

Content Strategy

Urooj Ali

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Core Strategy Statement

The online and digital presence of reproductive rights organizations will help them accomplish rights restoration and protection for reproducing people across the country by increasing community involvement and buy-in for advocacy through content that makes people deeply rooted in social justice and reproducing people feel cared for and part of a collective movement so that they can take necessary political actions and community care actions to support the reproductive justice movement.

Content Objectives

Online and Digital Presence Goals	Content Objectives
Attract other movement organizers to the Reproductive Justice movement	• Use messaging that invites other movement organizers to use their developed skills for Reproductive Justice • Connect different movements by showing the intersectionality of issues that are interconnected to reproductive justice • Foster trust between movements by acknowledging how Reproductive Justice could catapult other movements into action
Increase reproductive and political education for reproducing people with less access to abortions	• Use the two way communication method to build community with the most vulnerable members of the group • Provide educational content about the importance Reproductive rights and information about accessing safe abortions • Collaborate with relatable content creators, influencers, and celebrities to increase interest in the movement.
Build a community of movement leaders ready to advocate and take action when necessary	• Implement the five step content strategy: strategize, organize, collect, report, and analyze. ◦ Strategize content that may incite action, bring people to events, and convert online connections to IRL connections. ◦ Organize folks who are interested. ◦ Collect data about the effectiveness of the strategy. ◦ Build a reporting system that shows the strategies' effectiveness. ◦ Analyze audience engagement. ◦ Adjust strategy and repeat.

Audience Definition

Primary Audience:

- Reproducing people with access to information and abortions.
 - Black, Asian, Pacific Islander, Hispanic, and white women in urban or suburban areas.
 - Higher income women.
 - Women in states where abortion is not protected.
 - New Mexico, Virginia, New Hampshire
 - Women in states where abortion is protected.
 - Nevada, Colorado, Kansas, Alaska, Montana, Ohio, Michigan, Maine, Massachusetts, Rhode Island, Delaware
 - Women in states with expanded abortion access.
 - Washington, Oregon, California, Illinois, Minnesota, New Jersey, New York, Connecticut, Maryland, Hawaii

Secondary Audience:

- Reproducing people with less access to abortions and information
 - Women in rural areas
 - Lower income women
 - Women in states where abortion is illegal.
 - Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas, Missouri, Idaho, Tennessee, Kentucky, West Virginia, Indiana, and South Dakota
 - Women in states where abortion is strict.
 - Florida, Georgia, South Carolina, North Carolina, Pennsylvania, Wisconsin, Iowa, Nebraska, Wyoming, North Dakota, Utah, Arizona

Tertiary Audience:

- People deeply rooted in social justice.
 - Movement organizers, activists, people tangentially involved in other related movement spaces.
 - Intersectional Causes: Labor Justice, Environmental Justice, Prison Reform/Rights Restoration, Voting rights, Queer/LGBTQIA+ rights, Gender Justice, Education access, March for Our Lives/Gun reform activists.

Segments

- 1. Women of all races in urban and suburban areas that are higher income that may have free time.**
 - a. In the following states: Washington, Oregon, California, Illinois, Minnesota, New Jersey, New York, Connecticut, Maryland, Hawaii, Nevada, Colorado, Kansas, Alaska, Montana, Ohio, Michigan, Maine, Massachusetts, Rhode Island, Delaware,
- 2. Women of all races in urban and suburban areas that are higher income that may have free time.**
 - a. In the following states: New Mexico, Virginia, New Hampshire
- 3. Women in rural areas, that are lower income, and need reproductive access**
 - a. In the following states: Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas, Missouri, Idaho, Tennessee, Kentucky, West Virginia, Indiana, and South Dakota
- 4. Women in rural areas, that are lower income, and need reproductive access**
 - a. In the following states: Florida, Georgia, South Carolina, North Carolina, Pennsylvania, Wisconsin, Iowa, Nebraska, Wyoming, North Dakota, Utah, Arizona
- 5. Movement organizers in the following intersectional groups:**
 - a. Labor Justice, Environmental Justice, Prison Reform/Rights Restoration, Voting rights, Queer/LGBTQIA+ rights, Gender Justice, Education access, March for Our Lives/Gun reform activists.

