Content creation is a team sport

Creating inclusive narratives

Global Intranet Forum
New York, NY
October 26, 2017

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How do you get “on the same page”?

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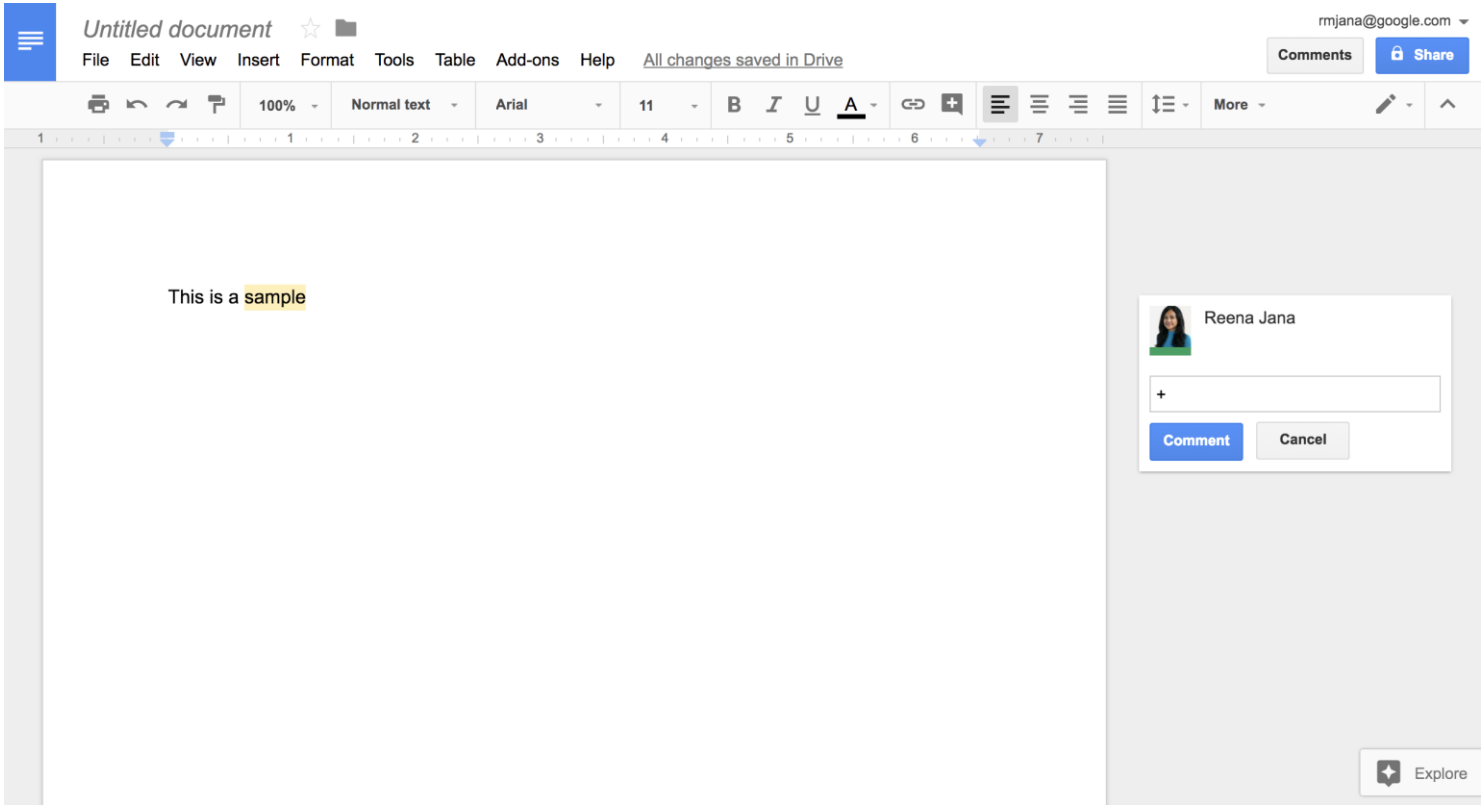
Start on a page.



