

DECEMBER 2025, v1.3.3.

CONTENT STRATEGY CHANNEL GUIDELINE

THRIVE

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The Content Strategy Team

The #content-strategy team is responsible for strategising and overseeing THRIVE Project's content direction across all platforms. While other content channels focus on creation, editing, and distribution, the Content Strategy team ensures all efforts are aligned with THRIVE's mission, editorial standards, and brand consistency. This team collaborates closely with analytics channel, storytellers' channel, and all other content creating channels to:

- develop and oversee high-level content strategies across all platforms.
- align messaging with the broader THRIVE strategy while transitioning content focus from sustainability to thrivability.
- optimise content for searchability (SEO), readability, and audience engagement.
- ensure all content meets Thrive Project's mission, branding and editorial standards across all platforms.
- track content performance and refine strategies based on insights.
- coordinate with researchers and subject-matter experts to ensure accuracy and depth.
- Facilitate training sessions and share best practices across different content-creating channels to enhance overall content quality and effectiveness.

This team exists to ensure that content is strategic, cohesive, and impactful, inspiring action towards a thrivable future.

Team Responsibilities

As a content strategy team member, you will focus on:

- Content Strategy & Planning – Aligning themes, messaging, and schedules across channels.
- SEO & Readability Optimisation – Ensuring content ranks well and is easy to digest.
- Editorial Oversight – Providing guidance to ensure consistency, engagement, and fact-checking across teams.

- Performance Analysis & Refinement – Reviewing analytics and optimizing based on insights.
- Content Coordination – Supporting multiple content channels to align efforts.

The content strategy team does not create content but ensures all teams follow a unified approach to maximise impact.

Content types covered include:

- YouTube videos (long form and short form)
- Newsletters, blog articles
- Social media content (text-based, image-based, video-based, interactive, user-generated content, infographics, memes, GIFs, emojis)
- Webinars, workshops, publishing, and whitepapers

Channel Contact

Ollie is the key contact for the #content-strategy channel. Each channel has a designated point of contact to assist team members in understanding workflows, processes, and best practices. If you have any questions, reach out to the designated contact first.

RASCI Model

The following defines the roles of team members in the Content Strategy Team to maintain mission alignment, brand consistency, and adherence to guidelines in all content:

- (R)esponsible –does the work, analytics: writing and editing-related content: **@Pavithra**
- (A)ccountable – owns the outcome, ensuring standards and alignment across teams: **@Ollie**
- (S)upporting – provides essential support to the content creation process and coordination: **@Becca @Hope @Pavithra @Mike**
- (C)onsulted – Provides insights and feedback: **@Gokul @Angus @Justin**

- (I)nformed – all teams

Expectations for Team Members

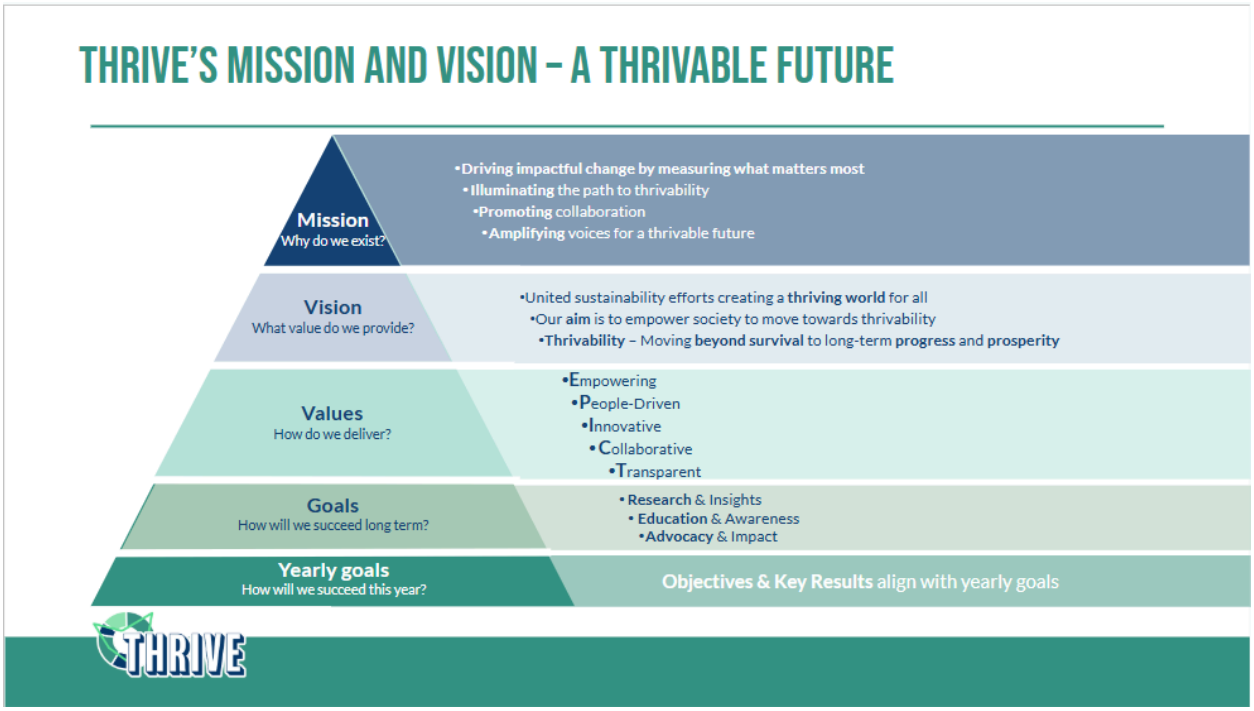
- **Content Strategy & Planning** – Collaborate with relevant teams to ensure that all content aligns with THRIVE's overarching themes and messaging. Maintain consistency across all platforms and assist in refining messaging to engage the audience effectively.
- **SEO Best Practices** – Research and implement search engine optimization techniques to improve visibility, keyword targeting, and searchability. Ensure all published content is structured for maximum discoverability.
- **Editorial Standards** – Review and uphold quality control measures for all content. Ensure all pieces meet THRIVE's branding, tone, and engagement standards. Conduct periodic content audits for consistency.
- **Publishing & Promotion** – Work closely with multimedia, social media, newsletter, webinar, storytellers, did you know, marketing, and media distribution teams to coordinate content rollout, ensuring that published materials align with scheduled campaigns. Assist in cross-promotion strategies
- **Analytics & Performance Review** – Regularly monitor content performance metrics through analytics dashboards. Identify areas of improvement, content gaps, and successful engagement strategies to refine future content plans.
- **Weekly Activity Reports** – Maintain a record of completed tasks, upcoming projects, and overall content strategy performance. Share insights and progress updates with the team to maintain transparency and alignment.

Content Framework

Purpose

To grow awareness, build engaged communities, and inspire meaningful action towards THRIVE's mission of ensuring the long-term well-being of humanity. To ensure the content produced is aligned with the mission.

THRIVE's Mission and Vision



Core Content Pillars

1. Inspire

"Make thrivability Human"

Goal: Translate THRIVE's research and frameworks into digestible insights

Purpose: Shift perception from academic → aspirational; show what a ***thrivable*** world looks like in real life

Content examples:
- Stories of changemakers, volunteers, and local communities
- Visual storytelling: short videos, Reels, and photo essays.
- "Before & After Thrivability" transformations (e.g., city, project, ecosystem)
- Interview series: Voices for a Thrivable Future

Primary channels: IG, Facebook, TikTok, YouTube Shorts

KPI: Engagement rate (ER%), shares, story interactions

2. Educate

"Simplify the Complex"

Goal: Translate THRIVE's research and frameworks into easy-to-understand, visually engaging, and inclusive content.

Purpose: Illustrate sustainability and thrivability for educators, students, and the wider public.

Content examples:
- "Thrivability Explained" series (60-90 sec explainers)
- Infographics that visualise data from research papers
- "Did You Know?" micro-content linking SDGs to daily life
- Interactive quizzes or infographics (e.g., "How Thrivable Are You?")
- You Ask I Answer

Primary channels: YouTube (educational playlists), LinkedIn (infographics, slides), Website Blog, Reddit

KPI: Reach, video watch-through, SEO traffic

3. Activate

"Turn Awareness into Action"

Goal: Inspire measurable behaviour change or participation

Purpose: Bridge inspiration → engagement → contribution

Content examples:
- Monthly calls-to-action tied to the campaign theme ("This month, take one #ThrivableStep")
- Interactive challenges (e.g., 7-day waste-free week, pledge posts)
- Event promotions and live webinar recaps
- Partner features (collaborations, community projects).

Primary channels: Website, email, LinkedIn, social campaigns (all channels)

KPI: EClick-throughs, event sign-ups, challenge participation

4. Influence

"Shape Conversations That Matter"

Goal: Position THRIVE as a thought leader in sustainability systems thinking

Purpose: Bridge academia and public discourse with authority and credibility

Content examples:
- Opinion pieces from THRIVE leaders or researchers ("The Future of...")
- Policy briefs simplified into 1-page visuals.
- Data-driven insights packaged for LinkedIn and partner media.
- Collaboration spotlights with universities and think tanks.

Primary channels: LinkedIn, YouTube (long form), *Podcast*, Media partnerships, Website

KPI: Mentions, backlinks, partner collaborations, newsletter subscriptions

5. Connect

"Build the Thrivable Community"

Goal: Create ongoing dialogue and participation

Purpose: Turn audiences into advocates who amplify the mission, develop KOL

Content examples:
- UGC (user-generated content) campaigns → "Show your thrivable moment."
- Volunteer spotlights & ambassador highlights.
- Community polls, live discussions.
- Collaboration with sustainability/thrivability influencers

Primary channels: Instagram Stories, Facebook, Discord/Community Forum, Email

KPI: Follower retention, user submissions, engagement frequency, volunteer sign-ups

Every content piece must directly support one of THRIVE's five content pillars and deliver a measurable audience outcome. The content needs to align with TP's specific themes based on wide-ranging themes that present actionable solutions for today's challenges.

