Content Strategy
Playbook

07.31.17

CONTENT STRATEGY PLAYBOOK: CONTENTS

ABOUT THIS DOCUMENT

This Content Strategy Playbook is meant to provide editorial guidelines when using the new Solution Page templates.

The new template is divided into two main areas: Help instructions created by and a Community Q&A area, where users can post related questions and help their peers.

Use this guide as a writing reference for this new template in conjunction with the Help Style Guide and Brand Guidelines materials.

Voice, Tone, and Media Usage

VOICE AND TONE

Our editorial voice reflects our brand personality tenets: It is **simple**, **forward-thinking** and **inspiring**, and seeks to foster an emotional **connection** with the community. Therefore, it must contain life and compel a reaction.

We expect a certain level of intelligence from our audience, avoiding lowest-common-denominator communication. Visuals and type should not compete, but support each other. We are **direct** and **confident**, bold yet not boastful. In display type, the voice should speak peer-to-peer and focus on real-world value rather than technical features.

We speak **conversationally**. We express a passion for technology, but also an understanding that innovation is nothing without customer benefit. We have a strong voice that understands customer needs, leads changes, and commands **trust**.

Source: *Corporate Brand Guidelines*

VOICE AND TONE: VOICE SCALE

Voice is a balancing act that positions the solutions pages within a larger spectrum that our customers will experience online. Use the following scale to help find the right voice and tone.

Not here	Voice Attribute	Not here
Jargony/Technical	Simple	Simplistic
Prescriptive	Collaborative	Chummy/Chatty
Formulaic	Forward-Thinking	Revolutionary
Content	Inspiring	Overzealous
Imperative	Direct	Condescending
Convinced	Confident/Bold	Boastful
Formal	Conversational	Colloquial
Loose	Trustworthy	Affected

VOICE AND TONE: VOICE SCALE COPY SAMPLES

NOT CORRECT	CORRECT	NOT CORRECT
Jargony/Technical	**Simple**	Simplistic
Ascertain whether or not your next-gen computing device has sufficient computer data storage space available.	Verify that you have enough disc space.	Check your disk.
This example contains overly-specific, and/or non-accessible industry language regular people would never use.	*This example clearly communicates the step, in precise, accurate language.*	*This example doesn't offer enough information and could be easily misunderstood.*
Prescriptive	**Collaborative**	Chummy/Chatty
If you are seeing "_ERROR=13", "Exit code: 15 Media DB Sync failed.", or "Download error. Press Retry to try again or contact customer support. (403)", click on the arrow below and follow steps 1 through 5 to rectify the problem as quickly as possible.	If you're seeing download, installation, or launch errors, follow the steps below to quickly resolve them.	Hey, if you just keep seeing download, installation, or launch errors, follow the super-easy steps below, and you'll be just fine!
This example goes into too much detail that the reader doesn't really need at this point in the solution process.	*This example clearly conveys that is the reader's dependable ally in finding a solution to their issue.*	*This example takes a very casual, non-professional tone, while exaggerating the ease of the solution offered.*

VOICE AND TONE: VOICE SCALE COPY SAMPLES

NOT CORRECT	CORRECT	NOT CORRECT
Formulaic	**Forward-Thinking**	Revolutionary
Learn how to keep your [fill in the blank] and [fill in the blank] up-to-date.	Learn how to keep your billing information and payment method up-to-date.	Learn all the very best practices, and all the smartest ways for easily keeping your billing information and payment method up-to-date.
Using the same sentence structure over and over again, while just swapping-out the key words is formulaic.	*This example lets the reader know a solution is within reach—as would be expected from a technology leader like .*	*This example is trying too hard, and attempting to convey some rather simple instructions in an overly-wrought, overly-complex way.*
Content	**Inspiring**	Overzealous
You may be able to troubleshoot Creative Cloud activation errors, but if you can't, everything will be OK anyway, right?	Troubleshoot Creative Cloud activation errors.	Easily and quickly troubleshoot Creative Cloud activation errors—and never see another activation, ever again.
This example doesn't leave the reader with any confidence that they will actually be able to solve their issue, and underplays the inherent importance of it. *Using the same sentence structure over and over again, while*	*This example simply tells the reader what this solution will help them accomplish, while inspiring them to believe that a real solution is within reach.*	*This example is over-promising, and describing the actual solution in an overly-optimistic, and inaccurate way.* *This example is trying too hard, and attempting to convey some rather simple instructions in an overly-wrought, overly-complex*

VOICE AND TONE: VOICE SCALE COPY SAMPLES

NOT CORRECT	**CORRECT**	**NOT CORRECT**
Imperative	**Direct**	Condescending
Hurry! Update your credit card and billing information now, before it's too late.	Update your credit card and billing information.	Stop procrastinating—update your credit card and billing information.
This example adds some unnecessary urgency and is too overbearing.	*This example is clear, concise, and to the point.*	*This example makes an unfair, offensive, and entirely unnecessary assumption about the reader.*
Formal	**Conversational**	Colloquial
Are you unable to see 'Edit payment details' in the aforementioned section?	Don't see 'Edit payment details'?	So…'Edit payment details' not showing up for you, my friend?
This example is too concerned with formality—and as a result, sounds more stiff, mechanical, and less human.	*This example isn't too casual, and not too formal. It sounds professional, but in a non-stuffy, human way.*	*This example is too casual and sounds less than professional.*
Loose	**Trustworthy**	Affected
Are you unable to see 'Edit payment details' in the aforementioned section?	Don't see 'Edit payment details'?	Hey…'Edit payment details' not showing up for you, my friend?
This example is too concerned with formality—and as a result, sounds more stiff, mechanical, and less human.	*This example isn't too casual, and not too formal. It sounds professional, but in a non-stuffy, human way.*	*This example is too casual and sounds less than professional.*