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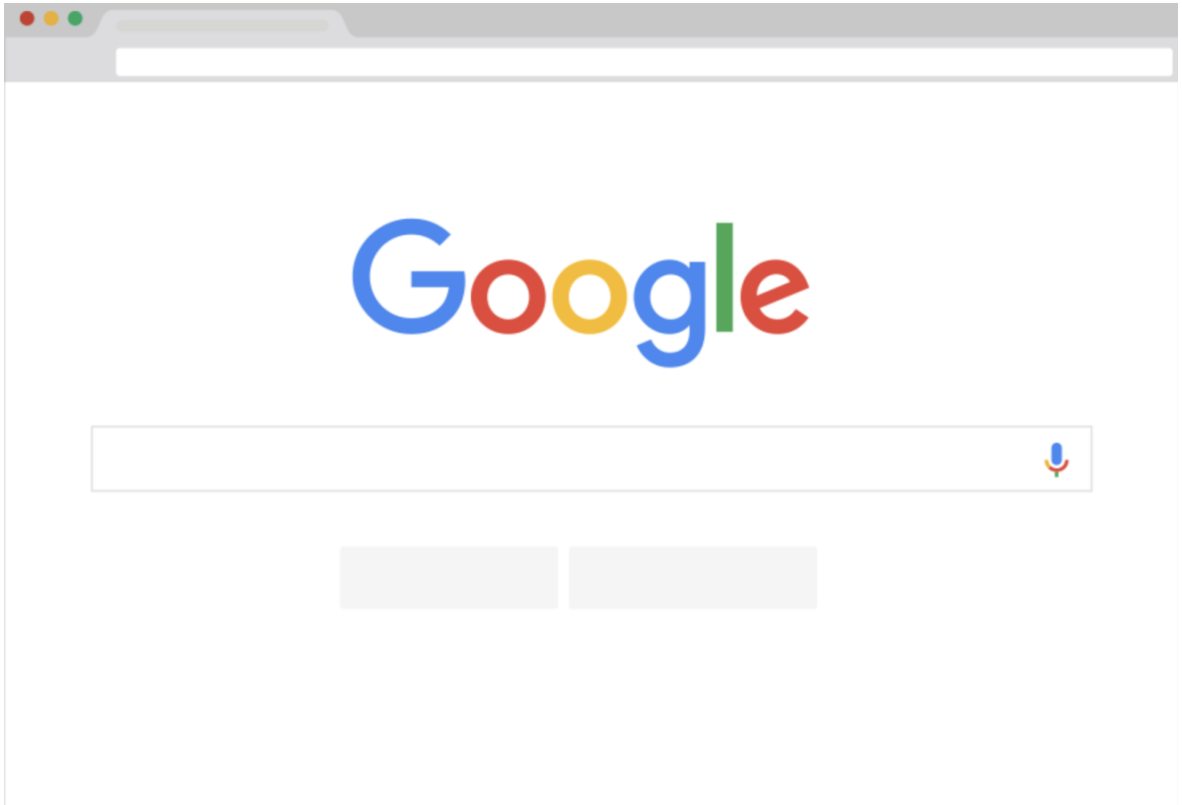
Explore what exists.