Content Strategy 2026

Strategic Direction

In 2026, THRIVE's content strategy shifts from volume to impact.
The Content Strategy Team will emphasise:

- **Quality over Quantity**: Prioritising high-impact storytelling and simplified educational content.
- **Data-Driven Decisions**: Using analytics dashboards to guide strategy and refine content based on performance.
- **Campaign Integration**: Executing 4 major campaigns that tie seamlessly into monthly themes.
- **Audience Simplification**: Translating complex research into plain-language, actionable insights.
- **Outcome-Based Goals (OKRs)**: Measuring success through awareness, engagement, conversion, and advocacy metrics.
- **Key Focus on Content Pillar #1 & #2**: Put major focus on simplifying THRIVE's research into easy-to-understand and visually engaging content to drive
- **Key content types** to focus on**:**
    - ☐ **Infographics (e.g. LinkedIn Carousels)**
    - ☐ **Animations**
    - ☐ **Video (e.g. IG Reels, TikTok, YouTube shorts)**
- **Content Amplification Strategy**: Ensure all social media posts are also shared to public/private social media groups (e.g. FB groups, LinkedIn groups) to maximise reach. Sharing to personal accounts is encouraged.

Major Campaigns

In 2026, our goal is to deliver **4 major campaigns**, each amplifying the monthly theme cycle.

Each quarter has:

- 1 major campaign theme
- 3 monthly themes that sit inside it
- 1 workshop that reinforces the campaign message
- Universal days relevant to our themes
- A consistent content rhythm across all teams

Quarter	**Campaign Theme**
Q1 (Jan - Mar)	#1 Significance **Imminent versus emerging existential threats**
Q2 (Apr - Jun)	#2 Scale **Greenwashing, scaling systemic change**
Q3 (Jul - Sep)	#3 Scope **Thrivability beyond sustainability**
Q4 (Oct - Dec)	#4 Shift **Space, imagination, regenerative futures**

High Level Content Plan

Quarter	Major Campaign	Campaign Themes & Core Storyline	Workshop	Monthly Themes
Q1 (Jan–Mar)	SIGNIFICANCE	Understanding imminent vs emerging existential threats	Feb: Materiality, Multi-Capital, Integral Thinking	Jan: Education, Employment, Economies Feb: Production and Consumption Mar: Health and Well-Being
Q2 (Apr–Jun)	SCALE	Exposing greenwashing and scaling real accountability	May: Finite Resources, SBTs, Context Metrics	Apr: Climate Action May: Equity Jun: Biosphere
Q3 (Jul–Sep)	SCOPE	Thrivability beyond sustainability and system redesign	Aug: Entity Model, Strong Sustainability, Wicked Problems	Jul: Infrastructure Aug: Human Impacts Sep: Smart Communities
Q4 (Oct–Dec)	SHIFT	Shifting toward regenerative and future ready societies	Nov: Systems Thinking, Innovation, Regeneration	Oct: Innovation Nov: Energy Dec: Policy

Q1. JAN–MAR

Campaign 1: **SIGNIFICANCE - Imminent versus emerging existential threats**

Monthly Themes Mapping

Month	Monthly Theme	How it fits the Campaign
Jan	Education, Employment, Economies	Foundations that determine societal vulnerability to existential risks
Feb	Production and Consumption	Unsustainable consumption patterns as drivers of emerging threats
Mar	Health and Well-Being	Health systems as frontline indicators of immediate existential threats

Q1 Content Focus

- What are existential threats and why they matter now
- Are there any new threats (e.g. AI)
- Why our systems fail to anticipate long term risks
- How materiality and multi capital lenses redefine significance

Key Universal Dates related to Significance: Existential Threats

- World Wildlife Day (3 Mar)
- World Water Day (22 Mar)
- Earth Day (22 Apr)
- World Environment Day (5 Jun)

Content Ideas

Format	Content Ideas (for inspirations)
Explainers	• "What is an existential threat? The simplest explanation you'll ever read." • "Why some threats feel urgent but others go unnoticed." • "How to tell the difference between imminent and emerging risks."
Narratives / Storytelling	• "A day in the life under different future scenarios" (human-centred speculative stories.) • "The butterfly effect: small unnoticed risks that exploded into global crises."
Data & Visuals	• **Threat Radar Map** - simplified visual ranking of threats (AI, climate, water, biodiversity, governance collapse, etc). • **Timeline Graphic:** "How emerging risks become imminent."
Activations	• **Audience poll:** "Which risk do you think is most urgent? Most overlooked?" • **Interactive quiz:** "Are you good at spotting emerging risks?" • **Mini-series:** "3 existential threats no one talks about."

Q2. APR-JUN

Campaign 2: **SCALE- Greenwashing, scaling systemic change**

Monthly Themes Mapping

Month	Monthly Theme	How it fits the Campaign
Apr	Climate Action	Greenwashing around climate mitigation and adaptation claims
May	Sharing and Solidarity	How equity narratives are misused to mask unsustainable systems
Jun	The Biosphere	Scale of environmental impacts and misuse of data around pollution and water

Q2 Content Focus

- What greenwashing is and the scale of its impact
- Why science based targets matter for accountability
- How context based metrics uncover reality

Key Universal Dates related to Scale: Greenwashing & Systemic Change

- Global Recycling Day (18 Mar)
- International Day for Zero Waste (30 Mar)
- World Sustainable Transport Day (26 Nov)

Content Ideas

Format	Content Ideas (for inspirations)
Explainers	• "What is greenwashing? 5 examples explained in plain English." • "Why most sustainability claims fail the scale test." • "How science-based targets prevent greenwashing."
Narratives / Storytelling	• **Case story**: "How one city/company/community exposed hidden greenwashing." • **Story arc**: "From marketing slogans to real impact: the journey of systemic change."
Data & Visuals	• **Greenwashing Checklist**: Simple public tool for identifying misleading claims. • **Visual Guide**: "Finite resources explained in pictures."
Activations	• **"Spot the Greenwash" campaign**: user-submitted examples (UGC). • "Ask us if something is greenwashing." • **Myth-busting series**: "Sustainable or greenwashed?"

Q3. JUL-SEP

Campaign 3: **SCOPE - Thrivability beyond sustainability**

Monthly Themes Mapping

Month	Monthly Theme	How it fits the Campaign
Jul	Infrastructure, Thrivable Living	Redesigning systems through strong sustainability principles
Aug	Life on Earth, Human Impacts	Boundaries of human pressure on natural systems
Sep	Globalisation, Smart Communities	The scope of change needed for thriving communities

Q3 Content Focus

- What thrivability means beyond sustainability
- Why entity models and strong sustainability frameworks matter
- How wicked problems explain system failure and opportunities

Key Universal Dates related to Scope: Thrivability Beyond Sustainability

- International Day of Peace (21 Sep)
- World Habitat Day (Oct)
- World Cities Day (31 Oct)

Content Ideas

Format	Content Ideas (for inspirations)
Explainers	• "What is Thrivability? The definition everyone can understand." • "Why sustainability is no longer enough." • "How strong sustainability and entity models shape thriving systems." • "We are only at 16% of SDG, why did we fail and what can we do?"
Narratives / Storytelling	• **"A Thrivable World 2050"** short stories illustrating hopeful, practical futures. • "Life redesign: How people, cities and Nature can thrive together."
Data & Visuals	• **Weak vs Strong Sustainability Diagram** (simple version). • **Wicked Problems Map**: Comics-style visual explainers.
Activations	• **Mini-series:** "Thrivability in 60 seconds." • **Carousel:** "7 signs a system is thriving, not just sustaining." • **Community challenge:** "Share your thrivable action of the week."

Q4. OCT-DEC

Campaign 4: **SHIFT - Space, imagination, regenerative futures**

Monthly Themes Mapping

Month	Monthly Theme	How it fits the Campaign
Oct	Innovation, Poverty, Hunger	Innovation as a shift in mindset toward regeneration
Nov	Science and Technology	Technology as a systems enabler for regenerative futures
Dec	Policies, Peace, Partnerships	Governance shifts that shape future pathways

Q4 Content Focus

- What systems thinking reveals for future pathways
- Why regenerative innovation is the next major shift
- How policy and partnerships transform systems
- Can space play a part in regenerative futures and thrivability

Key Universal Dates related to Shift: Space, Imagination, Regenerative Futures

- World Creativity and Innovation Day (21 Apr)
- Space Exploration Day (20 Jul)
- World Science Day (10 Nov)

Content Ideas

Format	Content Ideas (for inspirations)
Explainers	• "What is a regenerative future?" • "Why imagination is a systems tool, not just creativity." • "How systems thinking shapes better futures."
Narratives / Storytelling	• **Short fiction:** "A letter from a thriving 2120 world." • **Transformation story:** "How one community shifted to regenerative living."
Data & Visuals	• **Regenerative Economy Map**: Clean, simple visual showing circular flows. • **Systems Thinking Guide**: "Loops, patterns, leverage points - simplified."
Activations	• **Imagination Challenge**: "Describe your thriving future in 10 words." • **Workshop teaser**: "Spot the leverage point - interactive diagram." • **Year-end reflection**: "What shifted in 2026? What shifts next?

Articles Planning Guide

(Learnings from 2025): **Explainer articles** (What / Why / How) worked well in 2025 as it generated a good amount of traffic and engagement to the website. However, the content would need to be appealing and understandable by the general public.

1. Academic / Science-Based Content

Ideal length: 1,800–3,000+ words

Why longer works better for this style:

- These topics usually require **definitions, evidence, citations, mechanisms, and nuance**
- Users expect **depth, accuracy, and explanation**
- Google's algorithms reward **expertise (E-E-A-T)**, and longer content signals authority
- Longer formats naturally attract **backlinks**, especially for health, science, or technical topics

Typical formats:

- Research explainers
- Meta-analyses
  Ingredient deep dives
- Technical "how it works" breakdowns
- Evidence-based guides

2. Lifestyle / Casual Content

Ideal length: 800–1,500 words

Why shorter works better here:

- Users want **quick takeaways, inspiration, or relatable insights**
- These topics often have **simpler search intent**
- Overly long lifestyle posts can feel padded or "fluffy"
- Google prioritizes **clear answers and scannability** for these types of queries

Typical formats:

- Tips and hacks
- Personal stories
- Quick how-tos
- Wellness routines
- Trend pieces

3. Optional Hybrid Strategy (Highly Effective)

If you have articles blending both styles, try this:

- **Core academic section** (concise but authoritative)
- **Practical lifestyle section** (tips, routines, real-world examples)

Ideal length: **1,400–2,000 words**
This format satisfies both Google (depth + usability) and readers (actionable + digestible).

