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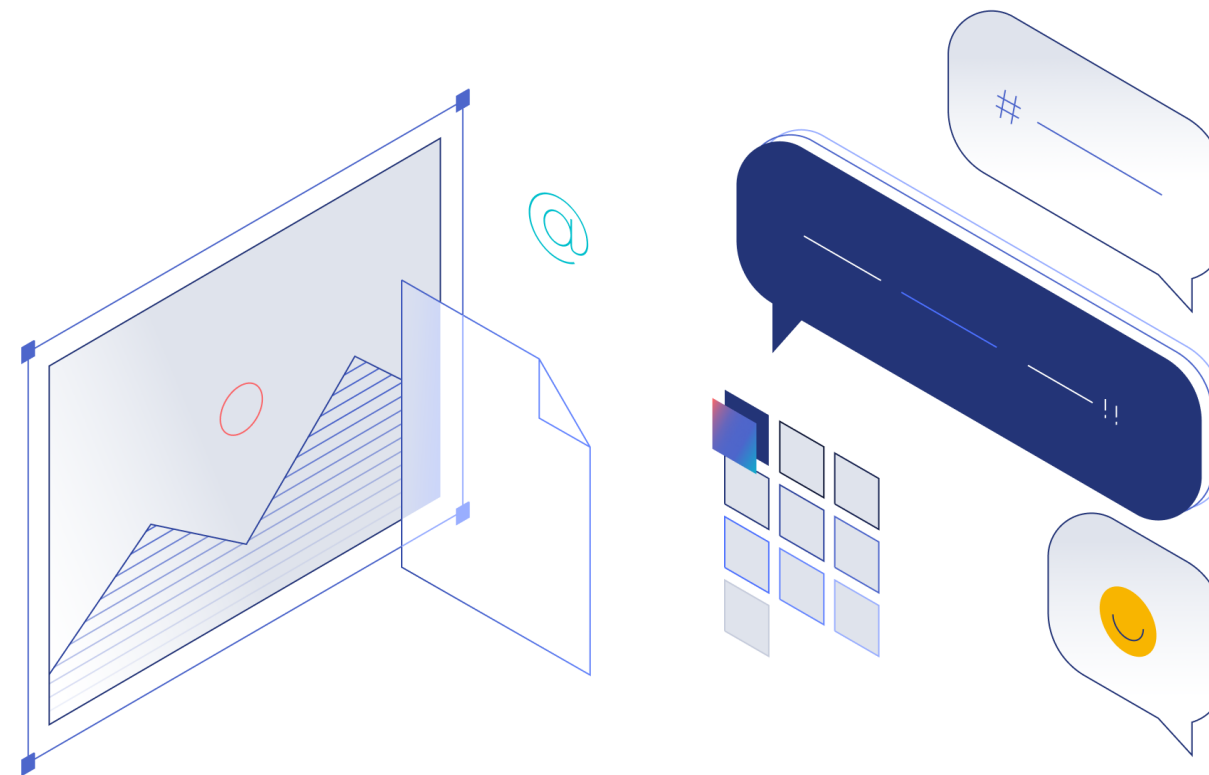
Delivering an engaging content creation experience in your organization



Fredrik Danielsson,
Product Manager, Tiny



Kate Bazilevskaya,
Head of Partnerships, Tiny



Delivering an **engaging** content creation experience within your organization






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-  Introductions
-  Content Editing Think-Tank
-  Engaging content
in post-pandemic world

Hi, I'm Kate!



I'm the Head of Partnerships at Tiny and a content experience nerd. I'm deeply passionate about content and communications and their ability to educate, inspire, create shared meaning, and empower communities. I worked in the branded content space for over 15 years and won over 65 prestigious advertising awards for branded content, including Cannes Lions, the Webbys, D&AD, and One Show. My projects have been featured by Business Week, Business of Fashion, Nieman's lab, TechCrunch, etc. I also hold a UX Certification (Interaction Design) from a well-known usability consultancy Nielsen Norman Group. I lead strategic partnerships at Tiny, and I'm on the team leading our partnership with HCL.

Awards:



Native
Advertising
Institute



THE
WEBBY
AWARDS

Press mentions:



[katya-bazilevskaya](https://www.linkedin.com/in/katya-bazilevskaya)

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Hi, I'm Fredrik!