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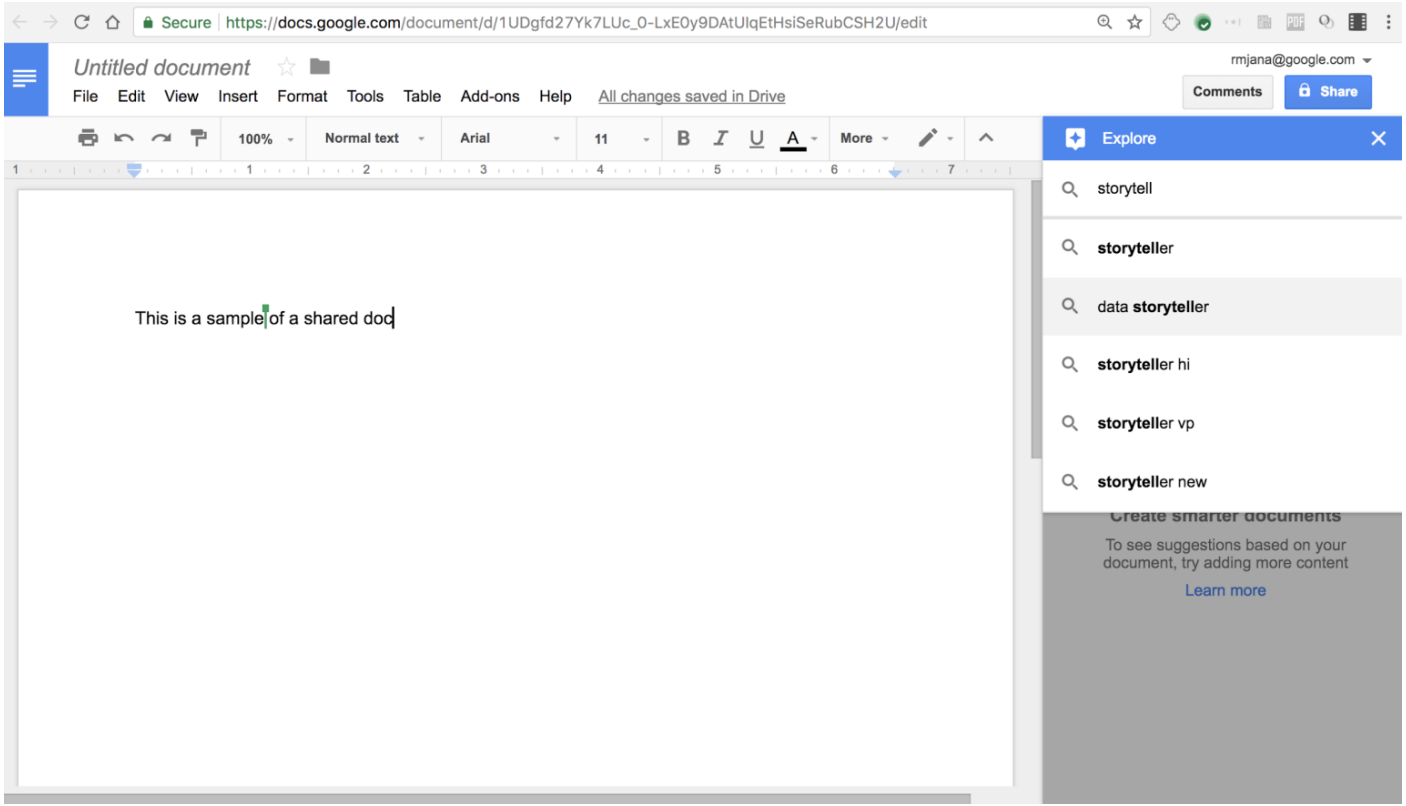
Search for unexpected sources.



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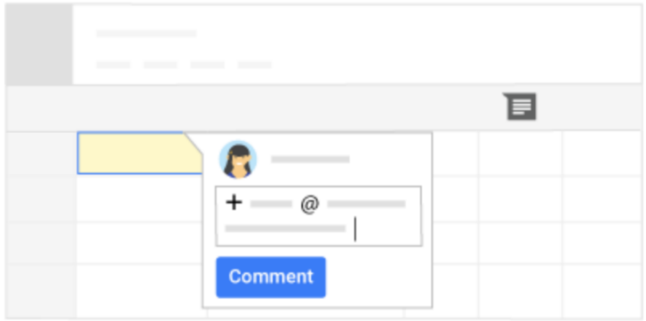
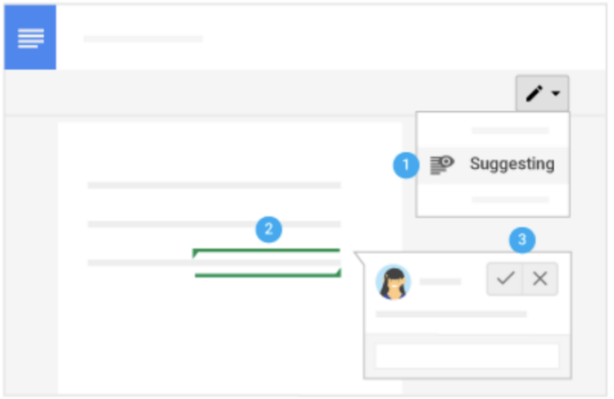
Open up to comments and suggestions.





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How can we apply an inclusive lens?

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Give everyone an equal voice.