Monthly Themes

Monthly Themes				
Month	**Area**	**Code**	**SHM**	
Jan	**Discoveries: Education, Employment & Economies** SDG4 & SDG8 – Quality Education & Decent Work & Economic Growth // Discoveries	DI	Systems Thinking	STH
Feb	**Strategies: Production & Consumption** SDG12 – Responsible Consumption & Production // Sustainable Business Models	SP	Materiality	MAT
Mar	**Metrics: Health & Well-Being** SDG3 – Good Health and Well-Being // Sustainability Metrics	SM	Entity Model	EMO
Apr	**Climate Action: Mitigation & Adaptation** SDG13 – Climate Action // Mitigation and Adaptation	CA	Values-Based Innovation	VBI
May	**Sharing & Solidarity: Equity & Equality** SDG5 & SDG10 – Gender Equality & Reduced Inequalities // Sharing & Solidarity Economy	SE	Science-Based Targets	SBT
Jun	**The Biosphere: Water, Sanitation & Pollution** SDG6 – Clean Water and Sanitation // The Biosphere	TB	Integral Thinking	ITH
Jul	**Infrastructure: Thrivable Living** SDG9 – Industry, Innovation and Infrastructure // Sustainable Living	IN	Regenerative Economy	REC
Aug	**Life on Earth: Human Impacts** SDG14 & SDG15 – Life Below Water & Life on Land // The Anthropocene	LE	Strong Sustainability	SSU
Sep	**Globalisation: Smart Communities** SDG11 – Sustainable Cities and Communities // Globalisation	GL	Complex Wicked Problems	CWP
Oct	**Innovation: Poverty, Hunger, & Livelihoods** SDG1 & SDG2 – No Poverty & Zero Hunger // Innovative Policies	IP	Multi-Capital	MCA
Nov	**Science & Technology: Energy & Material Flows** SDG7 – Affordable and Clean Energy // Science & Technology	ST	Context-Based Metrics	CBM
Dec	**Policies: Peace, Justice, & Partnerships** SDG16 & SDG17 – Peace, Justice and Strong Institutions & Partnerships for the Goals // Sustainable Policies	PP	Finite Resources	FRE

Key Universal and Globally Annual Days

1. Environmental & Planetary Boundaries (Significance + Scale)

- ☐ World Wetlands Day – 2 Feb
- ☐ World Wildlife Day – 3 Mar
- ☐ International Day of Forests – 21 Mar
- ☐ World Water Day – 22 Mar
- ☐ Earth Hour – last Saturday of March
- ☐ Earth Day – 22 Apr
- ☐ International Day for Biological Diversity – 22 May
- ☐ World Environment Day – 5 Jun
- ☐ World Oceans Day – 8 Jun
- ☐ World Desertification & Drought Day – 17 Jun
- ☐ Global Wind Day – 15 Jun
- ☐ World Cleanup Day – September (varies)
- ☐ International Day of Climate Action – 24 Oct
- ☐ World Soil Day – 5 Dec

2. Social Foundations & Human Well-Being (Scope)

- ☐ International Day of Education – 24 Jan
- ☐ World Day of Social Justice – 20 Feb
- ☐ International Women's Day – 8 Mar
- ☐ World Health Day – 7 Apr
- ☐ World Youth Skills Day – 15 Jul
- ☐ International Youth Day – 12 Aug
- ☐ International Day of Peace – 21 Sep
- ☐ World Food Day – 16 Oct
- ☐ Human Rights Day – 10 Dec

3. Sustainability, Circular Economy & Ethical Systems (Scale + Shift)

- ☐ Global Recycling Day – 18 Mar
- ☐ World Sustainable Transport Day – 26 Nov
- ☐ World Circular Economy Month – October (increasing global adoption)
- ☐ UN Sustainability Week – varies annually International Day for Zero Waste – 30 Mar
- ☐ World Responsible Consumption Day – 15 Mar

4. Innovation, Future Thinking & Regenerative Futures (Shift)

- ☐ World Creativity & Innovation Day – 21 Apr
- ☐ World Science Day for Peace & Development – 10 Nov
- ☐ International Day of Clean Energy – 26 Jan
- ☐ Space Exploration Day – 20 Jul
- ☐ World Habitat Day – First Monday of October
- ☐ World Cities Day – 31 Oct

5. Governance, Systems, Equity & Justice (Scope + Shift)

- ☐ International Day of Democracy – 15 Sep
- ☐ International Anti-Corruption Day – 9 Dec
- ☐ World Population Day – 11 Jul
- ☐ International Day for Universal Access to Information – 28 Sep

6. Science, Data, and Evidence-Based Approaches (Scale)

- ☐ International Day of Women & Girls in Science – 11 Feb
- ☐ World Metrology Day – 20 May
- ☐ Statistical Literacy Day – 20 Oct
- ☐ World Science Day – 10 Nov

OKRs

Objectives	Key Results	Owner (Team)
Objective #1: Awareness Grow awareness of THRIVE's mission *(i.e. Increase the reach and awareness of our channels)*	+20% (an initial reference point) YoY social reach, impressions on social media posts ● **Facebook: +145K views in 2026** (+119.3K in 2025) ● **Instagram: +23K views in 2026** (+18.8K in 2025) ● **LinkedIn: +118K impressions in 2026** (+97.7K in 2025) +20% (an initial reference point) social media followers. Each channel should have a different target, based on 2025 results ● **Facebook: +190 followers in 20026** (+156 in 2025) ● **Instagram: +180 followers in 2026** (+144 in 2025) ● **LinkedIn: reach 10,000 as initial goal, but aim for +2,650** (+2,220 in 2025) +20% website traffic from organic search / AI Search +200 new newsletter sign-ups per quarter +10% more traffic to website to the whitepapers/research	Social Media Social Media Storyteller Teamsletter Storyteller + Social Media
Objective #2: Engagement Improve engagement quality *(i.e. Increase user engagement and interactions with our content)*	5 to 8% average engagement rate 5 to 8% engagement rate on social media posts (i.e. like/react, comment, share, clicks) ● **Facebook: 10% in 2026** (9.89% in 2025) ● **Instagram: 4% in 2026** (3.5% in 2025) ● **LinkedIn: 5.5% in 2026** (4.86% in 2025)	Storyteller Social Media
Objective #3: Educate Simplify complex content	70% of research outputs repurposed into plain-language explainers (currently 3 of 5	Editorial

(i.e. Translate and simplify research/whitepapers for general public)	research paper) ● Create animated graphics ● Ask an Expert	Analyst (Winnie)
Objective #4: Understand Strengthen data-driven decision making *(i.e. utilise analytics to drive continuous improvement)*	Phase 1: Monthly analytics reviews embedded in workflow Phase 2: Data insights to support and influence the overall content strategy	Analyst
Objective #5: Mindset From blasting to making impact	In 2026, it is no longer about promoting / blasting the articles but about converting blog posts into social media content that would resonate with that channel's audience.	Social Media
Objective #6: Social Governance cluster	Introduce open letters to council and government etc - open letters that people can sign regarding different policies and things people want to put their name to.	Research (Mike)

Analytics & Insights Framework

We will embed analytics across the content lifecycle to ensure quality, relevance, and measurable impact. Monthly analytics reviews will identify what performs best and guide adjustments.

Types of support required:

- **Monthly Insight Reviews:** Measure performance across the content performance.
- **Quarterly Deep Dives:** Identify high-performing topics and formats to scale.
- **Analytics Dashboards:** Integrate Looker Studio and platform analytics (Google, Meta, YouTube) to monitor:
    - Awareness (reach, impressions)
    - Engagement (likes, shares, retention)
    - Conversion (sign-ups, event participation)
    - Authority (mentions, backlinks).
- **Action Loops:** Apply insights to refine briefs, content focus, and campaign planning.

Key Evaluation Questions:

- What articles/posts drove the biggest impact?
- What is working, what is not working?
- What should we focus on (based on the data)?

Content Planning Structure - Workflow & Execution

Each month, THRIVE's content will align with both **core monthly themes** and **major 2026 campaigns**.

The focus is on **quality, clarity, and measurable impact** and not content volume (volume still matters).

Core Teams involved in content planning and execution process:

- Content Strategy, Research, Editorial, Storytellers, Social Media, Analysts

Core Teams & Roles

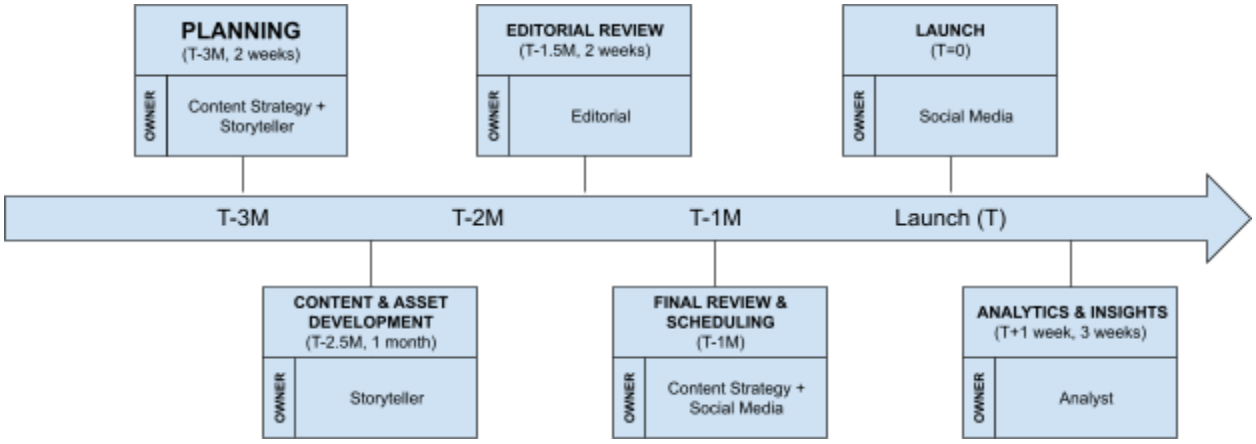
Team	Primary Responsibility	Key Deliverables
Content Strategy	Define overall content direction, campaigns, and alignment with monthly themes.	Annual content strategy, campaign briefs, and approval of content calendars.
Research	Produce research papers, whitepapers, and data insights. Collaborate with Editorial to refine tone and accuracy.	Peer-reviewed research, insights summaries, and raw data for use in simplified content.
Editorial	Edit and adapt research into publishable formats. Ensure brand tone, readability, and factual integrity.	Edited articles, proofed content, publication-ready materials.
Storytellers	Translate research into accessible, relatable stories for general audiences. Bridge complex topics with emotional narratives.	Blog articles, public explainers, scripts, key storytelling angles.

