



Seton Hill University Editorial Toolkit

Prepared by:

Ahava Leibtag & Talia Eisen
Aha Media Group

May 21, 2015
Version 2.0

Table of Contents

How to Use This Toolkit	3
Personas & Journey Maps.....	4
Persona Matrix	5
Individual Personas and Journey Maps	8
Identity Pillars	23
Identity Pillars Matrix	24
Messaging Architecture	25
Messaging Architecture Matrix	26
Voice and Tone	29
Voice and Tone Matrix	30
Sign off.....	32



How to Use This Toolkit

We created this toolkit for you, the content creator, to understand our target audiences, our brand positioning and our messages. Using all of these tools is very important, so we can achieve consistency in all of the elements that go into creating findable, readable, understandable, actionable and shareable content.

The tools in this kit are the culmination of a content strategy effort with Seven Heads Design, Aha Media Group and Seton Hill University.

You will find the following tools in this kit:

- **Personas:** These will help you understand whom we are talking to with our content.
- **Content pillars:** This tool should clarify current core brand perceptions, as well as where would like to move brand perception.
- **Messaging Architecture:** Use this tool to understand the messaging statements that will help move the brand from current brand perceptions to new brand positioning goals.
- **Voice/Tone:** These guidelines will help you create content that satisfies different content experiences, including changing tone with respect to different audiences.



Personas & Journey Maps

Content is a conversation with two elements at play: “To whom are we speaking?” and “Who are we?”

Persona development is at the crux of any content strategy. Personas are tools we use to create composite characters, so we have an idea of who is at the other end of the conversation. The persona workshop answers the question “To whom are we speaking?”

You must be able to answer these four very critical questions if you want to create fantastic content for your brand:

1. Who is our audience?
2. What do they care about?
3. Where do they spend their time?
4. How do we get them the information they need?

There are three important reasons to create, use, and regularly update your organization’s personas:

- Identify and target your audience
- Put the team on the same page
- Keep you out of the danger zone of creating vanilla, bland and boring content

Personas are very important to every brand, content development process and website. Revisit your personas once a year to make sure the entire staff is on target about their content audience. You should also reference personas during brainstorming sessions. Use their first names. Amazon.com leaves an empty chair at each meeting to represent the customer: That’s HOW important personas are to creating great content and experiences.



Persona Matrix



Name	Nick	Cameron	Jason	Dave	Cathy	Jennifer	John
Description	Prospective Student	Prospective Student	Prospective Transfer Student	Prospective Graduate Student	Prospective ADP Student	Community Member	Current Parent
Goal	"I want to play baseball and eventually have a career."	"Can I still live at home while pursuing a degree in graphics design?"	"I want to transfer to a school with a stronger program for my major."	"I want to get an MBA and own my own business one day."	"I want to go back to school so that I can advance my career."	"I want to find out about events for my family."	"I want to pay my son's tuition online and check his soccer schedule."
Age	16	18	20	24	35	40	52
Lives in	Toronto, Canada	Greensburg, PA	Trafford, PA	West Virginia	Youngwood, PA	Irwin, PA	Cranberry, PA
Education	High School junior	High School Senior	Current Sophomore at St. Vincent College	BS in computer science	High school diploma and some college	WCCC	Penn State, undergraduate
Occupation	Student	Student, part-time waitress in family-owned deli	Full time student	IT Technician	Office manager at local construction firm	Dental hygienist	Accounting executive, PNC
HH Income	\$73k (\$60k + \$13k for disability)	\$80K	under \$100k	\$47k	\$35k	\$75k (\$25k and husband \$55k)	\$120k (\$90k and wife \$30k)