I am Fredrik Danielsson, and I'm the product manager of TinyMCE at Tiny. Unfortunately as you can see I was unable to join you. I did have the pleasure of attending Engage in 2019 when it was at Autoworld, and it was amazing.

So I started my career in digital advertising just before the turn of the millennium and have had the opportunity to work with brands like Ferrari, Volvo, Nike, Ericsson, Kodak. I've also done a lot of consulting around user experience, design and the digital workspace,

What we are about to talk about is very dear to me, I've been remote working full time for the past 13 years and had the opportunity to work with amazing people from different cultures, all over the world right here from the Swedish outback with little carbon footprint, and I would love for more people to be able to do this, but it's not without it's challenges, as we are about to find out.



[fredrikdanielsson](#)

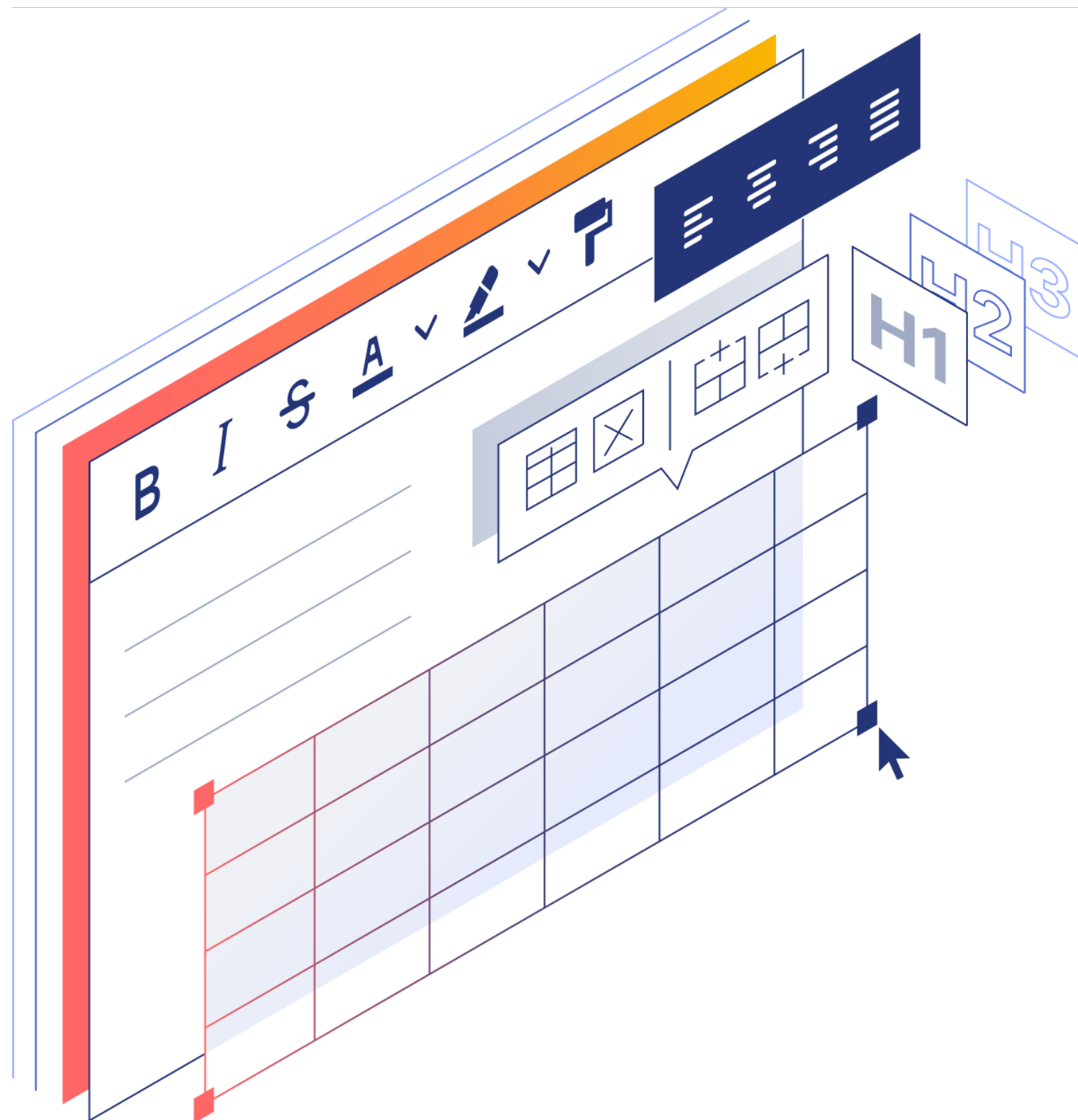


fredrik.danielsson
@tiny.cloud



About Tiny

Who is Tiny?



textbox.io



Who is Tiny?

