "seed packets."

Overall, the site does not comply with important accessibility guidelines. There are hardly any buttons, which would make the homepage look cleaner and an excess of links and menu options don't help. The homepage does offer a Spanish version, which I did explore. As a fluent Spanish-speaker, I thought the translations were acceptable and would be extremely helpful for those who only speak Spanish or those who prefer the language.

The St. Charles Public Library website can meet accessibility standards by cleaning up the website interface, increasing content, which can be done by something as simple as replacing hyperlinks with buttons and adding well-written and descriptive alt-text to every image on the website.

WRITING

Reading through the St. Charles Public Library's website, it is evident it is written to be informative. Sentences are short and concise, so it is easy to read and comprehend. While professional in tone, it is not too formal, making it appropriate for its audience.

The content is written well and there are no obtrusive typos or grammar errors. A suggestion to make the copy more readable for patrons and users is to establish a friendlier written voice to make it more engaging and a sign to readers that it can be both an informative and enjoyable read.

- Calendar & Registration
- My Events
- SCPL at Home
- Adults
- Teens
- Kids
- Reading Programs
- Newsletters
- Sunday Afternoon Concerts

Great Decisions

Great Decisions is a national, civic-education program and publication of the Foreign Policy Association. The Great Decisions Series is intended to stimulate a discussion of foreign policy issues. Participants should be ready to discuss the article prior to the discussion. The 2022 briefing books will be available for purchase soon. Contact the Research and Reading Desk at 630-584-0076 ext. 1 for more information.

Thursdays • 7:00 p.m. • Bisbee Conference Room

2022 Discussion Topics and Dates:

January 20: The End of Globalization (2021 briefing booklet)

February 17: Changing Demographics (2022 briefing booklet)

Visit [Foreign Policy Association/Great Decisions](#) for more information on this thought-provoking program.

The tone and voice changes on social media as they utilize exclamation points and emoji, adapting to the audience found on those platforms.

St. Charles Public Library
@StCharlesPL

Let's have some fun with Christmas Literary Trivia! Just for kicks, can you answer the following questions? You're so smart -- we know you'll ACE this. ❄️

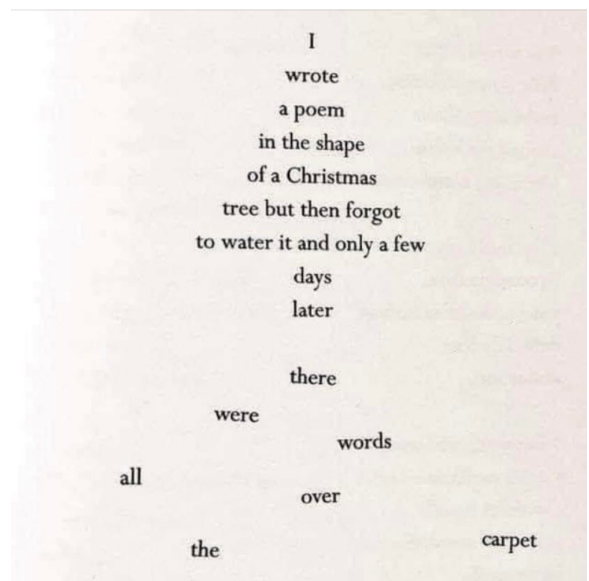
Christmas Literary Trivia

1. Which famous writer wrote *A Letter from Santa Claus*, which he sent to his daughter Susy Clemons?
2. Which famous Christmas ballet features "The Sugar Plum Fairy"?
3. What novel begins with the line, "Christmas won't be Christmas without any presents..."
4. Name the second ghost who visits Scrooge in *A Christmas Carol*? (Remember, there are 4 ghosts who visit Scrooge.)

