



App-ortunities

DATE: 21/07/2015

SUBJECT: INTRODUCTION

THERE'S SO MUCH THAT INTERNAL COMMUNICATIONS PROFESSIONALS CAN LEARN FROM APPS, NO MATTER WHICH PLATFORMS THEY HAVE ACCESS TO. FROM NAVIGATION AND USER EXPERIENCE, THROUGH TO THE USE OF MULTIMEDIA AND GREAT STORYTELLING, EXPLORING THE DIGITAL CHANNELS WE USE EVERY DAY CAN HELP US CRAFT CONTENT THAT ACHIEVES MAXIMUM CUT THROUGH.

WE'VE CROWD-SOURCED OUR OWN FAVOURITE APPS AND THOUGHT ABOUT WHAT KEEPS US HOOKED. HERE'S WHAT WE FOUND...

A top secret
guide to creating
amazing digital
content





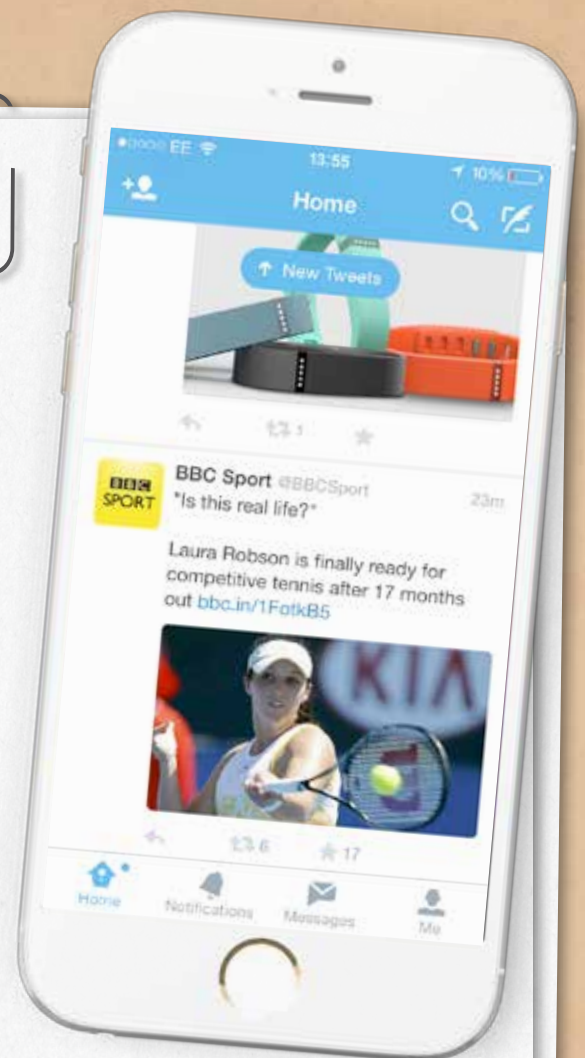
Twitter

What's good about it?

Twitter's 'while you were away' feature surfaces top tweets (based on user engagement) rather than showing ones we missed, making it much easier to catch up on the big stories.

How could it work for you?

Your app could utilise a 'while you were busy' feature, so colleagues receive a weekly roundup of what happened across your company during their week.