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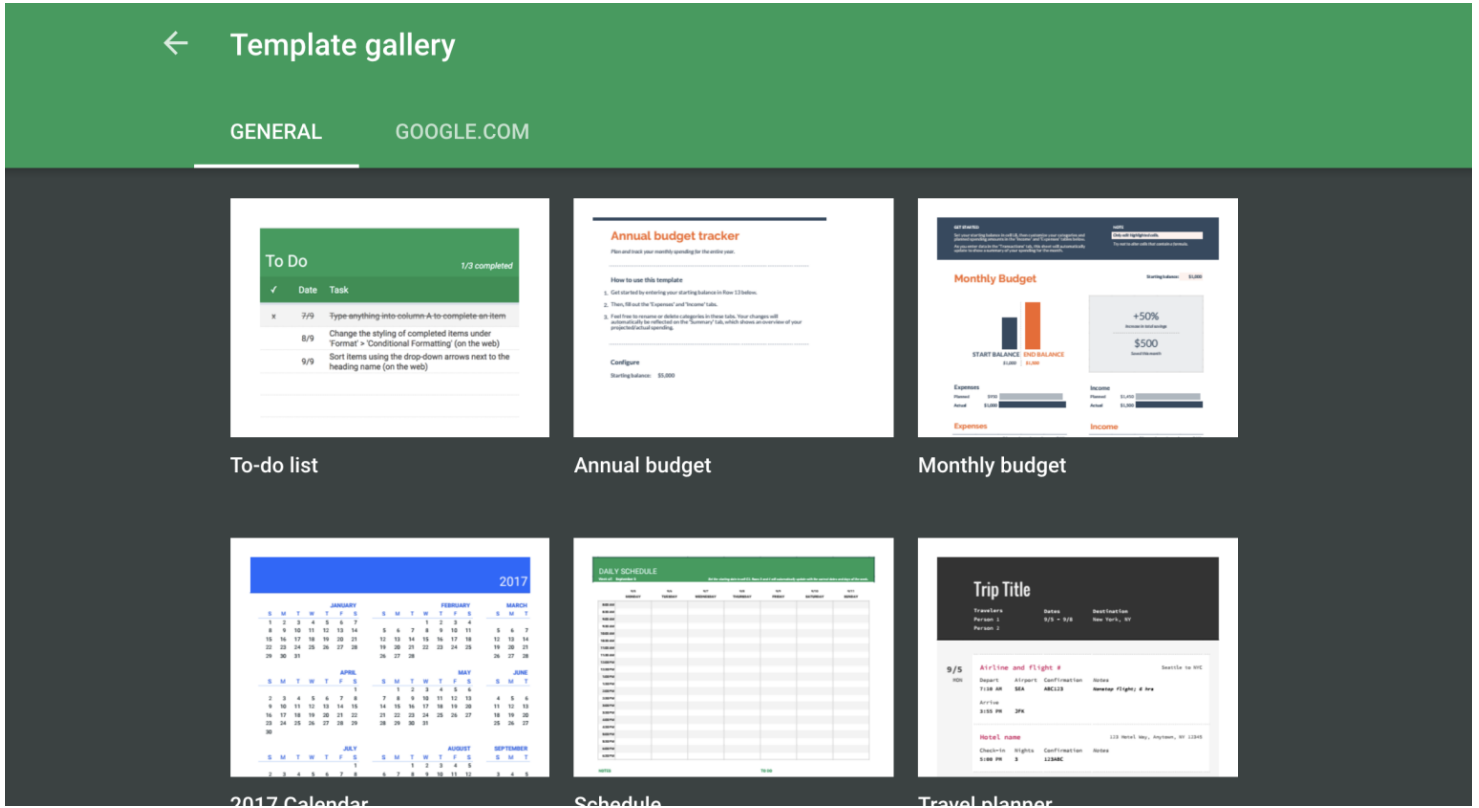
Use spreadsheets to manage content.



