

## **Content Process, Roles & Workflows**

# Table of Contents

<b>1</b>	<b>Introduction</b>	<b>2</b>
	1.1 Content Lifecycle	3
	1.1.1 Content Assessment	4
	1.1.2 Content Definition	4
	1.1.3 Content Design	4
	1.1.4 Implement	4
	1.1.5 Optimize	5
	1.1.6 Governance	5
	1.2 Current State	5
<b>2</b>	<b>Roles</b>	<b>7</b>
	2.1 Management & Editorial Roles	7
	2.2 Taxonomy Maintenance Roles	7
<b>3</b>	<b>Workflows</b>	<b>9</b>
	3.1 Web Page Publication	9
	3.2 Web Publication – Images/Video	10
	3.3 Taxonomy Change Workflow	11
	3.4 New Module or Template Request	13

### Change Log

Date	Change Description	Date

# 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.

As with taxonomies, 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 outline the recommended changes to current-state content management processes as affected by R1 changes. Other objectives include:

- Inclusion of high-level recommendations for web content management processes.
- Definition of roles and responsibilities required to support the content process, including taxonomy maintenance.