Social Media	Create and schedule platform-specific posts based on storyteller content. Amplify awareness via campaigns. ***Core 2026 goal: Not just promoting / blasting the articles → Converting blog post into social media content that would resonate with that channel's audience.***	Post copy, visuals, videos, hashtags, community engagement.
Analytics	Track performance and derive insights from all campaigns. Report findings to improve future planning.	Monthly and quarterly analytics reports, dashboards, performance recommendations.

Monthly Theme Workflow (SOP)

Ideally, the planning should begin at T-3 months (e.g. Month of May, planning begins in Feb), with all content ready at T-1 month (e.g. Month of May, all content ready by Apr). (***This is a goal for all of us to achieve by the end of H1 2026***).

(Phases 1 through 6 are part of this single operational cycle) This represents the monthly theme planning end-to-end workflow, beginning 3 months before launch.



Phase 1	**PLANNING**

Timing	T - 3 months (e.g. May theme, planning starts in Feb)
Duration	~2 weeks
Owner	Content Strategy + Storyteller

Activities	☐ Review upcoming monthly theme (within a 2-week planning window)
	☐ Analyse last year's performance + insights (if any)
	☐ Storyteller audits existing content related to the monthly theme
	  ○ Identify what articles, videos, whitepapers, infographics already exist
	  ○ Evaluate which assets are outdated or need repurposing
	☐ Identify content gaps (research gaps, missing stories, missing visuals)
	☐ Trigger Research Gap Request if gaps exist
	☐ Monthly Brainstorming Session (Storyteller + Editorial + Research)

Output	Monthly Theme Plan + Content Inventory Audit + Gap Assessment

Phase 2	**CONTENT & ASSET DEVELOPMENT**
Timing	T - 2.5 months
Duration	~1 month
Owner	Storyteller, supported by Research, Editorial, Social Media, Multimedia, Analyst
Activities	If **research gap** exists: ☐ Research develops new insight ☐ Editorial supports clarity If **no research gap**: ☐ Storytellers create draft blogs, explainers, scripts ☐ Social Media begins building social content early All: ☐ Storyteller finalises narratives ☐ Editorial refines drafts ☐ Update CCC ☐ Multimedia produces video assets (script from storyteller) ☐ Analysts create data visuals

	☐ Social creates platform-specific content
Output	Content Drafts (research content, story drafts, social outlines)

Phase 3	**EDITORIAL REVIEW**
Timing	T - 1.5 months
Duration	~2 weeks
Owner	Editorial
Activities	☐ Finalise all drafts
Output	Full Content & Asset Package

Phase 4	**FINAL REVIEW & SCHEDULING**
Timing	T - 1 month
Duration	~3 weeks
Owner	Content Strategy + Social Media + Editorial
Activities	☐ Alignment review ☐ Social schedules posts ☐ Blog posts schedule
Output	Full Content & Asset Package

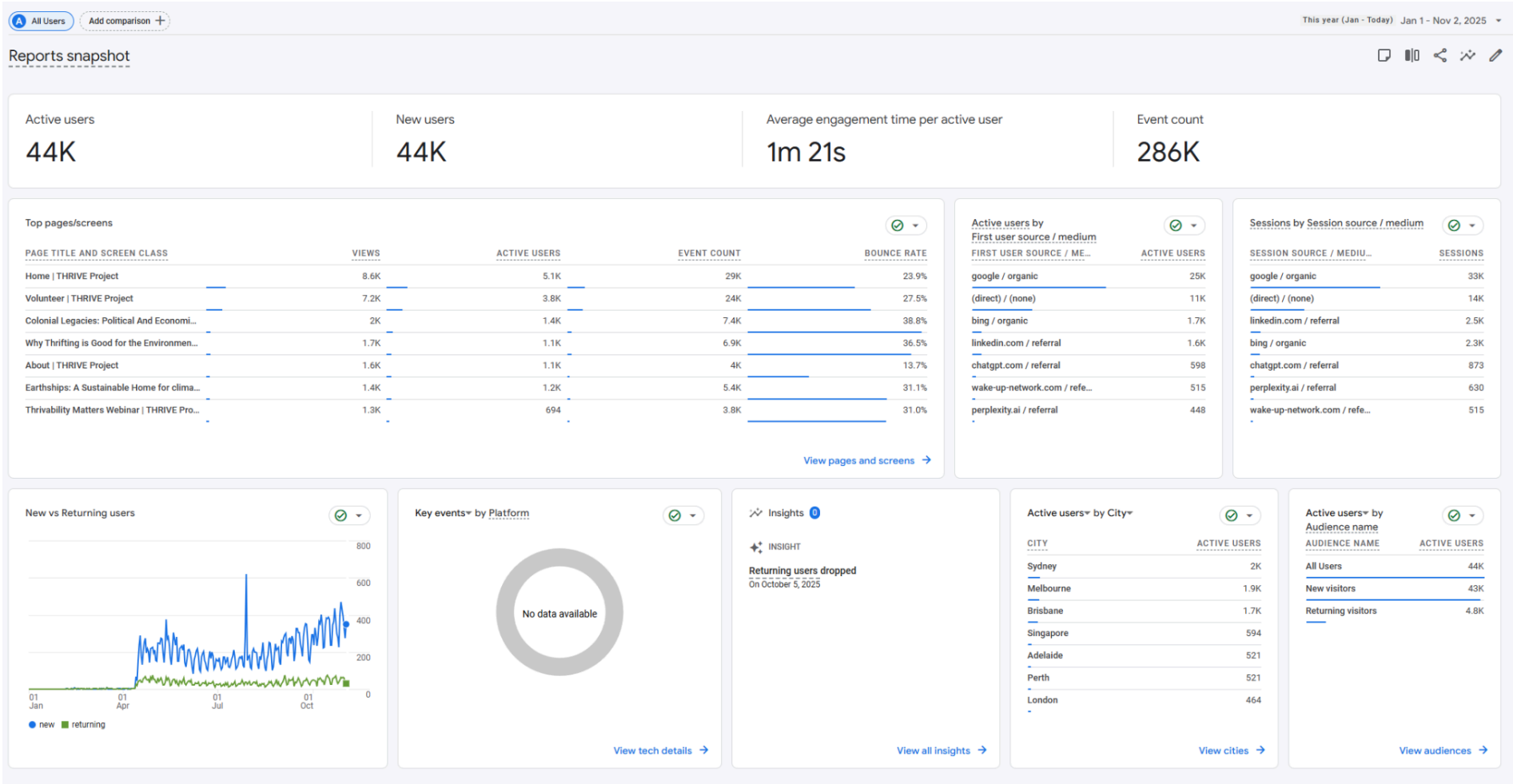
Phase 5	**LAUNCH**
Timing	T = 0
Duration	Full month
Owner	Social Media + Web?

Activities	☐ Publish Blog posts ☐ Social Media launches scheduled content ☐ Social Media shares and build outreach
Output	Content and Assets published to public

Phase 6	**ANALYTICS & INSIGHTS**
Timing	T + 1 week
Duration	Until end of month
Owner	Analysts
Activities	☐ Analysts collect GA4 + social insights ☐ Present monthly performance insights (month end) ☐ Findings and Recommendations
Output	Analytics Report + Optimisation Actions

Data from 2025

Overall Snapshot - Website - Google Analytics (https://thrivabilitymatters.org/)