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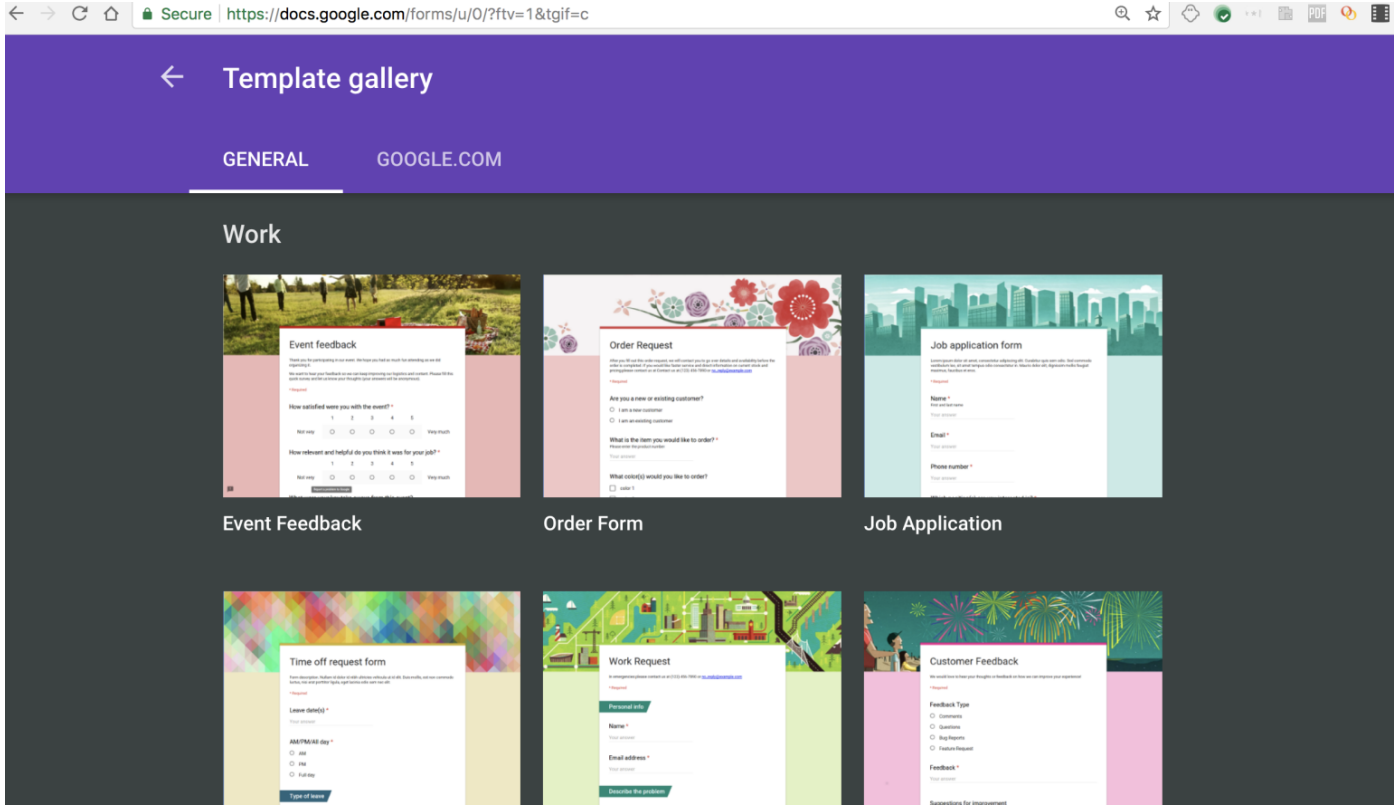
Use forms to manage Q&As and templatize content.



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Invite everyone to a deadline.

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Try using the same content in various formats.

form answer → article → e-mail newsletter snippet → video snippet → quote on program's "intranet" site

