

# **The Masters of Educational Content**

## **How institutions can communicate with precision and impact**

part 1.

## **From Information to Narrative – Turning Dry Academic Data into Engaging Content**

How structured content increases  
engagement, impact, and prestige in higher  
education



# The Structural Content Problem



Many internal messages in organisations go unread  
(sources: ZipDo 2024; Oak Engage 2023).

**Academics generate extraordinary knowledge.**

**Institutions often communicate it... poorly.**

- Updates are informational, not meaningful
- Research is described as data, not impact
- Internal content overwhelms instead of guiding
- External audiences receive noise rather than clarity



# Why It Matters for Universities & Schools



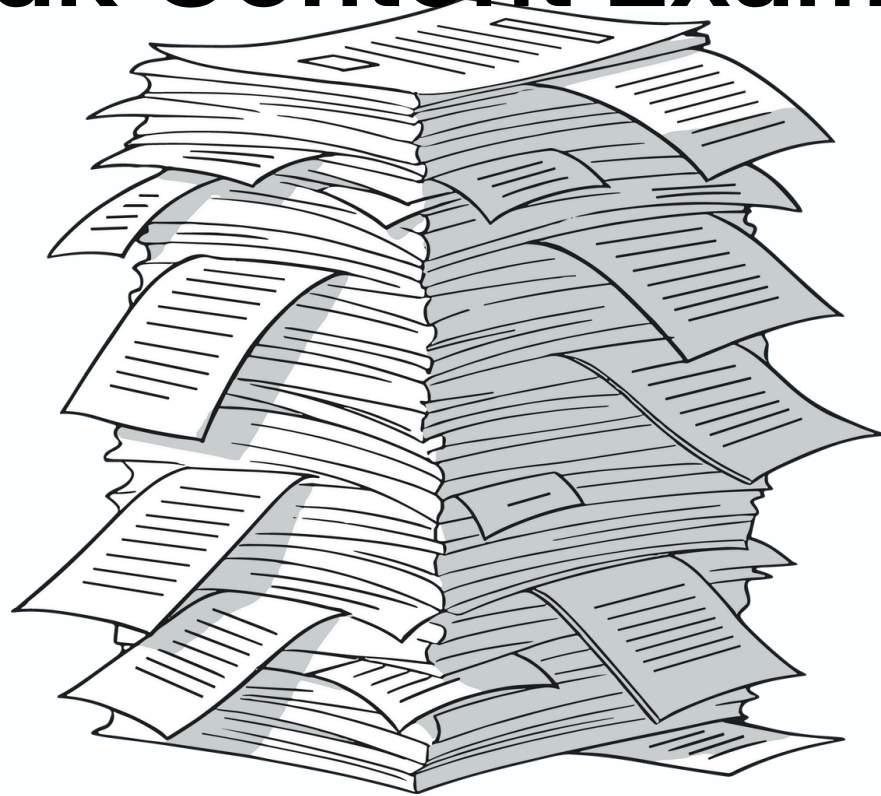
High-quality content extends the institution's intellectual authority outward — and strengthens internal alignment.

## When content lacks structure, institutions lose influence.

- Research impact becomes invisible
- Staff don't understand institutional priorities
- Partners overlook key achievements
- Students remain disengaged from institutional life
- Funders fail to see the strategic value of initiatives



# What Usually Happens (Weak Content Example)



A real pattern across the sector:

“We published a report on sustainability.  
Link attached.”

## Outcome:

- Low engagement
- No understanding of relevance
- No amplification
- Administrative
- Uncontextualised



# What High-Impact Content Looks Like



Same fact, different content thinking:

