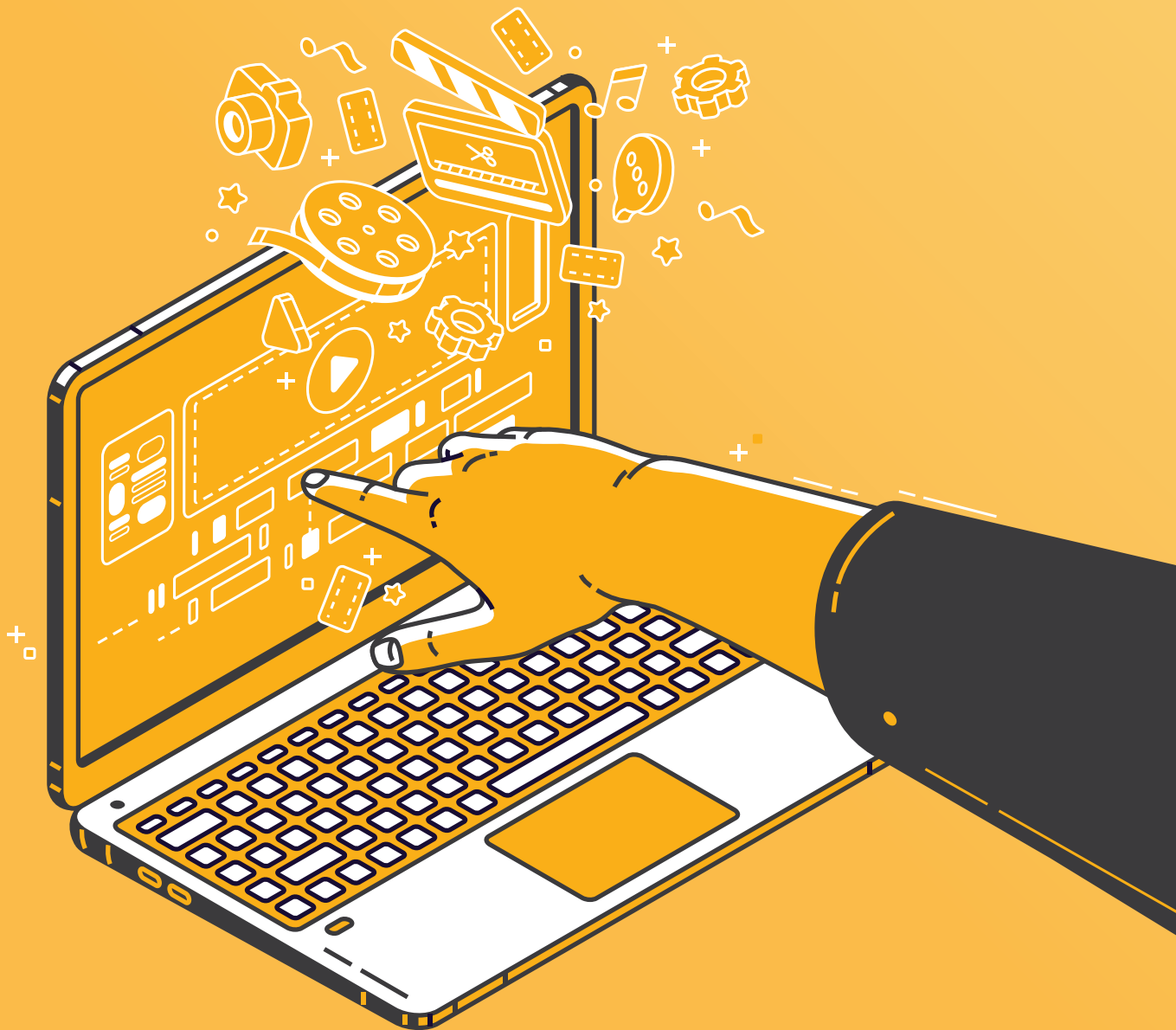


# The Higher Education Content Creator's Guide



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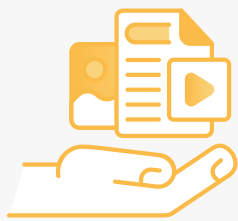
A beginner's manual for matching the message with the channel

So you've decided to create content for your university. Congratulations!

You're joining a fast-growing, diverse community of millions of content creators worldwide. And you're contributing to a large-scale network of educators committed to teaching their audience about a variety of topics.

You may be wondering what you can do to identify the right channel for engaging with your audience. With so many channels to choose from, figuring out the most effective option for sharing your message with your audience can be overwhelming. Don't be discouraged! At Alumni FM, we understand the challenges that new content creators face.

In this 3 step guide, you'll learn how to choose the most effective channel to share your message. These steps will help you to not only determine what your message is, but also decide the best way to deliver it.



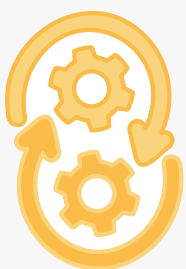
## Step 1:

### Consider the message you want to share

To determine the best channel for your use case, you have to understand what type of message that you want to send. Asking yourself these key questions can help you clarify details about the nature of your message.

- Does the message contain specific news or general information/ideas?
- Does the message contain confidential information?
- Does the message contain time sensitive information?
- Is the message informal or formal?
- What is the scope of your message?
- Who will the message be sent to?
- Does the message necessitate a response/interaction?

In asking these questions, you will be able to identify the strengths and limitations of your channel choices. Some channels might not be appropriate for sharing brief news or announcements, and others might not work for exploring complex ideas or addressing meaningful events.



## Step 2:

### Analyze university's communication habits and expectations

Getting in touch with your institution's offices and centers is key in finding out what university channels get the most attention. Students, alumni, faculty and staff at these places often work closely with social media and other content creation mediums to share news and information with the university.

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What communication values do these groups hold? If your institution values personal health and wellness, for instance, you may want to reconsider sending certain messages out over the weekend. Similarly, if the university values a personalized approach to communication, you might want to choose a platform that will allow you to engage more personally—consider sharing ideas and delivering news with audio and visuals.



## Step 3:

### Choose the best channel based on your findings

After collecting information from the above steps, you will be ready to conduct an examination of your findings. Before selecting a channel, review your message type and findings on your university's communication culture.

You will likely choose between a video and/or audio and written channel, or a channel that combines all of these elements.

Written channels can be great for sharing a variety of messages. You can share thoughtful inspirational content or quick news and updates. However, they can sometimes prompt a sense of detachment in the audience. In some situations, seeing or hearing the person sending the message can garner a stronger response.

Video and audio channels shine in this regard! They give a sense of connection and interaction with the person sharing the message.

Audio can stand alone, but when paired with other channels it can make a significant impact. When used strategically in combination with a visual or written channel, it peaks curiosity and drives interest in content. For example, podcasts combined with a visual and/or text make more easily accessible for audiences.

## Summary

Choosing a channel for your message is a dynamic process with many variables. The way that you share information depends on not only what you want to share, but also who you're going to share it with.

Ideally, you should have a channel for each type of message that you want to share. After matching the message with the channel, focus on the delivery of that message. While channel strategy is certainly important, content strategy also matters. Making good content results in shares, which results in more activity on your chosen platform!