MEDIA AND IMAGE USAGE GUIDELINES

DO

DON'T

Limit the use of media and images to instances that truly illustrate a complicated process
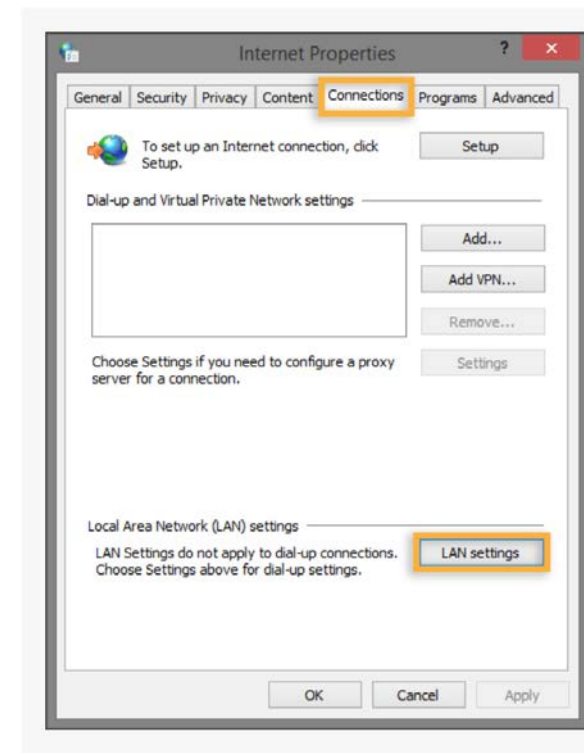
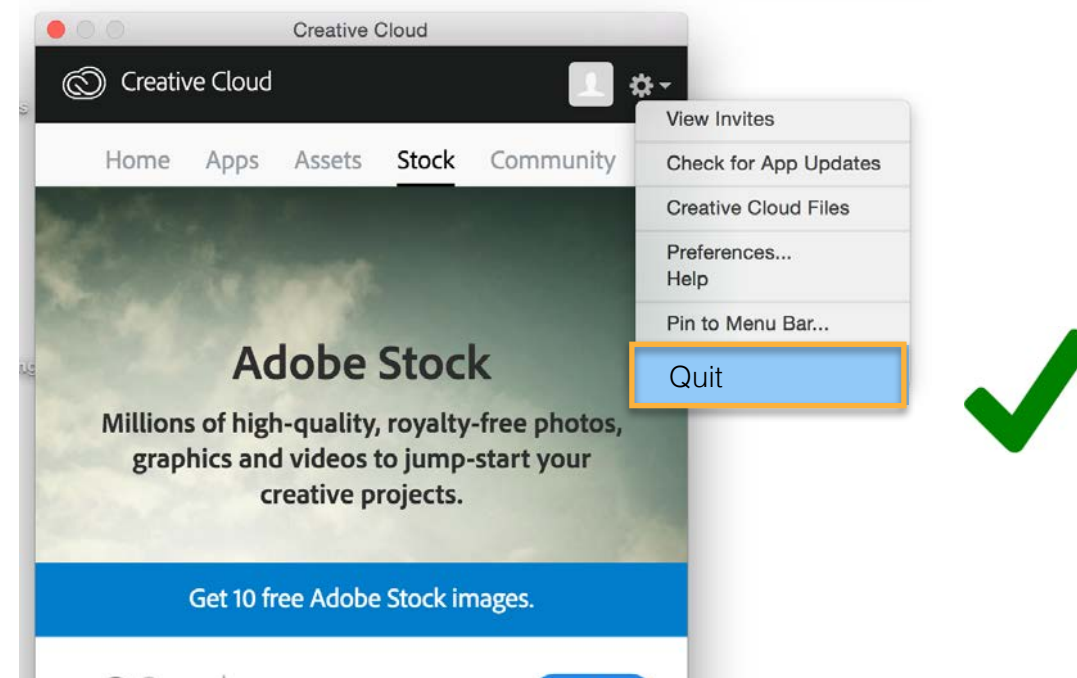When the steps are simple and can be described clearly by copy, stick to words only

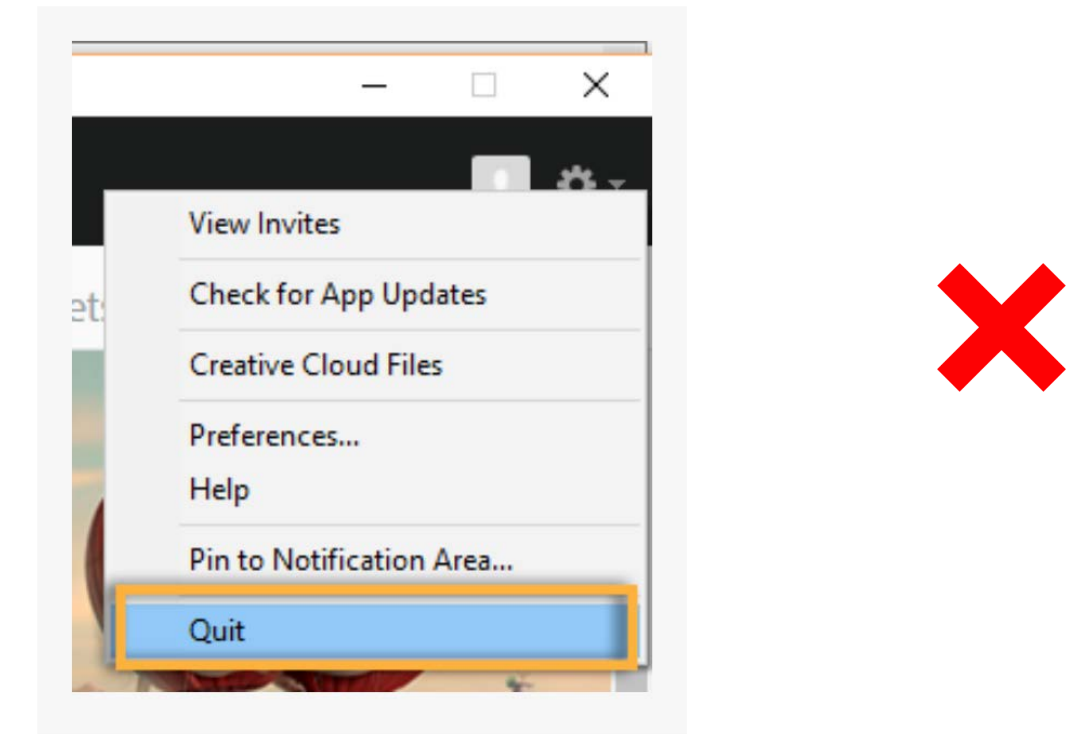3 Sign in with your ID and password, or with your social (Facebook or Google) account. ✔