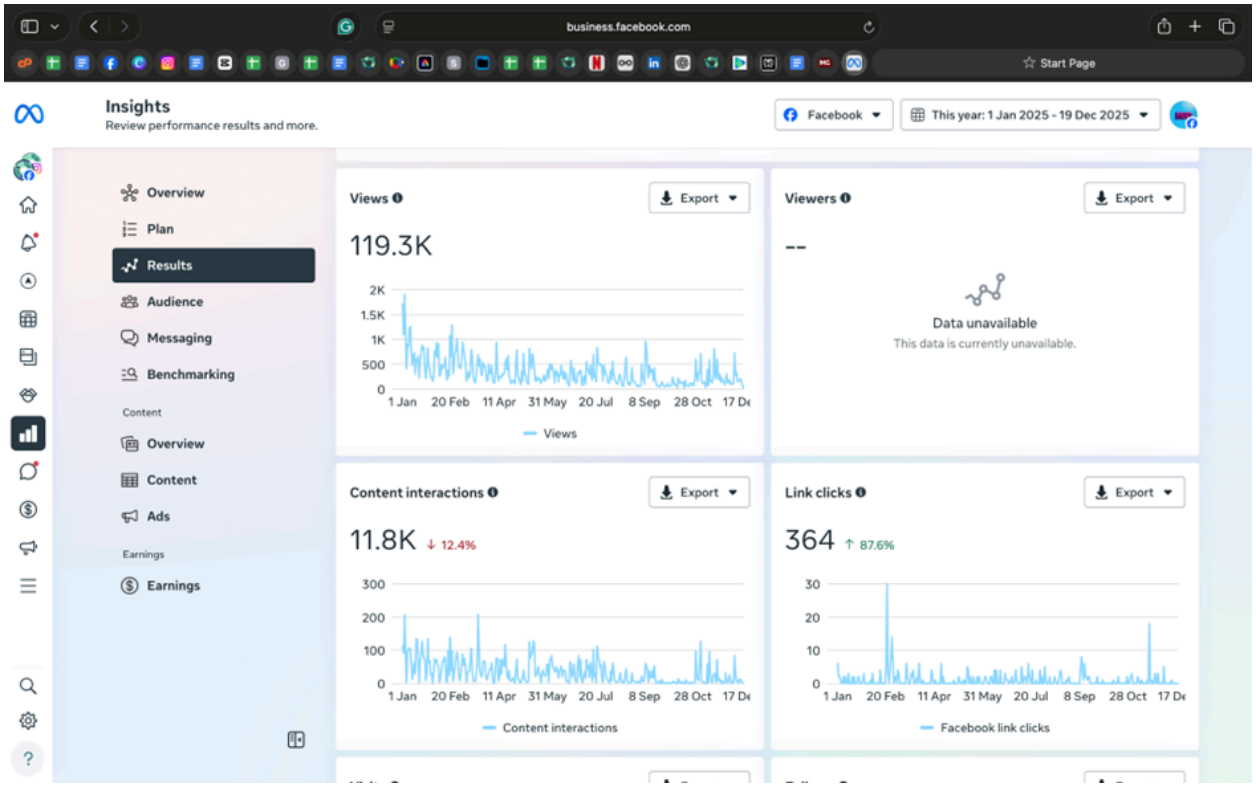


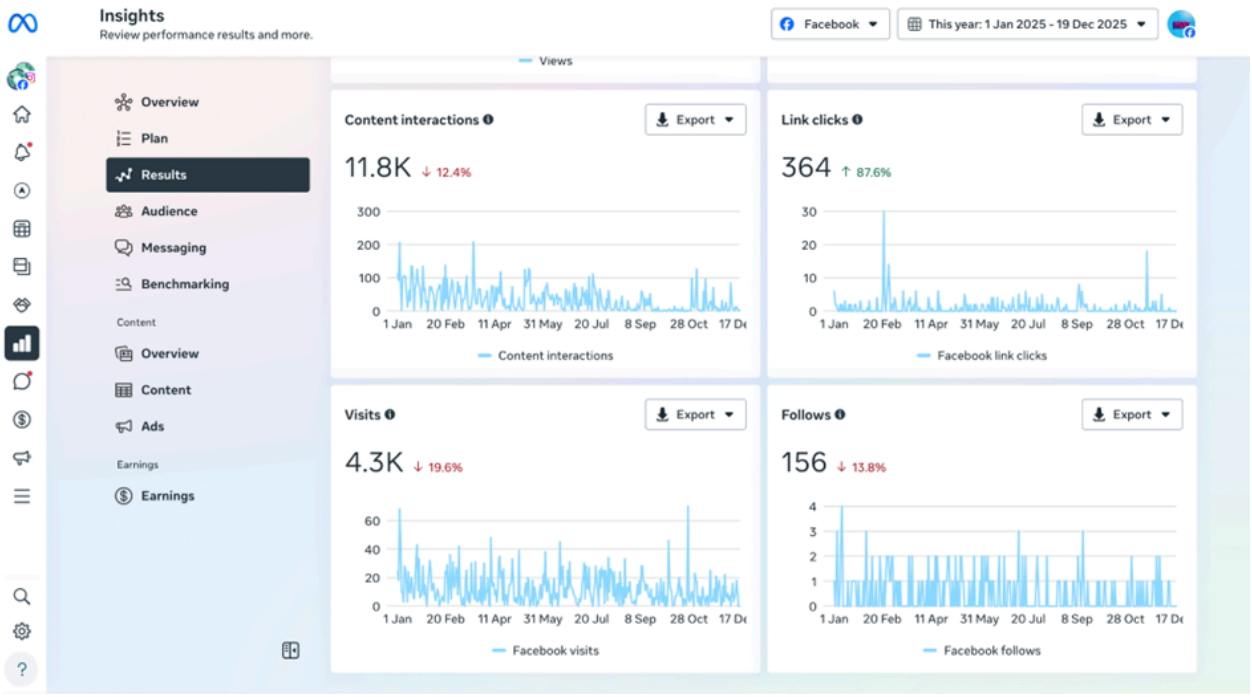
Top 25 pages in 2025 - Website - Google Analytics (https://thrivabilitymatters.org/)

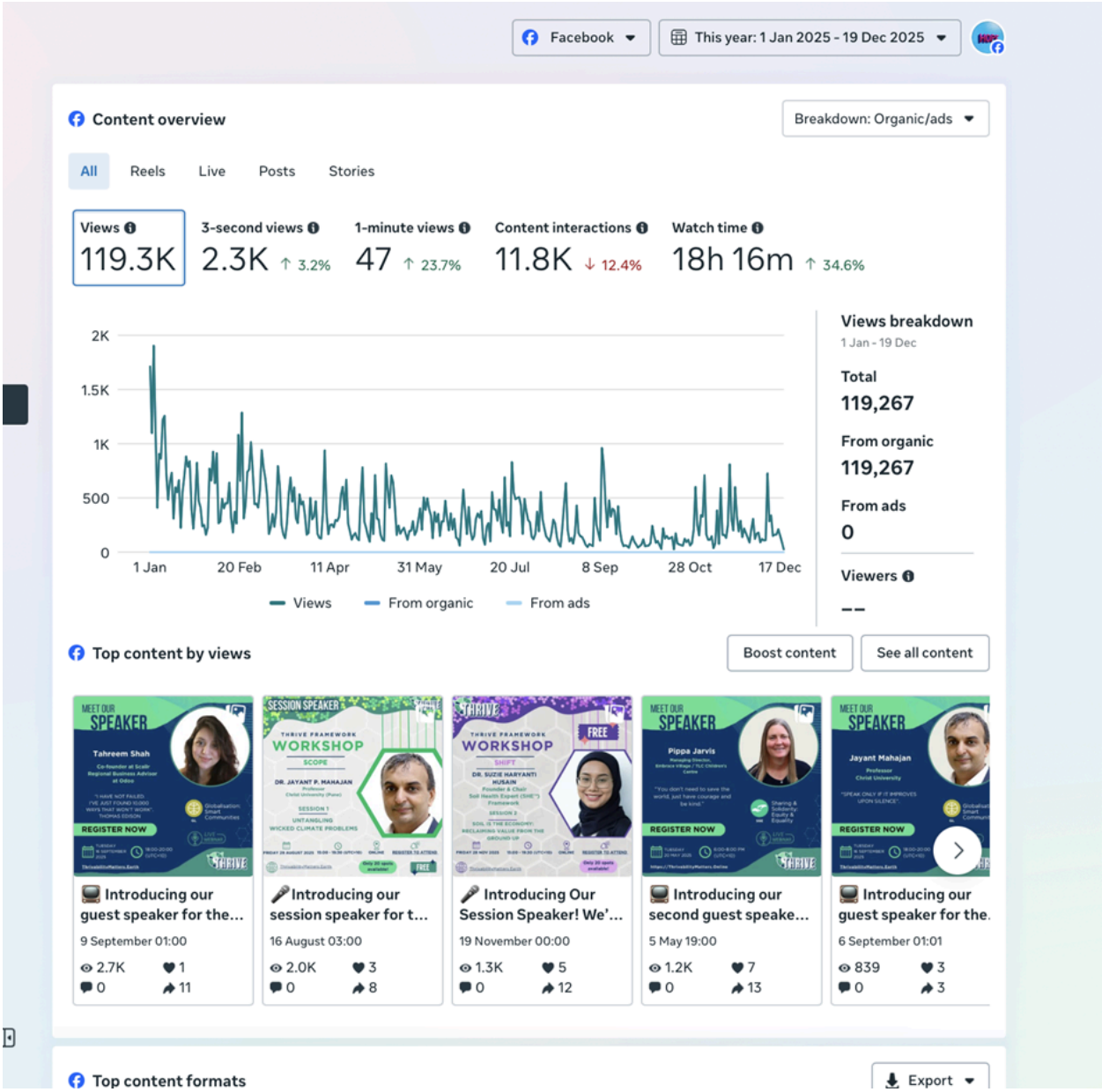
Pages and screens: Page title and screen name

		Page title and screen name	Views	Active users	Views per active user	Average engagement time per active user
		Total	81,218 100% of total	43,983 100% of total	1.85 Avg 0%	1m 21s Avg 0%
	1	Home | THRIVE Project	8,610 (10.6%)	5,053 (11.49%)	1.70	1m 18s
	2	Volunteer | THRIVE Project	7,169 (8.83%)	3,840 (8.73%)	1.87	53s
	3	Colonial Legacies: Political And Economic Inequalities | THRIVE Project	1,965 (2.42%)	1,415 (3.22%)	1.39	1m 13s
	4	Why Thrifting is Good for the Environment | THRIVE Project	1,707 (2.1%)	1,141 (2.59%)	1.50	1m 31s
	5	About | THRIVE Project	1,637 (2.02%)	1,122 (2.55%)	1.46	1m 23s
	6	Earthships: A Sustainable Home for climate change | THRIVE Project	1,355 (1.67%)	1,154 (2.62%)	1.17	59s
	7	Thrivability Matters Webinar | THRIVE Project	1,334 (1.64%)	694 (1.58%)	1.92	47s
	8	Equitable Access to Education: A Key to Inclusive Economic Growth | THRIVE Project	1,203 (1.48%)	870 (1.98%)	1.38	1m 16s
	9	Conflict And Education: The Impacts | THRIVE Project	905 (1.11%)	597 (1.36%)	1.52	1m 18s
	10	Articles | THRIVE Project	846 (1.04%)	340 (0.77%)	2.49	1m 05s
	11	Page not found | THRIVE Project	792 (0.98%)	504 (1.15%)	1.57	12s
	12	What is wind energy? Advantages and disadvantages | THRIVE Project	774 (0.95%)	617 (1.4%)	1.25	1m 12s
	13	Private Schools And The Education Gap: What's The Answer? | THRIVE Project	709 (0.87%)	523 (1.19%)	1.36	1m 05s
	14	Why Technology Is A Necessity | THRIVE Project	704 (0.87%)	583 (1.33%)	1.21	40s
	15	Eco-friendly Labels: What's Really in the Package? | THRIVE Project	650 (0.8%)	538 (1.22%)	1.21	44s
	16	Five Ways Technology Is Eradicating Global Poverty | THRIVE Project	620 (0.76%)	474 (1.08%)	1.31	1m 33s
	17	The Impact Of Scuba Diving On Coral Reefs | THRIVE Project	592 (0.73%)	385 (0.88%)	1.54	1m 27s
	18	Universal Design for Learning: A Framework for Classroom Inclusivity | THRIVE Project	562 (0.69%)	432 (0.98%)	1.30	1m 12s
	19	What To Do About The Issue Of Microplastics In Food | THRIVE Project	533 (0.66%)	415 (0.94%)	1.28	55s
	20	THRIVE Framework Workshop | THRIVE Project	531 (0.65%)	348 (0.79%)	1.53	49s
	21	Accessible Campus Facilities: Making Education More Inclusive | THRIVE Project	517 (0.64%)	370 (0.84%)	1.40	1m 00s
	22	Why Is Environmental Education So Important? | THRIVE Project	515 (0.63%)	420 (0.95%)	1.23	29s
	23	Urban Slums: How to Sustainably Fix the Problem | THRIVE Project	513 (0.63%)	399 (0.91%)	1.29	1m 08s
	24	The Importance Of Social And Emotional Development In Children | THRIVE Project	503 (0.62%)	405 (0.92%)	1.24	1m 18s
	25	Contact Us | THRIVE Project	498 (0.61%)	355 (0.81%)	1.40	1m 14s

