Developing Content Guidelines (Exercise 8)

Purpose: To prepare you to optimize your content strategy

Method: Column 1 lists 5 types of SM content. In column 2 list specific message characteristics that are <u>appropriate</u> for this type of content (words, length, image type, timing, etc.) In column 3 list specific message characteristics that are <u>inappropriate</u> for each type of content. Bonus points if you use the same characteristic in the "Do" column for one SM and the "Don't" column for another SM.

SM Content	Do	Don't
News & Information		
How-to		
Amusements		
People		
Inspirations		