3:19 PM · Dec 18, 2021 · Twitter for iPhone

St. Charles Public Library--St. Charles, IL
Yesterday at 3:00 PM

Love this poem "Needles" as posted on Poetry Laboetry! 😊



45

7 Shares

Like

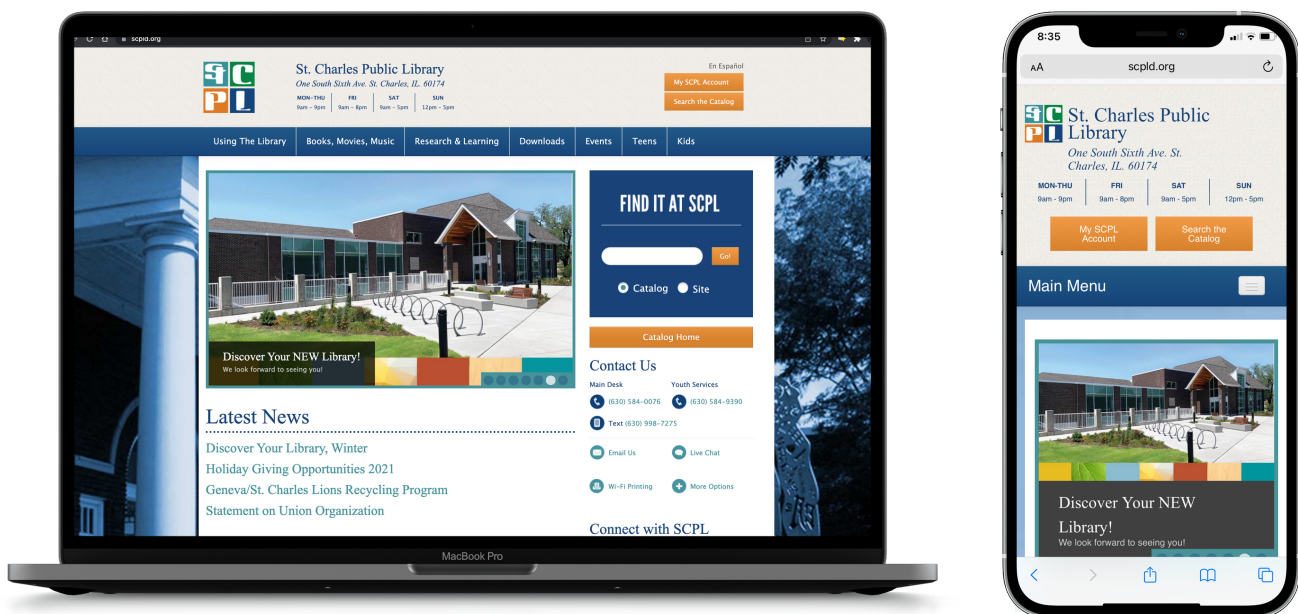
Comment

Share

ARCHITECTURE

The website is mobile friendly. When I searched for something specific on my MacBook's Google Chrome browser, I would search the same keyword or phrase on my iPhone's Safari browser and it generated the same or similar results. Though it's a smaller screen, the icons are easily clickable. However, as the issue is on the website, because the brand uses its logo's theme and colors throughout its website, it makes it harder to read the teal-colored text, which would also affect those with a disability or color blindness.

Though the dropdown options plainly describe what you'll find when clicking that specific link, navigation on the website can be confusing as there are too many menu options that are often repeated and disorganized.



There is a search function that works well. I was able to find various articles and pages by testing keywords at random, both on my laptop and my phone.

The website does have traditional breadcrumbs with blue hyperlinks to the previous page.

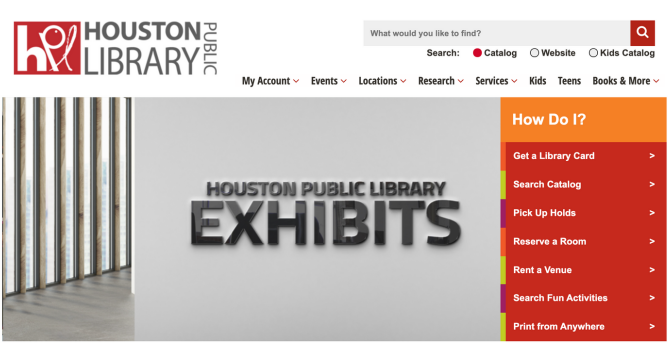
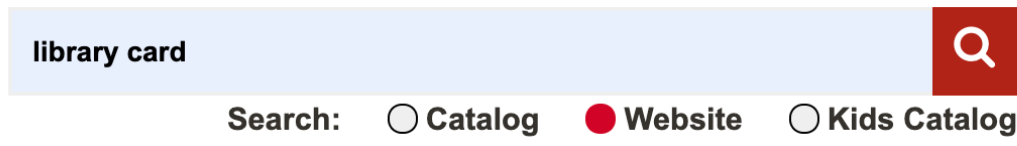
[Home](#) » [Books, Movies, Music](#) » [Music](#) » [What to Listen to](#)

