



Agenda

11/8 Product Team Review

- Review recommendations - Offsite vs Onsite
- Discuss "PN Essentials" and what's on roadmap for Q4
- Implications of Taxonomy work

Gated Content Approach:

Giving non-users partial visibility to Accelerate's content

Kate Lorenz, Content Strategy Lead

Dependencies

Taxonomy

Foundational work:

Content Tags

URL Structures (RED-114)

Metadata

What it enables on-site:

What it enables off-site:

User profiles
(Topics of interest & onboarding)

Elastic search
(cross-platform)

Filtering and
sorting

Dynamic
recommendations
& **personalization**
(suggested groups & organizations)

SEO & Reach

Incentivizing with
gated content

Paid Media & SEM

Improving the shareability and findability of Accelerate's content *outside of the platform*

Overview:

Whether it's free or paid, the majority of Accelerate's content is gated and not visible to anyone who is not signed up on the platform.

Gated content is any content that users can access only after taking an action, like providing an email address, signing up and/or paying for the content. As a general rule, most gated content has a level of visibility to provide an enticement to the user to take that action. Accelerate's content, however, has virtually no level of visibility, creating **possible adverse scenarios**:

- Expectations of **baseline content sharing functionality** are not met creating user abrasion.
- If you're not a member of Accelerate, you **can't access content that's been shared directly with you**.
- Content is **not findable by search engines**.
- If a user did discover content via search or social feed, they'd still be asked to **sign up to see any part of the content**.

Implications:

The inaccessibility of content creates barriers key benefits to the business that can impact revenue, including:

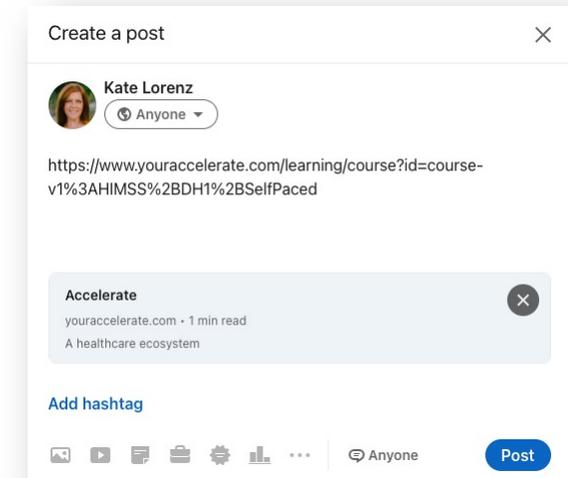
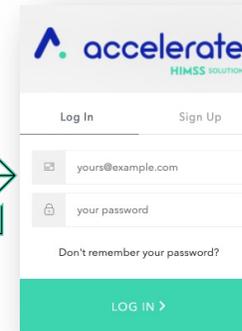
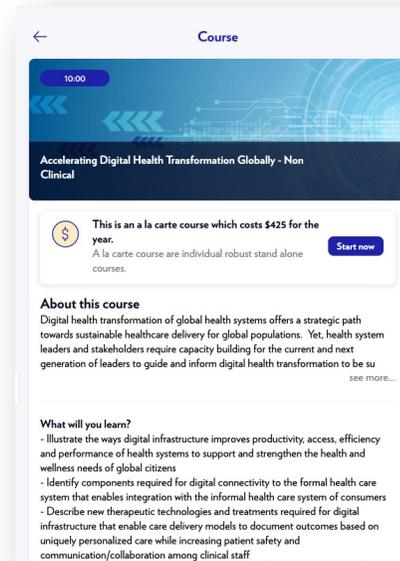
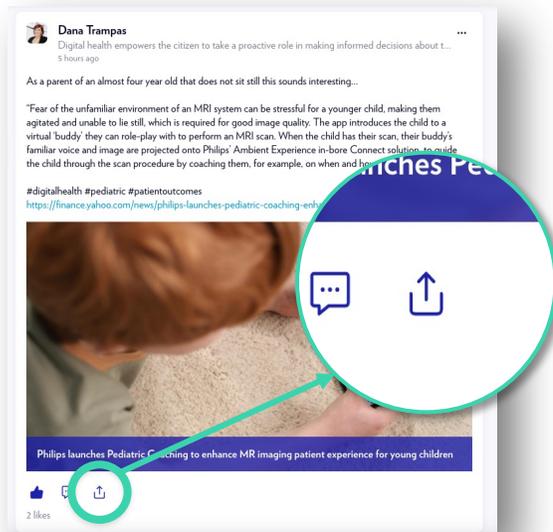
Brand awareness	Gated content can limit the reach of content and the value it provides
SEO	Discoverability, crawlability and SERPs are dependent on implicit metadata and URL naming conventions
User acquisition	Potential users are blocked from content that could be seen as a reason to join Accelerate
User engagement	Prevents external users from engaging with content

