

Is sharing part of your content strategy?

I can't believe that in mid-2016 I am still complaining about this, but it happened to me again just this morning. I came across an interesting blog post about—get this—content strategy, and it had NO SHARING BUTTONS. None. Zilch. There was no easy way to share this content out short of me cutting and pasting the URL or using an extension such as Buffer (as Jonathan Rick helpfully pointed out on Twitter).

Think about the user

Here's the thing, content strategy is supposed to keep the "user experience" (or UX) in mind. That means, that you, the content strategist or website/blog owner, need to think about your site's visitors: How do they use your site? What do they need to do on your site? What do they want to learn about you? How can you make the process easy and intuitive *for them*?

It's about being social

Sharing buttons have been around for years. There are dozens of plugins that allow this functionality in WordPress, and I am sure in any other blogging platform. Not having sharing buttons means you do not want your content to be shared. Which means you do not understand the purpose of content or the social aspect of social media (blogs are social media).

It's not difficult: **Your content strategy needs to include an easy way to share content.** And by the way, sharing content also includes being able to email it or print it (don't get me started on how many recipe sites don't have this functionality).

Make sure it works

But it's not enough to stick a sharing plugin on your blog or website and call it a day. You have to check that it actually works. And that it is providing the right information. And that it is easy to find and use. (Just yesterday, I came across another blog post that I wanted to share, and it did have a sharing button, microscopic, but there, and guess what, it didn't work.)

You will find sharing (and printing) buttons at the bottom of this post. Please consider sharing this so that we can get all the non-sharers on board.