



---

## Digital Content Planning Guide

Using social media effectively requires a digital content strategy that will allow you to have the greatest impact on your intended audience while aligning Panduit’s organizational goals with marketing’s objectives.

This guide focuses on the planning aspects of content creation to help us achieve the social presence that will keep our messaging top of mind and sustainable for our target audience.

In conjunction with the Panduit [Social Media Guide](#), please use this document when creating digital content for your projects. Also, please refer to the [Digital Content Planning Templates](#) document, which has the templates you will need for planning the meta data information covered in this guide.

Asset Creation (web page, landing page) .....	<a href="#">3-5</a>
Blog Posts .....	<a href="#">6-7</a>
YouTube .....	<a href="#">8-9</a>
Social Media Platforms .....	<a href="#">10-13</a>



# Asset Creation (web page, landing page)

While web pages are designed to educate visitors through many click-through options, landing pages are more simplified and are intended for a specific marketing campaign goal. Both assets are excellent opportunities for increasing customer engagement with your brand.

## Keywords

A word or group of words used in a search engine or search bar. Keywords should appear within your website copy and in taglines, product descriptions, and navigation. Search engines also detect keywords within your code as part of the title and meta description tags, as well as in headers and links to drive strong search results to your content. Refer to [MarketingProfs](#) or [Google AdWords](#) for more details on effective use of keywords.



Keywords are vital to a solid digital content strategy, specifically for Search Engine Optimization (SEO) purposes. Strong keywords help ensure that your content speaks the same language as your intended audience, which helps connect them to your information.

## Open Graph Tags

Information that you would like to appear when your page is displayed. This includes the page title tag, meta description, URL, and site name. [Click for more details.](#)

## URL/ Permalink/ Slug

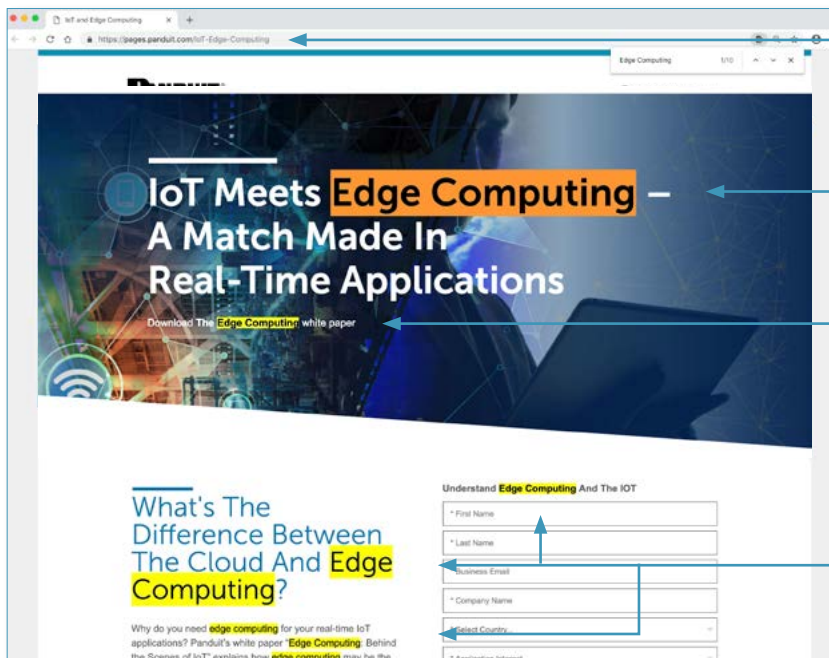
The address where a particular web page can be found on the Internet. These are the words that customers would search for to find a website like yours.  
Example: <https://pages.panduit.com/loT-Edge-Computing>

## Page Title Tag (Max character count 60)

An accurate and concise description of a page's content. Title tags are displayed on Search Engine Results Pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. This is a good place to insert keywords.

## Meta Description (Max character count 160)

A short description that summarizes the page's content. This is a good place to insert keywords.