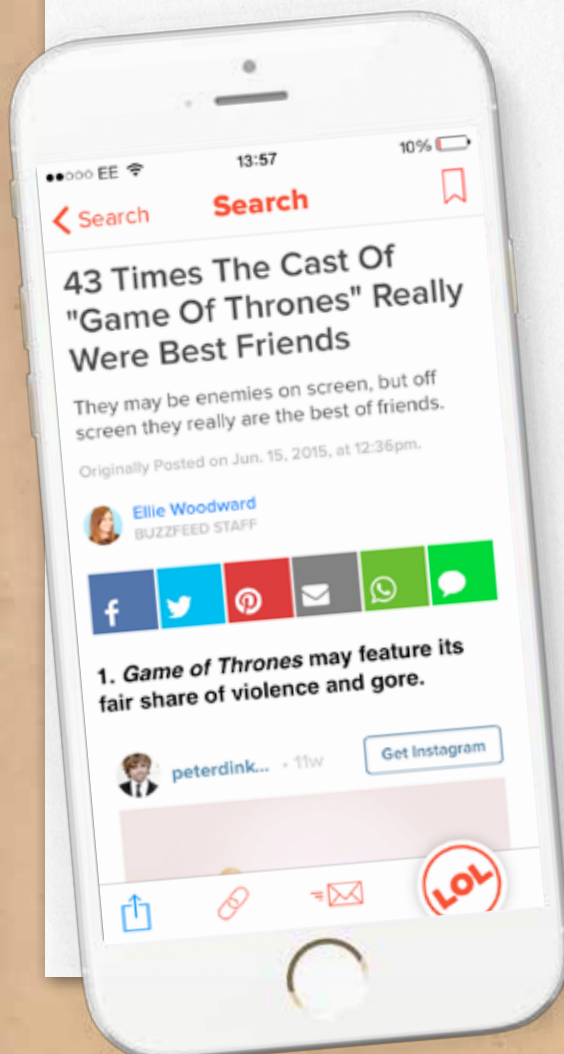
Buzzfeed

What's good about it?

Buzzfeed's way of presenting content in numbered 'list-icles' makes it so easy to scroll through an entertaining mix of chatty, humour-based writing, images and gifs.

How could it work for you?

Your app could adopt a BuzzFeed-style editorial approach of BuzzFeed – one which knows its users intimately and talks their language, matching playful content with tone and visualisation.





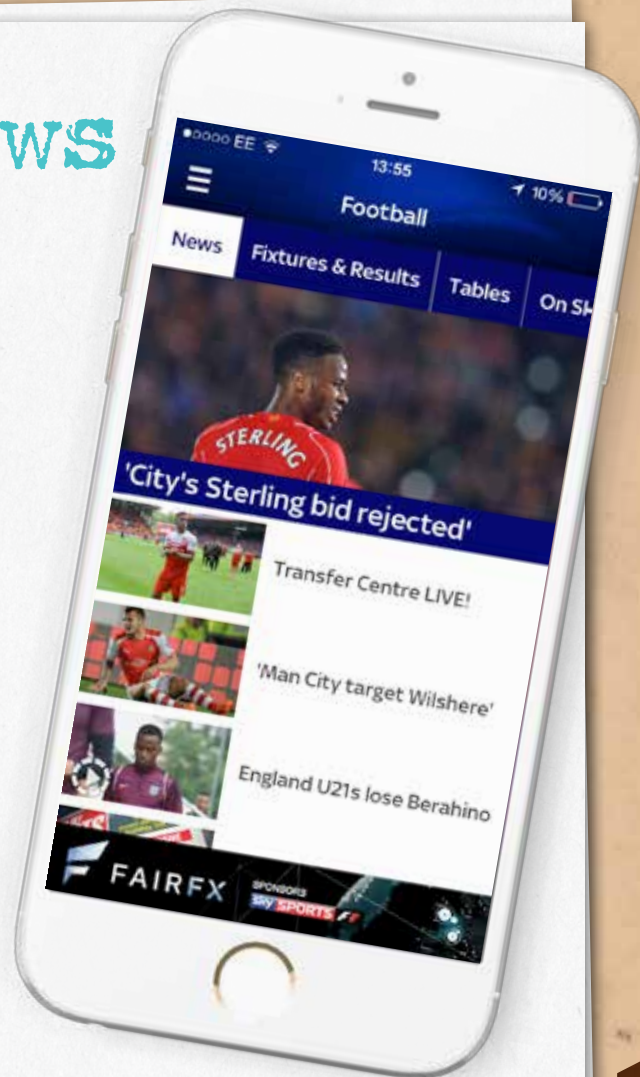
Sky Sports News

What's good about it?