Family	- Dad, Jack, elementary school teacher - Mom, Lisa, physical disability 2 older brothers, Steven and Mike, 19 and 21 years old	- Dad & mom, David and Lin, own a family deli - Brother, Casey, 12 years old	- Dad & mom, Gregg and Mary - Sister, Jessica, 15 years old - Brother, Will, 11 years old, special needs	Single (family lives in Iowa)	- Divorced, no kids - Cat, Dimples	- Husband, Jeremy, 45 years old, construction 2 daughters, Molly and Samantha, 8 and 11 years old	- Wife, Suzanna, 48 years old, receptionist at dental office - Stepson, Cooper, 20 years old
Lifestyle/ Personality	- Driven, aspirational, and passionate - Volunteers at community centers - Star athlete and above average student - Plays video games and goes to Toronto Blue Jays games - Eats healthy, but likes his caffeine	- Cat person - Artistic and stylish - Has a sense of style, but is budget-conscious - Shops at Kohl's (can't afford high-end) - Into photography and alternative music - Has her own car (old and beat-up)	- Loves playing video games with friends - He runs to relieve stress - Has a heart of gold - Sandwich artist - Volunteers with special needs organizations	- College football fan - Laid back and a bit lazy - Gamer and loves technology - Wants to be more motivated and grow up	- Likes to cook and eat healthy - Goes to church - Busy with doctor appointments - Stays active with church groups and outdoor activities with friends	- Dresses casual - Very involved in kids' lives - Strict but fun mom - Interested in crafts programs, scrapbooking and knitting - Loves cycling	- Boring and has inexpensive desires and goals - Wears suits from Boscov's - Living comfortably, not strained financially - Gets a tie every year for Christmas - Vacations at the beach once a year and has OBX stickers on the back of his SAAB - Likes to eat at Applebee's and Kings

Devices	Android, family laptop	Older MacBook and iPhone5	Android and PC	MacBook and iPhone	Dell desktop computer, iPhone	Android, tablet and desktop	Blackberry and desktop
News & Information	Internet and local news	Twitter, Instagram and BuzzFeed	Social media, Reddit, Jon Stewart and John Oliver	Social media and internet	Internet, TV and Facebook	Local TV and news station, Facebook	Pittsburgh Post-Gazette and CBS evening news
Backstory	Although Nick's mom was collecting disability, his father went back to school to get a BS in education so that he could provide for his family. Nick's brothers did not attend college and he would like to pursue higher education. He wants to get a scholarship and surpass his childhood. Toronto doesn't have many schools to offer with baseball scholarships so he decided to start looking at schools that are within driving distance, so he can be close to his family and mother.	Cameron wants to live at home while she pursues her degree in web design so that she can save money. She also wants to be able to work in her family's deli while in college. She is the first person in the family to go to college and her parents are willing to help out. She plans on applying with a portfolio and hopefully getting a scholarship. She knows people in the area who attend Seton Hill.	Jason initially went to St. Vincent College because it offered better financial aid. He doesn't like the education program there and is considering transferring now that he has a better GPA. He is still concerned about the finances of his education since he is paying for school himself. He has a little brother with special needs and watching his care and education have made Jason passionate about becoming a special needs educator.	Dave grew up in Iowa and moved to West Virginia to go to WVU. He wants to pursue an MBA in an Apple™ distinguished school. He likes the low cost of living and is looking in the Pittsburgh area since there has been a lot of growth in technology and technology jobs. Dave would like to stay in more suburban area near the city. He saw an ad about SHU graduate programs with 98% job placement.	Cathy has dyslexia. She wants to move up in her career and thinks a degree in accounting will help her achieve more in her career. She wants to enroll in the accounting program and graduate in three years while still working full-time.	Jennifer grew up in Irwin, went to public high school and then to dental hygienist training. She met her husband at a bar. Her husband's work schedule is quite intense, so she spends a lot of time with her daughters. Her girls play soccer and take piano lessons.	John had no intention to get married but met Suzanna and decided to tie the knot. Suzanna's ex-husband is completely out of the picture and John took full responsibility for his son Cooper, who is now at Seton Hill. He is interested in his son's life and wants to stay involved with him while he's at school nearby.

Individual Personas and Journey Maps

On the following pages you will find each of the personas, as well as their journey maps, associated with content tasks.



Nick

“I want to play baseball and eventually have a career.”



Prospective Student

Age: 16

Lives in: Toronto, Canada

Education: High School junior

Occupation: Student

HH Income: \$73k (\$60k plus \$13k for disability)

Family:

- Dad, Jack, elementary school teacher
- Mom, Lisa, physical disability
- 2 older brothers, Steven and Mike, 19 and 21 years old

Lifestyle/Personality:

- Driven, aspirational, and passionate
- Volunteers at community centers
- Star athlete and above average student
- Plays video games and goes to Toronto Blue Jays games
- Eats healthy, but likes his caffeine

Devices: Android, family laptop

News and Information: Internet and local news

Backstory: Although Nick’s mom was collecting disability, his father went back to school to get a BS in education so that he could provide for his family. Nick’s brothers did not attend college and he would like to pursue higher education. He wants to get a scholarship and surpass his childhood. Toronto doesn’t have many schools to offer with baseball scholarships so he decided to start looking at schools that are within driving distance, so he can be close to his family and mother.

