# Content Governance Model

In small organizations, content rules are often informal. When people have a close relationship to a business or work on small teams, content that serves the dual needs of audience and business can happen naturally, without written rules. But as an organization grows more complex, it may become necessary to formalize the management of content strategy. This is known as content governance.

A governance model—even if it is unwritten—is an understanding of who creates content and who manages social media. In large organizations with complex content needs, a written content governance model provides structure to establish ownership, define approval processes, and continuously evaluate content and technical resources to ensure that all content is meeting the dual needs of the organization and its audience.

Think of your governance model as a business plan for your content strategy. It’s a living document that defines how your organization currently operates and includes plans for contingency and growth.

Like a content audit, there is no single format for a content governance model, but a basic model might include:

* + - Who is responsible for creating and maintaining content;
    - What written documents exist that outline how content is created and maintained;
    - What business standards are we responsible for upholding;
    - What audience needs must we address;
    - Technical limitations and capabilities;
    - Budgets;
    - Review processes

## Governance Framework Example:

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| Content Resource Assessment  * Written by staffers * Archived after 2 years * Business goals: 80% Establish expertise in our field, 20% promote events or products | Tech Resource Assessment  * 1,000 words * Katherine tags each post |
| Quality Assurance  * Posts reviewed and edited by Katherine * Writer has a chance to review draft, make revisions * Katherine has final approval | Channel and Velocity  * Published on Mightybytes blog * Promoted through Twitter, Facebook and Email newsletters * Published twice a week * Posts are only updated if critical new information comes to light |

## Governance Framework Template:

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| Content Resource Assessment  * Person responsible creating each type of content * Each content type's life cycle * Business goal does this content type serves | Tech Resource Assessment  * Size limit of content * Person who tags content |
| Quality Assurance  * The review process * Person with final approval | Channel and Velocity  * Channel the content is delivered through * Frequency of publication * How often the content will be updated |