The Sky Sports News app presents news in a simple, easy-to-read way, with a hero story at the top and a clear balance among the other headlines and images.

How could it work for you?

Your app could adopt this minimal, utilitarian approach to news about your business and industry.



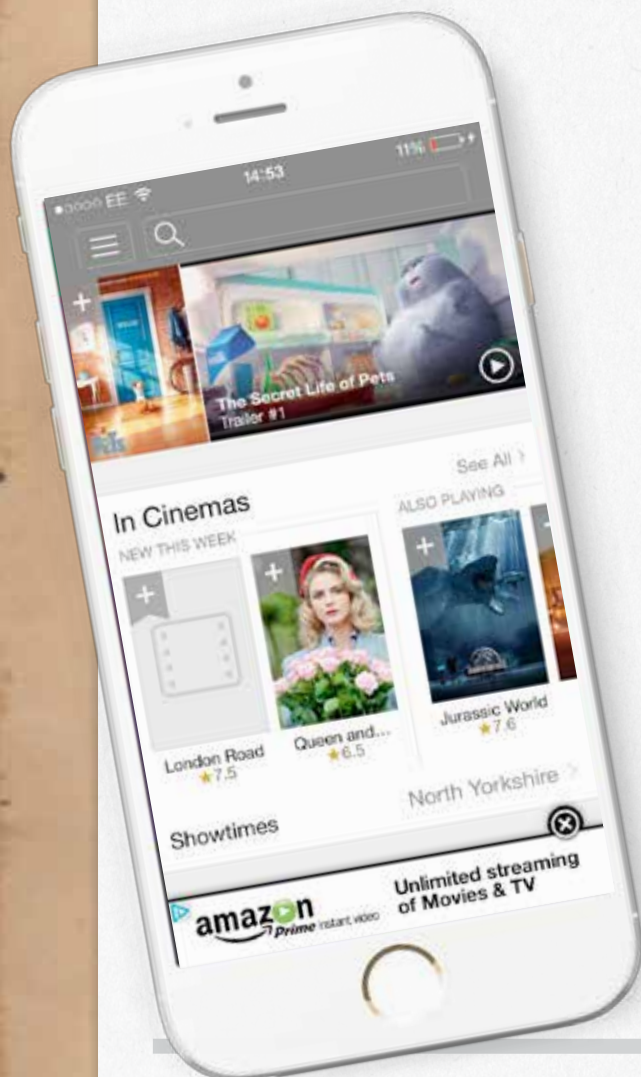
IMDb

What's good about it?

IMDb has a scrollable top carousel featuring all the latest trailers, which means there's no need trawl the website looking for them. The headlines tell the whole story, which is great for skim reading, and the dates and times keep the content fresh and current.

How could it work for you?

The carousel feature could be a way for your colleagues to scroll through picture galleries from a company event, for example.