Tasks & Objectives:

- Get information about application process
- Inquire about sports scholarships
- Find out how much tuition costs and financial aid options
- Look into majors offered
- Research the travel options from home to the university
- Research student life





Motivations

To play baseball and succeed professionally

Primary Content

Athletics department and scholarships
Tuition costs/financial aid
Comparing majors (undecided)

Secondary Content

Looking for travel options to and from the university
Find out about student life on campus

Actions

Apply and send email inquiring about sports scholarships

Possible Encounters:

- Online Ad
- Recruiters
- Search (Google)
- Coach

Possible Pages:

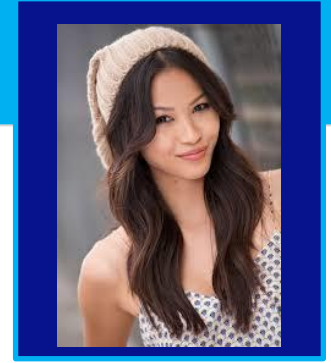
- Athletics department
- Tuition/ Financial aid
- Majors
- International Students Info

Possible Pages:

- Campus location
- Local transportation
- Student life

Cameron

“Can I still live at home while pursuing a degree in graphic design?”



Prospective Student

Age: 18

Lives in: Greensburg, PA

Education: High School Senior. She has just started looking at schools.

Occupation: Student, part-time waitress in family-owned deli

HH Income: \$80K

Family:

- Dad & mom, David and Lin, own a family deli
- Brother, Casey, 12 years old

Lifestyle/Personality:

- Cat person
- Artistic and stylish
- Has a sense of style, but is budget-conscious
- Shops at Kohl's (can't afford high-end)
- Into photography and alternative music
- Has her own car (old and beat-up)

Devices: Older MacBook and iPhone5

News and Information: Twitter, Instagram and BuzzFeed

Backstory: Cameron wants to live at home while she pursues her degree in web design so that she can save money. She also wants to be able to work in her family's deli while in college. She is the first person in the family to go to college and her parents are willing to help out. She plans on applying with a portfolio and hopefully getting a scholarship. She knows people in the area who attend Seton Hill.

Tasks & Objectives:

- Get information about application process
- Looks at design program
- Investigates parking options
- Schedules a campus visit and looks at open house dates
- Parents look at financial aid information





Motivations

To get a graphic design degree locally

Primary Content

Curriculum and class schedule
Commuter information
Class size
Campus visit and open house

Secondary Content

iPad/ MacBook program
Financial aid
Application process and deadlines

Actions

Schedule a visit, sign up for an open house and start application

Possible Encounters:

- Other students in her hometown
- Community ads/local mentions of Seton Hill
- Admissions Counselor at College Fair

Possible Pages:

- Graphic Design major
- Commuter Information
- Visitor information

Possible Pages:

- Technology
- Financial aid
- Application information

Jason

“I want to transfer to a school with a stronger program for my major.”



Prospective Transfer Student

Age: 20

Lives in: Trafford, PA

Education: Current Sophomore at St. Vincent College

Occupation: Full time student

HH Income: under \$100k

Family:

- Dad & mom, Gregg and Mary
- Sister, Jessica, 15 years old
- Brother, Will, 11 years old, special needs

Lifestyle/Personality:

- Loves playing video games with friends
- He runs to relieve stress
- Has a heart of gold
- Sandwich artist
- Volunteers with special needs organizations

Devices: Android and PC

News and Information: Social media, Reddit, Jon Stewart and John Oliver

Backstory: Jason initially went to St. Vincent College because it offered better financial aid. He doesn't like the education program there and is considering transferring now that he has a better GPA. He is still concerned about the finances of his education since he is paying for school himself. He has a little brother with special needs and watching his care and education have made Jason passionate about becoming a special needs educator.

