

Content Engagement in the Time of Coronavirus

Connectiv Content & Editorial Council Fall Meeting, October 15, 2020

Erin Hallstrom, Putman Media

Putman Media



- 80+ years old
- Cover all major facets of manufacturing
- Magazines, websites, events, custom-content
- Based out of Chicago suburbs
- 50+ Employees

March 2020

Welcome aboard the Coronacoaster



Timeline

March 2020

- Chief Editor at Annual Consumer Analysts Meeting, food companies just starting to talk about COVID (late February)
- Reporting on impact of Asia lockdowns & U.S. Supply Chains
- COVID-19 comes ashore to the U.S.
- [Influential Women in Manufacturing](#) nomination deadline delayed (hearing from some manufacturers re: production concerns)
- Lockdown & CPG Surges prompt major supply chain issues
 - Grocery stores can't keep up
 - Schools & Restaurants can't take anything
- Production Line issues: Sourcing & Labor
- **March 19:** Create Coronavirus Information Hub on website
- **March 26:** First Quarantine Quiz Published
- Events/trade shows are being cancelled

Timeline April 2020



- There are three of us that make up the Food Processing content team: I Editor in Chief, I Senior Editor, I Digital/Content Strategist
- We did a hard pivot and changed our April cover story to be Food & COVID-19
- We created a source file that where we each would dump relevant content into buckets; most became the content for our April cover story
- Constant updates to our 2020 Event Planner Guide
- Weekly Quarantine Quiz begins to pick up steam
- **Influential Women in Manufacturing** nomination deadline in mid-April

Timeline May 2020

- Food plants and production lines became more dire
- Still writing features for magazine and website on COVID-impact
- Production Line deaths & COVID hotspots
- Supply chain is still disrupted
- Not everyone is back working in an office
- COVID lawsuits against meat plants
- Quarantine Quiz becomes one of our most popular newsletter features
- **Influential Women in Manufacturing** judging takes place

Timeline Summer 2020

- Food Processing planned to watch a podcast in March 2020
 - **Podcast** launched July 5, 2020
 - First few episodes were our editors talking about COVID and its impacts on the top food & beverage companies
- Annual issue on the Top Food & Beverage Companies in the U.S. & Canada (August)

Engagement Tactic: Quarantine Quizzes

- 2020 is also Food Processing's 80th anniversary
- Food Processing History Lesson article has received modest traffic from Google Classroom, but an uptick during lockdown.
- An idea is born...
 - Launched our first Quarantine Quiz in March to both celebrate our anniversary and as a means to let off steam.
 - Quizzes is embedded on the site, shared on social, homepage, in newsletters, carried a hashtag

Quarantine Quiz: Food Processing History Edition

How well do you know the history of the food industry? Take our quiz and test your trivia smarts.

By Erin Hallstrom, Trivia Master
Mar 26, 2020

Need a little break from your day? How about something to keeping the younger folks in your home busy? Keep yourself entertained during our social distance-approved Quarantine Trivia Quiz. This is purely for fun and we have no awards to give out for this other than your own pat on the back. If you're so socially inclined, feel free to post your results along with the hashtag [#fpquarantine trivia](#). If you have any food trivia factoids you'd like to have included in our next quarantine trivia, [email the trivia master](#).



Food Facts Quiz: How Well Do You Know Your Food Mascots?

You see them on your favorite food products, but how well do you really know your favorite food mascots? Take our quiz to find out.

By Erin Hallstrom, Trivia Master
Jul 23, 2020

Quarantine may be fading, but our love of trivia is not. Keep yourself entertained with our social distance-approved Food Facts Trivia Quiz. This is purely for fun and we have no awards to give out for this other than your own pat on the back. If you're so socially inclined, feel free to post your results along with the hashtag [#foodfactstrivia](#). If you have any food trivia factoids you'd like to have included in our next fast facts trivia, [email the trivia master](#).



Engagement Tactic: Food Funny

- Cartoonist draws a seasonal cartoon for us
- We encourage our readers to submit captions
- Mid-month, we flip the switch and get our readers to vote on their favorite captions.
- We highlight the winning caption in the following month's e-newsletter

May 2020 Food Funny Cartoon Caption Contest

It's a bird! It's a plane! No, it's the amazing Food Manufacturing Employee! We're honoring all of the heroic people on the plant floor with this month's cartoon caption contest.

By Illustration by Jerry King
May 01, 2020

This month's cartoon is dedicated to all of the people working in the food and beverage industry, and especially those on the plant floor.

Congratulations to Greg McGoogan, Major Accounts Manager with Hyster-Yale Group on his winning caption:

Able to leap over empty toilet paper shelves in a single bound...



Engagement Tactic:

Food For Thought Podcast

- **Food For Thought Podcast:** The stories behind the headlines of the Food & Beverage industry
- I'm the host, producer, and acquisition editor
- All done from my desk & phone
 - Microphone, audio & video software, etc.
- Podcast gives us new opportunities to reach people who may not otherwise have known about us
- We're on Apple, Google, etc.
- Post video & transcript, share & tag



Engagement Tactic: IWIM

- **Influential Women in Manufacturing** recognition program that honors women in the manufacturing landscape
 - Won Silver in 2019 SIPAwards, Best New Product
- Now in its third year; the team went from four people to one (me)
- Peer-submitted nominations (90-150/year); Judges are editors and past honorees
- Throughout the year, all of our brands cross-promote the IWIM program
 - Honorees within certain verticals typically get extra coverage in their respective vertical
 - Within food & beverage industry, there were three honorees



Content Engagement Tools Used

- We rely heavily on Google Forms
 - Polls
 - Quizzes
 - Voting
 - IWIM Award Nominations
 - Feedback surveys
- It's easy to export results and then share them with the team
- For Podcasts, we use
 - Yeti Microphone (\$130 approx.)
 - Audacity audio editing software (free)
 - Headliner Audio>Video Conversion (free limited)
 - Speechpad for Transcripts

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Let's continue the conversation

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