MEDIA AND IMAGE USAGE GUIDELINES

DO
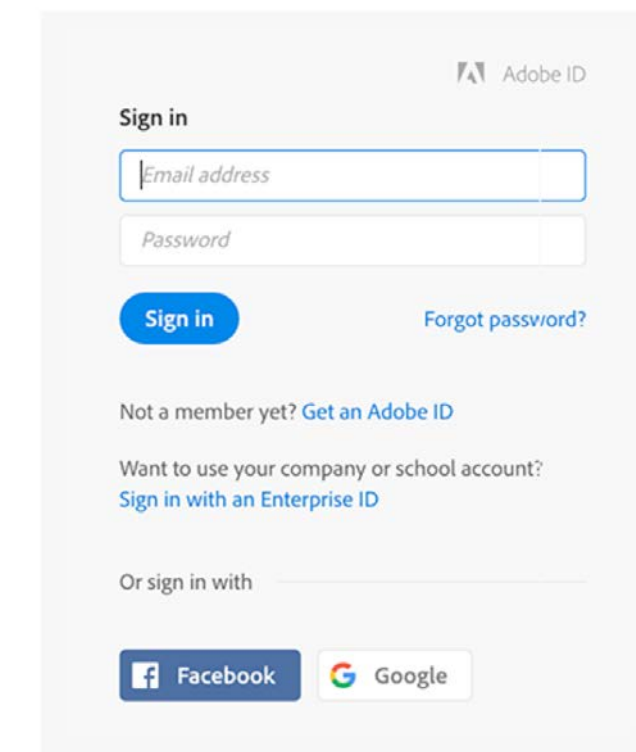
DON'T

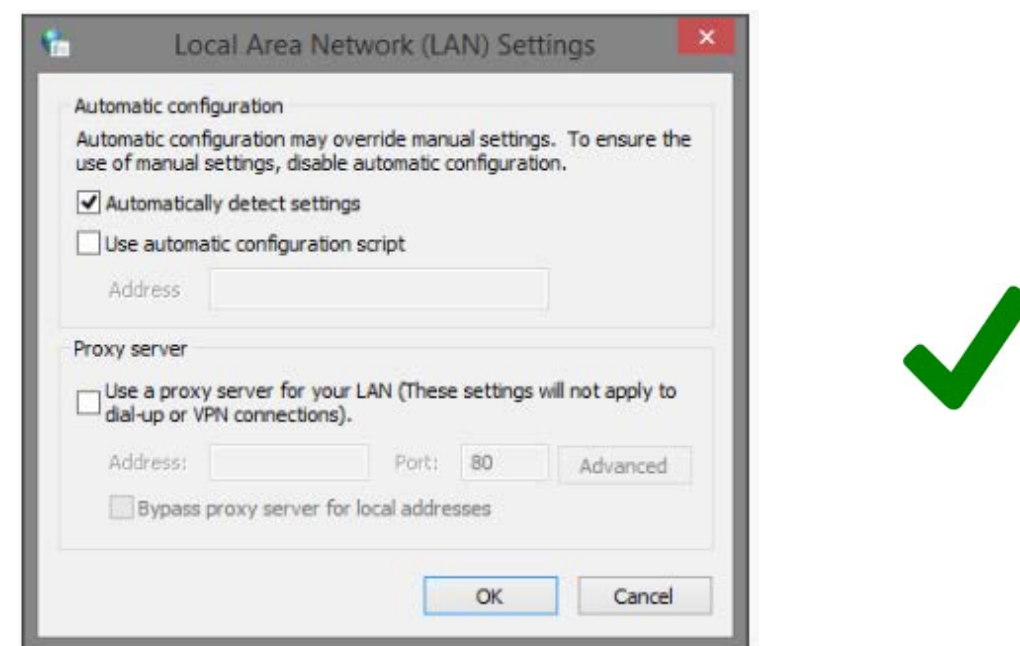When using media, ensure that the media truly illustrates the desired action, including context

✔

✖

Images and media should augment, not repeat the copy on the page

Select the **Automatically detect settings** option, and deselect the U**se automatic configuration script** and **Use proxy server for your LAN options.** Click **OK**

✔

When you launch the Creative Cloud desktop app or a Creative Cloud app such as Photoshop, you receive the message "You have been signed out" when you didn't sign out. Or, you receive the message "Sign In Required" when you have already signed in.