Tasks & Objectives:

- Read about the program
- Investigate how credits can transfer
- Look into applying for financial aid
- Contact faculty





Motivations

To go to a better Special Education program

Primary Content

Special Education program
Application
Request a transfer evaluation

Secondary Content

Admission process
Financial aid

Actions

Start application
Contact Transfer Counselor
Talk to students and faculty in the education division

Possible Encounters:

- WOM at St. Vincent
- Growing up nearby
- Friend going to Seton Hill
- Community ads/local mentions of Seton Hill

Possible Pages:

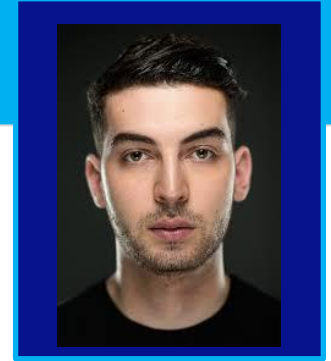
- Undergraduate program page
- Application or transfer process

Possible Pages:

- Admission pages
- Financial aid
- Commuter information

Dave

“I want to get an MBA and own my own business one day.”



Prospective Graduate Student

Age: 24

Lives in: West Virginia

Education: BS in computer science

Occupation: IT Technician

HH Income: \$47k

Family:

- Single (family lives in Iowa)

Lifestyle/Personality:

- College football fan
- Laid back and a bit lazy
- Gamer and loves technology
- Wants to be more motivated and grow up

Devices: MacBook and iPhone

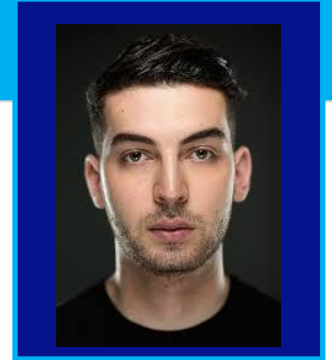
News and Information: Social media and internet

Backstory: Dave grew up in Iowa and moved to West Virginia to go to WVU. He wants to pursue an MBA in an Apple™ distinguished school. He likes the low cost of living and is looking in the Pittsburgh area since there has been a lot of growth in technology and technology jobs. Dave would like to stay in more suburban area near the city. He saw an ad about SHU graduate programs with 98% job placement.

Tasks & Objectives:

- Research MBA program and entrepreneurship
- Research class schedule and online courses
- Find out about grad assistantship/ financial aid





Motivations

To get an MBA and lay the ground work for starting his own business.

Possible Encounters:

- Coworkers
- Online ad
- Search (Google)

Primary Content

Graduate program (MBA)
Specialization (entrepreneurship)
GA opportunities

Possible Pages:

- MBA program
- Grad assistantship/Financial aid

Secondary Content

Entrepreneurial options
Apple™ program
Online courses
Community/Regional information

Possible Pages:

- Wukich Center
- School technology
- Class schedule

Actions

Apply online

Cathy

“I want to go back to school so that I can advance my career.”



Prospective ADP Student

Age: 35

Lives in: Youngwood, PA

Education: High school diploma and some college

Occupation: Office manager at local construction firm

HH Income: \$35k

Family:

- Divorced, no kids
- Cat, Dimples

Lifestyle/Personality:

- Likes to cook and eat healthy
- Goes to church
- Busy with doctor appointments
- Stays active with church groups and outdoor activities with friends

Devices: Dell desktop computer, iPhone

News and Information: Internet, TV and Facebook

Backstory: Cathy has dyslexia. She wants to move up in her career and thinks a degree in accounting will help her achieve more in her career. She wants to enroll in the accounting program and graduate in three years while still working full-time.

Tasks & Objectives:

- How much does the program cost?
- How long will it take to complete?
- Are online courses available?
- Look for financial aid information
- Find out about transfer information or a transfer credit evaluation





Motivations

Have better career options

Primary Content

Degree programs for adult students
Request transfer credit evaluation

Secondary Content

Financial aid options
Accessibility and disability services

Actions

Contact admissions

Possible Encounters:

- Local TV ad
- Facebook
- Search online

Possible Pages:

- ADP accounting

Possible Pages:

- About SHU
- Financial aid
- Admissions

Jennifer

“I want to find out about events and community classes for my family.”