We'll target some distinct barriers to content access

Newsfeed posts are only directly shareable to another Accelerate user's newsfeed

Links to course content and events are gated by Sign Up/Log In.

Absence of open graph and metadata diminishes opportunity for engagement.



Objectives:

- Enable sharing of newsfeed content directly from Accelerate
- Optimize social sharing through open graph tags
- Allow non-users to see some content without having to log-in
- Activate search and crawlability of content

What's NOT included

We'll only provide a sneak peek to some content, while other content will remain fully gated

What's open (or partially gated):

- PD home page
- Course details
 - Enrollment/purchase requires Accelerate sign up
- Event details
 - Registration and attendance requires Accelerate sign up
- User profiles and posts
 - Requires update to user preferences/TOCs

What's still fully gated:

- Free or paid course content
- Events
- Branded Experience
- Engagement with individual posts
 - Commenting, sharing, liking



The Approach

We'll chunk out the content by types and prioritize based on perceived value and LOE

	1 Newsfeed Posts (UGC)	2 SEO	3 Hosted	4 User Profiles, Groups, Organizations (UGC)
Includes	<ul style="list-style-type: none"> • Posts from an individual • Posts from an organization • Posts from an RSS feed 	<ul style="list-style-type: none"> • Metadata • URL Naming Conventions 	<ul style="list-style-type: none"> • PD Courses • PN Events • Developer Platform? 	<ul style="list-style-type: none"> • User profile pages and the information self-reported on them • Groups
What We'll Do	<ul style="list-style-type: none"> • Enable sharing of posts directly from feed off the platform • Allow non-users to have partial visibility without having to log-in 	<ul style="list-style-type: none"> • Add metadata to all pages, prioritizing content identified as "ungated" • Define and activate a consistent approach for URL structures 	<ul style="list-style-type: none"> • Add open graph tags for more rich social sharing • Allow non-users to see course or event details, but require sign up to participate 	<ul style="list-style-type: none"> • Allow users to make their profiles searchable
Perceived Value	<ul style="list-style-type: none"> • Brand awareness • User growth • Influencer activation and engagement 	<ul style="list-style-type: none"> • SEO and SERPS • Web analytics • Improved UX through contextual URLs • Site organization 	<ul style="list-style-type: none"> • Brand awareness • Engagement • User growth 	<ul style="list-style-type: none"> • Brand awareness • User growth • SEO
Known Considerations & Dependencies	<ul style="list-style-type: none"> • Define what content is exposed around the post (branding, other platform elements, other users, etc.) • Privacy and user preferences • T&Cs • Open graph tags 	<ul style="list-style-type: none"> • Completion of taxonomy work • Execution for static vs dynamic URLs • SEO docks into all other related workstreams 	<ul style="list-style-type: none"> • Redesign of events pages • Will enable amplification of content to non-users 	<ul style="list-style-type: none"> • Privacy and user preferences • T&Cs • Likely the most complex