1900+

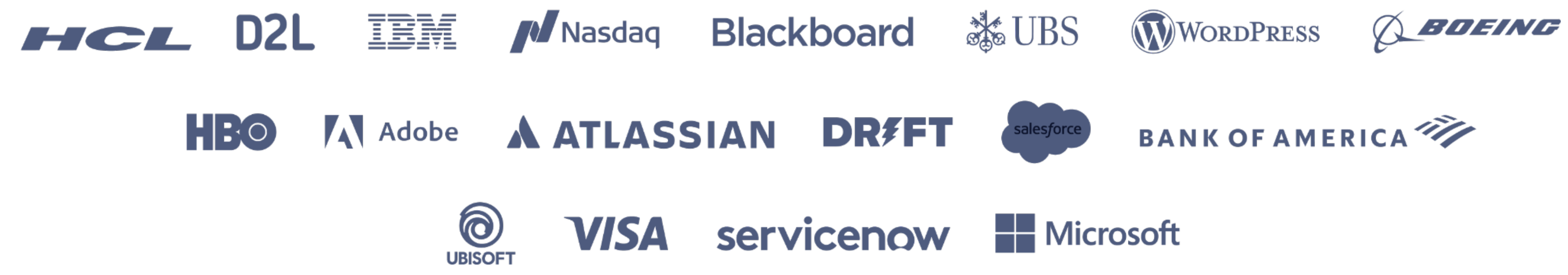
Premium Customers

40%+

Of websites
using our tools

20+

Years in the
game



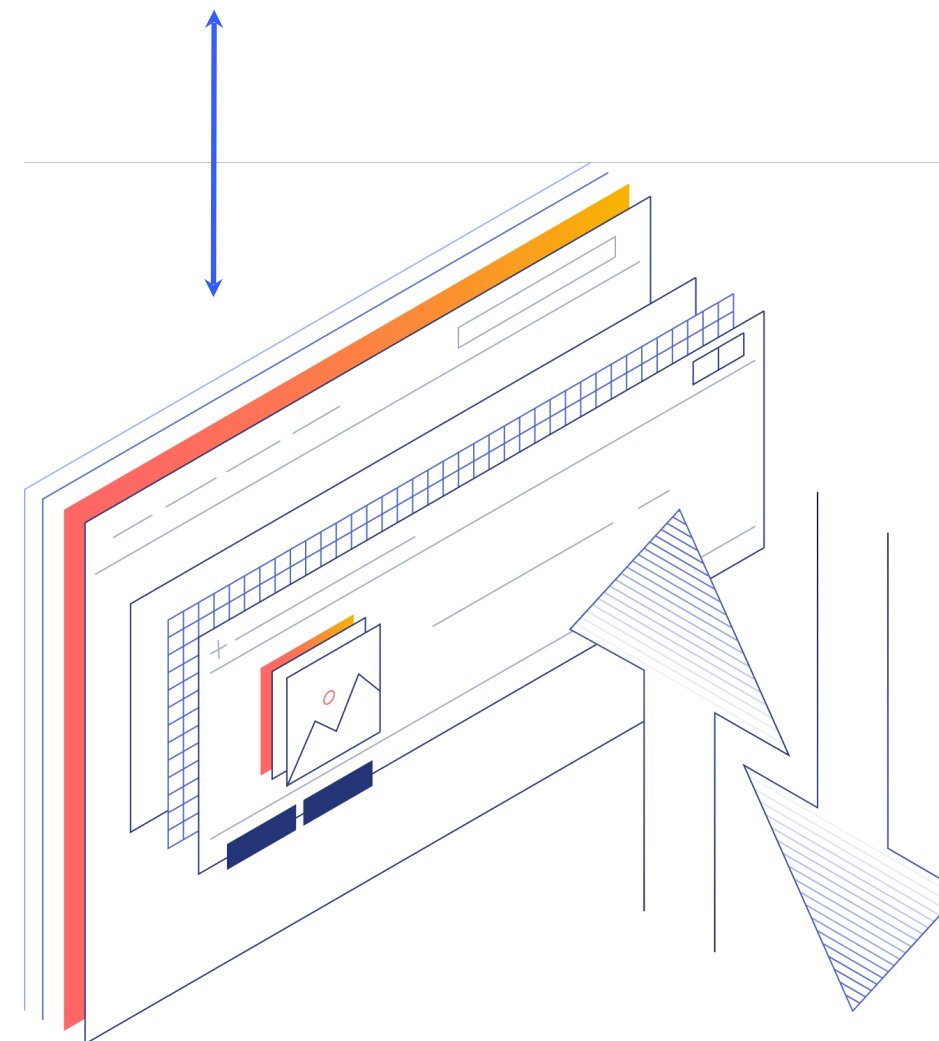


Tiny's Content Editing Think-Tank

1. Community Voices

Customer, Partners,
Team, End-users

2. Our Research



Think-Tank

3. 3rd Party Research & Industry Trends

B2E Content and E2E Content Creation Insights

Community Voices

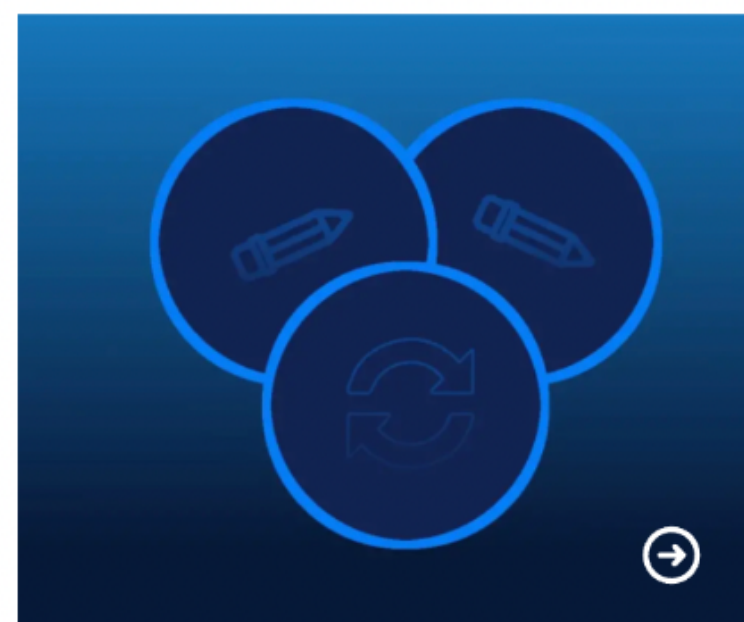
tiny BLUEPRINT

CATEGORIES