COMPETITIVE ANALYSIS

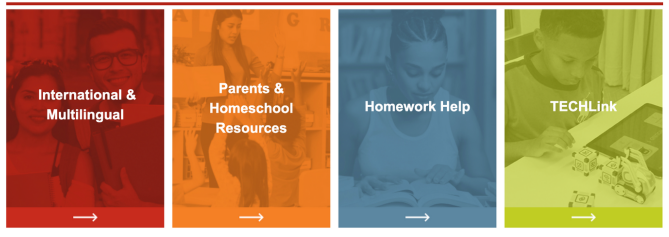
As a way to explore how websites for similar entities compare for both good and poor practices, we present the following competitive analysis. The purpose is to not only consider major facets made by similar establishments that could be emulated, but also those that should be avoided.

Houston Public Library

- Its homepage is clean and is easy to navigate through well-placed and organized buttons
- There is a good balance of images and text throughout the website
- They could do a better job of using contrasting colors to make it easier on the eyes as red and orange are too similar
- Pages such as “Community Engagement” do a great job of integrating media such as videos and photos
- Search bar asks to differentiate between user’s request by organizing between its catalog and its website




Spotlight Resources




Our Mobile Library Fleet

New Mobile Express



Jumpstart your next library service with the new Mobile Express! This mobile is well suited for technology training, flexible classroom delivery, and providing library services anywhere. Dynamic classroom flow coupled with the latest and greatest technology available creates an engaging environment inside. This mobile also has a hydraulic lift making the lab and all it has to offer accessible to everyone who wants to come aboard.

Gaming Cube

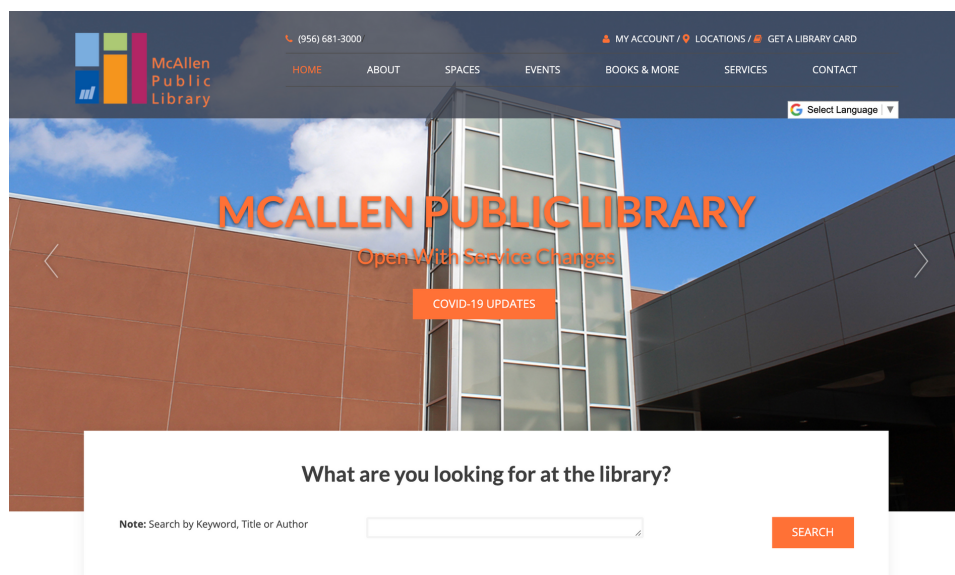


Challenge one another to gaming tournaments in the Mini-mobile gaming cube! This mobile is designed to host small groups while they play on the console of their choice. A dedicated table arrangement makes this mobile great for hands on activities and outreach at your events.