Tactics

Run parallel with taxonomy and PD search functionality

1 Newsfeed Posts (UGC)

2 SEO

3 Hosted

4 User Profiles & Groups (UGC)

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Roadmap/ Jira Tickets	<ul style="list-style-type: none"> • SEO: Get sharable link to post: RED-111 [Depends on RED-114, URL strategy] • SEO: View post anonymously: RED-112 [Technical challenge: getting a post from stream.io requires a token generated at login. No login, no token.] <ul style="list-style-type: none"> • Define elements that are exposed with a specific post [Twitter and LI examples] • SEO: Be friendly to search engine crawlers: RED-113 [Technical challenge: search engines require static HTML pages coming from the webserver. We have dynamic pages generated by Javascript in the browser. So, we need to switch to server side rendered pages for search engines.] 	<ul style="list-style-type: none"> • SEO: Design human-readable URL strategy: RED-114 [Technical challenge: the routing to pages is a fundamental part of the application so changing it is challenging]. 		<ul style="list-style-type: none"> • SEO: Update terms and conditions to allow sharing of content: RED-141

Next Steps

- Requirements & known technical challenges
- Follow up with Vince, etc.
- Confirm criteria of what's exposed and what's not (*See inspo from Twitter, LinkedIn*)
- Align with roadmap and create new stories
- User flows
- Review default settings, user preferences, T&Cs
- Define naming conventions and approach to metadata

Accelerate Product Roadmap

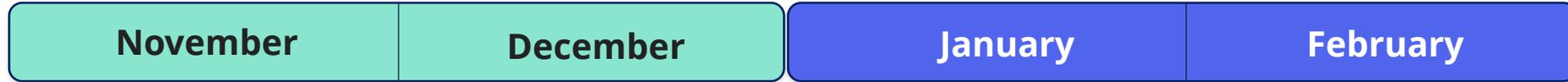
Product Team

November 2nd, 2021

Accelerate Feature Milestones

2021-Q4

2022-Q1



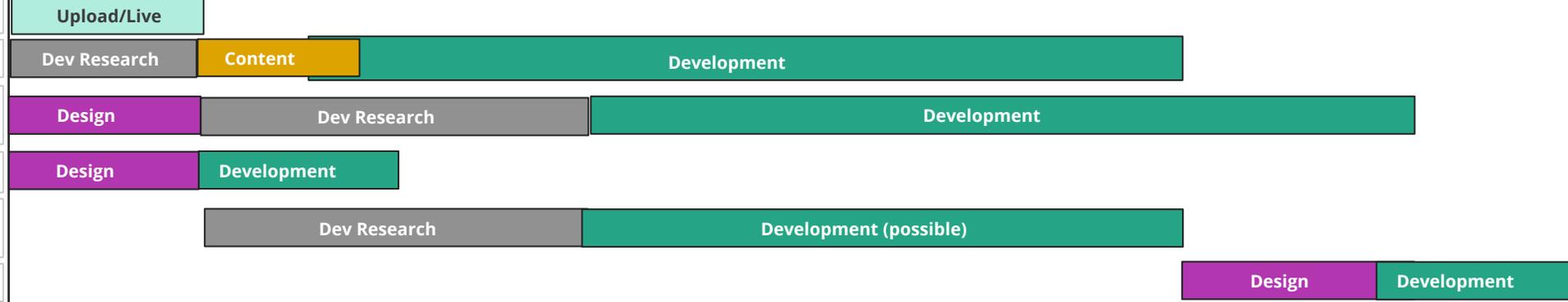
Branded Experience

MVP



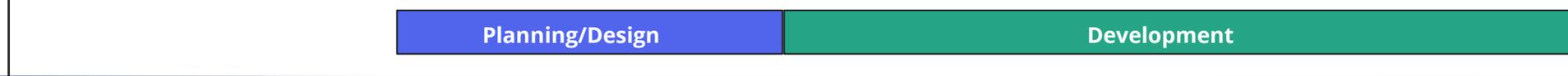
Continuing Education (PD)

- HIMSS21 GC Content
- Search/Tag/Topic
- Course Exposure notifications
- Favorite Courses
- Additional Content Upload Enablement
- HIMSS22 GC Content



