UNICA Network of Universities from the Capitals of Europe

Content strategy: Workflow, governance and effectiveness

Results of a mapping exercise

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Let’s start with thanks!

Quick overview

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22 responses
15 universities

Comenius U. Of Bratislava
U. Of Lausanne
Higher School of Economics Moscow
Sapienza U. of Rome
Humboldt-U. zu Berlin
Tallinn U. of Technology
Université libre de Bruxelles
U. of Belgrade
U. of Bucharest
U. of Luxembourg
U. of Cyprus
U. of Ljubljana
Vrije Universiteit Brussel
U. of Zagreb
Vilnius University

1. Name of the unit/department you work for

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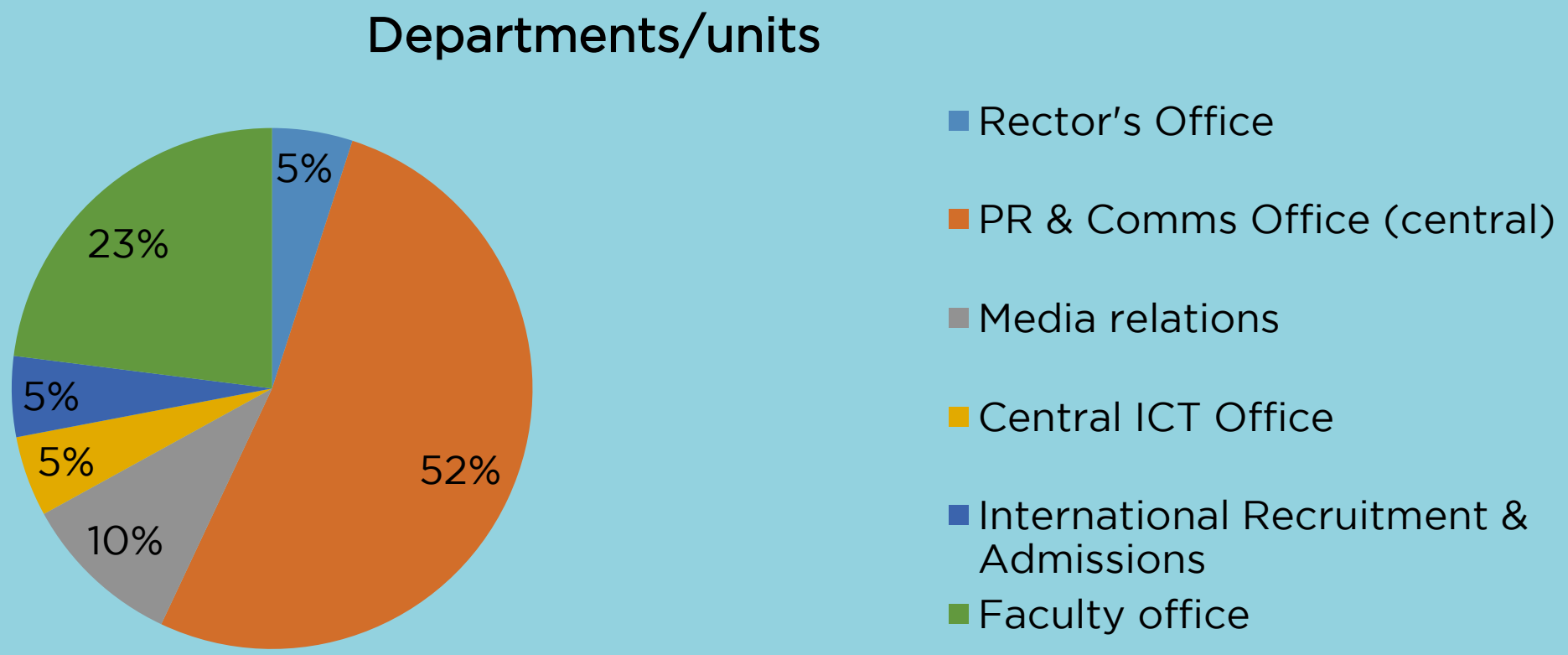
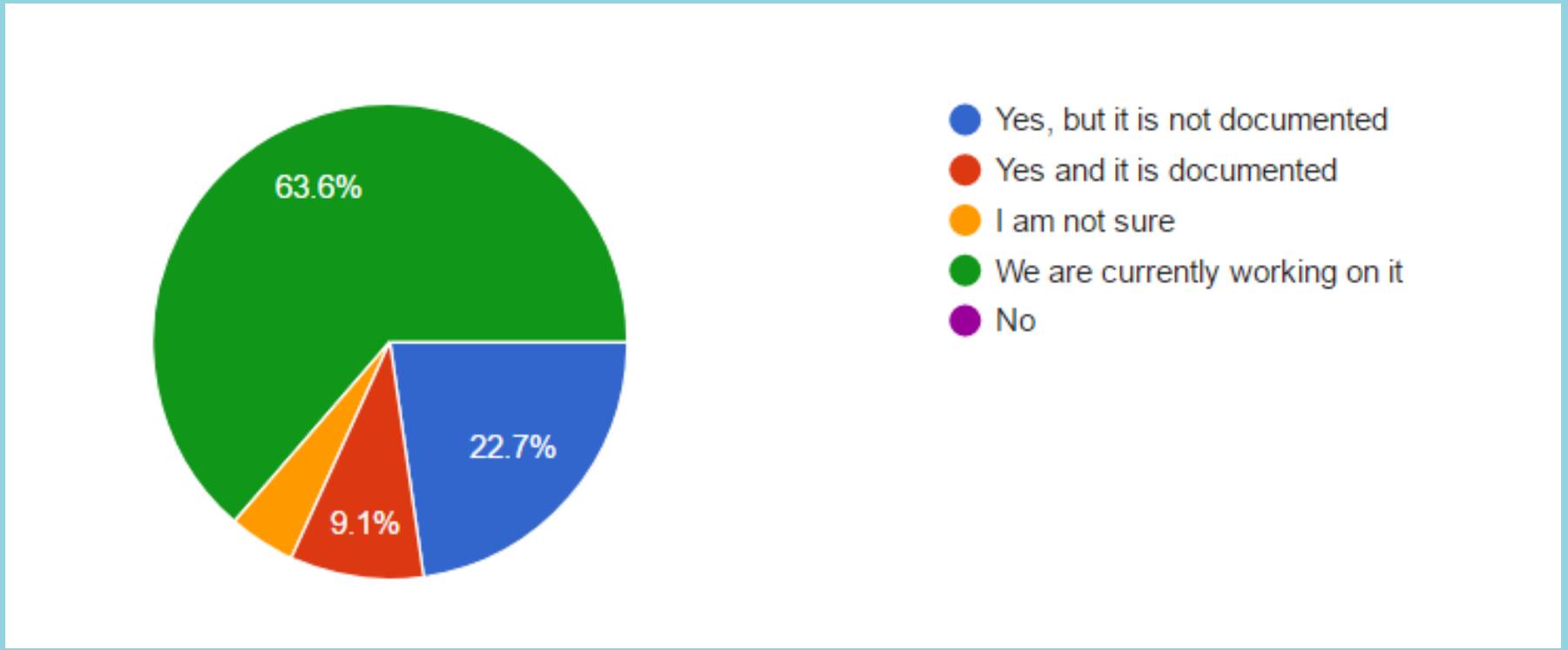