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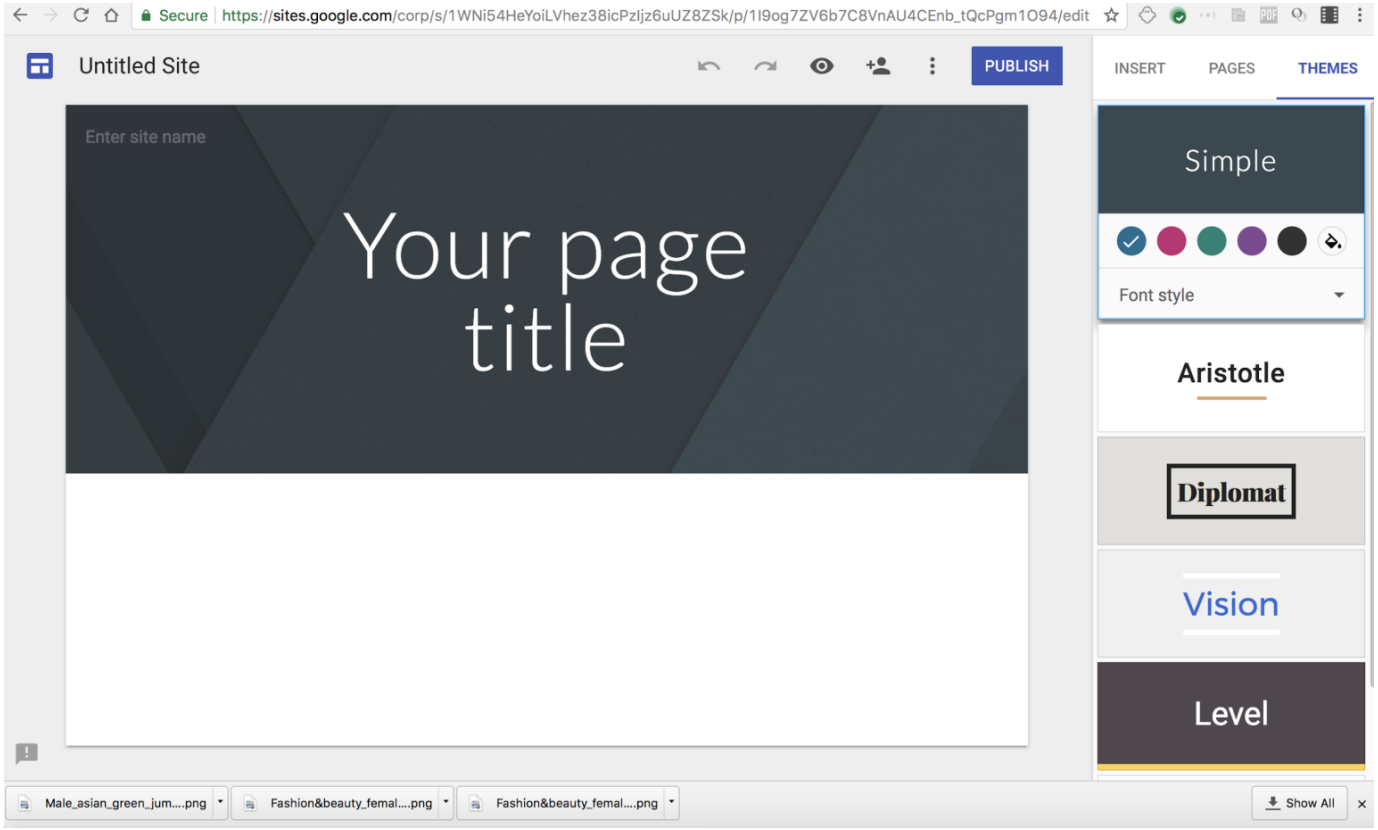
Create a site from a template.



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Test with inclusive groups of people.

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How do we know what success looks like?

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Think like consumer-facing site producers.

Make feedback easy.

Capture data.

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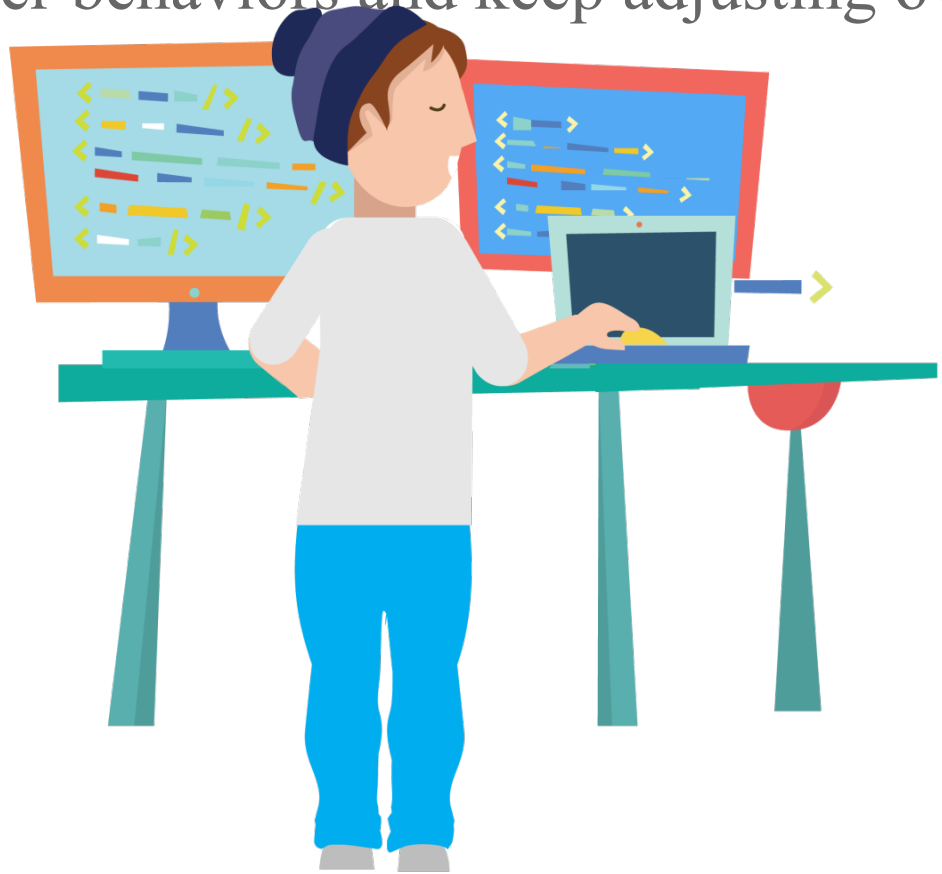
Understand user behaviors and keep adjusting over time.