 Content Marketing & Design Developer Insights How-to Use TinyMCE Open Source Product-Led Growth The Tiny Way World of WYSIWYG

Developer Insights

The perfect source for all web application and software developers, as well as engineering teams who want to stay up to date with the latest development tools, developer insights, leading edge thinking and experiments.



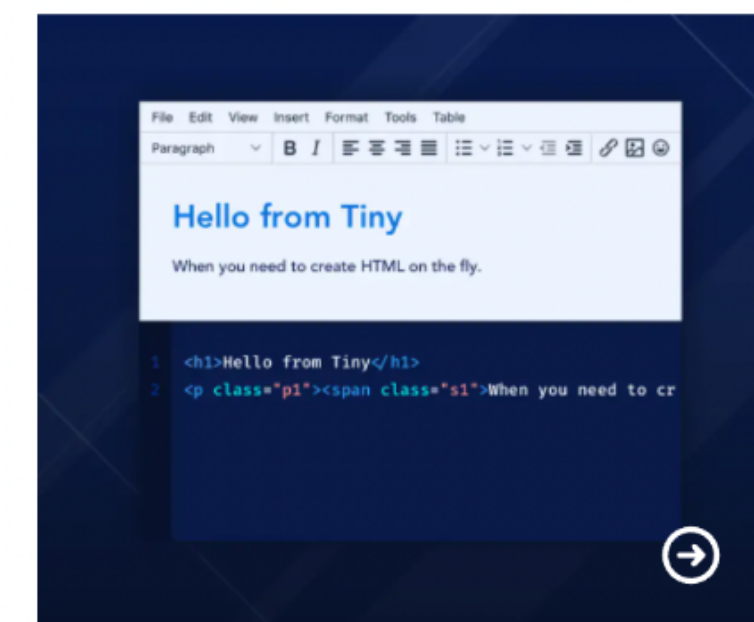
Handling undo functions in rich text editors

BY RAVGEET DHILLON
IN DEVELOPER INSIGHTS



Software development trends: Stack...