COMPETITIVE ANALYSIS

McAllen Public Library

- One of the first options you see on the homepage is the search bar asking what you're looking for at the library
- Menu dropdown options are well-organized by topic or service
- Bottom half of the homepage looks cluttered by graphics
- Graphics on homepage may confuse user as to whether they are ads or services
- Digital Resources buttons are too similar and too close to Follow Us buttons
- The copy is well-written and feels both informational and easy-to-read

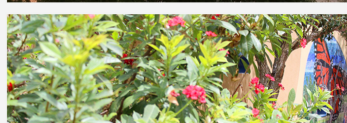
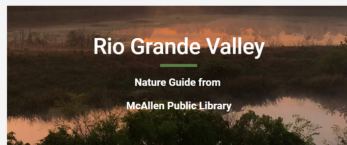


LIBRARY SUBJECT GUIDES

Below you will find a wide variety of guides organized by subject featuring library and internet resources on topics of cultural, historical, literary, and local interest. Do you have a suggestion for a new guide? We want to hear it! Let us know on our [Contact](#) page.

SUBJECT GUIDES

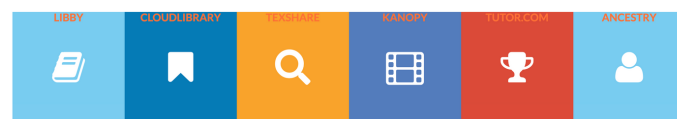
READER GUIDES



THE LATINX EXPERIENCE

LITERATURE ABOUT IMMIGRATION AND/OR BORDER LIFE

DIGITAL RESOURCES



RESERVE A STUDY ROOM

FOLLOW US



OUR STRATEGY

Based on our experience and the research we've gathered, we have developed the following recommendations to help the St. Charles Public Library reach its goals.

- Design and integrate a clean, modern, branded, comprehensive website allows for intuitive navigation
- Devise clear, efficient navigation with a site structure that does not require navigating multiple clicks to reach the desired page
- Produce a website that fully meets accessibility standards
- Create an easy-to-use interface that will allow staff to update information
- Organize the website so patrons and users can easily and fluidly navigate throughout the pages
- Increase visibility by making online library services and materials easily available to remote and mobile users
- Implement effective use of color and graphics, while still incorporating the Library's branding design elements



Core Strategy Statement

To help encapsulate our content strategy, we devised a Core Strategy Statement that will sum up our goals and how they are relevant to all involved.

To help serve our patrons with all their needs, we will provide engaging and accessible content that is easy to navigate so that both new and existing guests can acquire the information or services they are looking for and feel inclined to return.

OUR STRATEGY

Messaging Framework

A messaging framework is used to help make decisions about content. It's the conceptual bridge to content design. It assigns value statements to core content ideas as it is specific about how the user's needs align with content.

First Impressions

What first impression do we want our audiences to have when they interact with our content?

"It's always easy to find what I'm looking for."

"There is always something going on at the Library."

"This website works well with my Speech Recognition Software."

Value Statement

What do we want our audience to know or believe about the value we provide?

"I trust the information I find on this website."

"The Library does care about our experiences here."

"I feel seen as the content I'm looking for is accessible to me."

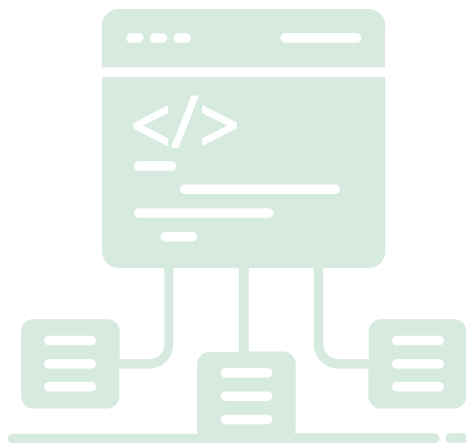
Proof

What will demonstrate that we want them to know or believe is true?