✖
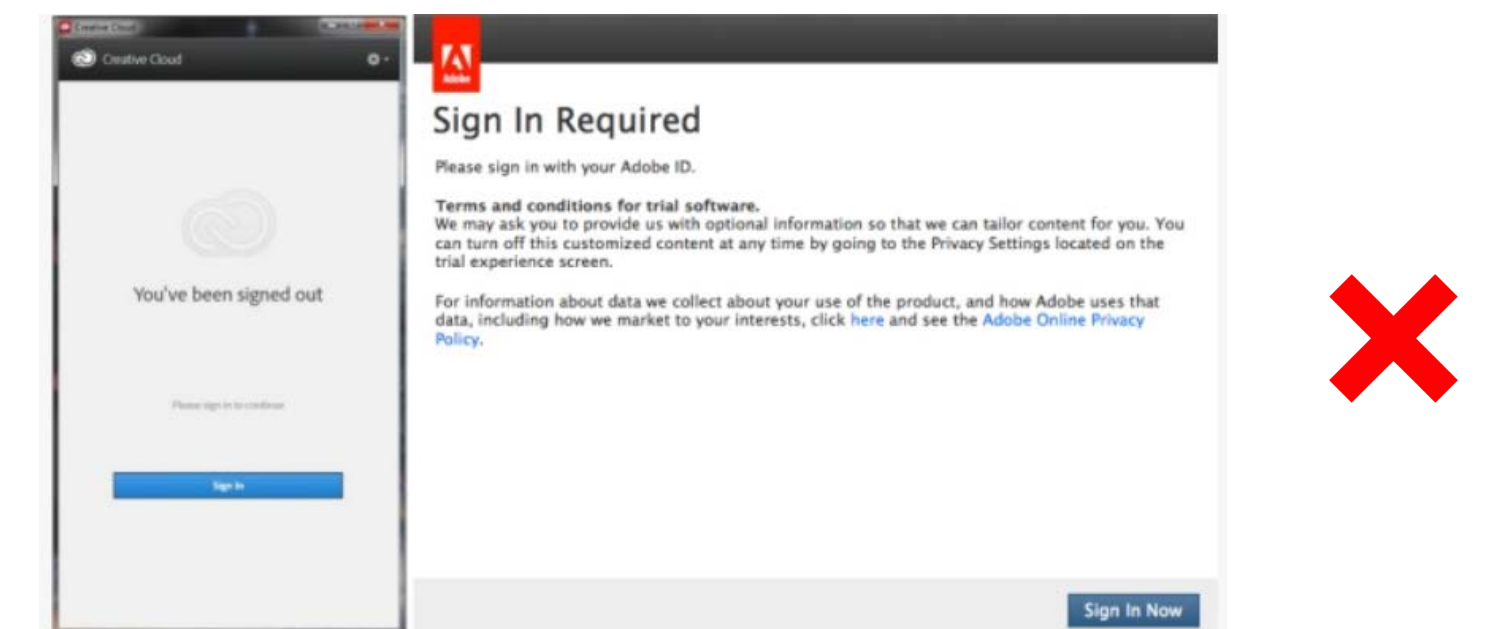
VOICE AND TONE: USER MINDSET

Users are looking for help!

They are reactive and time-constrained. They are interested in solving problems quickly. They want to get back to work as soon as possible. Whenever possible, optimize your articles for users who are in Help mode.

Things to keep in mind:

- Be clear and concise. People who are upset want to know how to quickly solve their problem.

- Prioritize important information. Highlighting crucial information allows users to scan and quickly locate what they are looking for.

- Be calm. Don't use exclamation points or give the appearance of alarm by using words like "warning", "alert", or "immediately".

- Be serious. Don't joke with frustrated people by being facetious.

- Be polite and personal. Use second person pronouns (you, your, and yours) when addressing users.

- Speak in common language. Avoid using technical speak or jargon.

- Be active. Write in the active voice to avoid the appearance of deflection.

- Be consistent. Maintain consistency in nomenclature and tone across all pages.

CONTENT PILLARS

1. Promote the easiest and least confusing way of solving the users' problems.

2. Focus on a single question per page.

3. Write in clear, concise sentences.

4. Use bulleted and numbered lists where appropriate to guide users through the steps they should complete.

5. Write short, simple paragraphs to enhance scannability.

6. Use images and media sparingly to enhance the copy, not replace it.

7. Avoid jargon and overly technical language.

8. Use subheadings to break up the copy within one topic.

9. Use accordion functionality to bring focus to different solutions or to divide subtopics.

10. Aim to answer the question on the page, and only cross-link to related content where appropriate.

CONTENT PILLARS DEMONSTRATED

Focus on a single question per page

Promote the easiest and least confusing way of solving the users' problems

Use accordion functionality to bring focus to different solutions or to divide subtopics

Use subheadings to break up the copy within one topic

Write in clear, concise sentences

Write short, simple paragraphs to enhance scannability

Use images and media sparingly to enhance the copy, not replace it

Avoid jargon and overly technical language

Use bulleted and numbered lists where appropriate to guide users through the steps they should complete

Aim to answer the question on the page, and only cross-link to related content where appropriate

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Adobe

Creativity & Design   Marketing & Analytics   PDF & E-Signatures   Business Solutions   Support   Sign In

Access your Adobe ID account

Search Adobe Support

First, what's your Adobe ID?

Applies to: **All apps**

Last published: **April 26, 2017**

Your Adobe ID is usually the unique email address you first used when you started your membership, or purchased an Adobe app or service—and it's the key you'll need to access your Adobe ID account.
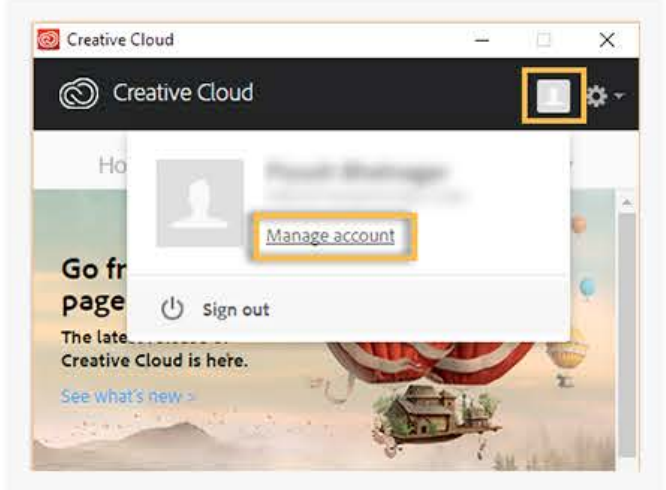
⌄ Two ways to access your Adobe ID account:

Sign in via Adobe.com

Access your Adobe ID account online, and sign in with your Adobe ID and password.

Sign in via your Creative Cloud Desktop App

In the Creative Cloud desktop app, click **Manage Account** from the Profile menu and sign in.

⌄ Navigate your Adobe ID account

Once you are signed in, you can use the tabs at the top of the account page to:

- review your plans and products
- find and print invoices
- change your email and contact information
- change your password
- update your name and other profile information
- set your communication preferences

More like this

Create an Adobe ID

Reset my password

Update your Billing Info

Cancel your subscription

Getting Started

DEFINE PAGE OBJECTIVE AND PAGE LAYOUT

Page Objective:
Define the **one question** the page is supposed to answer.

