



Parallax Communications



Content Management as a Practice

Pamela Kostur

Parallax Communications

STC Summit, Dallas 2010



Content management...

Think about it



- What is its purpose?
- What does it mean to “do” content management?
- It’s not something you buy
- It’s something you do...
 - Regardless of how you do it



Hey, we're doing content management!



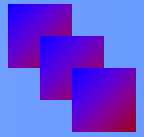
- We bought a CMS
- We put content into it!
- And, we've even adopted XML and DITA!



Is this *really* content management?



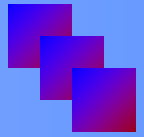
It's all about the content!



- What does it mean to manage content?
 - To create usable content to support customers
 - To maintain content in one place so you can find it
 - To reuse content so it is consistent
 - To customize content for different users/users
 - To establish repeatable processes for authoring, reviewing, etc.



It's what we do



- Managing content is something we do every day
- The “management” aspect relates to:
 - Making conscious decisions
 - Having a shared purpose
 - Defining common standards
 - Using checks and measures
 - Following standard processes



What content are we talking about?



■ For customers

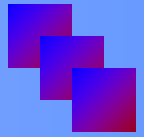
- Product & service
- Ads
- Brochures
- Spec sheets
- Media releases
- Newsletters
- White papers
- Reports
- Speeches
- And more...

■ For employees

- Training
- Product & service
- Regulatory
- Departmental
- Employment
- Systems
- Brand
- Job postings
- And more...



Even more content!



- For partners and vendors

- Product & service
- Brochures
- Spec sheets
- Media releases
- Policies & procedures
- Basically, everything they need to do business with you

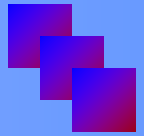


- For stakeholders

- Annual & quarterly reports
- Financial statements
- Policies & procedures
- Basically, everything they need to do business with you or invest in your company



That's a lot of content, but...



- Not all content is equally important and needs to be managed to the same extent
- Focus on creating “good” content for your users and on understanding their experiences
- Figure out
 - What content is important to your business and customers
 - What problems you're having with this content
 - How you're going to solve these problems



Content serves users



- How will your users benefit from content management?
 - Improved consistency?
 - Easier to find?
 - Easier to read and understand?
 - Suits their needs – customized for them?
 - Faster publishing time – users get content with product?



Content supports your business

- Consider your content a business asset
- What business requirements drive your content management decisions
- Always ask “how”...
 - Does this content serve my users?
 - Does this content serve my business?
 - Can this content be leveraged as a business asset?



You manage content to...

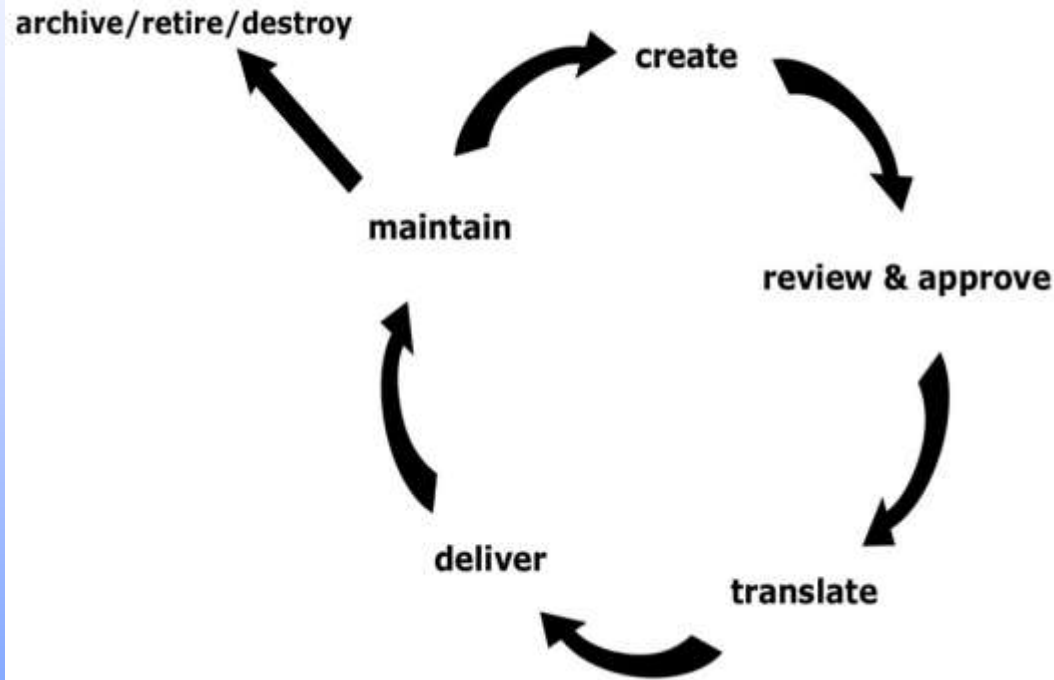
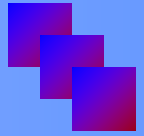


- Ensure it meets its users' needs
- Support and improve your business
- Save yourself time and money

You need standards and processes
to do all of this effectively



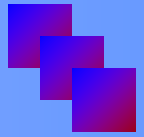
Managing throughout the content life cycle



Content management = Quality standards and consistent repeatable processes at **EVERY** stage of the content life cycle



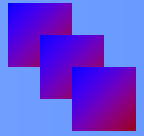
Content creation



- Content development process
- Usability criteria
- Standards & structures for content types
- A style guide with examples
- Plan for collecting & using user feedback
- A reuse strategy
- Content classification standards & processes
- Taxonomies/indices
- Version control standards & processes
- File-naming standards & processes



Review & approval



- Review criteria – levels of edit
- Workflow that defines:
 - Who needs to review what
 - In what order
 - How to submit changes
 - How to manage/store approvals
 - What to do if a reviewer is absent or delinquent



Translation



- Vocabularies and glossaries
- Guidelines for translating each type of content
- QA to ensure the usability of translated content



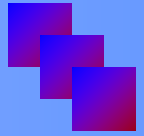
Delivery & publishing



- Protocols for the order of delivery
- Usability & accessibility standards for published versions of each document



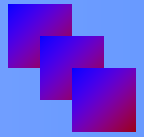
Maintenance & retirement



- Revision schedule
- Retention schedule
- Method for retrieving content
- Strategy for archiving or destroying content
- Plan for disaster recovery



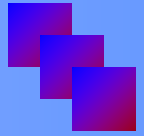
Technology is fabulous...



- But having CM technology doesn't mean you are practicing content management
- None of the standards and practices we've discussed are dependent on technology
- And, they are NOT technologies



So, how do you practice CM?



- Content management is a collection of procedures you follow
- Following them means you are managing your content, system or not



A content management strategy is...

- A plan for resolving business issues with appropriate:
 - Content
 - Content standards
 - Processes
- Technology is the enabler, it's NOT the practice



For more information



Pamela Kostur
Parallax Communications

pkostur@parallax.ca

416.850.0636