URL/Permalink/Slug

Keywords (Often placed in copy)

Page Title Tag

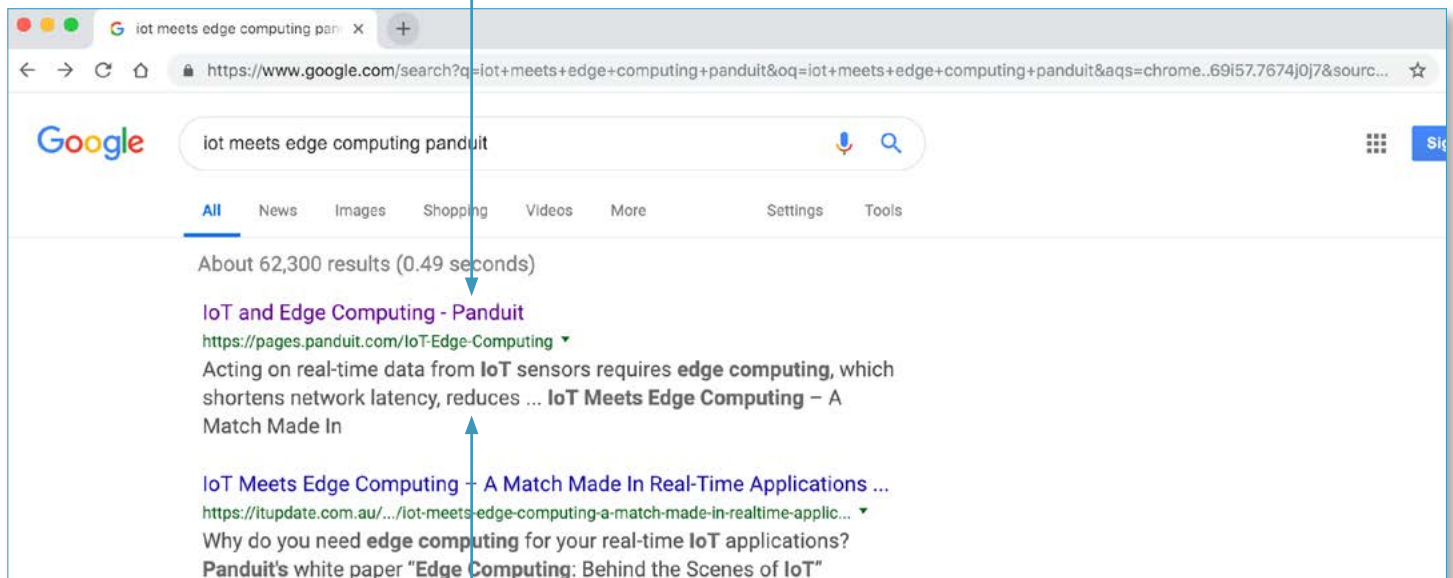
Source Code

```
1 <!DOCTYPE html>
2 <html lang="en"><head>
3 <script type="text/javascript">
4   var mktoPreFillFields =
5   {
6     "Country":null,"Email":null,"FirstName":null,"LastName":null,"State":null,"pan_companyname":null,"rFConfidenceDescription":null,"rFConfidenceLevel":null,"rFGHQCompany":null,"rFGHQPhone":null,"rFinferredAreaCode":null,"rFinferredCity":null,"rFinferredIndustry":null,"rFinferredState":null,"rFSITEAddr1":null,"rFSITEAddr2":null,"rFSITEAnnualRev":null,"rFSITECity":null,"rFSITECompany":null,"rFSITECountry":null,"rFSITEEmployeesHere":null,"rFSITEPhone":null,"rFSITESICCode":null,"rFSITESICName":null,"rFSITEState":null,"rFSITESubCode":null,"rFSITETicker":null,"rFSITETradeName":null,"rFSITEURL":null,"rFSITEZip":null};
7 </script>
8
9   <meta charset="utf-8">
10  <meta http-equiv="X-UA-Compatible" content="IE=edge">
11  <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no">
12
13  <meta name="robots" content="index, follow"><meta name="keywords" content="edge computing,network latency"><meta name="description" content="Acting on real-time data from IoT sensors requires edge computing, which shortens network latency, reduces jitter, and enhances security."><title>IoT and Edge Computing</title>
14
15  <link href="//maxcdn.bootstrapcdn.com/bootstrap/3.3.6/css/bootstrap.min.css" type="text/css" rel="stylesheet">
16  <link href="//pages.panduit.com/rs/349-EQI-366/images/repaintless.min.css" rel="stylesheet">
17  <link href="//pages.panduit.com/rs/349-EQI-366/images/ellipsis.css" rel="stylesheet">
18  <link href="//pages.panduit.com/rs/349-EQI-366/images/panduit.css" rel="stylesheet">
19  <link href="//pages.panduit.com/rs/349-EQI-366/images/font-icons.css" rel="stylesheet">
```