Community Member

Age: 40

Lives in: Irwin, PA

Education: WCCC

Occupation: Dental hygienist

HH Income: \$75k (\$25k and husband \$55k)

Family:

- Husband, Jeremy, 45 years old, construction
- 2 daughters, Molly and Samantha, 8 and 11 years old

Lifestyle/Personality:

- Dresses casual
- Very involved in kids' lives
- Strict but fun mom
- Interested in crafts programs, scrapbooking and knitting
- Loves cycling

Devices: Android, tablet and desktop

News and Information: Local TV and news station, Facebook

Backstory: Jennifer grew up in Irwin, went to public high school and then to dental hygienist training. She met her husband at a bar. Her husband's work schedule is quite intense, so she spends a lot of time with her daughters. Her girls play soccer and take piano lessons.

Tasks & Objectives:

- Information about Community Arts Programs for families (music, dance and art class options)
- Events schedule, costs and registration
- Seton Hill soccer schedule





Motivations

Keep kids active and entertained

Primary Content

Community arts information
Seton Hill soccer schedule

Secondary Content

Weekend activities
Art shows
Art classes and curriculum

Actions

Register for
community arts
programs

Possible Encounters:

- Word of mouth
- Community news

Possible Pages:

- Calendar of events
- Registration info for community arts programs
- Soccer team page

Possible Pages:

- Harlan Gallery page
- Address and locations

John

“I want to pay my son’s tuition online and check his soccer schedule.”



Current Parent

Age: 52

Lives in: Cranberry, PA

Education: Penn State, undergraduate

Occupation: Accounting executive, PNC

HH Income: \$120k (\$90k and wife \$30k)

Family:

- Wife, Suzanna, 48 years old, receptionist at dental office
- Stepson, Cooper, 20 years old

Lifestyle/Personality:

- Boring and has inexpensive desires and goals
- Wears suits from Boscov's
- Living comfortably, not strained financially
- Gets a tie every year for Christmas
- Vacations at the beach once a year and has OBX stickers on the back of his SAAB
- Likes to eat at Applebee's and Kings

Devices: Blackberry and desktop

News and Information: Pittsburgh Post-Gazette and CBS evening news

Backstory: John had no intention to get married but met Suzanna and decided to tie the knot. Suzanna's ex-husband is completely out of the picture and John took full responsibility for his son Cooper, who is now at Seton Hill. He is interested in his son's life and wants to stay involved with him while he's at school nearby.

Tasks & Objectives:

- Wants to pay his son's tuition online
- Check out the soccer schedule
- Interested in PAC tickets to go with his wife



Motivations

Pay tuition online and
print soccer schedule

Primary Content

Tuition payment information
Soccer schedule

Secondary Content

See how the soccer team is doing
Campus map
Performing Arts Center (PAC) tickets

Actions

Pays tuition and prints
out soccer schedule

Possible Encounters:

- GAA mailing
- Website and SHU email

Possible Pages:

- Athletic events
- Tuition payment

Possible Pages:

- PAC page
- Directions and maps

Identity Pillars

If you don't understand what your brand represents for your audience, your content efforts won't be successful. Identity pillars aren't just about what people think of when they think of you (brand attributes)—it's also about ***what you want your brand to represent to them***.

Identity pillars are the four core principles of your brand.

In order to create identity pillars that will help you shape your content efforts, we must first define brand attributes.

Brand Attributes

Brand attributes are what defines your brand. So what, or better yet, *who* is your brand? Think of a brand as a personality. What are the characteristics people think of when they think of your brand? Are you fun, playful, affordable, dangerous, caring, technologically advanced, classy, elegant, chic, exciting, boring, reliable, controversial, or dull? Do people laugh when they see your logo or cry?

Who is your brand? What does that brand mean to the world? What do you *want* the brand to mean to the world? You need to know it and define it. If you don't have a way to marry your content to your identity, it won't hold together.

Brand Attributes vs. Identity Pillars

- **Brand attributes** are the characteristics that describe your brand.
- **Identity Pillars** are a tool used to describe the core principles of your brand.

Remember, **brand attributes are the characteristics** that describe your brand. Brand attributes are what people think about the brand, and possibly, how the brand self-identifies.