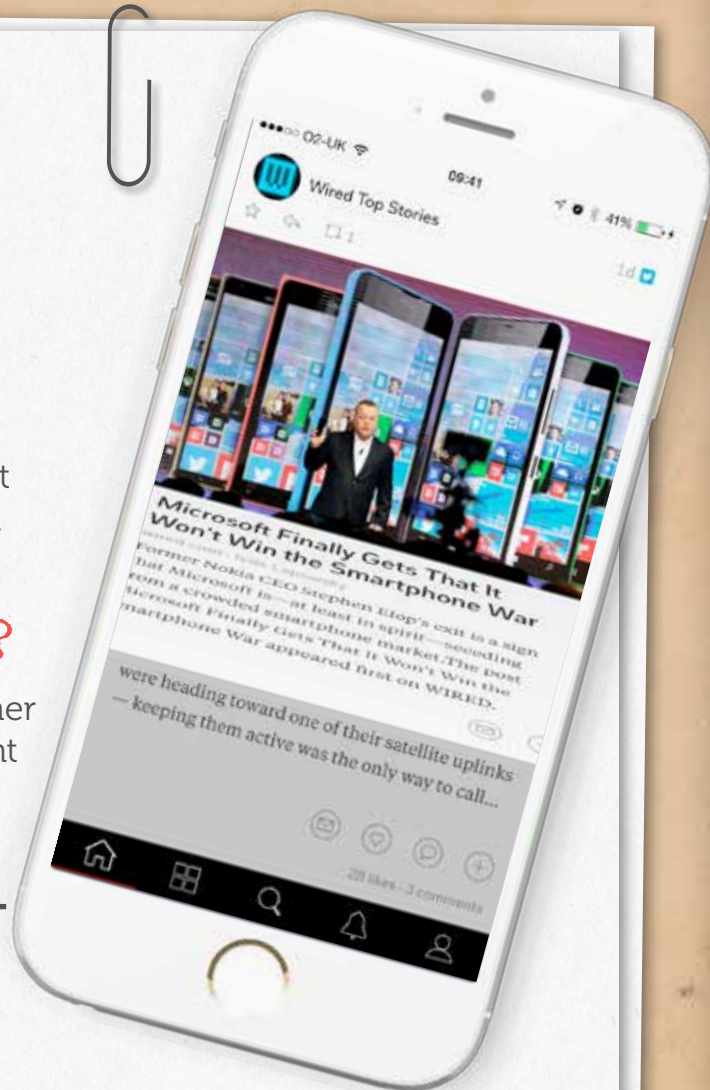
Flipboard

What's good about it?

Flipboard aggregates content from multiple feeds and arranges it in a magazine-style format. Animations are included between articles, which are presented as a headline and a lead that can be expanded into the full story when clicked.

How could it work for you?

Your app could make use of animation and other multimedia to engage your colleagues in different content styles.



Instapaper

What's good about it?

Instapaper presents articles in a text-only, readable layout that's free of images, adverts and other distractions. It also enables saving articles for reading elsewhere – either offline, or as a bookmarked link on a desktop browser.

How could it work for you?

Written content on your app could be more readable and digestible if it's broken up with simple sub-headings, rather than crowded by images and video.