2. Does your unit/department have a defined content strategy (planning for the creation, delivery, and governance of content)?



3. What does your content strategy include?

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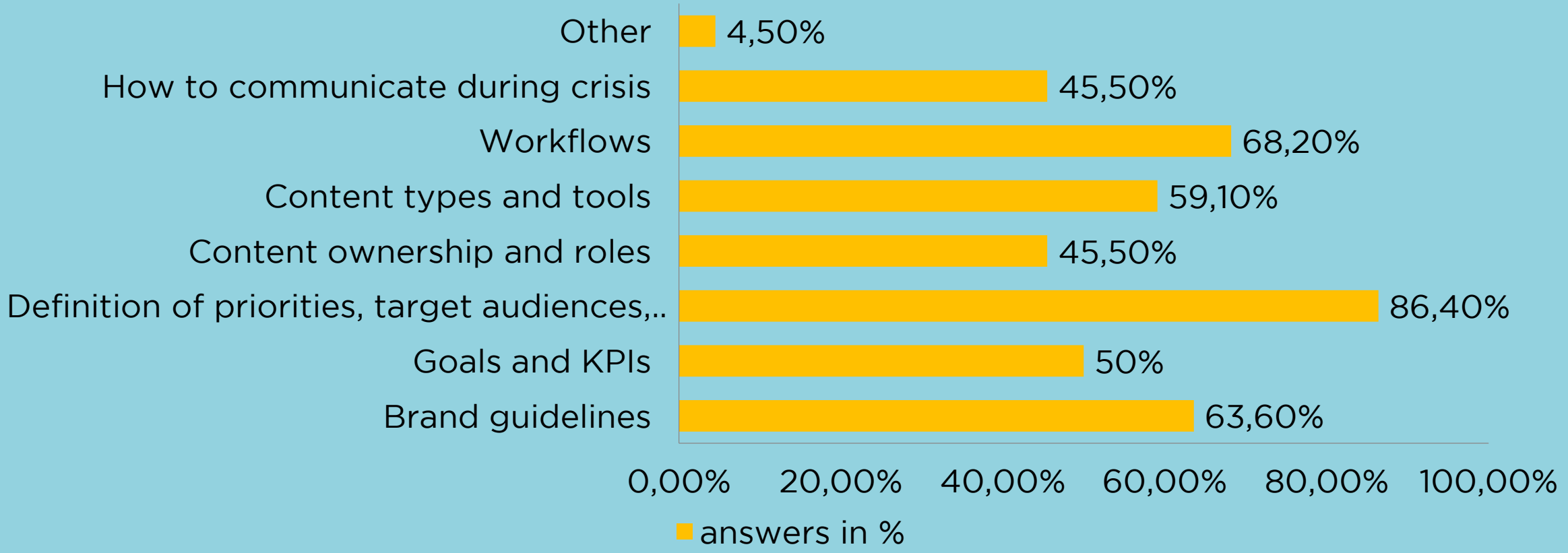

4. Who has authority over the following type of content (makes decisions on new content projects and sets the direction of the content strategy)

