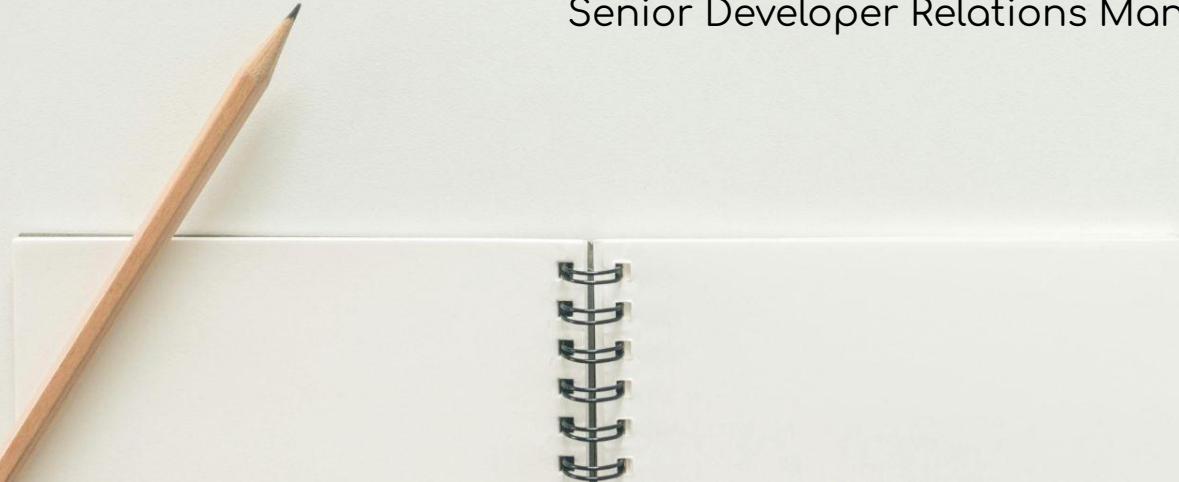


common bottlenecks in collaborating on written content at scale

Frédéric Harper

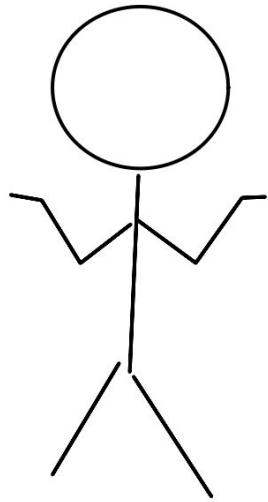
Senior Developer Relations Manager @ TinyMCE