Identity pillars

Identity pillars are a way to establish how you want to communicate with both your internal team and your external customers. They:

- Provide the vehicle to move the perception of the brand forward
- Define communication goals (in the context of content) within the company

In other words, identity pillars give you a roadmap for how to improve the perception of your brand through content and communicate internally within your organization about content priorities and objectives. They take you from where you are to where you want to be, and show you how to move forward.

As with everything in content, we need to understand where we are, where we want to be, and how we are going to get there. Establishing branding pillars requires a four-step process where you:

1. Analyze your current business objectives
2. Understand what your *current* brand attributes are
3. Express how you are trying to move the brand
4. Create identity pillars that articulate the promises of your brand

Identity Pillars Matrix

Current Pillars		Future Pillars
Catholic	→	catholic (learning, serving, celebrating and welcoming)
Small	→	Diverse
Student Centered	→	Student Centered
Integrated Technology	→	Integrated Technology

Please reference **Appendix C** for pictures of how the identity pillars were developed.



Messaging Architecture

Messaging architecture is a hierarchy of communication goals. The goal of a messaging architecture is to give:

- Priority to your business objectives
- You firm documentation for explaining why certain content—and messages—need to come first



Messaging Architecture Matrix

Current Identity Pillars	Future Identity Pillars	%	Articulation Statement	Messaging Statements
Catholic	→ catholic	25 %	We foster a strong catholic identity that is dedicated to learning, serving, welcoming & celebrating.	- Seton Hill's Campus Ministry, while Catholic in orientation, is open to all students and provides opportunities for students of all faith traditions to enrich their university experience by participation in prayer and worship, community service, social responsibility and sharing the gifts of faith with the entire community. - Annual service events for students, faculty and staff include the Take the Day On Day of Service, Labor of Love, and trips to support communities in need over University academic breaks.
Small	→ Diverse	25 %	We are a diverse, close-knit community that excels in small, personalized learning environments.	2600 students representing 48 states and 16 countries 13:1 student to faculty ratio 95% career/graduate school placement rate; 98% career placement rate for graduates of master's programs. 35% minority students - Students in the Education Division at Seton Hill work and learn (under professional supervision) at the University's nationally-accredited Child Development Center. - Students, faculty and professional staff in all academic divisions travel together to other countries (or other locations in the U.S.) to learn, to teach, to make joint presentations at conferences, and to provide aid and assistance to communities in need. - Students have faculty members in their field of study as professors (no courses are taught by graduate assistants) and as academic advisors throughout their time at Seton Hill. 21 athletic programs are consistently ranked highly in academics in the conference and in the NCAA DII - Partnership with the Lake Erie College of Osteopathic Medicine (LECOM), the nation's largest medical college, with Seton Hill being one of 3 locations (Erie, Greensburg in PA and Bradenton, FL)

Student Centered	→	Student Centered	25 %	Students power the thought, innovation and ingenuity of the community. • Through the Seton Hill Government Association (SHGA) Seton Hill students have an important share in the governance of the University and have voting representation on some University committees. • Students are involved in the planning and implementation of the majority of Seton Hill's campus events and functions. • 20 Student Ambassadors provide assistance and information on the university to alumni, donors and friends of the university. • 42 student "Griffin Guides" provide tours of campus to prospective students and families, assist with events for prospective students (like Open House) and are available to answer questions from prospective students via email, phone, social media, etc. on what it's "really like" to live and study at SHU. • Students and faculty members conduct research together, meaning students are led by the faculty but using the same equipment and principals (e.g., biology students are doing research through the Howard Hughes Medical Institute Science Education Alliance's PHAGES (Phage Hunters Advancing Genomics and Evolutionary Science) project. • Students and faculty perform together in music ensembles. • 84 active student clubs (created by students and advised by faculty or professional staff) support student interests in everything from environmental awareness to swing dance. • 5- 8 mainstage student theatre and dance performances a year are featured at Seton Hill's Performing Arts Center. (Students perform, provide technical theatre services including lighting, music, set design, etc. and work in the Box Office.) • 4 major exhibits of student art are held at Harlan Gallery every year; students also assist with 2 – 3 exhibits by local, regional and national artists at the gallery annually. • 40 music performances at the Performing Arts Center a year feature student performers or other student involvement. • Students are actively involved in major academic and business initiatives undertaken by the university (the redesign of Seton Hill's website, for instance.) • The University mascot, the Griffin, is the result of a student vote; the main Griffin logos were created by a Seton Hill graphic design student.
---------------------	---	---------------------	---------	--