Developer Ecosystem*

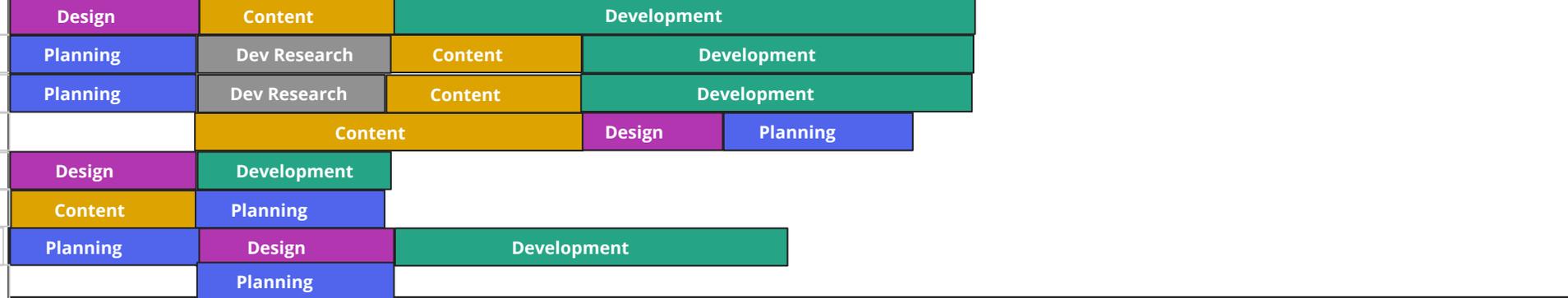
MVP



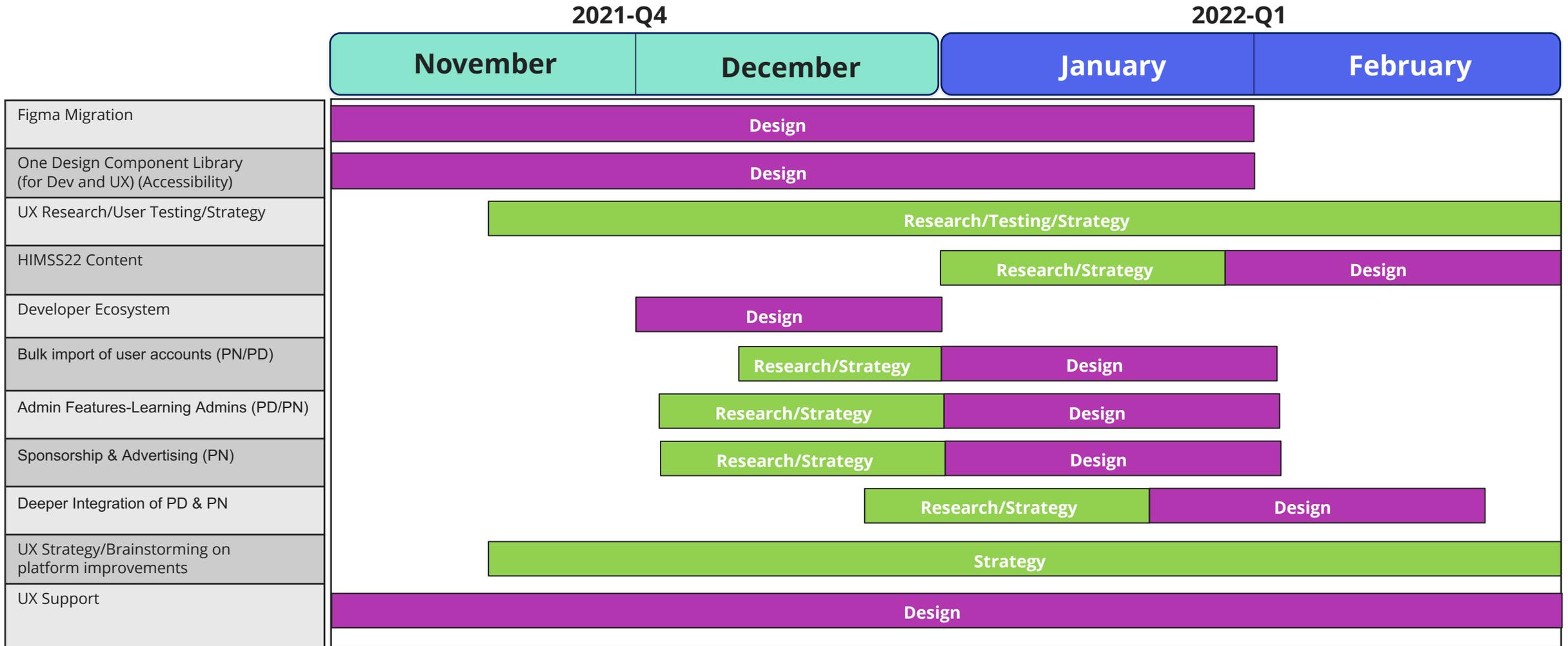
**Dependent on signed agreement*

Professional Network

- Peer Referrals (6.4)
- Sharable Content (6.4)
- SEO (6.4)
- Enhance Content (6)
- Event Improve (2.8)
- Taxonomy/Content (1)
- Notification Imprvm (1)
- Groups Imprvm (1)



Accelerate UX/Design Milestones



Accelerate Content Milestones

2021-Q4

2022-Q1

2021-Q4		2022-Q1	
November	December	January	February

CE Strategy – Executive View	Content			
Content Performance Dashboard	Content			
Taxonomy/Categories, Filtering, & Sorting	Content			
Platform/Mobile Content Audit		Content		
Course Content Execution (PD/Content Hub)		Content	Content	Content
Content Partner Relationship Management (Platform)		Content	Content	Content
UX Copywriting (Platform)		Content	Content	Content
Style Guide			Content	
HIMSS22 Cross-Functional Content Planning		Content	Content	Content
Onboarding Content Redesign (PN)				Content
Content Ops & Governance Model		Content	Content	

Accelerate 2022 Quarterly Roadmap

Q1 2022

- Branded Experience P2
- GC **HIMSS22** Content (PD)
- Developer Ecosystem
 - API's
- Bulk import of user accounts (PN/PD)