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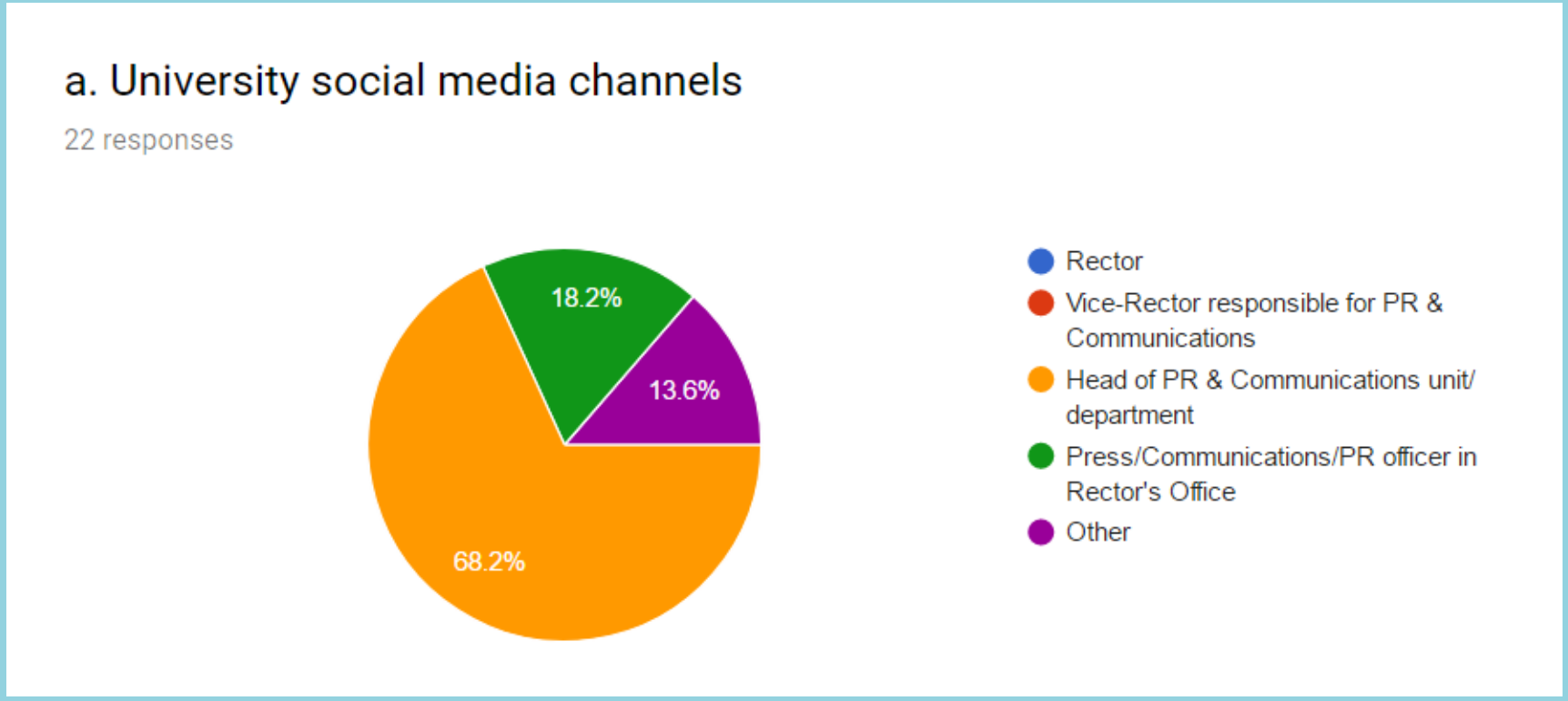

5. Governance (b)

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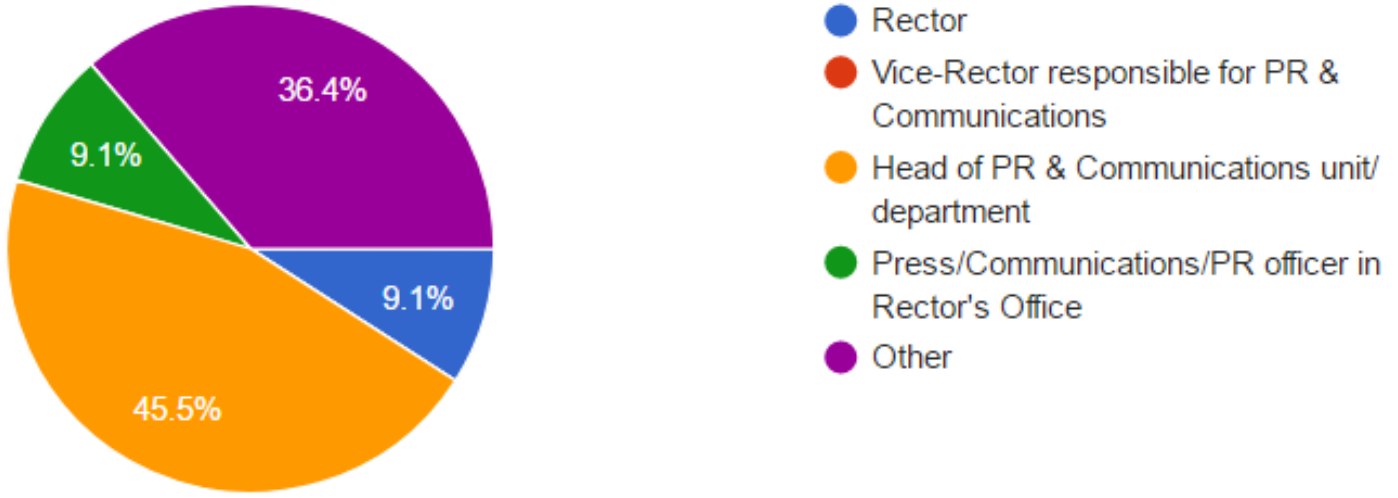
b. University website