Meta Description

Page Title Tag

Search Engine



Meta Description

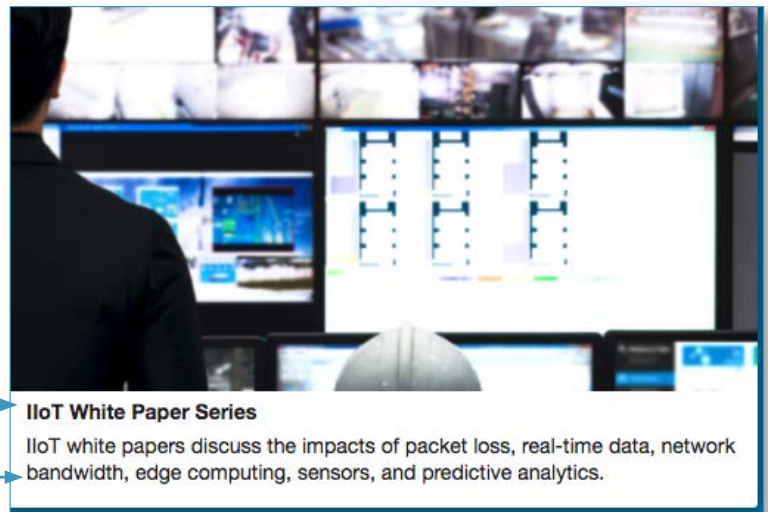
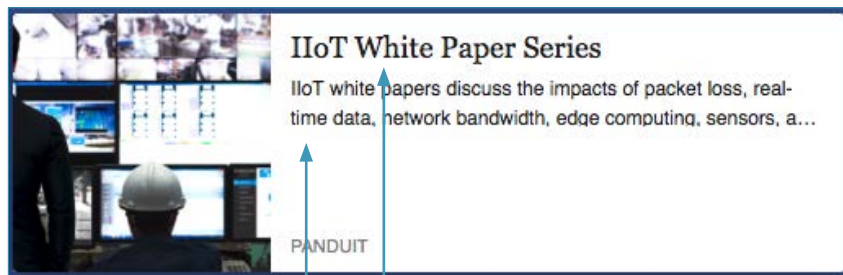
### OPEN GRAPH GENERATOR

Fill in Required Fields

<b>Title</b> <input type="text" value="IIoT White Paper Series"/>	<b>Description</b> <input type="text" value="IIoT white papers discuss the impacts of packet loss, real-time data, network bandwidth, edge computing, sensors, and predictive analytics."/>
<b>Site Name</b> <input type="text" value="Panduit"/>	
<b>Site URL</b> <input type="text" value="https://pages.panduit.com/IIoT-White-Paper-Serie..."/>	
<b>Type</b> <input type="text" value="Article"/>	<b>Number of Images</b> <input type="text" value="1"/>
<b>Image 1 URL</b> <input type="text" value="https://pages.panduit.com/rs/349-EQI-366/images/IOT-Whitepaper-Banner_OG_600x525.png"/>	

Annotations on the right side of the form:

- Page Title Tag (points to the Title field)
- Meta Description (points to the Description field)
- URL/Permalink/Slug (points to the Site URL field)





## Blog Posts

Blogs are a great way to demonstrate our thought leadership and to promote our products and services, all while driving traffic back to Panduit.com.

<b>Keywords</b>	A word or group of words used in a search engine or search bar. Keywords should appear within your website copy and in taglines, product descriptions, and navigation. Search engines should also detect them within your code as part of the title and meta description tags, as well as headers and links to drive strong search results to your content.
<b>Open Graph Tags</b>	
Information that you would like to appear when your page is displayed. This includes the page title tag, meta description, URL, and site name. <a href="#">Click for more details.</a>	
<b>URL/Permalink/Slug</b>	The address where a particular web page can be found on the Internet. Example: panduitblog.com
<b>Author</b>	Subject Matter Expert (SME) for the blog post. If the author is new, request a thumbnail headshot (Dimensions: 200px x 200px), external title, and email address. Additionally, provide two to three sentences about the author’s background.
<b>Categories</b>	The group that the keyword falls under for SEO purposes. Categories identify the topic of your blog and help users easily navigate to your content. Examples include: Construction, Data Center, Energy, Enterprise, Industrial Automation, IoT, Safety Technology, and Wire Harness.
<b>Meta Description (Max character count 160)</b>	A short description that summarizes the blog’s content. This is a good place to insert keywords.
<b>Tags</b>	Words and phrases that provide context about the content so users know what to expect when they click the link.
<b>Headline</b>	Title of blog at the top of an article or page to introduce the subject that follows. Your keyword should be displayed in the headline.
<b>Title Subhead</b>	Secondary heading of blog. Your keyword should be included in the title subhead if possible.
<b>Feature Image</b>	825px x 412px without text if possible. If you have to have text on the image, please place text within 100px from the edges.
<b>Word Count</b>	Number of words in the blog
<b>Go Live Date</b>	Date and time the blog is to be posted