- Admin Features-Learning Admins (PD/PN)
- Sponsorship & Advertising (PN)
- Deeper Integration of PD & PN
 - Enables significant future features:
 - CoC Sharing (PD/PN)
 - Course Exposure Notifications (PD/PN)
 - Promoted Courses (PD/PN)

Q2 2022

- Premium Organization profile (PN)
- Groups Sponsored (PN)
- Conference Hosting Integration (PN)
- Events - follow and notify (PN)
- Maintenance of Professional Credentials (PD)
 - Learning Series
 - Certification Wallet
- Insights MVP

Q3 2022

- Premium User (PN)
- Maintenance of Professional Credentials (PD)
 - Learning Pathways
 - Certificate Expiration Reminders
- Recruiting (PD/PN)
- Replace onboarding w/Gamification (PN)
- Insights Phase 2

Q4 2022

- User-Based Content Publishing (PD)
- Insights Phase 3
- Digital Transformation MVP
 - Maturity Models & Benchmarks

Appendix

UGC Example: LinkedIn

Posts are searchable and viewable, but user must sign in to view all comments or add new one

https://www.linkedin.com/posts/melindagates_the-case...

Melinda French Gates on LinkedIn: The Case for Paid Leave

We know #PaidLeave can help speed our recovery and strengthen our economy for families and businesses ... Co-chair of the Bill & Melinda Gates Foundation.

