



## **Contentology: Real World Strategies for Digital Content - PAPA2580**

People have said that “content is king” on the Internet, yet advances in technology, changes in online culture, economic realities and the rise of social networks have redefined the way we think of digital content. Whether someone is in a clerical, communications, marketing, IT or senior management role, the demands of managing, publishing and disseminating content on the Internet present many challenges--even for those who have been trained in Web design. This course provides a framework to help make sense of it all in the midst of change, while helping working professionals develop real-life strategies and tactics for their organizations.

### **Who Should Attend?**

- Communications/Web/IT staff and leaders who are responsible for Web content at their organizations.

### **Topics:**

- Overview of Internet content memes and trends, with a focus on social media.
- Defining “content” and 12 principles of Contentology.
- What usability studies can teach us about how people use digital content.
- Objective/subjective differences between print and digital content.
- Objective/subjective similarities between digital publishing and other channels.
- Researching the user experience of content.
- Effective techniques for adapting content for the Internet.
- Designing text and other forms of content for the Internet.
- Challenges and solutions for managing Internet content.
- Organizational models for operational content governance.
- Why you need to create an integrated Internet content strategy.
- Developing a customized eStyle Guide for your organization or Website.
- Developing a high level Internet Content Strategy for your organization.

### **Learning Outcomes:**

- Can articulate differences between a Web strategy and an Internet strategy.
- Can identify similarities and differences between digital and print media.
- Knows the fundamental principles of content design.
- Can plan and design integrated content for social media and other Internet channels.
- Knows various techniques for overcoming challenges involving digital content.
- Able to use effective strategies for managing digital content.
- Can draft an eStyle Guide and a high level Internet Content Strategy.

**Facilitator: Garth Von Buchholz**, BA, CUA, is an author, content strategist and certified usability analyst (Human Factors International). His articles and blogs about online culture, technology and the Internet have been published worldwide. In 2010, he was ranked as one of the Top 25 Content Strategists in North America at the LavaCon in San Francisco. Garth has been an Internet professional for more than 16 years. He has worked as a web developer, instructional designer, usability analyst and senior web manager for private enterprise and government. He was the senior web manager for Investors Group (InvestorsGroup.com) and the City of Winnipeg (Winnipeg.ca) before relocating to Victoria in 2006, where he launched a new consulting firm. He is also a senior consultant with Arbutus Solutions Limited in Victoria.

Visit his website and blog at [www.contentology.com](http://www.contentology.com).

**Length:** 2 days

**Date:** Tues, Feb 14 & 21, 2012

**Times:** 9am - 5pm

**Cost:** \$ 275 (tax exempt)

**Best to Register By:** Tues, Jan 31, 2012

### **To Register:**

Register online at <http://www.royalroads.ca/continuing-studies> using Visa or MasterCard; or by telephone, Monday to Friday, 9:00 a.m. – 4:00 p.m. at **250-391-2600, ext. 4801**; or **Toll Free at 1-866-890-0220**. Or, come by in person to the Continuing Studies reception area in the **Grant Building, 2005 Sooke Road**, Victoria, BC, Canada V9B 5Y2.