URL/Permalink/  
Slug

Blog Page

Headline

Not Secure | panduitblog.com/2019/10/11/datacenter/infrastructure-talent-needs-for-cutting-edge-data-centers/

Panduit.com Search Blog

Corporate Data Center Enterprise Network Industrial Construction/ MRD Industrial Network OEM

**INFRASTRUCTURE TALENT NEEDS FOR CUTTING-EDGE DATA CENTERS**

Home / Colocation / Infrastructure Talent Needs for Cutting Edge...

Go Live Date

Feature Image  
825px x 412px

Tags



Title  
Subhead

**Part 2: Insights from Industry Expert Peter Kazella**

In the second of our two-part blog series with industry expert Peter Kazella of **PKaza**, a 12-year Data Center Facilities recruiter, we discuss what it takes to go live with a newly built data center and what to look out for when building your team in an ultra-tight market.

Keywords  
(placed  
throughout  
copy)

**As more data centers are getting constructed and going online, what staffing needs contribute to going live?**

Having the right team on board including partnering with the right vendors is crucial as you need a team who is constantly staying current as new technology is introduced.

Right now for PKaza, one of our highest demand jobs is that of the Commissioning Agent. It is their job to test the many mechanical (HVAC), electrical, and building controls systems of the data center to make sure they are operating to specs before the data center goes live. Many data center operators (i.e. end users), will contract third party commissioning firms with electrical, mechanical, and controls engineering expertise to test and inspect these systems to make sure they operate and perform to spec: before they flip the "On" switch. They will test the backup power system equipment like generators and uninterruptible power supplies (UPS) as well as the components that make up the massive cooling systems like the computer room air conditioning units (CRAC), chillers and cooling towers.

Many of these professionals are degreed mechanical and electrical engineers, but don't have to be very bright and experienced power and cooling technicians with expertise in equipment repair and maintenance are very good candidates for these roles. Military veterans from the Navy's Nuclear Engineering program (EMNs, ETNs and MMNs) are the most sought after or any other branch that supports power generation size typically solid candidates post active duty.

Their background in a critical environment that revolves around stringent operational procedures is a good match for these roles. Besides the expertise that is needed for this job, a large amount of travel is required for this role which makes it a challenge to find the right people.

Many **data centers** will also start to hire their facility operations teams during this process. These are the managers and critical facilities technicians that will be monitoring and maintaining the equipment (electrical, mechanical, and controls) once the data center is up and running.

By observing the commissioning process, these technicians will have a deeper understanding of the procedures needed to keep the equipment running and what to do in the unlikely event of equipment failure. These techs are also able to give suggestions on equipment if they observe issues in the initial startup phase. They create the MOPs and SOPs to maintain and operate the equipment which is a very important part of being a commissioning agent as well.

**What potential challenges and opportunities exist for data centers looking to hire as their infrastructure modernizes?**

Having the right team on board including partnering with the right vendors is crucial as you need a team who is constantly staying current as new technology is introduced.

The data center industry has a shortage of specialized training / education programs that focuses on the data center market. Over the last 15 years or so, many training and educational programs have been developed to offer content with a focus on data center management. Some examples are The Marist College Institute for Data Center Professionals (IDCP)

**Conclusion**

A big thank you again to Peter Kazella for all his insight on current trends and keeping us informed on what look for in the future. At Panduit, we know that redundancy in electrical power components and cooling backups are the core of reliability for data center. For more information about improving your operation through wireless monitoring, check out our white paper: **Improved Reliability Through Wireless Monitoring and Control**.

Thanks for checking out our new expert Q&A series. Follow us on **LinkedIn** and **Facebook** or sign up for Panduit's mailing list to get alerted when our next conversation with an expert goes live.