Examples: Sync with Jen

The screenshot shows a LinkedIn profile for Melinda French Gates. The post text reads: "We know #PaidLeave can help speed our recovery and strengthen our economy for families and businesses alike. Congress is back and has a once-in-a-generation opportunity to pass a national paid leave policy. Let's make sure they do!". Below the text is a video player showing crumpled paper and scissors. The post has 3,143 likes and 91 comments. Comments include: Scott Anderson (3 likes), Madison Fitzgerald (3 likes), Lars Schellhas (32 likes), Terry Black (2 likes), and Samuel Krüger (5 likes). The right sidebar shows "More from this author" with links to "Our Economy Is Powered by Caregivers. That's Why It's Time for National Paid Leave" (3h), "With the economic recovery failing women, now is the time to act on gender equality" (3mo), "Today We Celebrate Women. Here Are Five To Follow." (7mo), and "Melinda French Gates" (7mo).

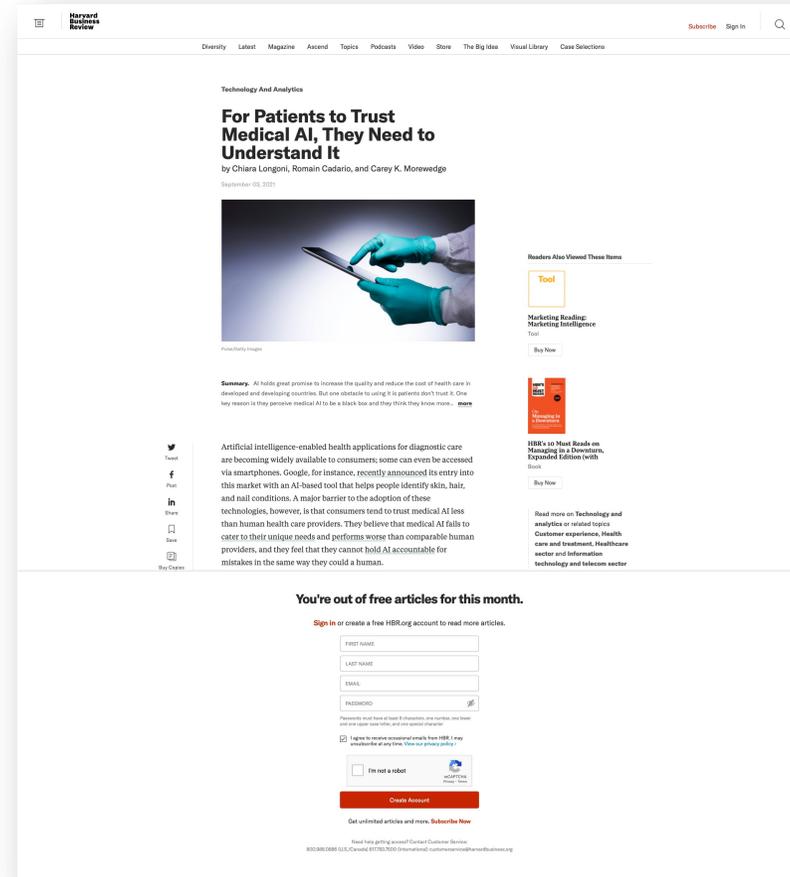
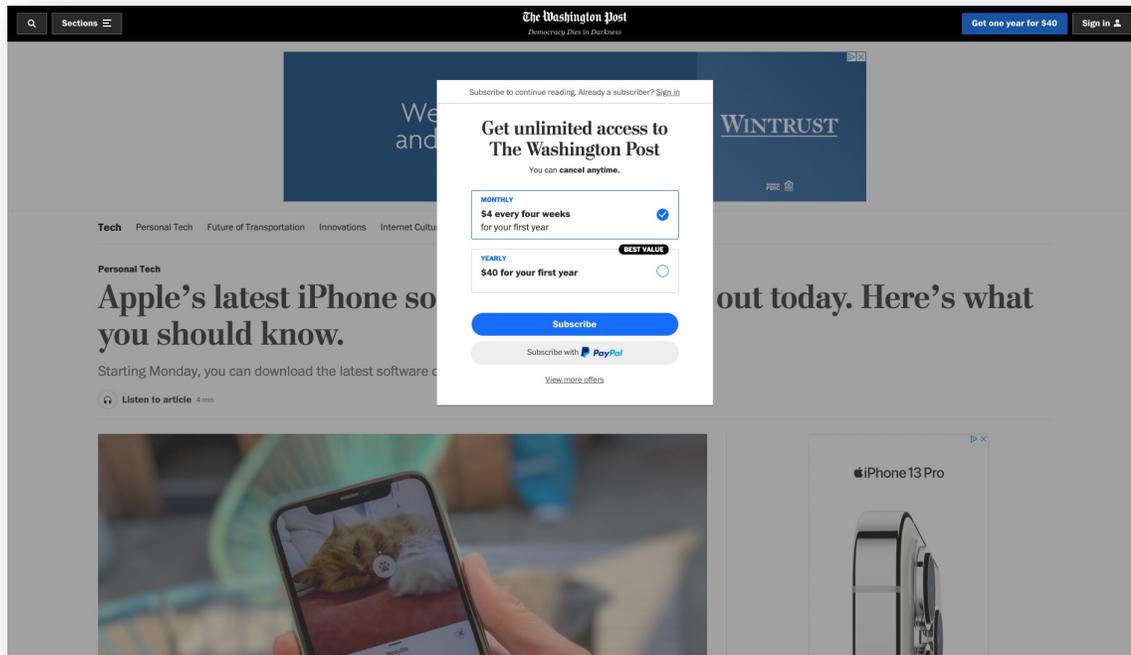
UGC Example: Twitter