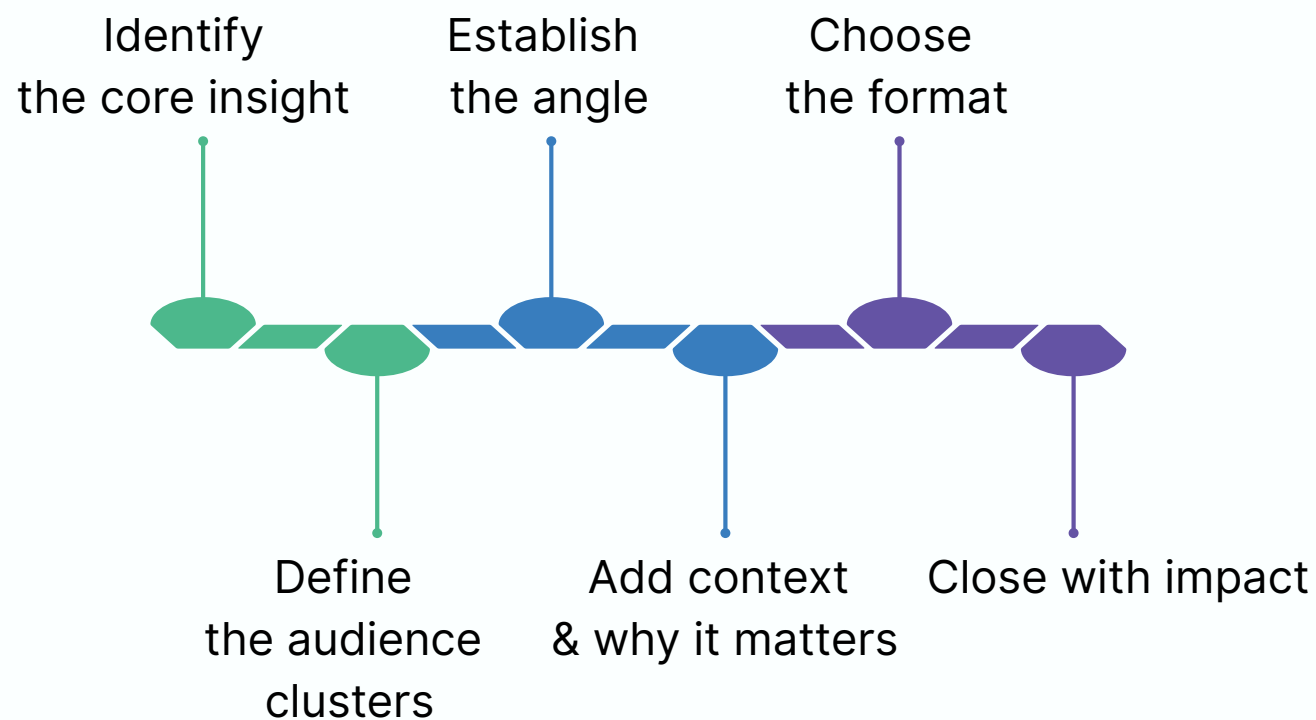
“Our latest work on sustainability reveals three findings that could inform policy across urban campuses. Here’s what this means for students, partners, and our region.”

## Outcome:

- Clear relevance
- Audience-specific framing
- Potential for media, partnerships, student engagement
- Reputation and visibility increased



# The Narrative Mapping Framework



A simple structure to elevate academic content without oversimplifying it.

- Identify the core insight

What is the essential contribution?

- Define the audience clusters

Students / Colleagues / Funders / External partners / Media

- Establish the angle

Academic, societal, practical, institutional, policy-driven

- Add context & why it matters

What is the real-world consequence or value?

- Choose the format

Newsletter, intranet, LinkedIn, briefing note, web article

- Close with impact

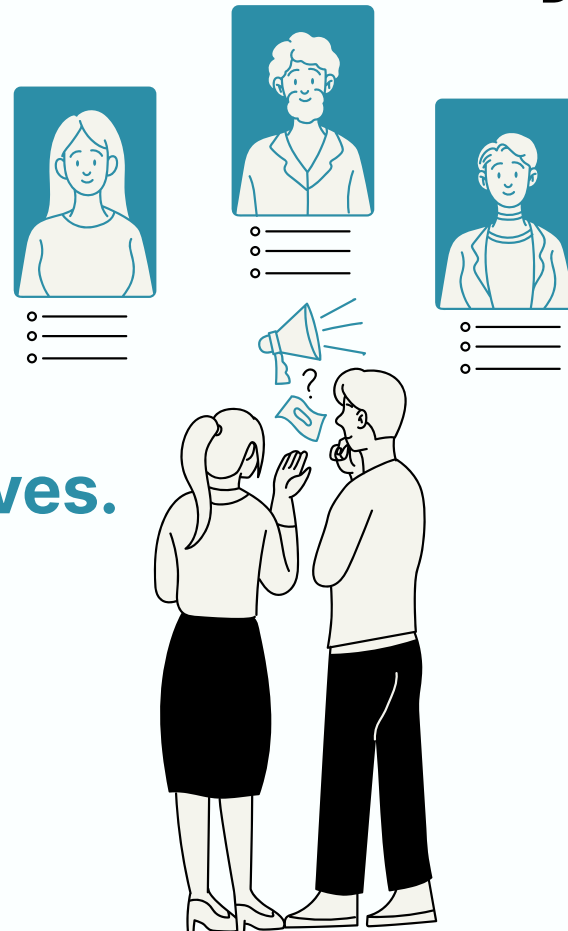
What changes because this research exists?

This is research storytelling for academic environments, not marketing spin.



# Micro Case Study

**Same data.**  
**Three strategic narratives.**  
**Zero simplification.**



One research fact → Three audience narratives

**FACT:** The department releases a study on AI ethics.

**Students:**

“Why these findings matter for your future in AI-driven workplaces.”

**Funders / Alumni:**

“How institutional research is shaping the next generation of safe AI standards.”

**Academic peers:**

“Three methodological insights that advance global AI ethics debates.”



# Key Takeaways



- Good content ≠ decoration; it is an interpretive lens
- Academic institutions don't need “more content” — they need better-structured content
- Narrative-driven content increases internal clarity and external influence
- When institutions explain impact, audiences respond

\*(sources: ZipDo 2024; Oak Engage 2023;  
IBIMA 2022 — organisational communication research)





# **Next Tuesday (25 Nov)**

## **Episode 2: Making Complex Content Accessible Without Losing Academic Integrity**

This series builds on two earlier mini-courses:

- The Ultimate Guide to Educational LinkedIn Posts
- Tone of Voice in Academic Content

Links available in the first comment.