Categories

Categories: Colocation, Data Center | By Ashley Dunham | October 11, 2019 | Leave a comment

Author

Tags: colocation, cooling efficiency, data center

Share this post

Author: Ashley Dunham  
Ashley is the Regional Marketing Manager for Network Infrastructure at Panduit Corp.

Additional  
Image Size  
Recommendation  
360px x 253 px



## YouTube (full video and/or script snippets)

YouTube is an excellent tool for video marketing - helping to build traffic and brand awareness while increasing SEO.

<b>Title</b>	Title of video. The title of the overview video should not be the same as snippet titles. Snippets focus on product features, enhancements, and benefits. The title should reflect this distinction.
<b>Meta Description</b>	Detailed overview of the video's content to help with how YouTube ranks your video.
<b>Tags</b>	Words and phrases (topic, category, etc.) that give YouTube context about a video.
<b>Visibility</b>	<p><b>Unlisted</b> – Only people who know the link to the video can view it (e.g., friends or family to whom you send the link). An unlisted video will not appear in any of YouTube's public spaces (e.g., search results, your channel, or the Browse page)</p> <p><b>Public</b> – Video is searchable and anyone can view</p>
<b>Playlist</b>	A group of videos that can be played back either sequentially or in a shuffled order.
<b>Script Snippets</b>	:15 snippets of the full video. These snippets serve as a teaser to the full video.



### Panduit Video Upload Page

1 of 1 uploaded - YouTube

https://www.youtube.com/upload

YouTube Search

PROCESSING DONE

Click "Publish" to make your video live. Draft saved.

Basic info Translations Advanced settings

Upload status: Upload complete! Your video will be live at: https://youtu.be/QE8p\_ZeeYBU

Video / Audio quality: Your videos will process faster if you encode into a streamable file format. For more information, visit our Help Center.

Title

Description

Network Infrastructure x Cabling x

New! Premieres

Make it a moment! Build the hype and get fans excited about your next video.

- Schedule your Premiere
- Share your watch page URL with your fans
- Chat with fans before and during the Premiere
- Watch the Premiere with fans in real time

Learn more

Premiere  Public

Also share on

Add a message to your video

Add to playlist

Title

Tags

Meta Description

Visibility

### Panduit YouTube Page

Search

Panduit 5,344 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Created playlists

Playlist Name	Video Count	Updated	View Full Playlist
Industrial Network Snippets	61	Updated 2 days ago	VIEW FULL PLAYLIST (61 VIDEOS)
Panduit Snippets	7	Updated 2 days ago	VIEW FULL PLAYLIST (7 VIDEOS)
Enterprise	92	Updated 6 days ago	VIEW FULL PLAYLIST (92 VIDEOS)
Japanese Language Videos	38		VIEW FULL PLAYLIST (38 VIDEOS)
Panduit Cable Cleats	37		VIEW FULL PLAYLIST (37 VIDEOS)
Data Center	160		VIEW FULL PLAYLIST (160 VIDEOS)
Corporate	7		VIEW FULL PLAYLIST (7 VIDEOS)
Vietnamese Language Videos	5		VIEW FULL PLAYLIST (5 VIDEOS)
Background and Panduit Info	30		VIEW FULL PLAYLIST (30 VIDEOS)
Portuguese Language Videos	6		VIEW FULL PLAYLIST (6 VIDEOS)
Spanish Language Videos	15		VIEW FULL PLAYLIST (15 VIDEOS)
Advisory Services	16		VIEW FULL PLAYLIST (16 VIDEOS)