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How can we get more creative?

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Experiment with formats.

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“Bank” stories.

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Meet Natasia. She's the founder and CEO of Wyzerr, a small business that makes survey software.

- Cloud Natural Language API helps the Wyzerr team create summaries of customer behaviors to cluster feedback and create "topics" based on patterns

- Cloud ML Engine helps the Wyzerr team predict what customer experiences companies need to focus on for improvement

Google

Images courtesy Wyzerr

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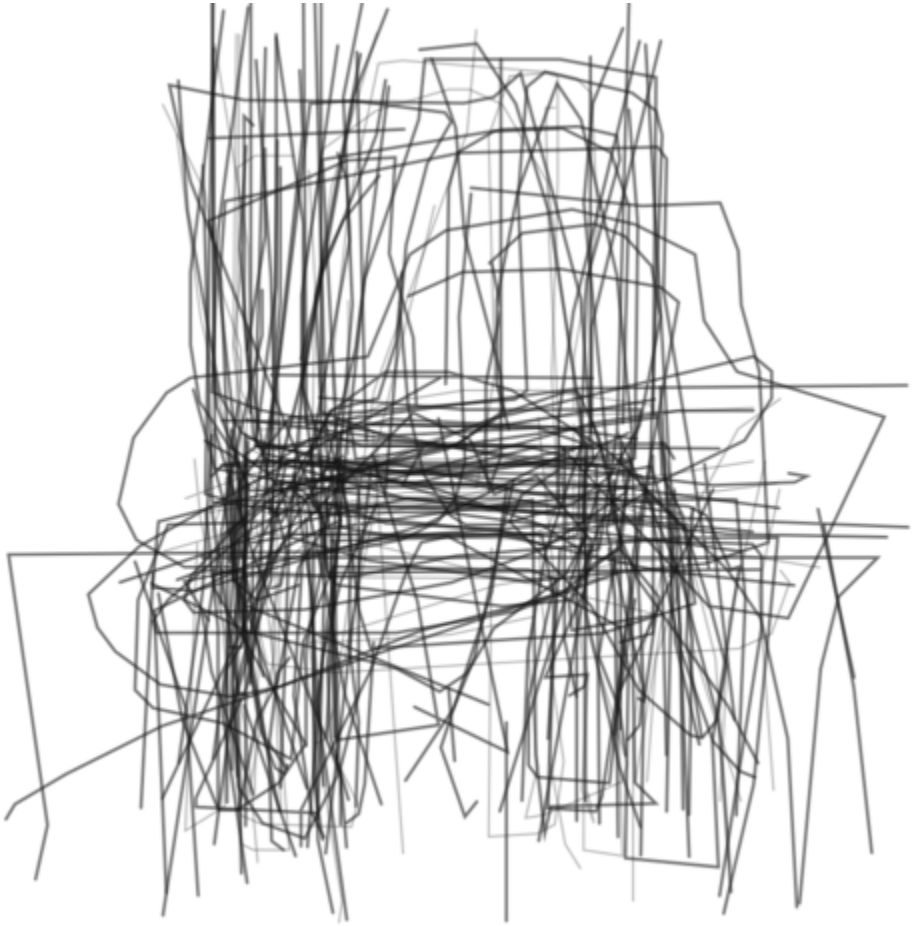
Look for new, inclusive tools & data for inspiration.