Does the proposed content span across several topics? — **YES** → **Split the content into several pages**

NO

Are there multiple solution options for a user to try? — **YES** → **Page Layout A**

NO

Does the content seem too long and unwieldy to present in a full page? Can the content be split into subtopics? — **YES** → **Page Layout A**
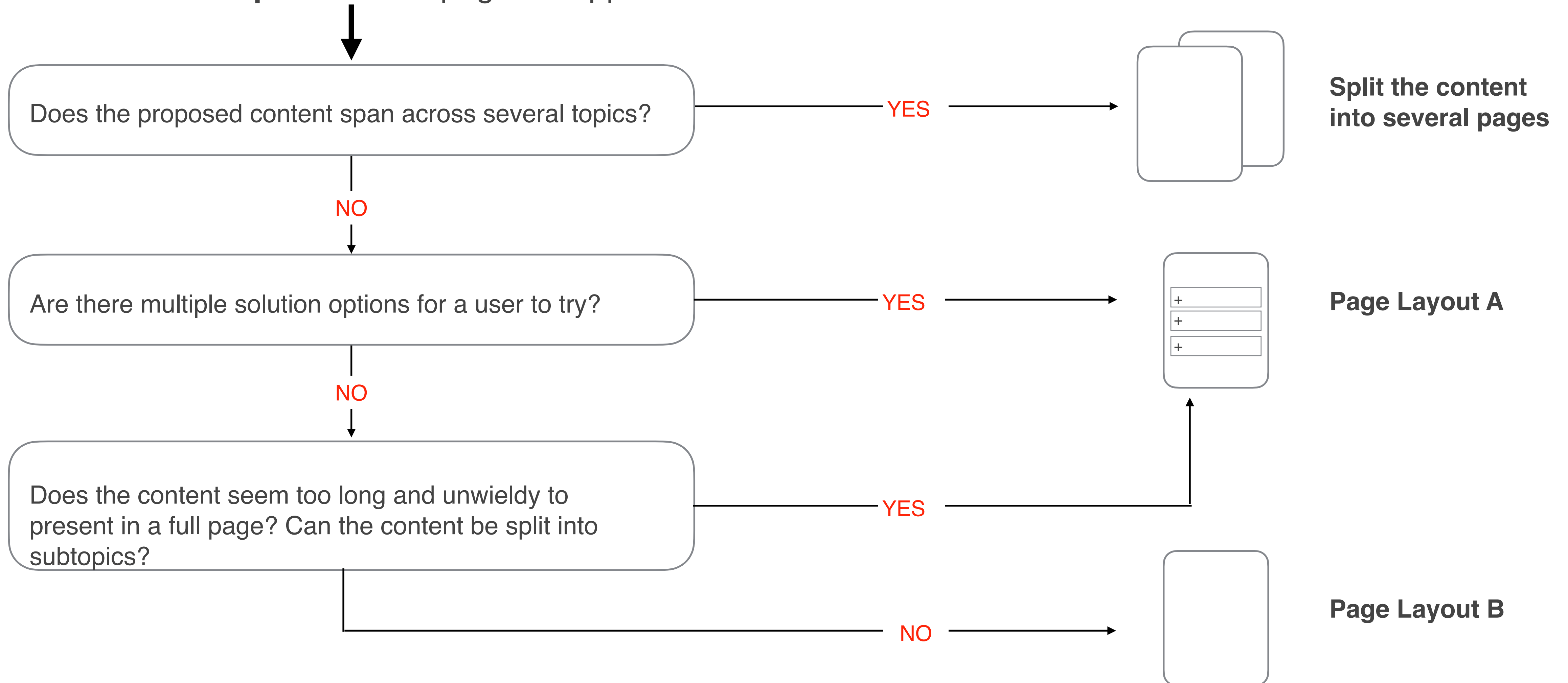
NO → **Page Layout B**

RECOMMENDED COMPONENTS

- Accordion component - This should be reserved **exclusively** for Page Layout A

- Text component

- Image component

- Image and Text component

- Note component

- More Like This component

- Procedure & Steps component Heading component

- Download Component

- Table component

- Community component

Page Layout A

With Accordion Component

PAGE LAYOUT A

This page type features an accordion component that should be used to present:

- Multiple solutions for the user to try.

- A complex topic that cannot be broken into subtopics and needs to be presented as a process, especially when each segment of the process requires multiple steps.

PAGE LAYOUT A: IN-COMPONENT USAGE GUIDELINES

CONTENT GUIDELINES

1. **Page Title:** Use a compliant title of 10 words or fewer that clearly introduces the topic at hand.

2. We recommend to always have one or the other present for Page Type A as an introduction:

   Page Description: Introductory copy should be short and to the point. Keep the length of the paragraph to fewer than 50 words. Do not use bullets or lists in the in this area. If more text is required, use the Text Component instead.

   or

   Text Component: Use this when the introduction exceeds 50 words. Limit the paragraph to a maximum of five sentences.

