**Essentials of Magazine Publishing Sabatier**

**Unit 2: Exercise-**

**Create Relevant Content**

1. **Do you currently have some type of content strategy as you understand it from today's session and handouts? If yes, please explain.**
2. **What are the key themes, topics and messages for your audience in all the content you publish or plan to publish in print and/or online?**
3. **Please share what your signature content is or will be.**

**4. How do you know that your content is delivering on mission and engaging your readers? (If you have not yet published, explain what you plan to do to track the impact of your content with your readers.)**