User Personas



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Emily Thompson

Emily is a 38 year old Black woman living in the California suburb, East Bay. She works at a tech firm that often feels like a boys club, but she enjoys the lifestyle that comes with the work. Her job as a senior web developer allows her to earn a salary of \$120,000. In her free time, she volunteers at a domestic violence shelter to help survivors develop resumes and cover letters. She is deeply aligned with meaningful causes that support community engagement and center progressive ideologies (climate protections and gender equity). Emily values self-care and self-improvement. She takes a pilates class weekly and is a part of her local feminist book club.



Accessed via Canva Premium

Priya Patel

Priya is a 29 year old Indian woman living in the DMV area. She works as a political analyst and makes approximately \$90,000/year. She chose to work in politics because she feels that her community needs more representation in the field. Many of her friends and family support other South Asians in politics like Nikki Haley and Vivek Ramaswamy, but she feels that her circle doesn't realize their model minority status and aims to nudge her community towards more progressive values, like abortion access, healthcare access, and education access. In her free time, she likes to travel and learn how to cook different cuisines. She often struggles to find volunteer opportunities or action items that are accessible for her busy schedule.



Accessed via Canva Premium

Lisa Carter

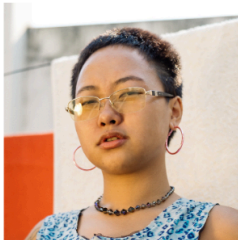
Lisa is 22 year old white woman living in Hinds County, Mississippi. She grew up in the bible belt, and has recently tied the knot with her high school sweetheart, Brad. Since getting married, she has formed deep bonds with the other married women at her church, and learned that so many of her peers are struggling reproductively and have had to travel for accessible reproductive care. This information conflicts with the "pro-life" agenda of her community, and she is trying to learn more about reproductive justice through online platforms (reddit, instagram, facebook). However, she works part-time as a ranch hand supporting her grandparents' aging horses so she doesn't have accessible internet access unless she visits Jackson, MS. Her pursuit for reproductive justice is hindered by her low income, isolated, and strict community.



Accessed via Canva Premium

Maria Gonzalez

Maria is a 30 year old gender fluid person of Mexican descent. They reside in Miami, Florida. She spent a lot of time trying to nail down a career that best fit their passions and lifestyle. Recently, Maria graduated with a Masters of Social Work and has started working as a social worker supporting gender nonconforming teens that need support outside of their family structure. This is a difficult field for Maria due to the strict anti-LGBTQIA+ laws in Florida. She tries to stay up to date on social issues through social media platforms, but often faces algorithmic bias due to her geolocation. They work with local nonprofits to advocate for bodily autonomy at the Florida State Capitol.



Accessed via Canva Premium

Jordan Lee

Jordan is 25 year old Korean and Black American woman living in Asheville, North Carolina. She works at a local food pantry and makes about \$55,000/year. She is a huge supporter of intersectional activism and deeply understands the interconnectedness of issues like reproductive justice, income inequity, and justice reform. She is tech savvy, and is gaining traction on TikTok as an internet activist. She is almost always on the edge of burnout, but her commitment to justice drives her forward. Her goal is to build coalition between different marginalized groups and challenge the “divide and conquer” methodology of oppressive systems and regimes.

Brand Strategy

Reproductive rights organizations tend to use colors like pink, red, orange, and purple as a part of their brand strategies. According to color psychology, “Color conveys moods which attach themselves quite automatically to human feelings.”¹ I suggest the use of the following colors and fonts to evoke action, emotion, and power.”



Heading

TAN Jambore

Subheading

TAN Harmoni

Body

PT Sans

¹Birren, F. (2014). Color psychology: Effects of perceiving color on psychological functioning in humans. Annual Review of Psychology, 65, 95–120. <https://doi.org/10.1146/annurev-psych-010213-115035>

Editorial Strategy

1. Social Media
 - a. Social media will be used to build community and engage with the target audience. This will help build community and foster two-way communication.
 - b. Platforms:
 - i. Instagram
 - ii. Facebook
 - iii. Reddit
2. Email Marketing
 - a. This strategy will continue to engage the audience beyond social media, and lead them to actions.
 - i. Newsletter: All audiences receive this email newsletter. This will include monthly updates, organization wide changes, and strategies.
 - ii. Ladders of Engagement
 1. Through data collection methods, different audiences will be funneled into different tags and receive targeted emails that will connect them with accessible actions and information, depending on what they need.
3. Web Presence
 - a. Website: This will serve as a home base for people searching for reproductive related information.
 - b. Op-eds: staff and community members to write articles that are published in different online publications that will be accessible to the different audiences.

Power Map