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Can a neural network learn to recognize doodling?

Help teach it by adding your drawings to the world's largest doodling data set, shared publicly to help with machine learning research.

Let's Draw!

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https://youtu.be/X8v1GWzZYJ4

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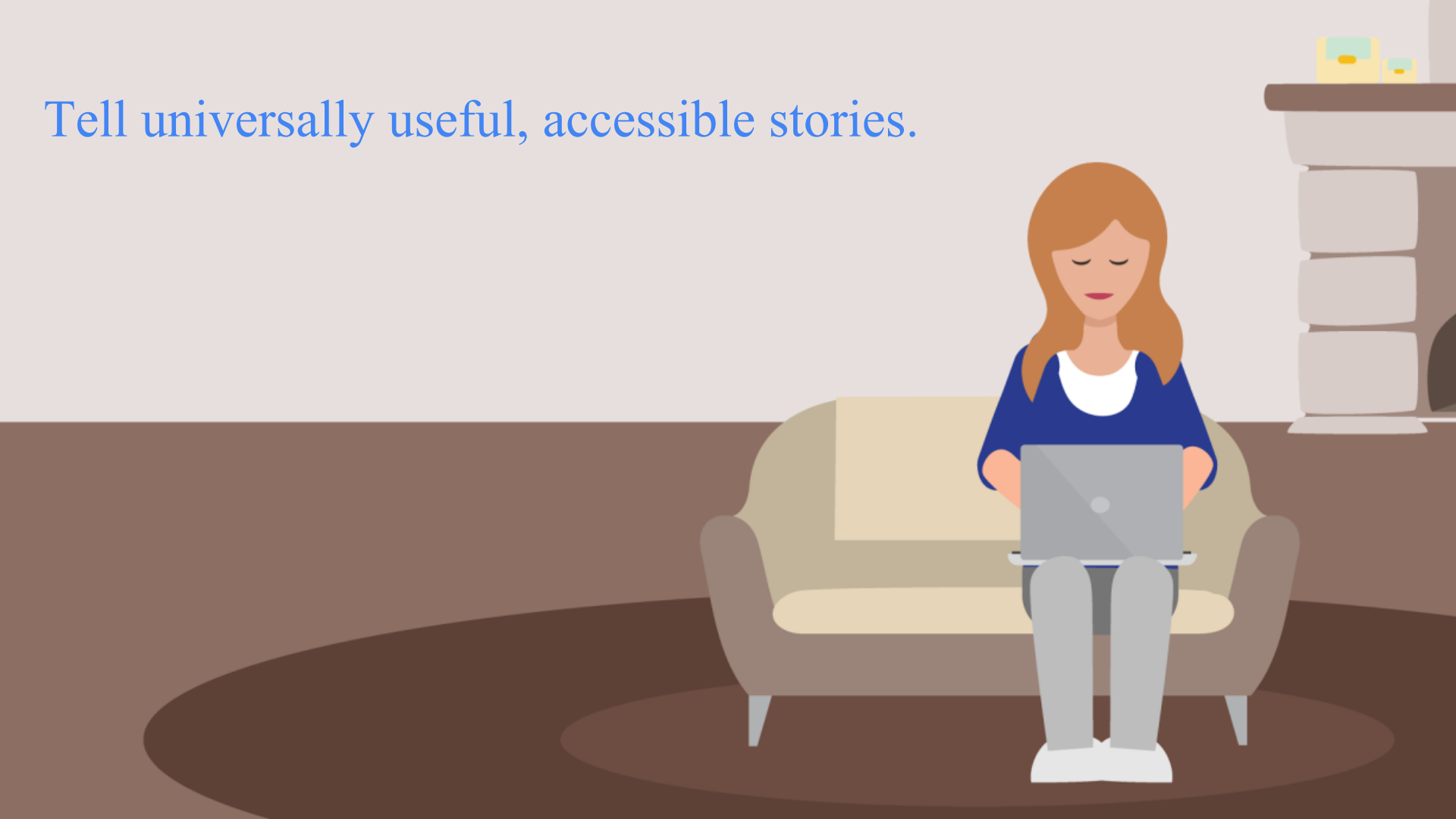
Tell universally useful, accessible stories.



Thank you!

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