

Content Strategy Template for Reputation Management

1. Executive Summary

- **Objective:** State the primary goal of the strategy (e.g., enhancing brand perception, mitigating negative sentiment, or improving trust).
- **Key Metrics:** Identify success indicators like sentiment scores, online reviews, or brand mentions.

2. Target Audience

- **Primary Audiences:** Define the key groups whose perceptions matter most (e.g., customers, stakeholders, or media).
- **Demographics & Psychographics:** Include age, interests, and values.
- **Audience Pain Points:** Address concerns or reasons for distrust.

3. Audit of Current Reputation

- **Online Presence Review:** Assess brand mentions, reviews, and ratings across platforms.
- **Competitor Analysis:** Compare your reputation metrics with key competitors.
- **SWOT Analysis:**
 - Strengths: Positive feedback, loyal audience, etc.
 - Weaknesses: Areas needing improvement.
 - Opportunities: Potential partnerships, content gaps.
 - Threats: Competitor activity, negative press.

4. Content Goals

- **Reputation Repair:** Mitigate negative sentiment.
- **Trust Building:** Share transparent and positive stories.
- **Proactive Engagement:** Ensure consistent communication.

5. Key Messaging Framework

- **Core Brand Values:** Articulate values you want to reinforce.
- **Tone and Style:** Define the voice (e.g., empathetic, authoritative).
- **Crisis Response Messaging:** Create templates for swift communication during issues.

6. Content Types and Formats

- **Educational Content:** Blogs, videos, or infographics that address misconceptions or highlight expertise.
- **User-Generated Content:** Leverage reviews, testimonials, and success stories.
- **Thought Leadership:** Publish whitepapers, webinars, or opinion articles.
- **Social Media Content:** Plan posts to engage and inform followers.

7. Content Distribution Channels

- **Owned Media:** Website, blog, and email newsletters.
- **Earned Media:** PR campaigns, media mentions, and partnerships.
- **Social Platforms:** Tailored posts for platforms like LinkedIn, Twitter, and Instagram.

8. Content Calendar

- **Timeline:** Include weekly or monthly schedules for publishing content.
- **Milestones:** Plan around events, campaigns, or key dates.

9. Monitoring and Feedback

- **Tools:** List monitoring tools (e.g., Google Alerts, Social Mention, or Brandwatch).
- **KPIs:**
 - Sentiment Analysis
 - Volume of Mentions
 - Share of Voice
- **Review Cycle:** Monthly or quarterly reviews to assess impact and refine strategy.

10. Crisis Management Plan

- **Prepared Statements:** Draft templates for common issues.
- **Escalation Protocol:** Assign team roles and responsibilities.
- **Response Channels:** Identify where and how to respond (social media, press releases, etc.).

11. Budget and Resources

- **Content Creation Costs:** Videos, blogs, design assets.
- **Tools and Platforms:** Subscription fees for monitoring tools.
- **Team Allocation:** Time and responsibilities.

12. Evaluation and Optimization

- **Regular Reporting:** Weekly or monthly reports to stakeholders.
- **Feedback Loop:** Use audience and stakeholder feedback for continuous improvement.
- **Iterative Changes:** Adjust tactics based on performance data.