"The website looks clean and modern so I know the information is regularly updated."

"The event calendar is consistently being updated with new content."




"The content on this website is fully accessible, which makes me want to return."



PRIORITIZATION

This section lays out business goals to help determine:

- What content the site should *focus* on
- The content needed to *guide* users forward
- What content should *drive* people
- Content vital to the overall brand

User Scenario	Segment	Focus	Drive	Guide
I have no WiFi or computer at home and need a place I can rely on to get work done.	 Students	<ul style="list-style-type: none"> • We offer FREE WiFi • We have an array of equipment and services available • Convenient meeting and study rooms 	<ul style="list-style-type: none"> • Every area has Internet, Microsoft Office and remote printing • iMac Media Stations • Adobe Creative Cloud • Computers & equipment for checkout 	<ul style="list-style-type: none"> • Meeting/study room reservations available online • Computers/equipment available for auto-renewal
I am a parent looking for a place my child can enjoy free of charge	 Families	<ul style="list-style-type: none"> • We have a Sunday Concert Series • Year-round Community Artist Gallery • A Youth Services Desk available for patrons 	<ul style="list-style-type: none"> • Reading Programs • Special Events for kids and teens • Research and homework help • 3D printer 	<ul style="list-style-type: none"> • In person and virtual options available
I am a 20-year-old looking for a place to make a difference in my community	 Volunteers	<ul style="list-style-type: none"> • We offer fun, monthly opportunities for you to give back • Volunteer tutors can teach adults how to read/write • Enrich your life and the lives of others 	<ul style="list-style-type: none"> • Bilingual individuals looking to help teach adults English • We accept donations of used books and other items 	<ul style="list-style-type: none"> • Donations may be tax-deductible • Receipts can be obtained at front desk

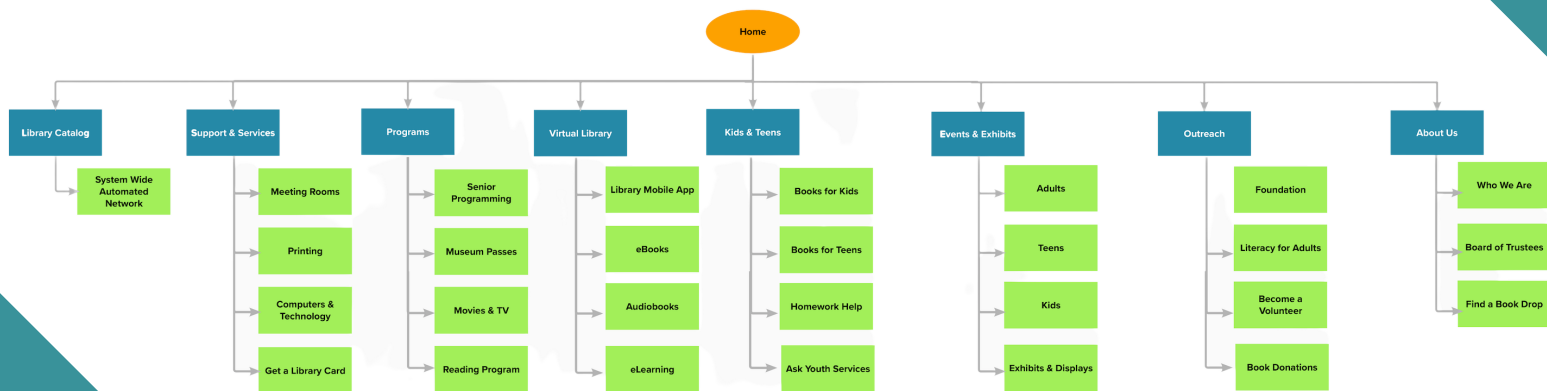
CONTENT MODEL

This section outlines a matrix that matches goals from the strategic alignment summary with the content priorities as a way to arrive at a selection of core pages for the site.