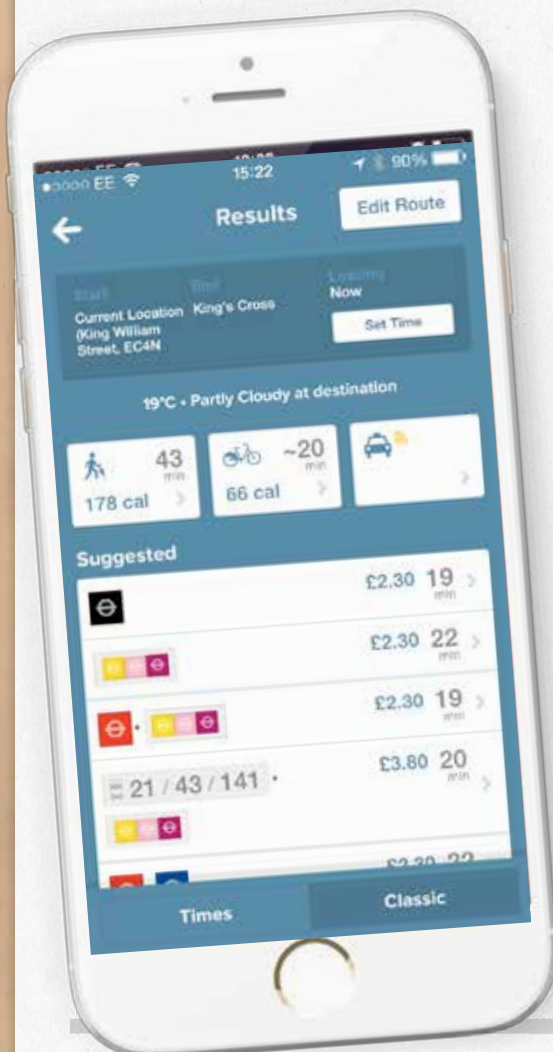
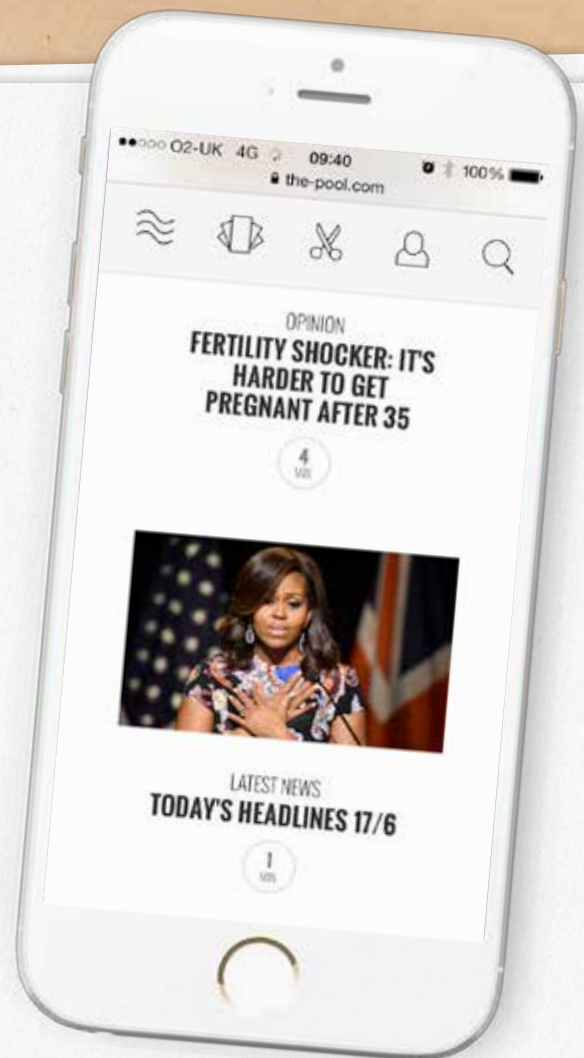
The Pool

What's good about it?

The Pool website is well-optimised for mobile. Each article indicates how long it takes to read. Its content is updated at regular intervals, and tailored to the time of day.

How could it work for you?

You could gear your app's content strategy around its peak usage times, so colleagues always see it as current and fresh.



Citymapper

What's good about it?

Citymapper searches multiple sources so you don't have to, using GPS to guide you to your destination. It presents results in time order, but also gives an at-a-glance view of number of changes and transport methods.

How could it work for you?

Present the information you want to share in a clear format so that people can compare different options and reach their own conclusions.

Story formats

Establishing a core of story formats helps you publish content in different ways.

Sites like MailOnline, BuzzFeed and Huffington Post are popular because they combine great content with easy to read formats. On the whole, audiences are time-poor so it's important to craft the information we want them know into ways they can easily digest.

So what are the formats that could work well?

Quick lists

Lists chop content into bullet points, which can be as long or as short as you want

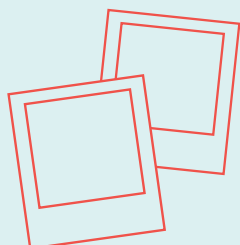
- 5 ways the Code of Ethics policy protect our business
- Your CEO's 8 favourite places to get coffee
- 6 need-to-know points from the latest results.



Lists provide a simple narrative. They also generate good click traffic as it 'forewarns' the reader how big a commitment this will be to their time. Time poor people like to know what they're getting into – lists give an instant indication.

