

Governance Strategy

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Revision Log

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1 Introduction

Content governance establishes the roles and responsibilities for the ongoing management of an online presence, including content, communications, functionality, and strategy. It allows for creation and maintenance of a set of comprehensive policies and procedures for managing web content. It is a plan to monitor and enforce standards and policy compliance. It also provides documentation and guidance on content implementation and evolution of digital content standards.

Content continuously evolves in response to the changing needs of the business, but it should do so in a controlled fashion following clear guidelines and processes. This includes guidelines for managing editorial workflows, approval workflows, a content style guide, as well as a staffing plan and organizational structure to support the new model. The primary objective of this document is to define the governance model for the use and management of [CLIENT] content. Other objectives include:

- Definition of future content governance model that supports clean and seamless execution of the content processes relating to [Client]' digital presence.
- Definition of roles and responsibilities required to support the [Client] governance model.
- Creation of an effective support system with proper channels of escalation for end users of the SiteCore Content Management System (CMS) and the websites that it supports.
- Establishment of governing usage and maintenance policies and procedures for content, taxonomies (or any controlled vocabulary) and the SiteCore CMS.
- Initiate progress towards compliance with online policies, standards, and guidelines.

1.1 Benefits of Governance

Effective content governance advocates for the business and the customer. It brings many benefits to an organization – including, but not limited to:

Fulfilment and measurement of business objectives. Business goals and objectives will help shape and drive content and taxonomy activities.

Process efficiency and resource optimization. Limited resources – time, money, and people - need to be applied in a manner which will result in the highest business value and impact to [CLIENT]. Business value is enabled by governance through:

- Identifying business priorities to enable informed decision-making.
- Defining policies, standards and guidelines.
- Better leveraging existing skills, assets and processes.

Reduces risk. Externally imposed compliance requirements, such as legal requirements, necessitate centralized oversight of certain aspects of content. In addition, governance reduces the possibility of litigation, wasted time and money, loss of market share and negative sentiment.

Improved transparency. A formalized governance strategy will provide timely information and improved visibility across [CLIENT] systems. This improved visibility will enable leadership to make more informed content and taxonomy-related decisions which impact [CLIENT]'s systems and websites.