22 responses



5. Governance (c)

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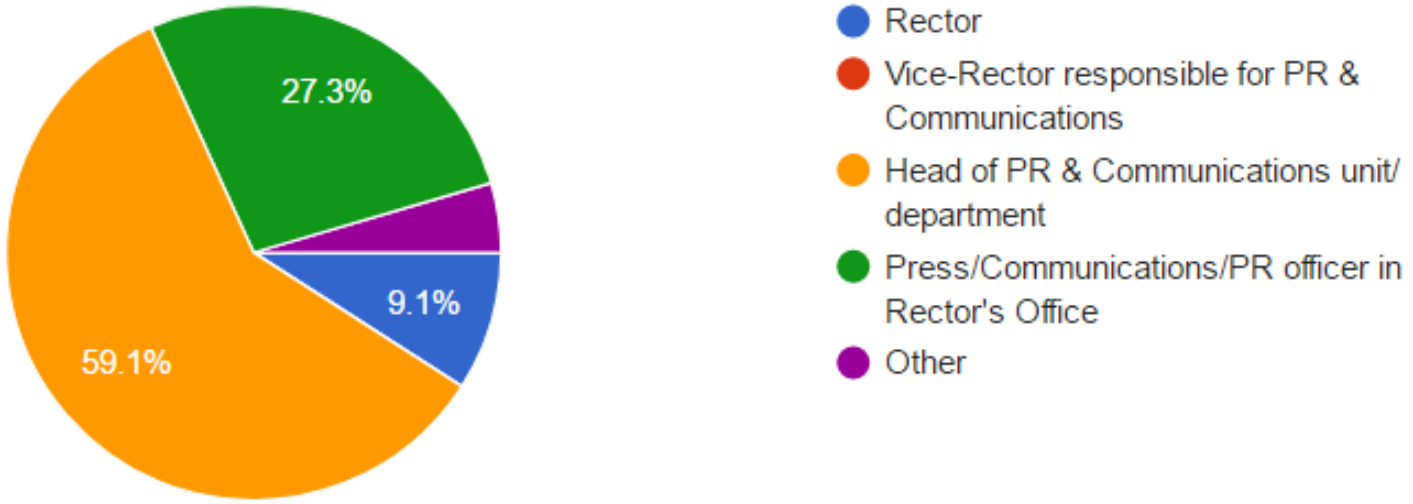
c. Press releases

22 responses



5. Governance (d)

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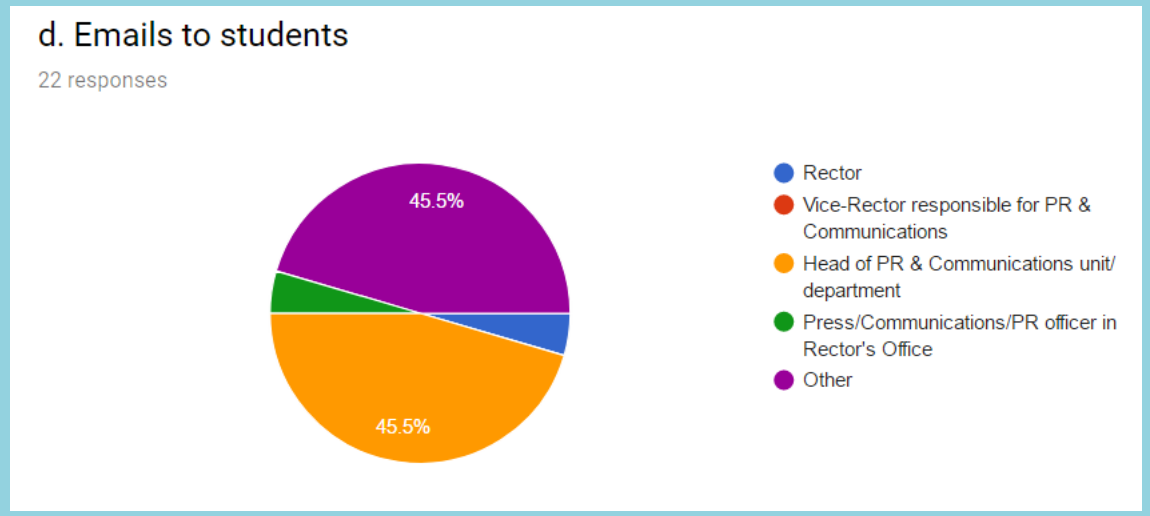