- Multiple ways to sign up
- Who to follow
- What's happening on Twitter

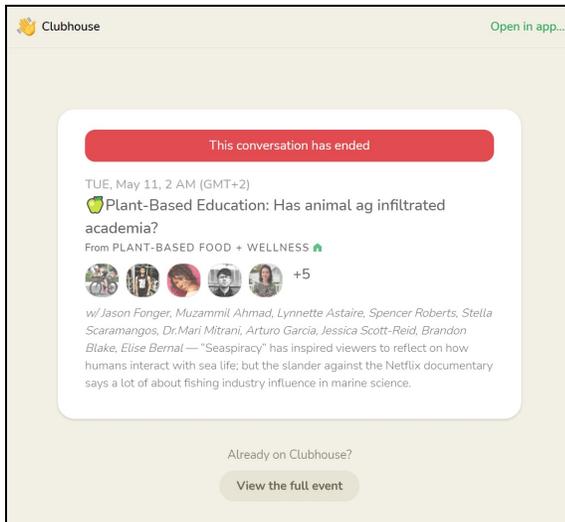
The screenshot shows the Twitter profile of Neil deGrasse Tyson (@neiltyson). The profile header includes his name, a verified badge, and 7,589 tweets. Below the header is a bio identifying him as an Astrophysicist from New York City, with a link to his website and a 'Joined January 2009' date. The profile shows 39 following and 14.5M followers. The main content area displays two tweets from October 20, 2021. The first tweet discusses Earth's tidal bulge and rotation, accompanied by a photo of ocean waves. The second tweet mentions the Full Moon. The right sidebar features a 'New to Twitter?' sign-up section with options for Google, Apple, and phone/email. Below this is a 'You might like' section with profiles for Bill Nye, NASA, and Elon Musk. At the bottom is a 'What's happening' section with a post about the Blues at Ducks.

