

The journey to brand journalism moves along two parallel paths:

1. On one path, we're doing the deliberate and sometimes time-consuming work of creating a workable and sustainable structure and process to support creative storytelling tied to the brand. There's much to do here, as some of this work includes collaboration with other departments, such as IT and leadership.
2. On the other path, we're diving in to create content that resonates with your many audiences, publishing it and promoting it widely. We're showing what brand journalism can do.

The idea here is that we should start publishing great stories even as we're building our brand journalism presence. There's no need to wait.

Path 1

- Fine-tune the business case with leadership and uninitiated colleagues.
- Win acceptance from other teams, leaders and partners (including IT).
- Create an editorial structure (Brandjo org chart).
- Develop editorial standards for content and distribute them widely.
- Develop editorial process and workflow, from story conception, to execution, to review, to publication and distribution.
- Cross-train the content team in writing, editing, photography, video, infographics.
- Conceive, design and build your digital content platform.
- Develop, design and build e-newsletter for content platform.
- Build social media strategy.
- Develop a marketing plan and strategy to distribute content broadly.

Path 2

- Begin holding regular news meetings, in this order:
 - Weekly, to brainstorm stories we can do ourselves
 - Monthly, to draw ideas from the other comms functions, including marketing and internal
 - Daily, as we head toward our launch of the platform
- Report, write and produce (with coaching and editing from RCG).
- Prepare temporary home for this content.
- Promote stories widely in all channels:
 - Social
 - Media pitching
 - Internally
 - Other third parties
- Wash, rinse, repeat.