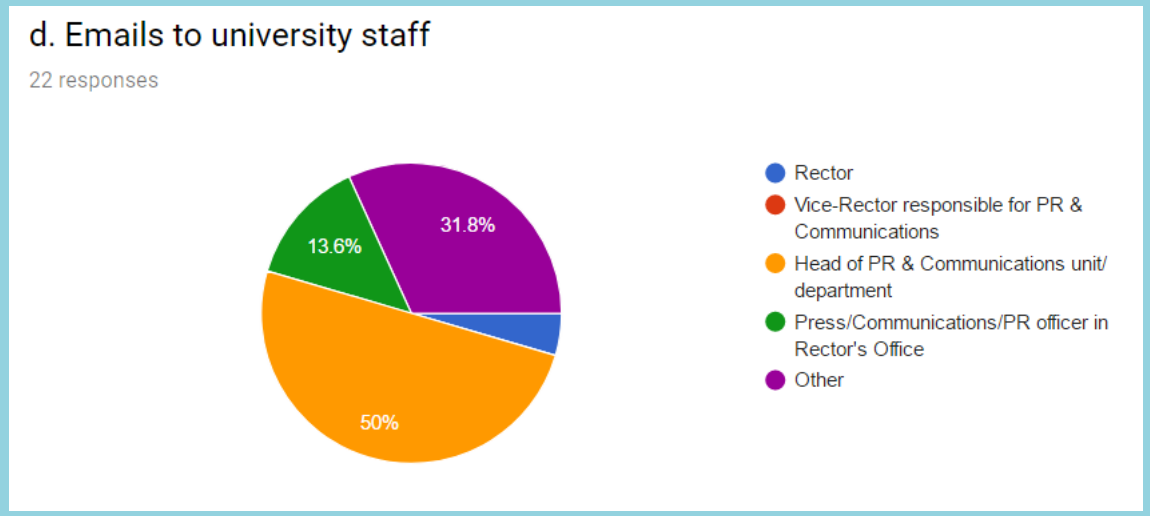

5. Governance (e)

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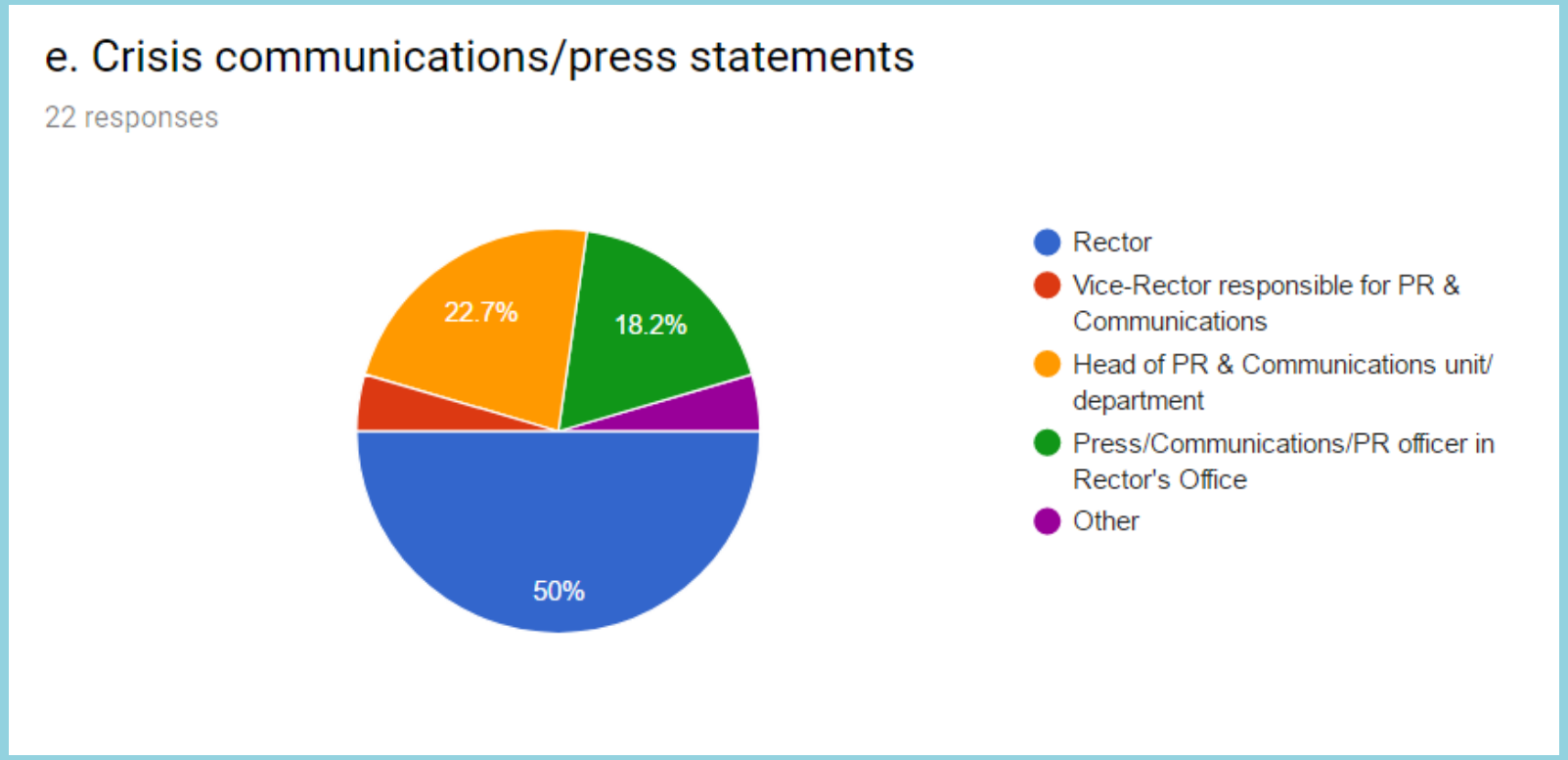