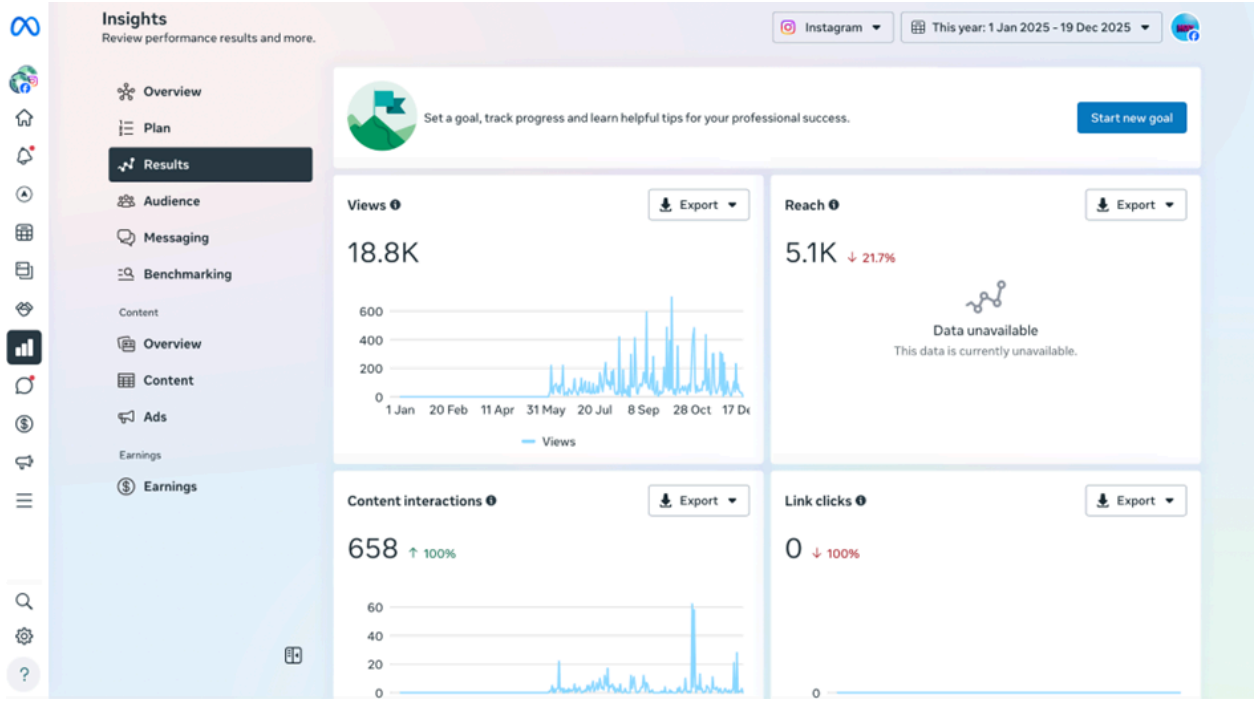
Facebook

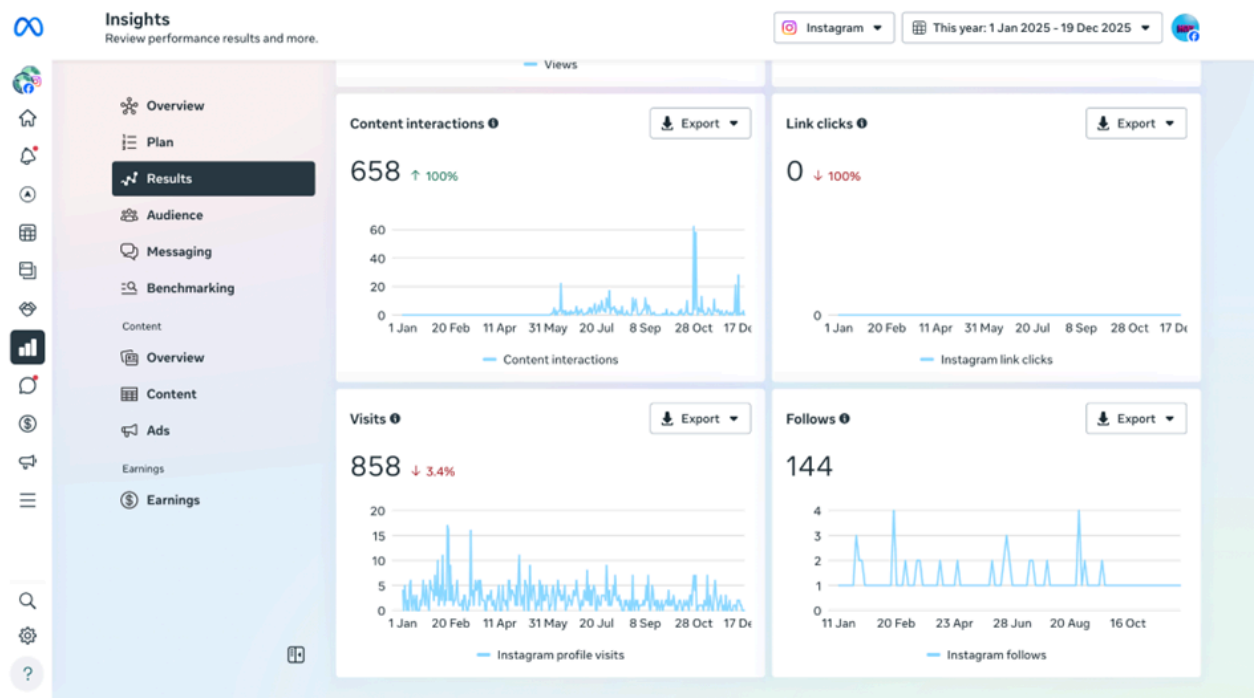

business.facebook.com
Start Page
Insights
Review performance results and more.
Facebook
This year: 1 Jan 2025 - 19 Dec 2025
Overview
Plan
Results
Audience
Messaging
Benchmarking
Content
Overview
Content
Ads
Earnings
Earnings
Views
Export
119.3K
2K
1.5K
1K
500
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Views
Viewers
Export
--
Data unavailable
This data is currently unavailable.
Content interactions
Export
11.8K
12.4%
300
200
100
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Content interactions
Link clicks
Export
364
87.6%
30
20
10
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Facebook link clicks

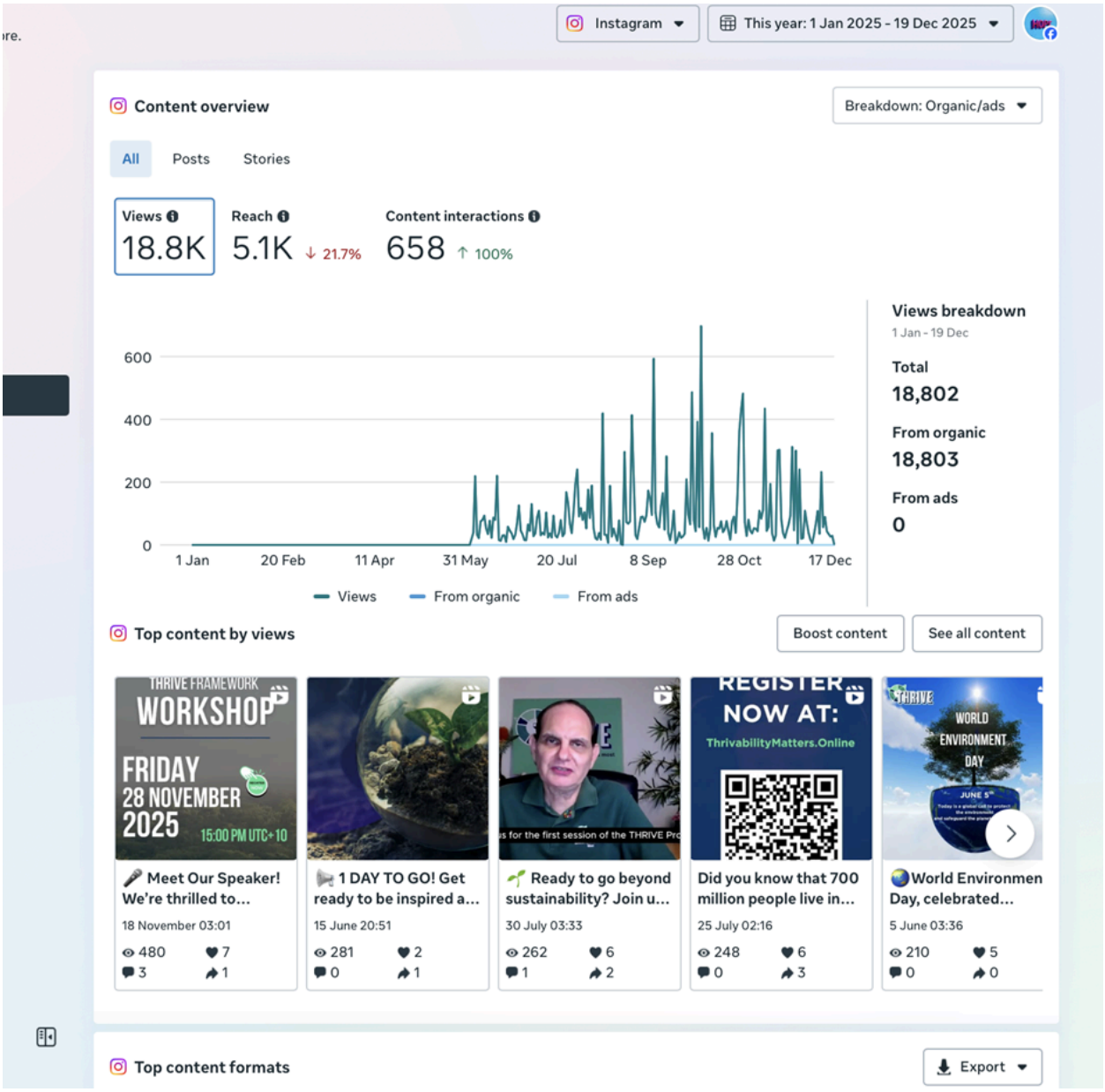

Insights
Review performance results and more.
Facebook
This year: 1 Jan 2025 - 19 Dec 2025
Overview
Plan
Results
Audience
Messaging
Benchmarking
Content
Overview
Content
Ads
Earnings
Earnings
Views
Content interactions
Export
11.8K
12.4%
300
200
100
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Content interactions
Link clicks
Export
364
87.6%
30
20
10
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Facebook link clicks
Visits
Export
4.3K
19.6%
60
40
20
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Facebook visits
Follows
Export
156
13.8%
4
3
2
1
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 D
Facebook follows