Goal	Core Page	Core List	Core Page Content
Become a trusted community source	Events & Exhibits	List of local events	<ul style="list-style-type: none"> • Event Name • Who can attend • Date/Time • Location • Free Admission
Increase number of in-person patrons	Support & Services	List of amenities and other services available	<ul style="list-style-type: none"> • Technology available • Free services available for community members
Become trusted source for adults who want to learn English, literacy skills	Outreach	Provide the FREE options available for adults and volunteers	<ul style="list-style-type: none"> • Who can participate • Dates/Times • What volunteers/ participants get out of it
Build local following	About Us	Share everything that happens in the library	<ul style="list-style-type: none"> • Events • Amenities • Technology available • Volunteer opportunities
Become destination for tech-savvy community members	Virtual Library	List of all mobile-friendly options available	<ul style="list-style-type: none"> • Mobile app • eBooks • Audiobooks • Movies & TV • Online classes • Virtual events • 3D printer

ORGANIZATION

This section shows the major content organization of the site based on the prioritization table through a sitemap.



[Click to enlarge](#)

PRESENTATION



St. Charles Public Library

Core Page: Events & Exhibits

Photo of recent event

Search for events

Filter by:

Age

Location

Event Type

Monthly Calendar

Events
Today's Date

Date Range

Footer

PRESENTATION



St. Charles Public Library

Core Page: Support & Services

Photo of meeting room

**Reserve
meeting room**

**Reservation
openings**

**Wireless
printing**

**Find a Printer
Here**

**Computers &
Technology**

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Footer

PRESENTATION



St. Charles Public Library

Core Page: Outreach

Photo of volunteers

How do I?

Learn about the Foundation

Sign up for literacy classes

Become a volunteer

Donate books or other items

Information about why we give back

Contact us!

Video testimonial- Volunteer

Testimonial quote

Testimonial quote

Video testimonial-
Adult participant

Footer

STYLE GUIDE

A style guide documents the way you want to talk to your audience, as well as any specific guidelines you want your writers to follow. The following is an abridged version of what the Library's style guide would include.

Writing Goals & Principles

With every piece of content the Library publishes, the goal should be to:

- Help patrons understand what the Library stands for by using language that informs and encourages them to make the most of its services.
- Be considerate and inclusive.
- Provide users with the exact information they need, along with opportunities to learn more about the Library and its services.
- Communicate in a friendly and helpful way.
- Focus on the Library's real strengths, which include community involvement, services and support.

Language

- Write in an active voice.
- Use simple words and sentences.
- Be relatable. Write like you're speaking to someone, not like you're writing a research paper with a word count.

Tone

- Adapt your tone depending on who you're writing to and what you're writing about.
- It's more important to be clear than entertaining.
- This is a Library, so it's important to remain professional.
- The Library's tone on social media can be more conversational when answering inquiries and responding to comments as you're speaking directly to a person rather than a make believe audience.

Voice

- The Library's content should be written clearly and concisely.
- Writing in an authentic voice makes the Library more relatable to patrons.
- The content should be written with the ultimate goal to educate patrons in a friendly manner.

STYLE GUIDE

Writing for:

- **Social media:** We use social media to build relationships with patrons, but it's important to remember that saying the wrong thing can damage your brand.
 - Be careful and deliberate about what you post to your social channels.
 - While not all platforms have a character limit, it's safe to keep social media copy short.
 - Always use correct grammar and punctuation, and though it's easy to do, do not use excessive exclamation points or emoji.
 - Continually be aware of what's going on in the news when publishing social content as to not offend or share anything in poor taste.
- **Translations:** The Library's website is currently available to users in English and Spanish. Remember that it's easier to clearly communicate ideas in different languages when written in straightforward, uncomplicated sentences.
- **Newsletters:** Newsletters should help educate and inform Library patrons. Email newsletters generally follow the style points outlined in the above "voice and tone" and "goals and principles" sections.