BY JOE ROBINSON
IN DEVELOPER INSIGHTS



Using HTML and contenteditable to build a rich text...

BY SHAHED NASSER
IN DEVELOPER INSIGHTS

Our Research

The State of Rich Text Editors



3rd Party Research and Trends



We Are All in This Together



Engaging content in **post-pandemic** world



Why?

Let's start with **why**

Coming out of the pandemic, organizations had **both wins and losses**

“workers’ sense of
technology mastery
accelerated compared
to previous years”

[Gartner 2021 Digital Worker Experience Survey
Results: The Real Future of Work](#)

89%

of respondents said their
work-life was getting worse

[Harvard Business Review: Beyond Burnout, 2021](#)

employees in the hybrid world are

1.27 times

more likely to struggle to disconnect
from work than employees in the on-
site world

[Watch Out for 3 Challenges Driving Remote Work Fatigue,
Gartner, 2021](#)

Burnout is “a syndrome conceptualized as resulting from **chronic workplace stress** that has not been successfully managed.”

Battle for better EX



73%

of respondents confirmed that **employee experience is being discussed at the C-suite level** in their organization

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

82%

agreed that internal communication is seen as a **key driver of the employee experience** in their organization

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

72%

Respondents consider **user experience** among key challenges in focus

[The State of Rich Text Editors 2021 Annual Global Survey Report, Tiny, 2021](#)

“The idea of a ‘Wiki’ may seem odd at first, but dive in, explore its links and it will soon seem familiar. ‘Wiki’ is a composition system; it’s a **discussion medium**; it’s a repository; it’s a mail system; it’s a tool for collaboration. We don’t know quite what it is, but we do know it’s a fun way to **communicate asynchronously across the network.**”

Ward Cunningham,
creator of ‘Wiki’ (1994)



The answer is

Empathy



“communicating
empathically increases
job satisfaction,
reduces burnout”

[Link to research](#)

Engaging content creation
process — a content
creation process designed
with empathy and
employee well-being
in mind



What?

Post-Pandemic Content Learnings



#1: **Less** is More

Information overload and an “always-on” mindset



‘Volume of communication too high’ remains in the

top 3

challenges in organizations with more than 10,000 people

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

40%

hybrid or remote employees reporting an **increase in the length of their workday** in the past 12 months

[Watch Out for 3 Challenges Driving Remote Work Fatigue, Gartner, 2021](#)

+13%

time employees spend in meetings

= 48 min

[Collaborating during CORONAVIRUS: The impact of the COVID-19 on the Nature of Work, National Bureau of Economic Research, 2020](#)



Learnings to fight information overload

Embrace *silence*



Learnings to fight information overload

Embrace *silence*
Content *quality*



Learnings to fight information overload

Embrace *silence*

Content *quality*

Useful *content*



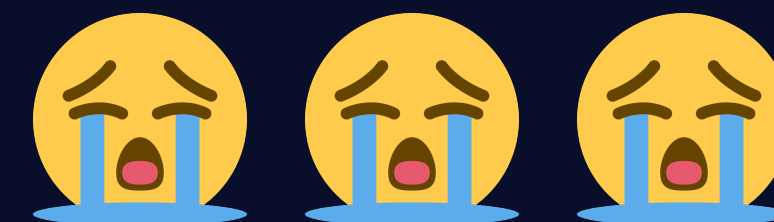
#2: Staying Human

Lack of human connection



Shopify, like any other for-profit company, is not a family. The very idea is preposterous. You are born into a family. You never choose it, and they can't un-family you. The dangers of 'family thinking' are that it becomes incredibly hard to let poor performers go. Shopify is a team, not a family."

