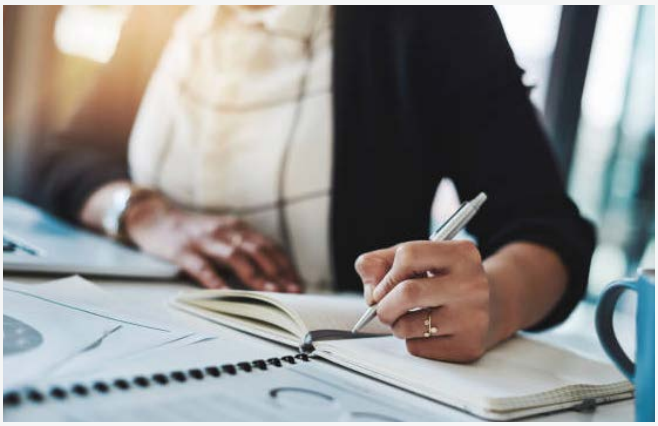
Content Governance Checklist

Make sure your web content follows best practices for content governance. Use this checklist to avoid internal confusion, keep your content current, get internal buy-in, and improve your digital experience.



Step 1:
Review & document your current state of governance

- ☐ Who's involved and what do they do? What's the current workflow?
- ☐ How does content get planned, created, approved, and published?
- ☐ What happens after content is completed?
- ☐ What resources does your team have, and when were they last reviewed/updated?

Step 2:
Identify governance needs

- ☐ Where do you run into problems today?
- ☐ What would make internal conversations easier?
- ☐ Where are roles or processes unclear?
- ☐ Where does content get held up?
- ☐ What standards are informal or undocumented?
- ☐ What would make long-term content management easier?

Step 3:
Create a content governance plan

A content governance model typically looks at four things — **people, process, documentation,** and **training** — often dictated by available **tools** and **budget**.

Exercise:

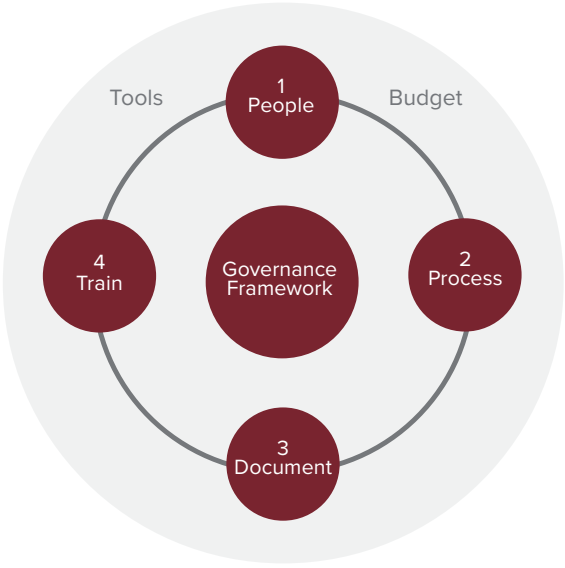
- ☐ Think about the areas your team/organization needs help with the most
- ☐ Start with an obstacle that's relatively easy to tackle but will also make a relatively big impact
- ☐ Develop your plan with content owners and review with necessary stakeholders
- ☐ Produce supporting documentation – guidelines, standards, policies, and tools to operationalize content governance
- ☐ Deliver appropriate training to educate and align your team and other internal stakeholders

Step 4:
Implement governance plan

Once you are ready to put your content governance plan into action, place it somewhere accessible to everyone who needs to reference it. Consider your employee intranet, online brand or style guide, or password-protected pages of your public site.

Step 5:
Commit to an ongoing review

Each year, analyze your content governance plans and make adjustments as needed for ongoing success.

Step 6:
Get Support

If you need help developing your content governance plan, contact Geonetric. Our healthcare content strategists and writers can help your team move forward.