5. Outsourcing for content development

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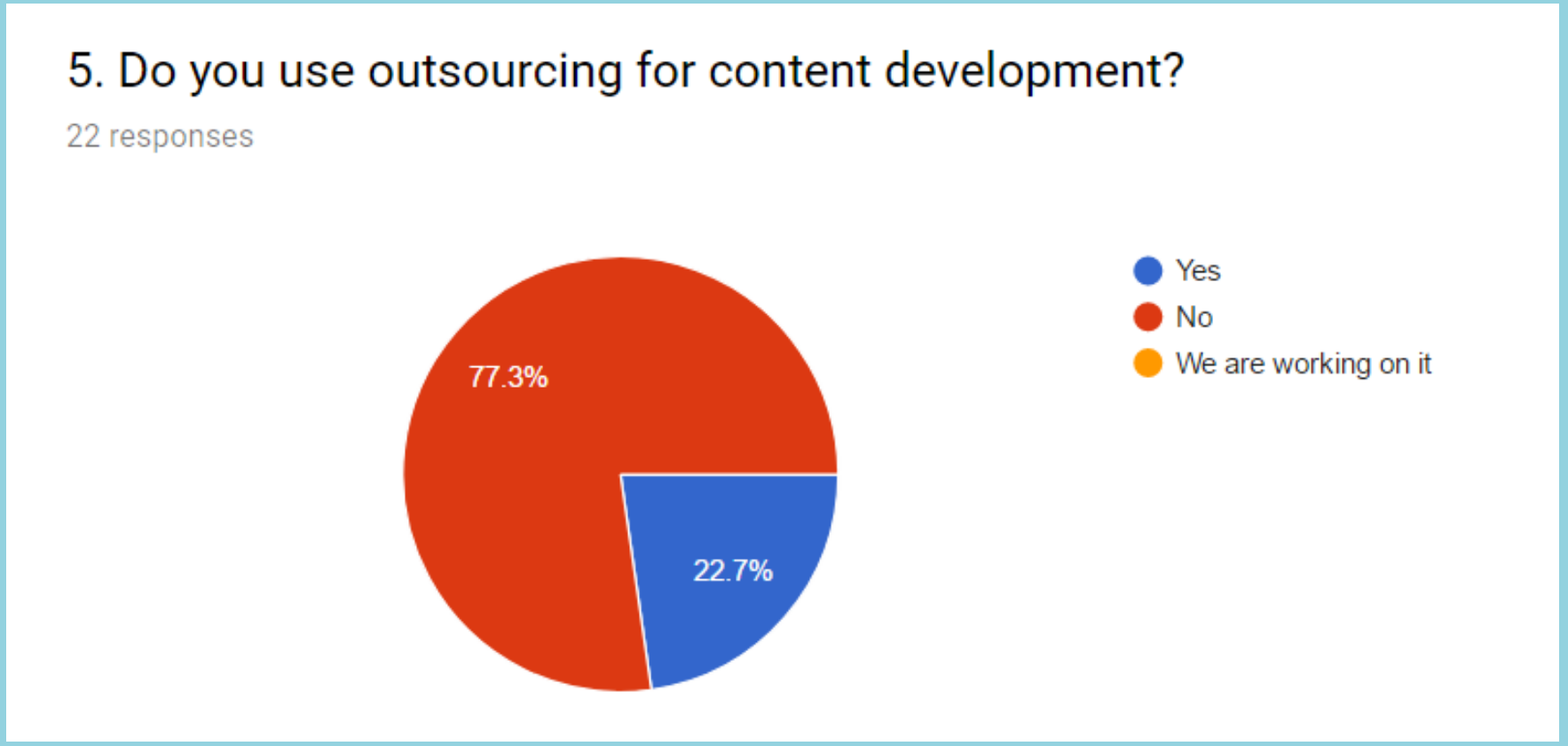

6. Use of Google Analytics

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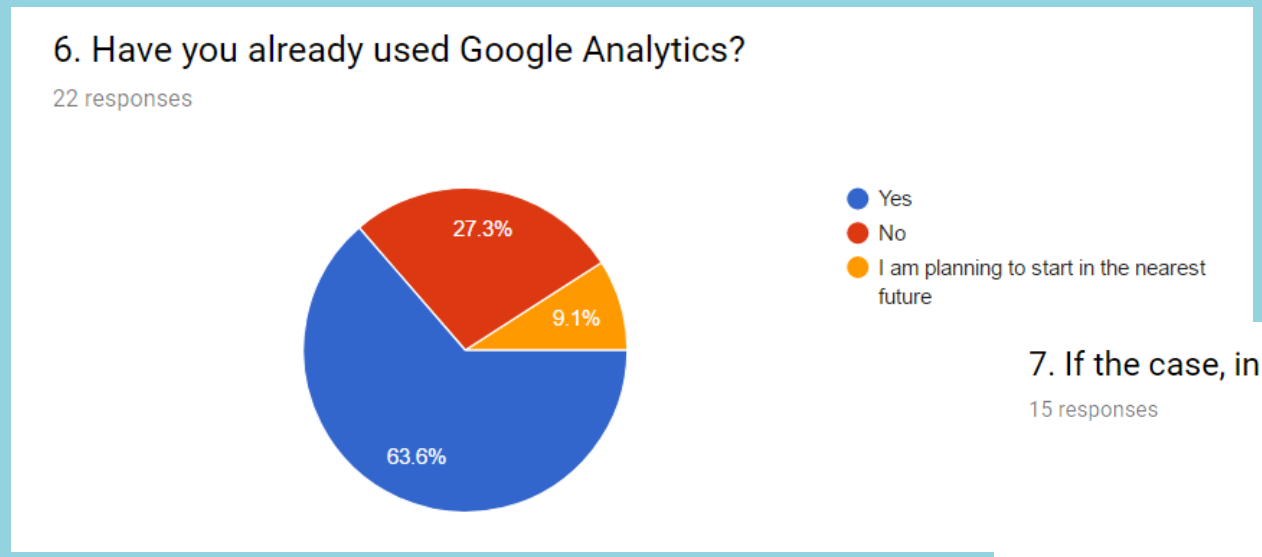