P Tobias Lütke, CEO Shopify





Learnings for staying human

Human Topics and Programs



Learnings for staying human

Human Topics and Programs

Community



Learnings for staying human

Human Topics and Programs

Community

Tone of voice



#3: Create a sense of purpose in collaboration

Searching for purpose

7 in 10 millennials

said businesses focus on their own agendas than considering wider society; and only

47% believed

businesses have a positive impact on society

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

53%

Consider 'Engaging people around a purpose, strategy, and values' the number-one priority

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

Burnout scores declined as purpose scores increased:

25%

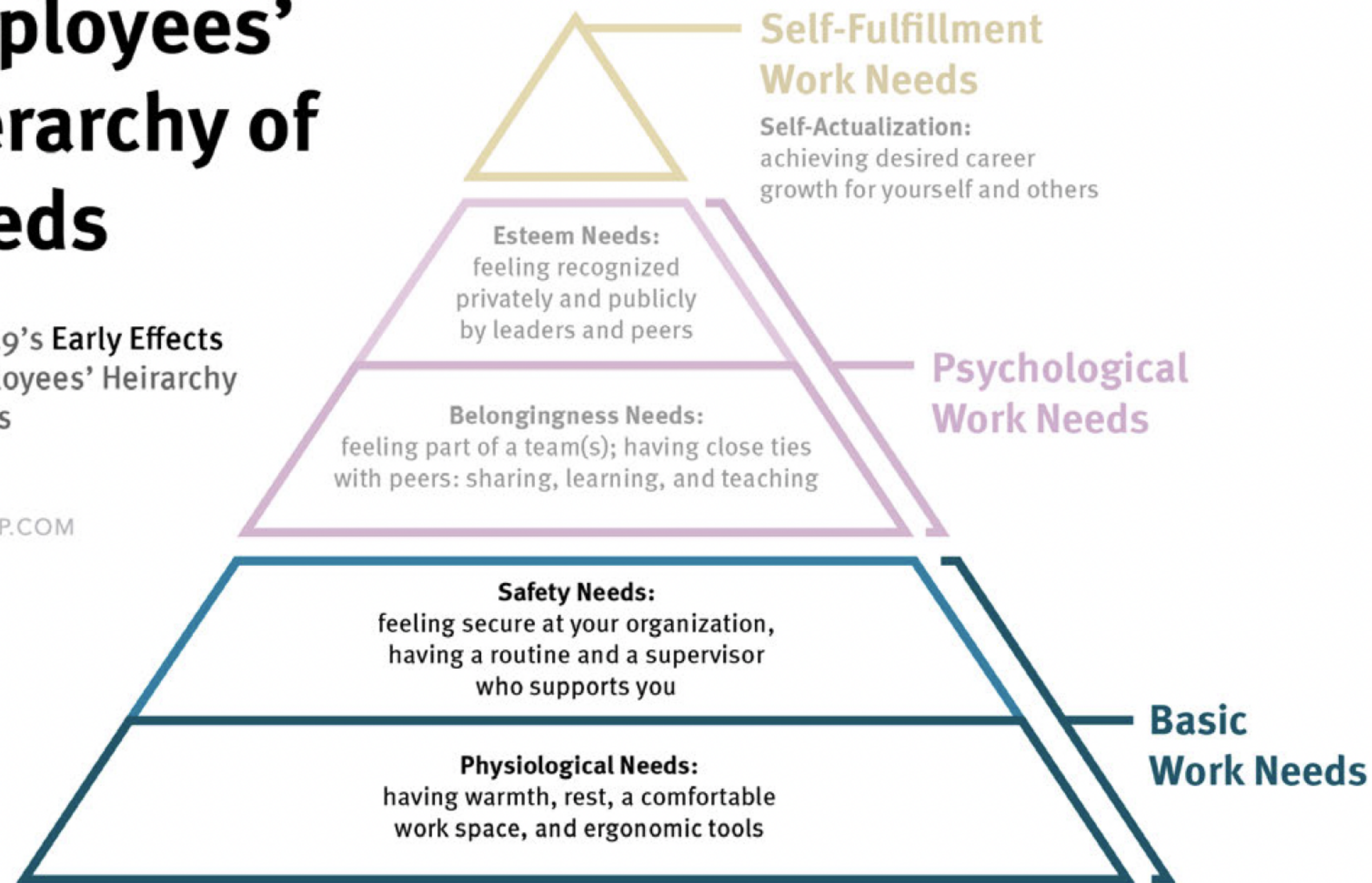
of people who felt a strong sense of purpose in their work had not experienced any burnout

[Harvard Business Review: Beyond Burnout, 2021](#)

Employees' Hierarchy of Needs

COVID-19's Early Effects
on Employees' Hierarchy
of Needs

NNGROUP.COM
NN/g



[NN/g "10 Best Intranets of 2021: What Makes Them Great"](#)



Learnings to embrace sense of purpose

Listen & provide a platform

WHEN YOU TALK, YOU ARE
ONLY REPEATING WHAT
YOU ALREADY KNOW.
BUT IF YOU LISTEN,
YOU MAY LEARN
SOMETHING NEW.