Facebook
This year: 1 Jan 2025 - 19 Dec 2025
Content overview
Breakdown: Organic/ads
All
Reels
Live
Posts
Stories
Views
119.3K
3-second views
2.3K ↑ 3.2%
1-minute views
47 ↑ 23.7%
Content interactions
11.8K ↓ 12.4%
Watch time
18h 16m ↑ 34.6%
2K
1.5K
1K
500
0
1 Jan
20 Feb
11 Apr
31 May
20 Jul
8 Sep
28 Oct
17 Dec
Views
From organic
From ads
Views breakdown
1 Jan - 19 Dec
Total
119,267
From organic
119,267
From ads
0
Viewers
--
Top content by views
Boost content
See all content
Introducing our guest speaker for the...
9 September 01:00
2.7K 1 0 11
Introducing our session speaker for t...
16 August 03:00
2.0K 3 0 8
Introducing Our Session Speaker! We'...
19 November 00:00
1.3K 5 0 12
Introducing our second guest speake...
5 May 19:00
1.2K 7 0 13
Introducing our guest speaker for the.
6 September 01:01
839 3 0 3
Top content formats
Export

Instagram


Insights
Review performance results and more.
Instagram
This year: 1 Jan 2025 - 19 Dec 2025
Overview
Plan
Results
Audience
Messaging
Benchmarking
Content
Overview
Content
Ads
Earnings
Earnings
Set a goal, track progress and learn helpful tips for your professional success.
Start new goal
Views
Export
18.8K
600
400
200
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 De
Views
Reach
Export
5.1K ↓ 21.7%
Data unavailable
This data is currently unavailable.
Content interactions
Export
658 ↑ 100%
60
40
20
0
Link clicks
Export
0 ↓ 100%
0


Insights
Review performance results and more.
Instagram
This year: 1 Jan 2025 - 19 Dec 2025
Views
Overview
Plan
Results
Audience
Messaging
Benchmarking
Content
Overview
Content
Ads
Earnings
Earnings
Content interactions
Export
658 ↑ 100%
60
40
20
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 De
Content interactions
Link clicks
Export
0 ↓ 100%
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 De
Instagram link clicks
Visits
Export
858 ↓ 3.4%
20
15
10
5
0
1 Jan 20 Feb 11 Apr 31 May 20 Jul 8 Sep 28 Oct 17 De
Instagram profile visits
Follows
Export
144
4
3
2
1
0
11 Jan 20 Feb 23 Apr 28 Jun 20 Aug 16 Oct
Instagram follows


Instagram
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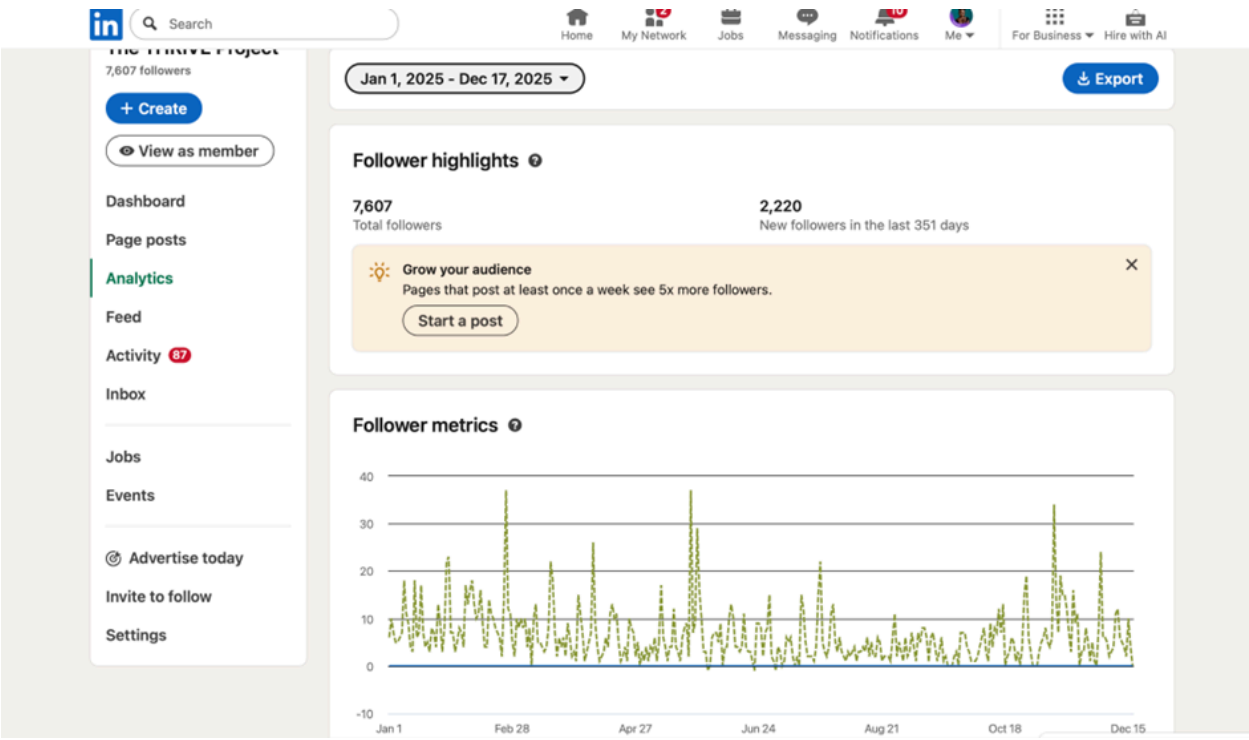
Content overview
Breakdown: Organic/ads
All
Posts
Stories
Views
18.8K
Reach
5.1K
21.7%
Content interactions
658
100%
600
400
200
0
1 Jan
20 Feb
11 Apr
31 May
20 Jul
8 Sep
28 Oct
17 Dec
Views
From organic
From ads
Views breakdown
1 Jan - 19 Dec
Total
18,802
From organic
18,803
From ads
0
Top content by views
Boost content
See all content
THRIVE FRAMEWORK
WORKSHOP
FRIDAY
28 NOVEMBER
2025
15:00 PM UTC+10
Meet Our Speaker! We're thrilled to...
18 November 03:01
480
7
3
1
1 DAY TO GO! Get ready to be inspired a...
15 June 20:51
281
2
0
1
Ready to go beyond sustainability? Join u...
30 July 03:33
262
6
1
2
REGISTER NOW AT:
ThrivabilityMatters.Online
Did you know that 700 million people live in...
25 July 02:16
248
6
0
3
WORLD ENVIRONMENT DAY
JUNE 5
World Environmen Day, celebrated...
5 June 03:36
210
5
0
0
Top content formats
Export

LinkedIn


Search
Home
My Network
Jobs
Messaging
Notifications
Me
For Business
Hire with AI
7,607 followers
+ Create
View as member
Dashboard
Page posts
Analytics
Feed
Activity 87
Inbox
Jobs
Events
Advertise today
Invite to follow
Settings
Jan 1, 2025 - Dec 17, 2025
Export
Follower highlights
7,607
Total followers
2,220
New followers in the last 351 days
Grow your audience
Pages that post at least once a week see 5x more followers.
Start a post
Follower metrics
40
30
20
10
0
-10
Jan 1
Feb 28
Apr 27
Jun 24
Aug 21
Oct 18
Dec 15

Follower demographics

Location

Greater Melbourne Area, Australia · 660 (8.7%)

Greater Sydney Area, Australia · 603 (7.9%)

Greater Brisbane Area, Australia · 523 (6.9%)

Greater Perth Area, Australia · 208 (2.7%)

Greater Adelaide Area, Australia · 171 (2.2%)