Accessibility

- Accessibility includes users of all mental and physical capacities. Be aware you are writing content for a diverse audience that interacts with content differently.
- Always ensure to make the Library's content accessible to anyone using a screen reader, keyboard navigation, Braille interface, as well as all users of all cognitive capabilities.
- Ensure mobile devices with accessibility features work well on them.
- Alt-text is the most basic form of image description, and it should be included on all images. Be descriptive with the text to be fully accessible.
- Make sure closed captioning or transcripts are available for all videos.

MEASURING SUCCESS

Key Performance Indicators, or KPIs, are an important part of measuring the successes and failures of a business. As a way to determine success for this new website, we have developed several KPIs that will measure different factors.



They include:

- **Conversion rate:** Our goal is to improve the SCPL website Lead Conversion Rate by 2.35 percent by the end of the second quarter.
- **Awareness level:** We hope to boost brand awareness on social media by getting 250 new followers on Facebook and Instagram and 100 on Twitter by the end of the first year.
- **Library cards:** Our goal is to register 35 new Library cards in person and 40 online after every quarter.
- **Engagement:** We hope to increase engagement via likes and comments on social media by six percent at the end of the first year.



NEXT STEPS

Roles, Responsibilities & Process

In an effort to improve the process to make content efforts more efficient and effective, we have determined the content management model for the St. Charles Public Library to be a **Hybrid Model**. A hybrid model combines aspects of centralized and decentralized models. This means that each team throughout the Library organization may be responsible for creating and publishing their own content, as is often the case with this type of organization, but a central team edits all content before it is published. This can be reserved for management. Another option in a hybrid model is when a central team may be responsible for all marketing content, while decentralized project teams own support content. In this case, staff will ensure information is being updated regularly and management will ensure all content being published is accurate.

While most private organizations are made up of dozens of team members, that ultimately will not be the case here. Even with a small staff, we will still be able to make the best out of the Library's content needs.

Who we'll need:

- **Supervisor:** The supervisor will act as the Subject Matter Expert that is knowledgeable about content topics, as well as the Owner, who is responsible for ensuring specific content is accurate and updated and Editor who is ultimately accountable for the strategic and brand integrity of the content.
- **Writer:** The writer will create content based on the strategy and requirements outlined by this content design and will be the ultimate Publisher, who is responsible for publishing the content live on the website and on social media.
- In between the writing and the publishing will be a **Proofer/Reviewer**, who will check the content for grammar, typos, formatting and overall writing before it goes live.

If we're able to use more staff and evenly break up the work, it would be more ideal, but the above is still possible under certain circumstances.

NEXT STEPS

Content Creation Process

The steps in this process will help the Library create and publish on-strategy content.

Creation Process

- Staff will meet on Monday of each week to check progress on current projects as well as outline the rest of the week's content. During this meeting, staff will also make plans for the entire month.
- Content drafts will be sent via Google Drive to make necessary comments/edits. Updates to the document will be sent via email.
- Use a scheduler to determine when content will be posted and on what platforms.

Timeline

- **Plan:** Identify content to create during weekly meetings
- **Create:** Review source content and establish due date
- **Review:** SME will review content by end of day
- **Approve:** Editor will review content and will send approval within a day of receiving it from the SME
- **Publish:** Schedule content on the website and social media - organize using scheduler or a social media management tool

Content Lifecycle

A Content Lifecycle is vital to helping you reassess your strategy regularly, especially as your business model or priorities change, new competitors come on the scene or your target audience shifts. The following are the five stages in a Content Lifecycle.

- **Strategize:** This is where you define what content you need, for who and how it will be organized and viewed.
- **Plan:** This is where you establish roles, responsibilities and processes.
- **Create:** This is when you set up the tools that will help people create, approve and publish content.
- **Maintain:** You need to ensure all your content is reviewed and updated frequently to remain timely and relevant.
- **Audit:** This is how you measure how your content is performing.

THE WRAP UP

When creating this proposal, it was important to keep in mind what the St. Charles Public Library District was looking for. I made sure to keep their color/theme, as per their request and worked to ensure that their wide range of online and in-house services were mentioned as often as possible.

SCPLD's primary website audience includes current and prospective library users of all ages and staff, which is why I wanted to include as many of the services they offered throughout the proposal and the wireframe.

CONTACT

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