DALAI LAMA





Learnings to embrace sense of purpose



Listen & provide a platform
Time & resources



Learnings to embrace sense of purpose

Listen & provide a platform

Time & resources

Anticipate & Mitigate Risks



What?

#1: **Less** is More

#2: Staying **Human**

#3: Create a sense of purpose
in **collaboration**



How?

Not-so-Secret Sauce

Influencers

31%

of organizations
say they use
internal
communication
ambassadors
or champion
networks

20%

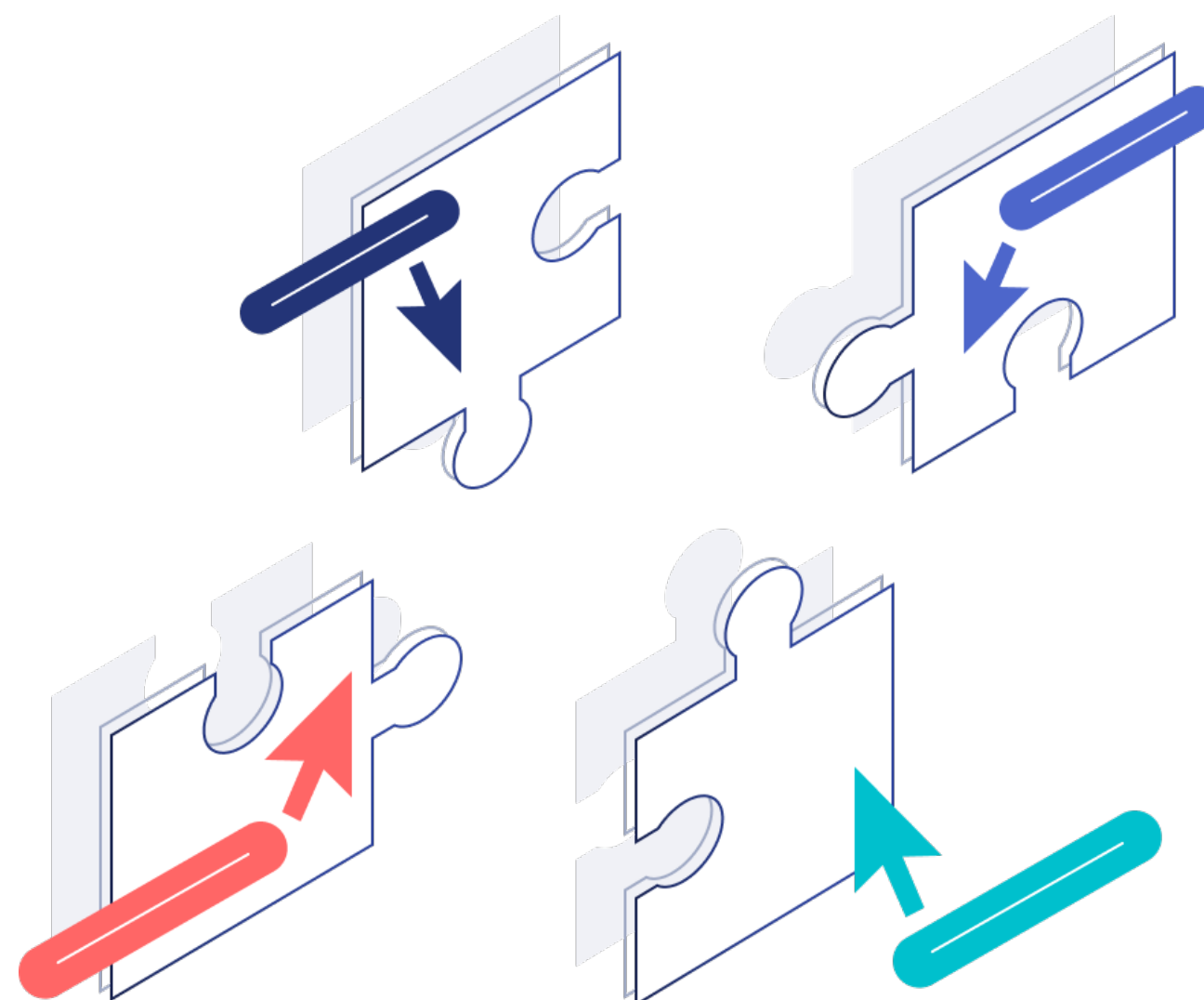
actually view
them as a
feedback
channel.