PAGE LAYOUT A: IN-COMPONENT USAGE GUIDELINES
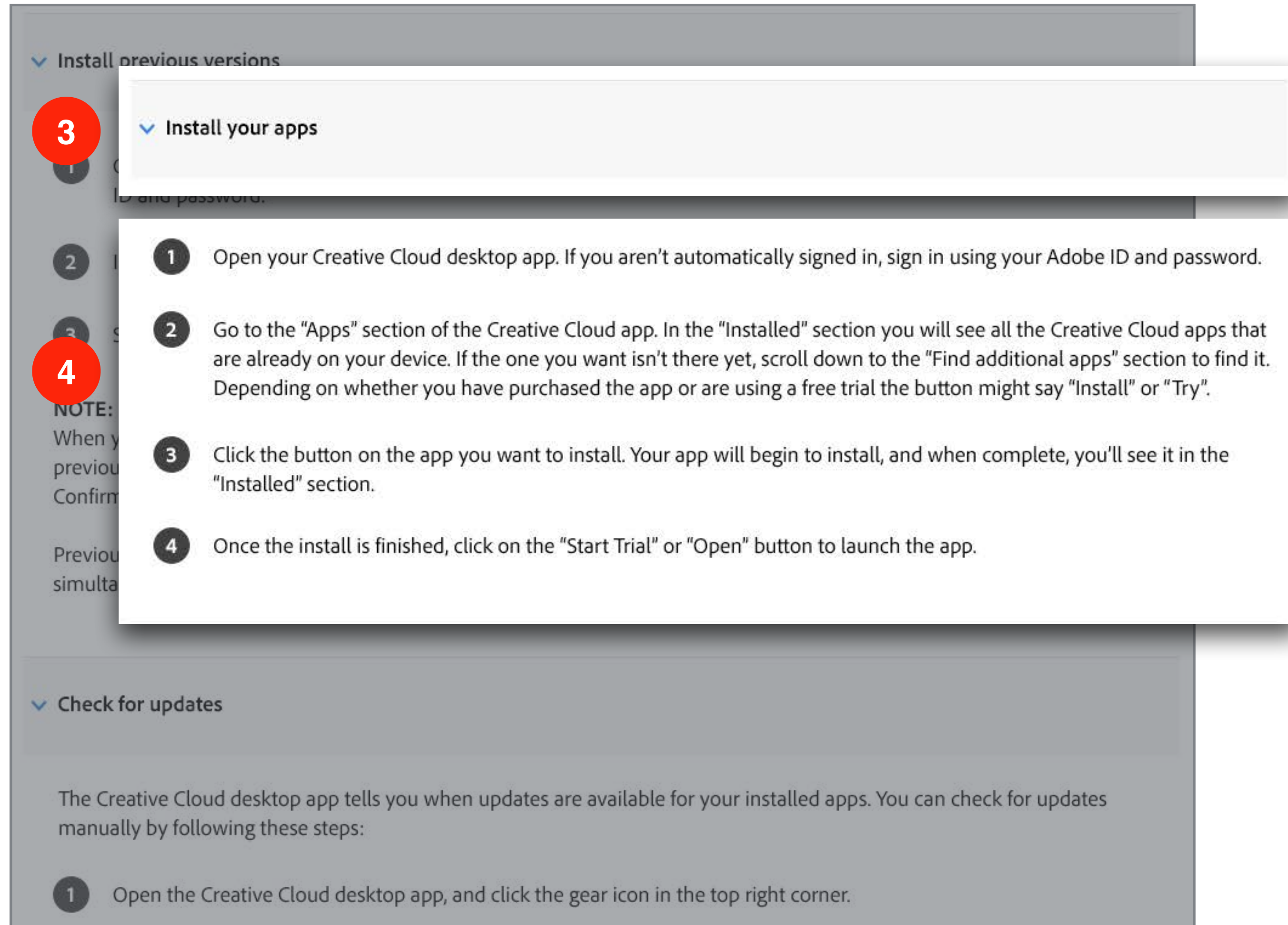
CONTENT GUIDELINES

3. **Accordion component:**

    · Minimum 2 accordions, maximum: 5 accordions on a page.

    · Use a compliant title of 10 words or fewer that clearly introduces the topic at hand. Bold keywords in the accordion title to make them more scannable so the user can quickly locate the subtopic that is relevant.

    · Accordion headings should be in the active voice. They should not be questions to distinguish them from an FAQ.

4. **Procedure and Steps component:**

    · If a bulleted list is required, make them easy to scan with a maximum of eight bullets.

    · If a numbered list is required, make them easy to scan with a maximum of nine steps.

    · Limit the use of subtopics (a minimum of two and a maximum of five). Subtopic titles should follow the same guidelines as the title.

