

Distributing Content Worksheet

Describe how your organization will use each type of media to promote your content campaigns.

| Media Type | Action |
|---|---|
| Owned Media: the content your organization has full ownership of as your team created it and it is published on your website, blog, or other property you own | <ul style="list-style-type: none">• (Example: Publish two long-form articles weekly.)• _____• _____• _____ |
| Shared Media: primarily content on social media, but specifically, the kind that's coproduced by the input of a company and consumers | <ul style="list-style-type: none">• (Example: Share a takeaway from each article on Twitter.)• _____• _____• _____ |
| Earned Media: any content produced about a company that they didn't produce themselves or pay to have created | <ul style="list-style-type: none">• (Example: Encourage comments on blog posts via a contest.)• _____• _____• _____ |
| Paid Media: when your organization pays to have its content amplified amongst a wider audience or pays to have content created by a third party | <ul style="list-style-type: none">• (Example: Invest in LinkedIn ads monthly to promote the top-performing blog posts.)• _____• _____• _____ |