



## Content governance topics

Content governance documents should set down your organization's answers to the following questions. The organization may not inherently know these answers, so the content strategist must involve the right people and create the right environment to figure it out.

### 1. Content lifecycle

What is the default amount of time for content to stay live? What content types, formats, or topics need a different timeframe?

### 2. Team structure and staffing

What should the team structure be for content planning, creation, review, publishing, management, and promotion?

Based on our governance needs, what are our staffing requirements? (I have a tool for calculating this.)

### 3. Oversight

What kind of oversight team do we need, and what will be our escalation paths if we ever need them?

### 4. Review processes

What content review processes will we need to have, and which processes will we use for which content?

### 5. Authority

Who will have the final say for content edits?

### 6. Success metrics

What are our success metrics for content?

### 7. Content access levels

What content is public and what is password-protected, what are the criteria for that, and do we need more than one type of password protection?

### 8. Taxonomy and Best Bets governance

How often will we review Best Bets and taxonomy terms? Who will participate, and in what capacity?

### 9. Implementation plan

What can we do now, and what will we need to phase in over time? Can we create that timeline?