strategy hackers

9.14.2020

PROBLEM

"[W]e would love to know how to create a **more efficient workflow in-house** for creating content. Right now Facebook is our main source for virtual programming across the entire system, but under normal circumstances, we have four libraries creating tons of programming and content and it all has to be funneled to one person to be organized, edited, and published in multiple formats."

"We can create some really interesting programming, but how do we reach those people?" -Stephanie Howard, PCLS director

GOALS

Provide PCLS with documentation that helps define their segmented audiences, content authors, and the various channels they can be reached. Help define a content creation, implementation and governance workflow that is both efficient and sustainable.

AUDIENCE

- PCLS leadership
- Content contributors/creators within the PCLS branches

DELIVERABLES

- A summary literature review that outlines the state of libraries nation-wide
- A competitive analysis of local libraries and how PCLS compares
- A [set of] persona(s) and an employee journey map that brings the PCLS content development process to life
- A demographic outline of potential patrons segmented by digital channel (utilized or currently unutilized by PCLS)
- Recommendation(s) on how to conduct patron research after COVID-19
- An internal communication audit to grasp current workflows
- Recommendation(s) to revamp the PCLS organizational flow chart following content ideation, creation, development, implementation and governance
- Recommendation(s) on how best to utilize Wordpress for content management and social media integration
- Brand and social media training materials for various content creators within the branches

PCLS
CREATIVE BRIEF