PAGE LAYOUT A: IN-COMPONENT USAGE GUIDELINES
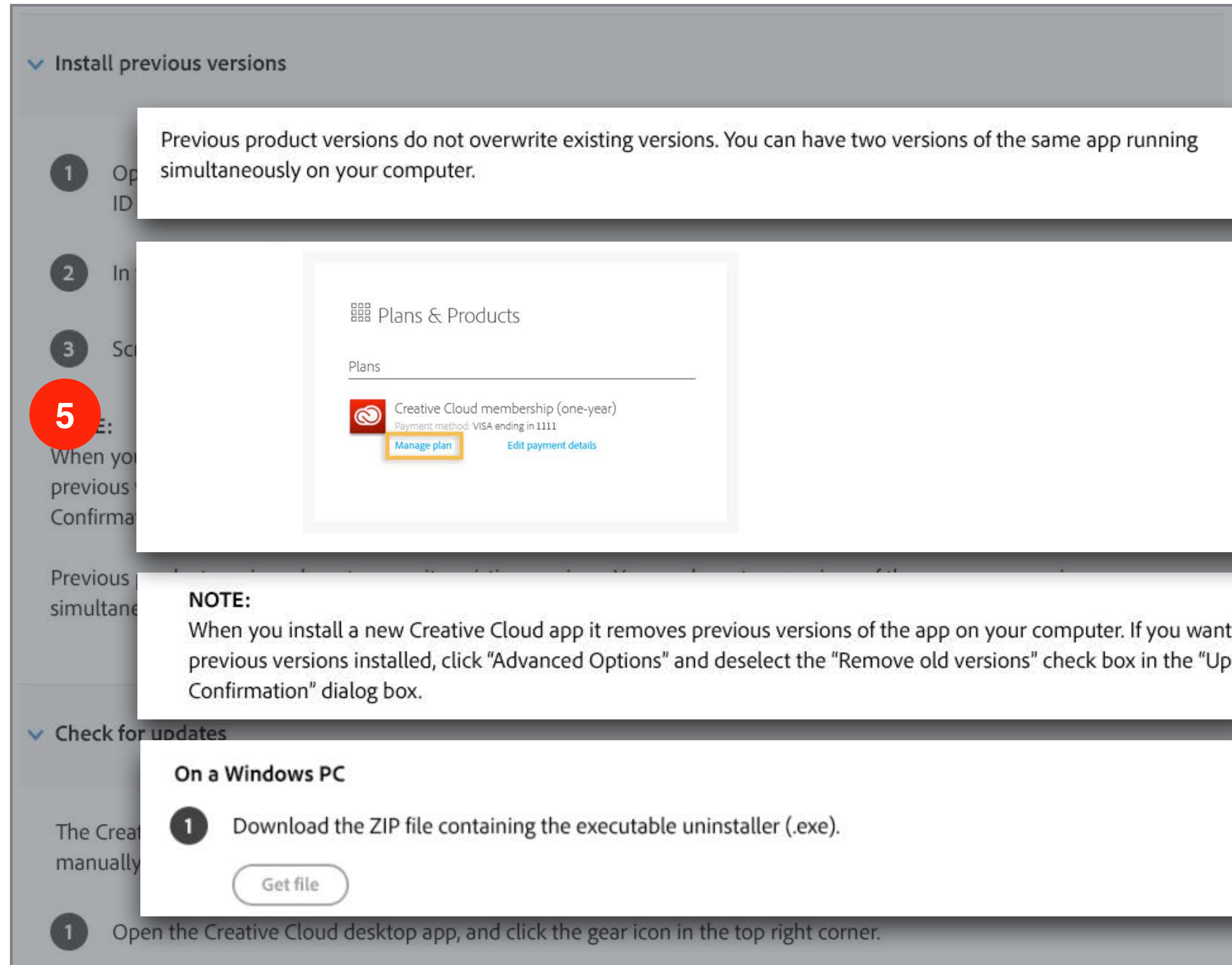
CONTENT GUIDELINES

5. **Other components that can be added to the accordion:**

   - Text

   - Image

   - Image and Text

   - Notes (A note or tip should be a stand-alone piece of content with a maximum of one paragraph using the guidelines above.)

   - Heading

   - Download
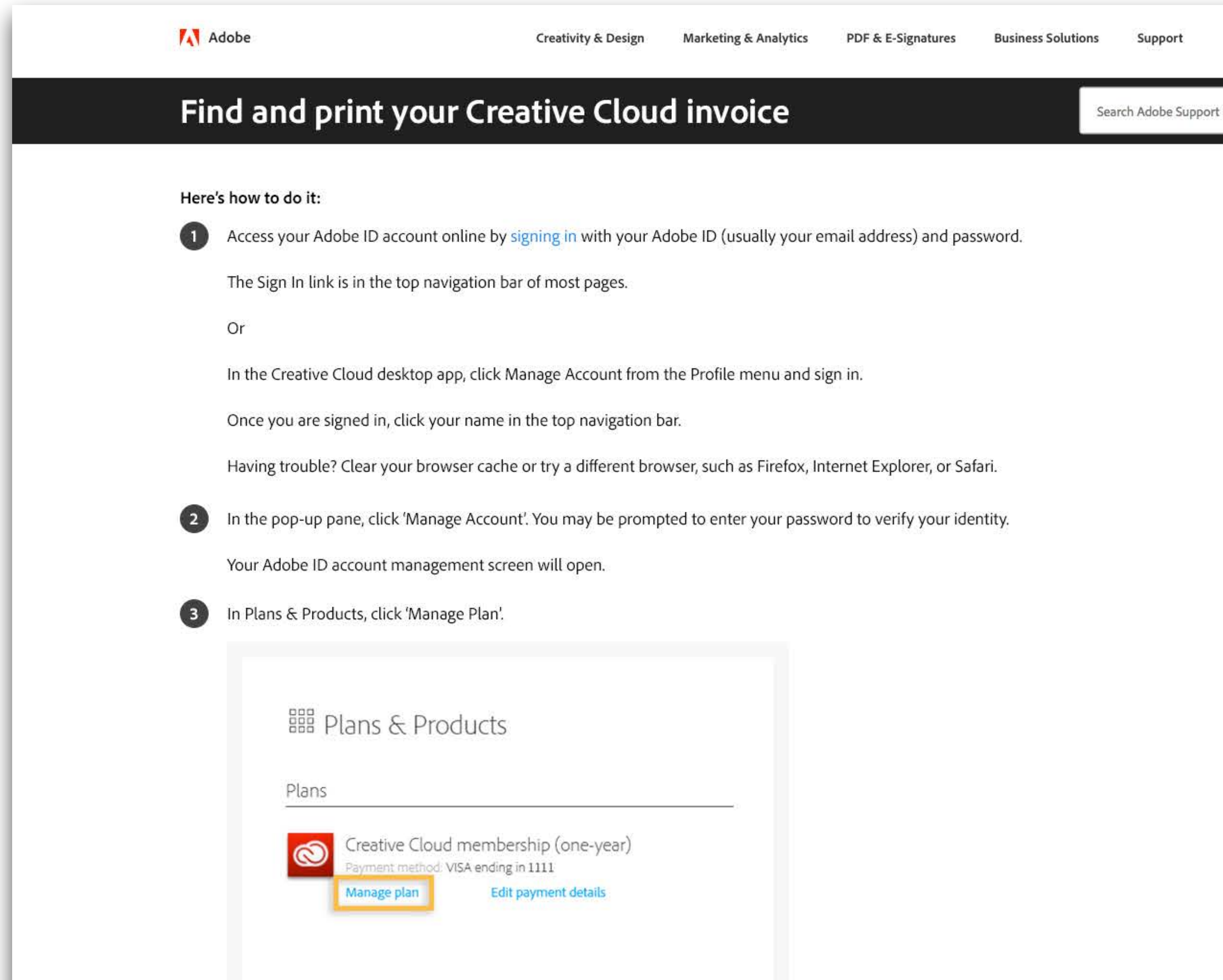
Page Layout B

PAGE LAYOUT B

This page type can feature any available components. Its best to use for:

· Single solutions or instructions.

PAGE LAYOUT B: IN-COMPONENT USAGE GUIDELINES

CONTENT GUIDELINES

1. **Page Title:** Use a compliant title of 10 words or fewer that clearly introduces the topic at hand.

2. We want to get to the instructional content as quickly as possible, so unless necessary, the intro text can be omitted.

   Page Description: Introductory copy should be should and to the point. Keep the length of the paragraph to fewer than 50 words. Do not use bullets or lists in the in this area. If more text is required, use the Text Component.

   or

   Text Component: Use this component when the introduction exceeds 50 words. Limit the paragraph to a maximum of five sentences.

PAGE LAYOUT B: IN-COMPONENT USAGE GUIDELINES

CONTENT GUIDELINES

Procedure and Steps component:

- If a bulleted list is required, make them easy to scan with a maximum of eight bullets.

- If a numbered list is required, make them easy to scan with a maximum of nine steps.