			• Student-created business development is supported through education, training, resources and start-up funding through the Business Division, E-Magnify Women's Business Center and the Wukich Center for Entrepreneurial Opportunities. • A true Town And Gown relationship with the city of Greensburg, especially prominent as 4 new buildings downtown are now a part of Seton Hill's downtown campus (including future housing).	
Integrated Technology	→	Integrated Technology 25 %	We embrace technology to fit students for the world. • We provide iPads to all full-time students & faculty • We provide MacBooks to all full-time incoming students • We provide mobile and assistive technology to faculty along with training on the best ways to use it for teaching and learning. • Training and ongoing support for the use of mobile technology in teaching and learning is provided by Seton Hill's Center for Innovative Teaching. • Seton Hill is an Apple Distinguished School, a designation reserved for programs that are recognized as centers of educational excellence and leadership, which allows students and faculty to operate from the same platform, creating a seamless environment for sharing and collaboration through technology.	

Voice and Tone

Voice

A voice is an expression of your brand's personality. Tone is the reflection of the feelings we have when we communicate. Tone comes from the stresses we put on words—otherwise known as intonation. Consider the following sentence:

“Come here right now.”

Now imagine that sentence uttered by your parent, boss, or friend. The stress on each particular word in the sentence, as well as the hardness or softness of that person's voice will tell you how they are feeling when they say that sentence.

No one ever says, “Don't use that voice with me Missy.” But they do say, “Don't use that tone.” Tone changes—voice should not. That is why emoticons are so popular: Because written digital text can be so flat and devoid of tone, we've resorted to using graphic smiley faces to communicate what we truly mean.

Tone

Tone is how you sound in different situations. Your brand can be fun, but if a customer is annoyed, a cheeky email that may come across as cute in one situation may be a major turnoff in another. Tone is so important for brands, so be sure to think through this part critically.

Tones should always be adjusted based on the conversation and where your customer is in the customer loop. So think about where your customer is in his or her journey.



Voice and Tone Matrix

We are...	We are not...	Good example	Notes
Welcoming	Limiting	If you don't find what you're looking for here on our site, or have questions about anything from the admissions process to course scheduling to financial aid, please be in touch. We'd love to talk with you about your goals for the future, and how Seton Hill can help you reach them.	- We infuse our content with personal warmth. - Just as we welcome prospective students to campus, we welcome current students to take part in all aspects of the life of the university throughout their time here.
Positive	Cheesy	Since 1885, Seton Hill has been educating students to be "fit for the world in which you are destined to live." The first step – the most important step – is finding the college or university that is the right fit for you . Whether you are fresh out of high school, a professional looking for a new career (or to enrich a current one), or a busy adult entering college for the first time, we have programs tailored to suit your needs.	- Our content has enthusiasm without going over the top. - Our optimistic tone supports "This Way Up" and has its roots in Saint Elizabeth Ann Seton's belief that: "Cheerfulness prepares a glorious mind for all the noblest acts."
Knowledgeable	Arrogant	Seton Hill has a 95% career/graduate school placement rate (and a 98% placement rate for our master's programs) – which means that you won't just graduate with a degree, you'll graduate knowing where you're headed, and with the knowledge, resources and contacts to get you there.	- We are practical and down to earth but not authoritarian. - We back up claims with facts (we are credible). - We always present in a professional manner. - We are experts who use language that will be understood by non-experts.



Conversational Formal

Seton Hill offers more than 80 undergraduate and 13 graduate programs (as well as an Adult Degree Program and advanced certifications) in the natural and health sciences, performing and visual arts, business, humanities, education and social sciences - so whatever your ambitions, Seton Hill knows how to turn your passion into a meaningful career. (And if you're not sure what direction you want your education, or your career, to take – no problem. We can help with that, too.

- We talk to the person, not at the person.
- We remember that there is a student in need of guidance at the other end of the content.



Sign off

A signature below represents your agreement that the information in this document is true and complete. Aha Media Group will consider the content strategy project complete upon receipt of this signed document.

Date

