

Carolina

communiqué

A publication of the Carolina Chapter of the Society for Technical Communication (STC).

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What's New

January Event: TechComm and Content Strategy

January Event: Making Your Content A Company Asset By Sree Pattabiraman, Communications Director :::: Physical assets have a long life, and their value depreciates over time. Does content meet that definition? Some does not; tweets are usually relevant for hours, or maybe days. Other content, like maintenance manuals or product descriptions, might remain relevant for years after being created. At its best, technical communication provides an asset that allows the user to effectively make use of your product. Content strategy can make your content asset in a variety of ways. If you can deliver your content in multiple formats, it will hold more value than if it is locked into a single format, or you can use metadata to improve the



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Articles from the Past Quarter

Articles in the 2016, Q3 issue:

- [Ebook versions of the 2016, Q3 edition.](#)
- [From Pharmacy Technician to Technical Writer Hopeful](#)
- [Help Steer the Ship](#)
- [Introducing the STC Carolina 2016 - 2017 Board](#)
- [TechComm & Translation to the Publishing Industry](#)
- [Why You Should Join STC](#)

The Archives

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