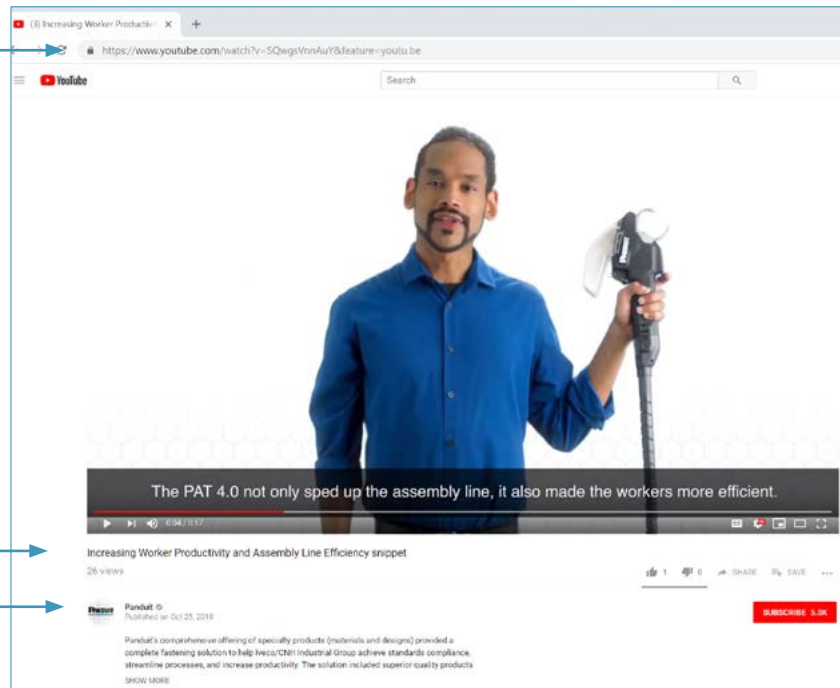
Playlist

### YouTube Video

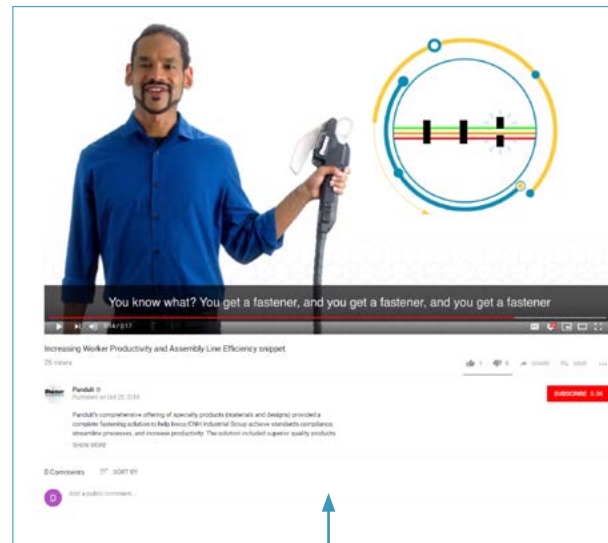
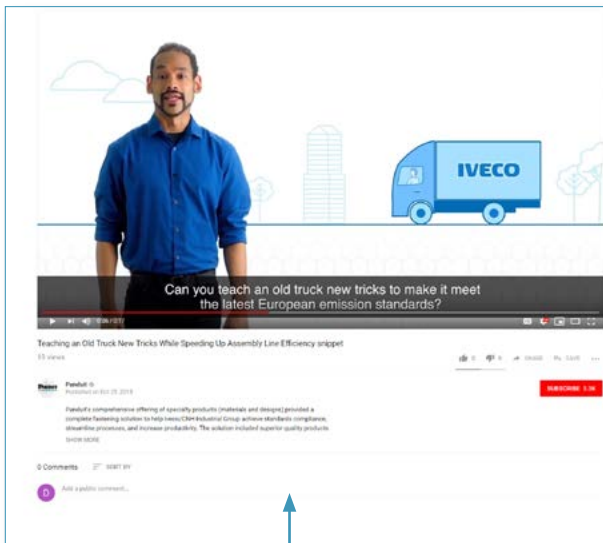
URL/Permalink/Slug

Title

Meta Description



### Snippets



15 Second Snippets of Full Video

# Social Media Platforms

This section provides tips to consider when developing digital content for the three social media channels that we primarily use: Facebook, LinkedIn, and Twitter. The content you share on each site should be unique to give your followers a reason to follow you on more than one network. Content that has a lot of views, likes, and shares usually delivers higher search engine rankings, so it's important to take the appropriate steps in the planning process to achieve the desired results. Please refer to the [Social Media Guide](#) for more information.



