



## **Developing Content for your Web site, Newsletter, Blog and Other Social Media Outlets**

Continuously creating content is one of the biggest challenges to successfully implementing new media tactics such as company e-newsletters, blogs, Web sites, Facebook pages and Twitter accounts.

Here are a few considerations to help you get started:

- What kinds of topics or content would motivate people to engage in a conversation or get in touch with me?
- What kinds of problems or issues are my potential customers or clients tackling? What kinds of solutions or products are they looking for? Can I offer up any tips or advice?
- What articles, blogs, podcasts or videos have I seen that are newsworthy or helpful? Can they be reposted or linked to?
- Are there any issues or topics that I have questions about that I can ask within the content I'm creating?