- Limit the use of subtopics (a minimum of two and a maximum of five). Subtopic titles should follow the same guidelines as the title.

PAGE LAYOUT B: IN-COMPONENT USAGE GUIDELINES
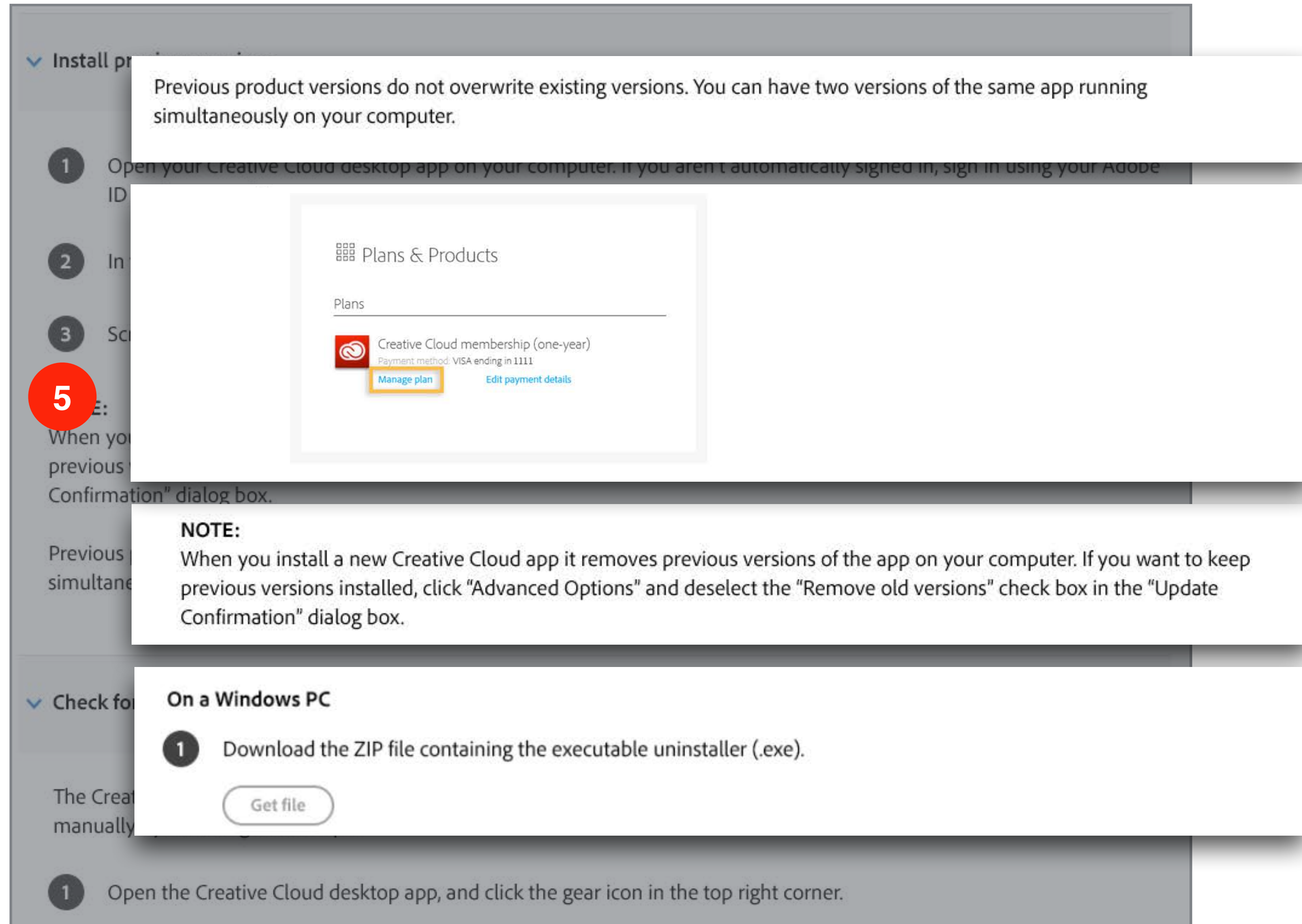
CONTENT GUIDELINES

1. **Other components that can used:**

   - Text

   - Image

   - Text and Image

   - Notes (A note or tip should be a stand-alone piece of content with a maximum of one paragraph using the guidelines above.)
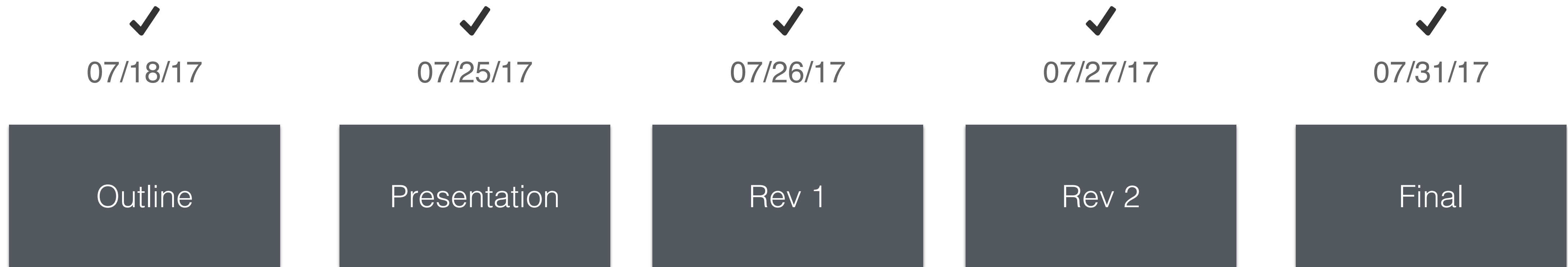
   - Heading

   - Download

   - Chart

   - Table

Next Steps

NEXT STEPS

Review and provide feedback on the document by 07/28

Revise and submit final version on 07/31

TIMELINE STEPS

✓ 07/18/17

✓ 07/25/17

✓ 07/26/17

✓ 07/27/17

✓ 07/31/17

| Outline | Presentation | Rev 1 | Rev 2 | Final |

Final deliverable will be a Content Strategy Playbook delivered in PDF format.

Thank You