## Facebook Posts

Target Audience: Distributors, System Integrators, Installers

- Keep the tone's focus on customer benefits
- Be brief and straightforward
- Be mindful of the context
- Avoid unnecessary words
- Include CTA
- Include relevant image that is correctly sized
- Use proper dimensions for Facebook images: 1,200px x 630px
- Double check grammar and spelling
- Use the right hashtag(s)
- Monitor the hashtag(s)



Brief & straightforward

Include CTA

Use the right hashtag(s)

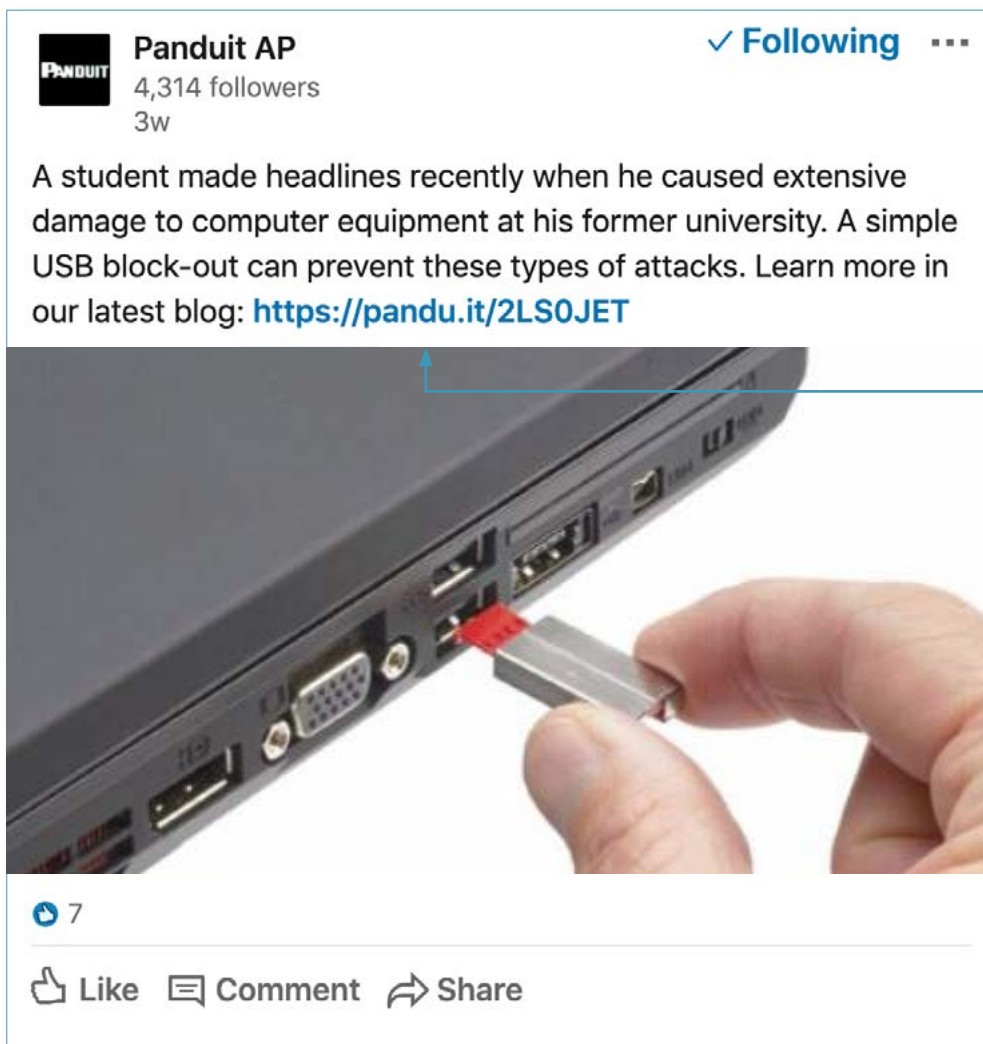
1,200 x 630 pixels  
150 DPI



# LinkedIn Posts

Target Audience: C–Suite Executives

- Keep the content focus on customer benefits
- Be brief and straightforward
- Be mindful of the context
- Avoid unnecessary words
- Include CTA
- Include relevant image that is correctly sized
- Use proper dimensions for LinkedIn images: 550px x 375px
- Use the right hashtag(s)
- Monitor the hashtag(s)
- Double check grammar and spelling



Brief & straightforward

Include CTA

550 x 375 pixels  
150 DPI



# Twitter Posts

Target Audience: General

- Keep the tone's focus on customer benefits
- Be brief and straightforward
- Be mindful of the context
- Avoid unnecessary words
- Include CTA
- Include relevant image that is correctly sized
- Use the right hashtag(s)
- Monitor the hashtag(s)
- Double check grammar and spelling
- Use proper dimensions for Twitter images: 520px x 254px



Brief & straightforward

Include CTA

Use the right hashtag(s)

520 x 254 pixels  
150 DPI