60 SECONDS WITH

A quickfire interview between your CEO and another senior manager where they ask the same six questions. It also helps you – the interviewer – and your interviewee – come back with interesting and concise content. Useful when you don't have a lot of someone's time to speak to them and gather a lot of input.



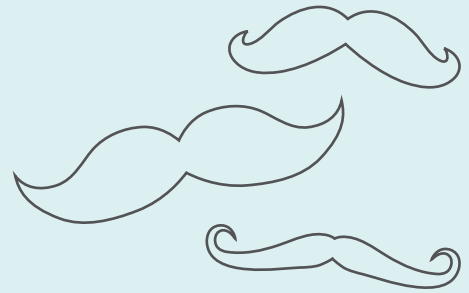
Top ten

Ten photos, with a brief caption for each and an overriding theme (for example, the ten most inspiring landscapes, or the ten longest-serving colleagues).

Photo gallery

A simple click-through gallery of 5-10 pictures which offer a glimpse into your CEO's working life.

- 6 pictures of his latest trip to China
- 5 shots from the refurb of the office building in South Africa
- 10 Movember selfies.



This is simply another way to tell the story – and can be an easy way to generate a story if you don't have much to write about, but you do have visual content.

Week in numbers

Summing up key news from the business or your CEO's week in numbers.

FACTS AND STATS

At a glance view of sales, advertising, hits to your business's website, app downloads etc.

Takeaways

For those rushed and hurried, the top five things readers can take away from the stories. It could be an important event, a theme, or a value.

COMPANY SUPERSTARS

Your CEO's chance to reward and recognise people they've met, they could write a quick sentence about them, take a photo of a thank you note they've written, or perhaps pose for a selfie with them.

Charity/ethical business/environmental/health and wellbeing stories

What are the issues and causes that matter to your CEO, both in their professional and personal life?

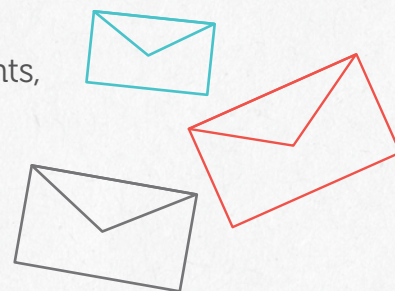
Story formats continued...

A DAY IN THE LIFE OF

Tracking your CEO through a typical working day, what they do, who they meet, what decisions they make.

A Postcard from...

Your colleagues' activities across the world, their achievements, their contribution to the business in short, roundel form, or in bullet points, reminding people that we're global but one family.



YOUR CEO'S MEDIA

Your CEO or a manager shares what they are listening to, watching and reading this month.

Letters page

The chance for readers to ask questions or put forward ideas to your CEO, then receive a response via the app (showing that your business isn't just listening but is engaging in a conversation with the audience).

YOUR CEO'S REGIONAL ROUNDUP

Your CEO's overview, perhaps in collaboration with regional managers, about a particular country or market.

Big ideas

The overriding challenges for the business as your CEO sees them, and their request for peoples' ideas to help overcome them.



Q&A/FAQS

A chance for your CEO to answer collected questions on a particular topic or project.

Rumours column

A round-up of industry rumours and speculation that's getting your colleagues talking.

Social media round-up

Gathering the best Twitter posts mentioning your business, and tweets by your colleagues showing what they're up to with other colleagues out of work.



QUIZ

Competitions or puzzles that relate to information that's been featured in the stories (for example, if there's an article about what a team in New Zealand do, have a New Zealand-themed quiz).

Timelines

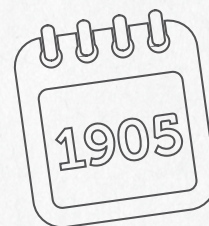
An infographic timeline showing the evolution/development of different business areas and products, displaying information in image, video and text form at different points.

CARTOON/COMIC

Expressing a story about your business or your CEO in a fun and jovial way.

On this day

Looking back at key dates, interesting headlines and developments that took place on this date in history.





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