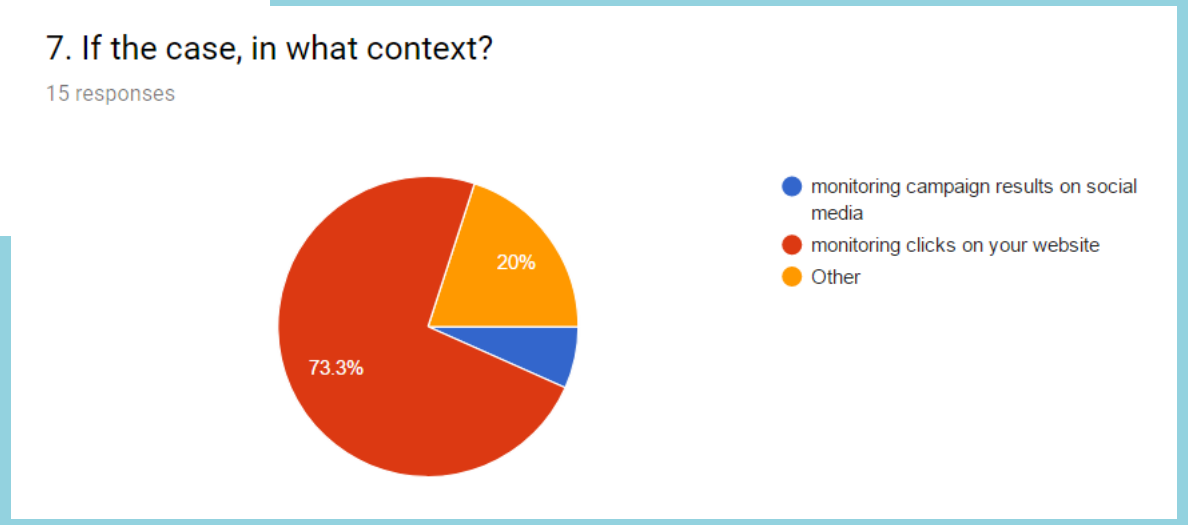

Which channels do you use most frequently to promote your content?

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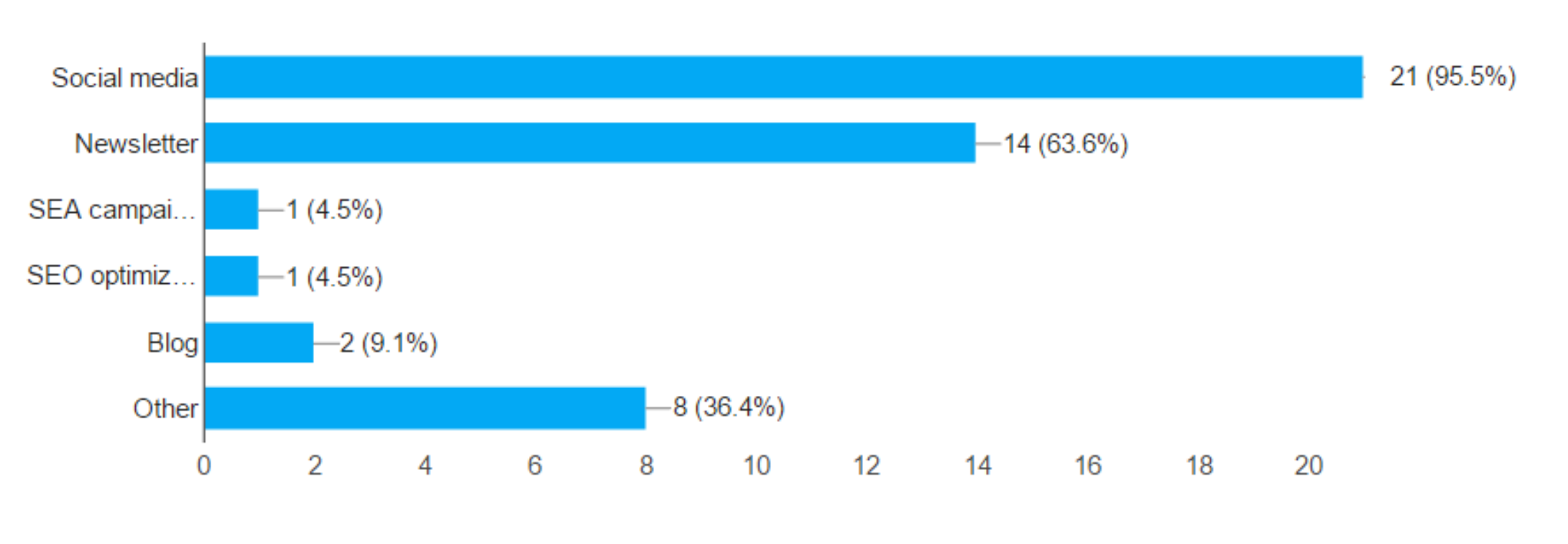