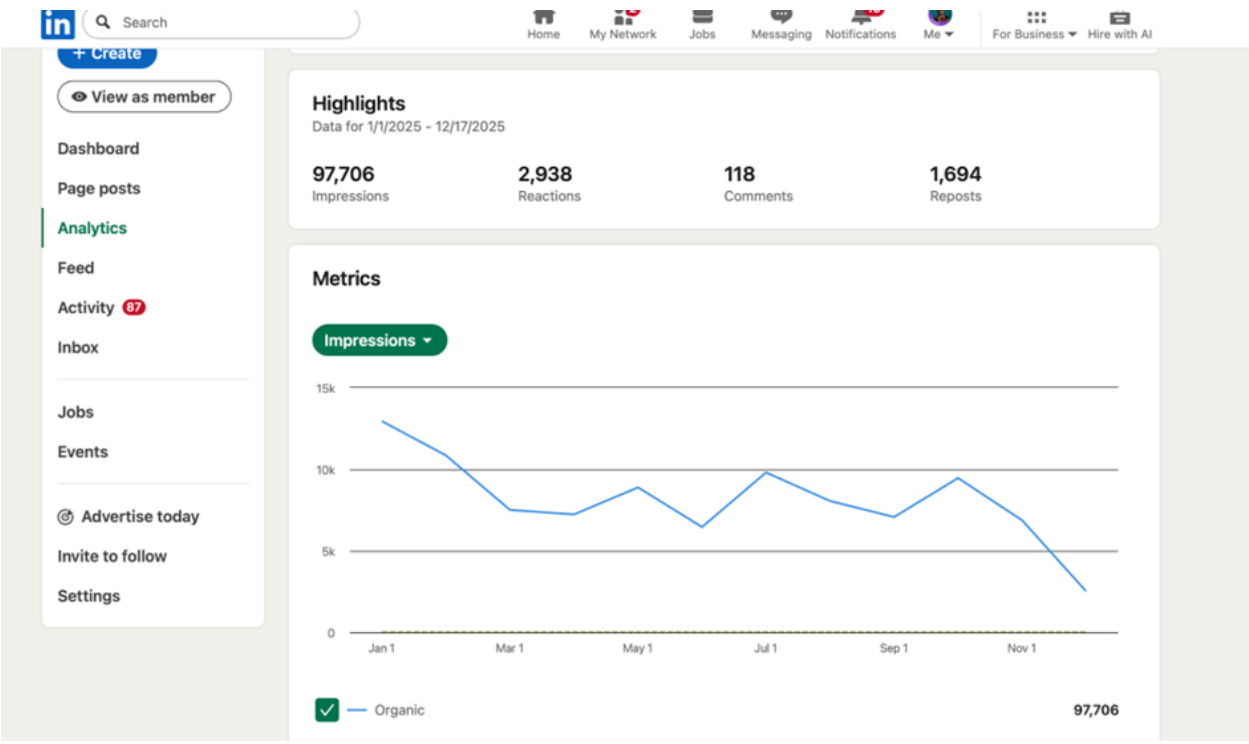
Greater Delhi Area, India · 123 (1.6%)

Nairobi County, Kenya · 102 (1.3%)

Greater Bengaluru Area, India · 82 (1.1%)

Gold Coast, Australia · 78 (1%)

London Area, United Kingdom, United Kingdom · 71 (< 1%)



Relevant Channels

Team members should engage with these channels:

- #analytics – Providing data-driven insights to inform strategy.
- #newsletter – Publish curated content distribution and engagement.
- #tm-website – Designing content structure and optimization.
- #storytellers – Ensuring relatable narrative consistency and impact.
- #brisbane-waterwise – Providing Brisbane waterway updates and maintaining the dashboard.
- #didyouknow – Producing engaging educational video content.
- #engagement – Managing audience outreach, partnerships, and speaker engagement.
- #marketing – Ensuring alignment of promotional messaging with brand strategy.
- #media-distribution – Overseeing multi-platform content dissemination.
- #multimedia – Coordinating visual, audio, and video content production.
- #social-media – Ensuring platform-specific content optimization.
- #researchers – Providing expert insights and fact-checking for content accuracy.
- #ocean-governance – Contributing expertise on marine sustainability and governance.
- #smart-communities – Offering insights on sustainable urban development and communities.
- #biodiversity-nature – Focusing on environmental conservation and biodiversity topics.

Links and Resources

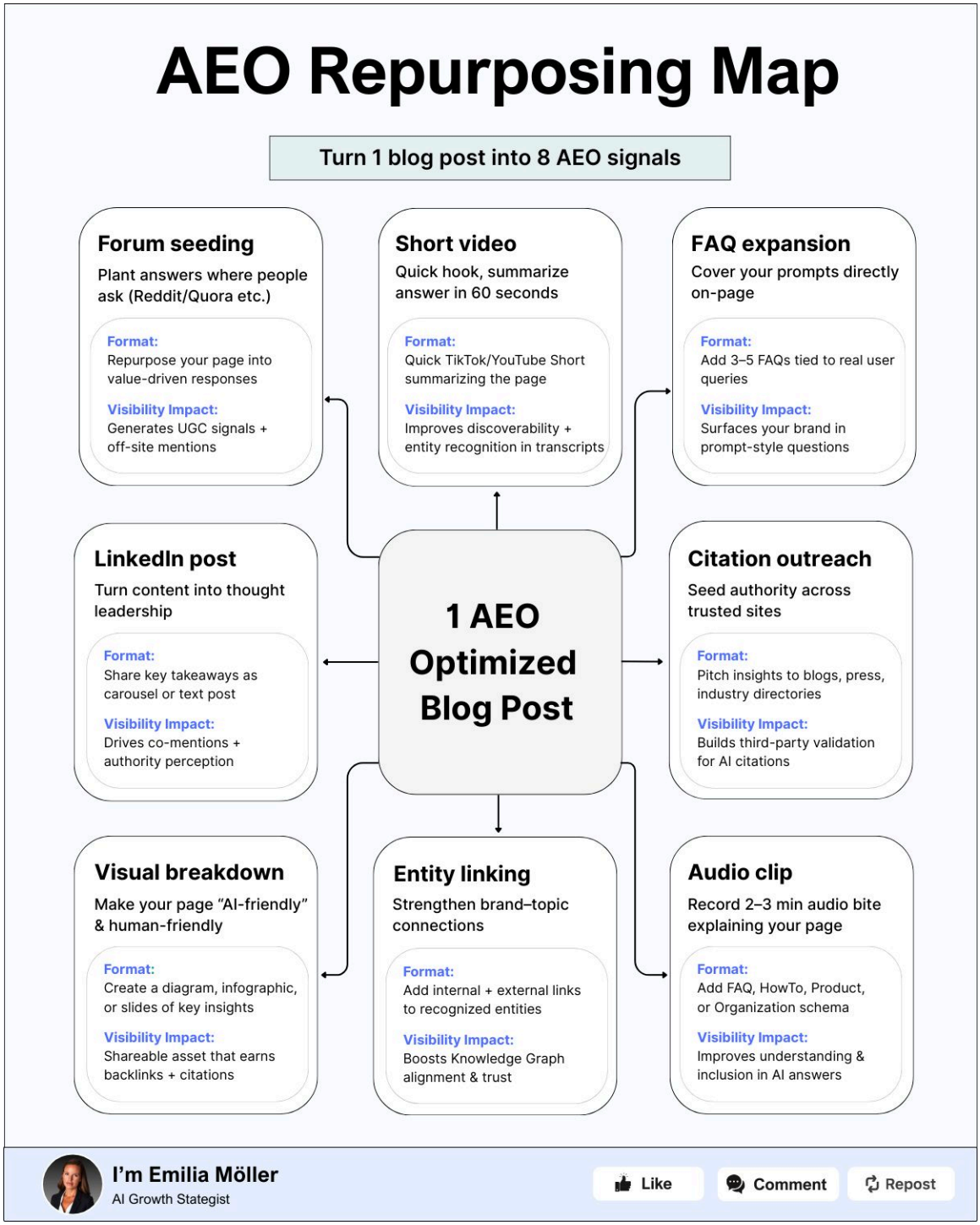
Here is a list of resources referred to in this guide. If something is missing, or needs to be updated, you are welcome to change it in the living document.

Otherwise, let the #wiki Slack channel know.

Links & Resources
CCC - Content Curation Calendar
Audio-Visual Content Brief- outlines the objectives, target audience, key messages, technical specifications, and creative direction for producing engaging and effective video or audio content.
Content Creation Form
Content Creation Form - Responses
Researcher/Brainstorm Tracker
Brand and Media Guidelines- a comprehensive document outlining the proper use of the logo, official color palette, typography, and overall brand identity to ensure consistency across all media and communications.
Permalinks & UTM Codes
Analytics Dashboard https://lookerstudio.google.com/s/kjsY8sO2ffs Old – Can we add new one?
Analytics Dashboard New – Can we add new one?
Canva Guidelines: Doc
Google Assets (Google Analytics, Search Console, etc)
Target Audience Personas – Key demographics and audience insights.
TP Internal Codes for WP Tags
Optimise Content for AEO
THRIVE Events

Reference Materials

AEO Repurposing Map



Monthly Themes

January

Discoveries (DI)

Education, Employment & Economies

SDG4 & SDG8 – Quality Education & Decent Work & Economic Growth // Discoveries



Read more →

February

Strategies (SP)

Production & Consumption

SDG12 – Responsible Consumption & Production // Sustainable Business Models



Read more →

March

Metrics (SM)

Health & Well-Being

SDG3 – Good Health and Well-Being // Sustainability Metrics



Read more →

April

Climate Action (CA)

Mitigation & Adaptation

SDG13 – Climate Action // Mitigation and Adaptation



Read more →

May

Sharing & Solidarity (SE)

Equity & Equality

SDG5 & SDG10 – Gender Equality & Reduced Inequalities // Sharing & Solidarity Economy



Read more →

June

The Biosphere (TB)

Water, Sanitation & Pollution

SDG6 – Clean Water and Sanitation // The Biosphere



Read more →

July

Infrastructure (IN)

Thrivable Living

SDG9 – Industry, Innovation and Infrastructure // Sustainable Living



Read more →

August

Life on Earth (LE)

Human Impacts

SDG14 & SDG15 – Life Below Water & Life on Land // The Anthropocene



Read more →

September

Globalisation (GL)

Smart Communities

SDG11 – Sustainable Cities and Communities // Globalisation



Read more →

October

Innovation (IP)

Poverty, Hunger & Livelihoods

SDG1 & SDG2 – No Poverty & Zero Hunger // Innovative Policies



Read more →

November

Science & Technology (ST)

Energy & Material Flows

SDG7 – Affordable and Clean Energy // Science & Technology



Read more →

December

Policies (PP)

Peace, Justice & Partnerships

SDG16 & SDG17 – Peace, Justice and Strong Institutions & Partnerships for the Goals // Sustainable Policies



Read more →

Updates & Revisions

Changes to content strategy guidelines should be documented here, with a date and summary of the updates.

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Maria	**v1.0**	First Draft	To reflect evolving organizational focus, new research, and upcoming content, ensuring alignment and relevance.	**20/02/2025**
Becca	**v1.2**		Removed old links	**05/05/2025**
Ollie	**v1.3**	Added new content, reformatted document		**12/11/2025**
Ollie	**v1.3.1**	Drafted workflow, SOP for Content Planning		**22/11/2025**
Ollie	**v1.3.2**	Added 2026 major campaign themes and high level content plan		**06/12/2025**
Ollie	**v1.3.3**	Updated 2026 OKR for social media	Utilising 2025 data	**20/12/2025**