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MARKETING LEADERSHIP SERIES

HOW TO GET CONTENT FROM YOUR TEAM

When it comes to content creation, the knowledge that lies within your team is pure gold. But unlocking this treasure can sometimes feel like cracking a safe. So, consider this guide your trusty locksmith.

The value of team-generated content

The experts in your business have vast pools of knowledge and experience, making them a perfect source for original, authentic content. Tapping into this resource ensures your content is both informative and genuine – and saves you time and effort too.

But, how do you get your team involved in content creation? It's important to understand the potential challenges you'll need to overcome before you'll have team members readily volunteering their expertise.

For one, there are time constraints. Not every member of your team will feel like they have the spare time to write content. Secondly, many team members may doubt their own value, feeling reluctant to contribute out of fear of writing or not doing a good job.

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So, how can you overcome these hurdles? Here's how we made it work for us...

You want to make it as easy as possible for members of your team to contribute to your organisation's content output – that's everyone from the creatives to the data-heads. So, understanding that a one-size-fits all approach won't necessarily work is crucial.

Planning is key: Making use of a content calendar to show your team what topics are coming up is a great idea. A structured calendar not only ensures consistency, but gives your team clarity on themes, deadlines, and publishing schedules. This helps them to plan their workload and stops any contribution feeling like a last-minute rush.

Make use of platforms & tools: Consider using platforms like Trello, Slack, or Asana to manage, communicate, and track your content creation process with members of your team. Tools like Answer the Public and ChatGPT can also help with the ideation process.

Quality over quantity: While it can be tempting to simply churn out content, it's paramount that the expert content you're creating represents your brand's quality and tone. Ensure that your team understands the value of relevant, quality content.

Feedback- the loop of improvement: Set up mechanisms to track content performance and relay this back to the team members who've contributed. Not only does this aid in understanding audience preferences and tweaking future content, but it can also act as a morale boost!

Offer workshops & training: Organise training sessions on topics like writing for online audiences, storytelling, or even content ideation best practices. This equips your team and boosts their confidence in contributing.

Make the content work harder: An expert's detailed report could become a blog, an infographic, or even a podcast. Learn to view content from various angles and adapt it for different platforms. Make sure you're making the most of the content your team does create – no matter how detailed or top-level.

Make it less of a "task": Simply securing the content shouldn't be where your focus ends. Celebrate the individuals who provide it with shoutouts, rewards, or even a simple 'thank you' – make a big deal out of praising your 'stars' and you'll see more people getting involved.

Keep content front of mind: You want to establish a habit of thinking about content creation within your team, so keep the dialogue open at all times. Discuss emerging industry insights, encourage brainstorming, and regularly touch base with your team to suggest potential new content topics as and when they arise.

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TO CONCLUDE

These straightforward steps hold the key to unlocking your team's expert insights, enabling you to craft a content stream that thrives on connection, collaboration, and engagement.

Through the strategic use of planning, tools, and workshops, you'll empower your team with enhanced skills and confidence, cultivating a culture of continuous contribution.

So, go ahead and embrace these steps to supercharge your content delivery game!