9. Have you used another tool than Google Analytics to measure your campaign results?

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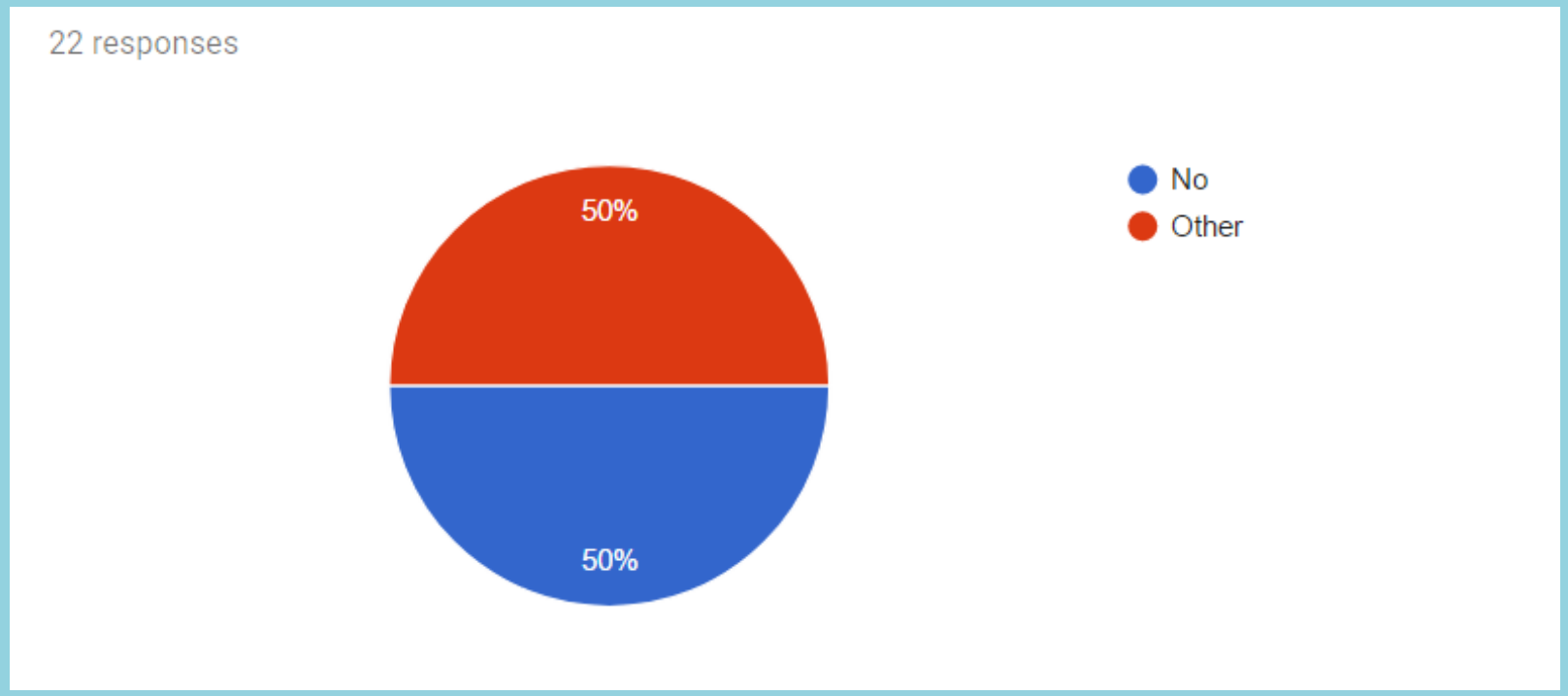

10. Have you already attended a Google Analytics workshop?

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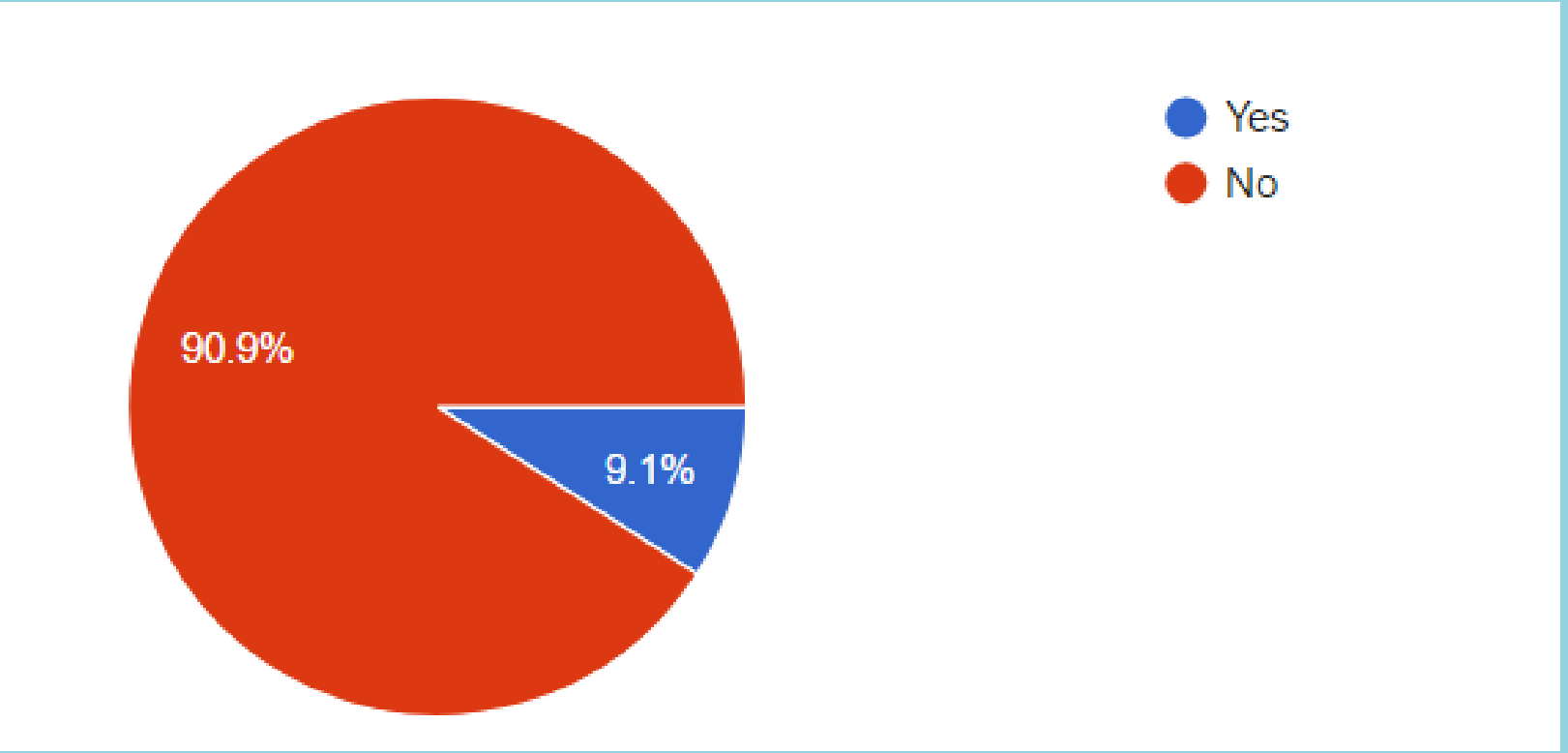

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Questions?
Comments?
Thoughts?

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