Hosted Content Examples: Washington Post & Harvard Business Review

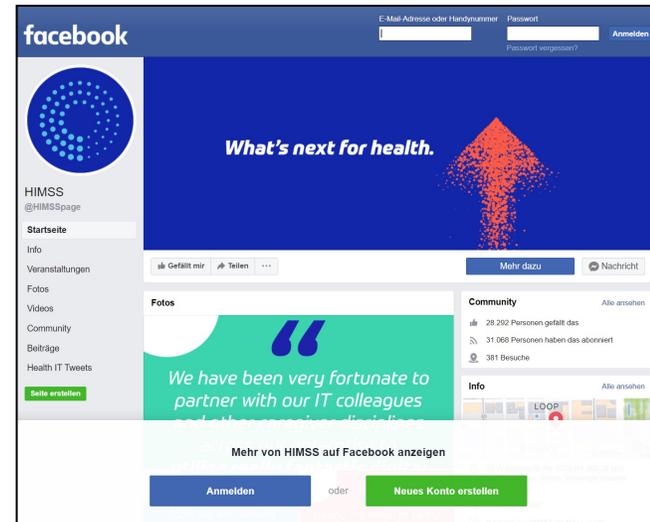
Gated access once user reaches a certain threshold per month then gated by paywall, that partially blocks the content.



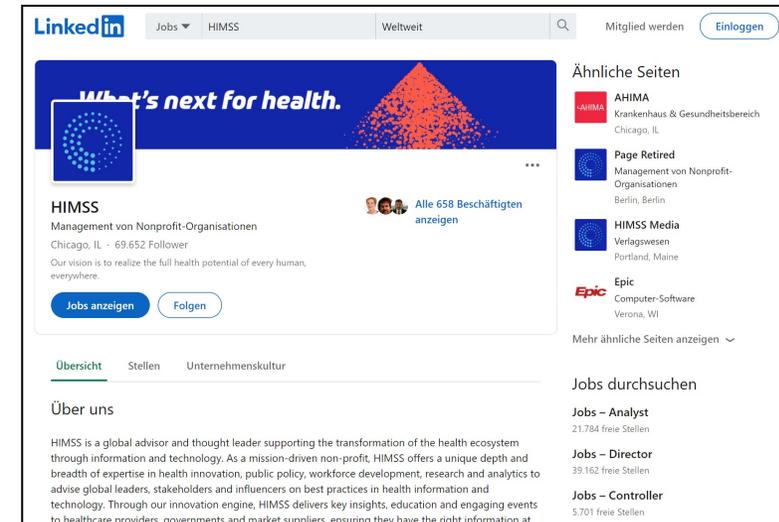
Leading Social Media Platforms typically show selected information publicly



Clubhouse shows event details publicly to attract new listeners



Facebook shows organization/group pages publicly – yet users can influence level of information shown



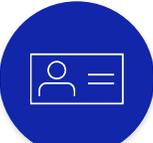
LinkedIn shows information of organization/group pages publicly

HIMSS should follow a dual strategy by making selected content visible to search engines and users to ensure SEO visibility and awareness amongst the general public*

	 User profile	 Organization profile	 Group	 Event	 E-learning "course"
Contents visible for search engines 	Any data visible to other users	Any data visible to other users	Any data visible to users who are not members of the group	All general event data (e.g., description, date/time, location) For public events: all details regarding the event	For free courses: All data For paid courses: anything but the learning content (e.g., video) and possibly price and long description
Contents visible to users w/o login	Name and profile picture Description Professional experience Education	Organization name and profile picture Description Location	All general group data (e.g., description)	All general event data (e.g., description, date/time, location)	For free courses: All data For paid courses: anything but the learning content (e.g., video) and long description.

*Subject to checking with data sharing Ts & Cs

"Speaking" URL structure needed to further improve SEO visibility and ensure a good user experience

Element	Implementation on Accelerate	Exemplary implementation at other platforms
 User profiles	Youraccelerate.com/user/firstname-lastname-randomid	Facebook.com/friends/?profileid=12345 LinkedIn.com/in/firstname-lastname-randomid
 Organization profile	Youraccelerate.com/user/orgname-randomid	Facebook.com/friends/?profileid=12345 LinkedIn.com/in/firstname-lastname-randomid
 Groups	Youraccelerate.com/group/groupname-randomid	Facebook.com/groups/randomid (alt: .../groupname) LinkedIn.com/groups/randomid
 Events	Youraccelerate.com/event/eventname-randomid	Facebook.com/events/randomid LinkedIn.com/events/eventname-randomid
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