aha media

GOVERNANCE CHECKLIST

⚙ PROCESS

- ☐ Map current workflow to understand weaknesses
- ☐ Design workflow based on roles and responsibilities, not people
- ☐ Clarify roles and responsibilities, each and every time
- ☐ Document workflow clearly
- ☐ Choose technology that will support your process

🔧 TOOLS

- ☐ Create or modify style guides, playbooks & templates
  - ○ Content workflows
  - ○ Editorial guidelines
  - ○ Style guides
  - ○ Business rules
  - ○ Page tables
- ○ Taxonomies
- ○ Playbooks and checklists
- ○ Reporting
- ○ Archiving standards
- ☐ Create cheat sheets for meta data and basic style issues

👥 PEOPLE

- ☐ Gain executive buy-in by emphasizing business goals
- ☐ Create multidisciplinary governance bodies
- ☐ Assign decision makers
- ☐ Train people how to use governance documentation and whom to contact when there are questions
- ☐ Make governance a part of people's annual review process
- ☐ Measure how you are doing; not just in reporting metrics, but in organizational commitment
- ☐ Celebrate and socialize wins!

CONTENT GOVERNANCE DEFINED

The goal of content strategy is to take the guesswork out of execution so creativity can flourish. Governance tools help you prioritize your content, create standards and develop accountability.

There are 3 parts of content governance:

1. Manages the day-to-day details of content delivery and style, as well as the long-term execution of content strategy tactics

2. Determines priorities and provides detailed guidelines on how content should look, behave and interact with your customers

3. Assigns ownership to people so they can make strategic decisions about content

TOOLS

Content Workflows:
To **keep content consistent,** map how your content is produced, from beginning to end, including who will touch the content at each point.

Editorial Guidelines:
Editorial guidelines set a standard for the words and tones we use when talking to our customers. Include detailed information and provide clear examples for how to write and create content. **Be clear about guidelines** for different social media channels.

Content Templates:
Templates are invaluable when you're working with many content authors, including outside vendors. **Templates** follow design, instruct the authors about what copy goes where and provide space to include valuable metadata.

Style Guides:
Style guides are living documents that contain critical information related to content and design standards and help you easily avoid consistency mistakes.

Taxonomies:
Taxonomies provide a common and shared vocabulary about where content fits and create common labels to organize and find information.

Archiving or Retirement Standards:
Stale content is a turnoff to your audience. **Keep your content fresh;** people will want to come back to see what's new. Determine when to publish content, and check on it monthly, quarterly or annually.

Checklists:
Checklists **establish consistency of content** and ensure each piece of content published undergoes a standards and quality check. Checklists help with workflow—when one part of the checklist is complete it is passed to next person in the editorial workflow.

Putting governance into place takes energy and enthusiasm. It won't happen overnight. But it will ultimately result in strong content that performs for your brand.