[State of the Sector 2022: global internal communication and employee engagement insights and trends, Gallagher, 2022](#)

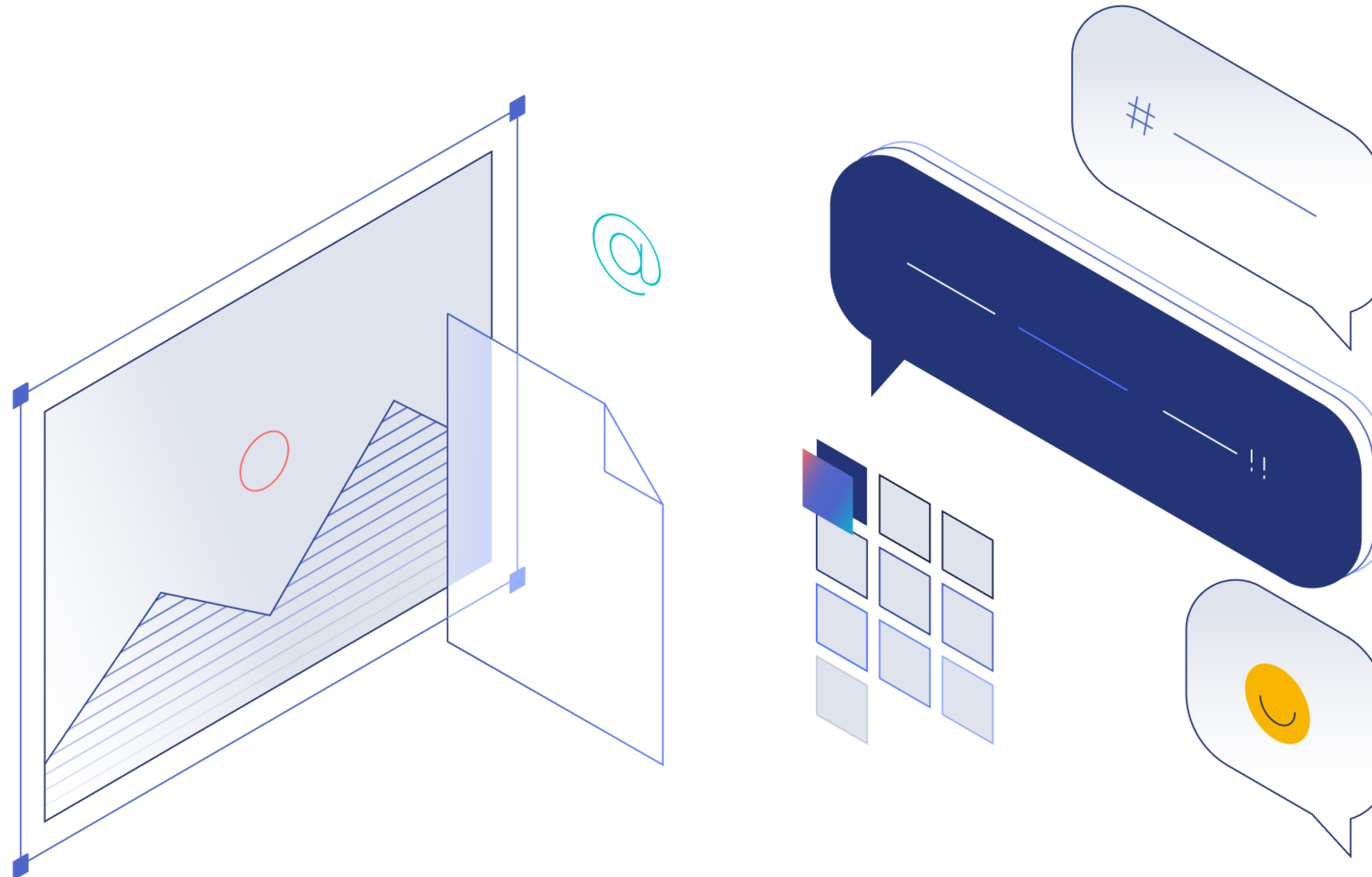
Embracing the power of influencers

1. Give influencers more space
2. Collaborate and be open to feedback
3. Provide training to empower content best practices & tooling usage

We would love to hear
from **you**



Q&A





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