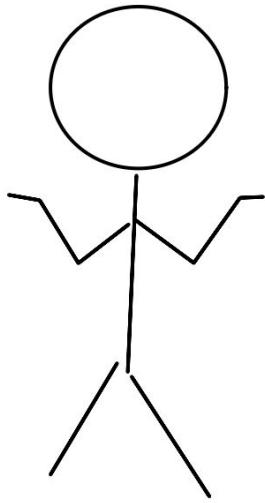




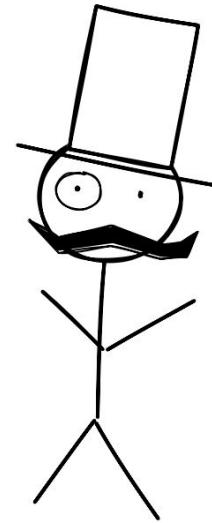
fharper



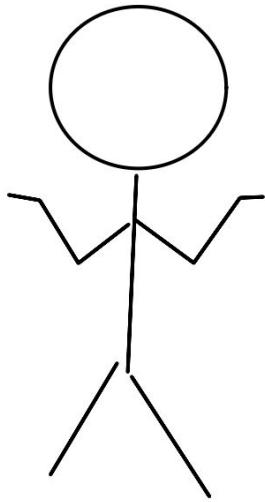
human
bottleneck



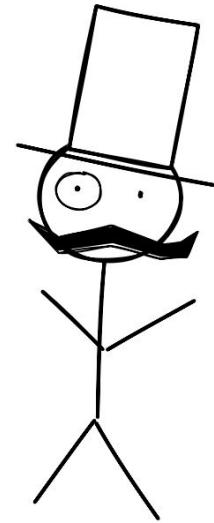
human
bottleneck



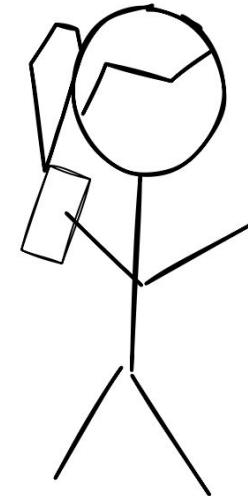
process
bottleneck



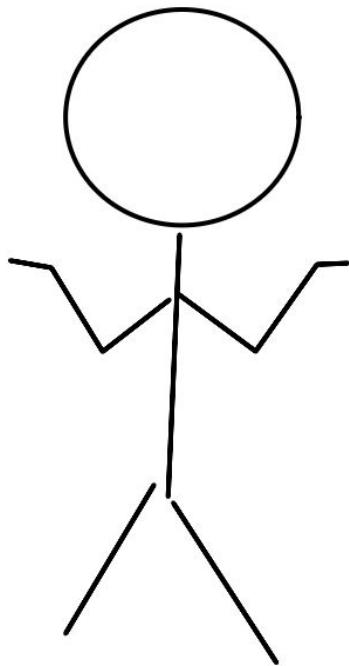
human
bottleneck



process
bottleneck



tooling
bottleneck







RACI

A FRAMEWORK FOR CLARIFYING ROLES AND RESPONSIBILITIES

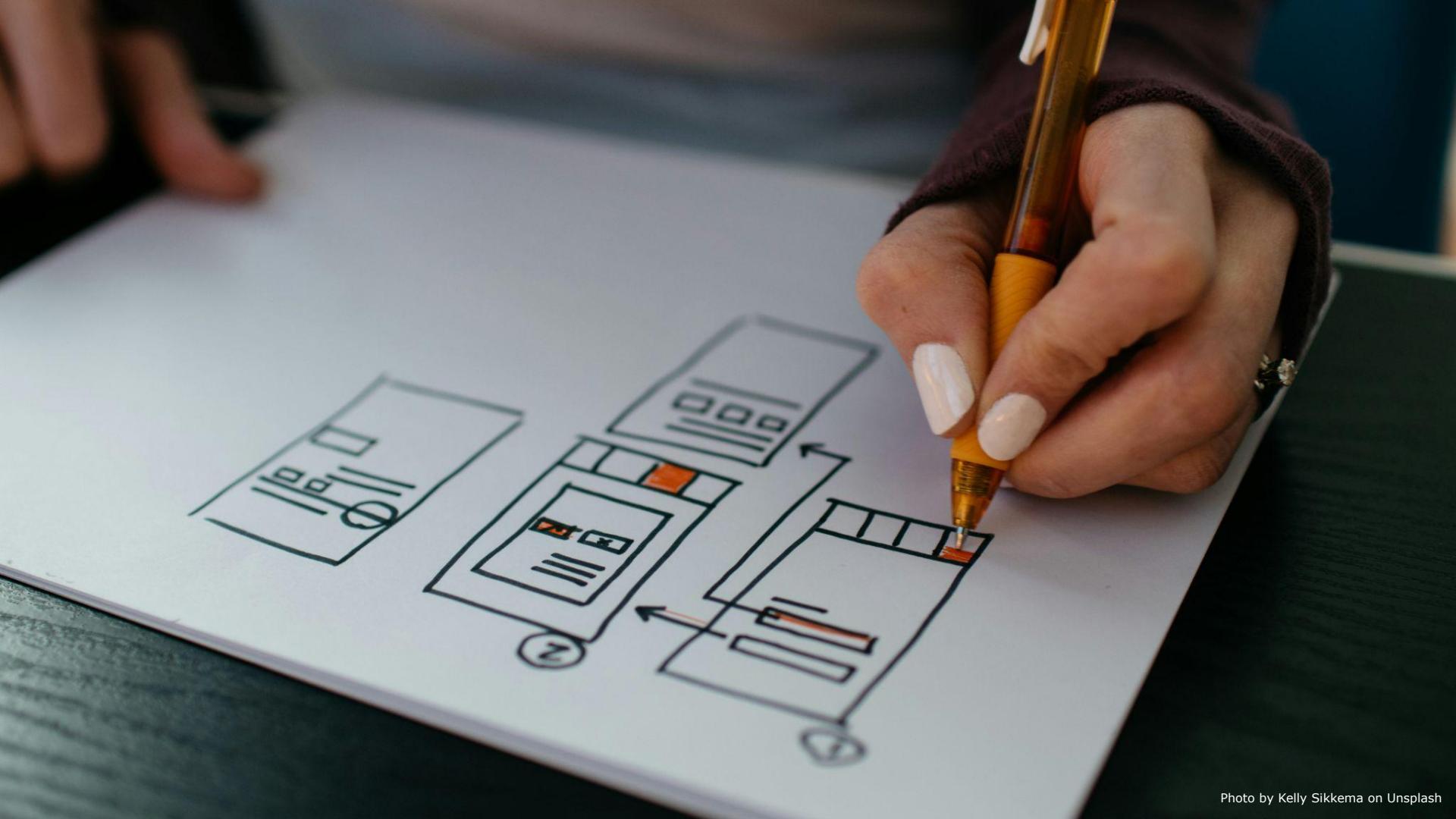




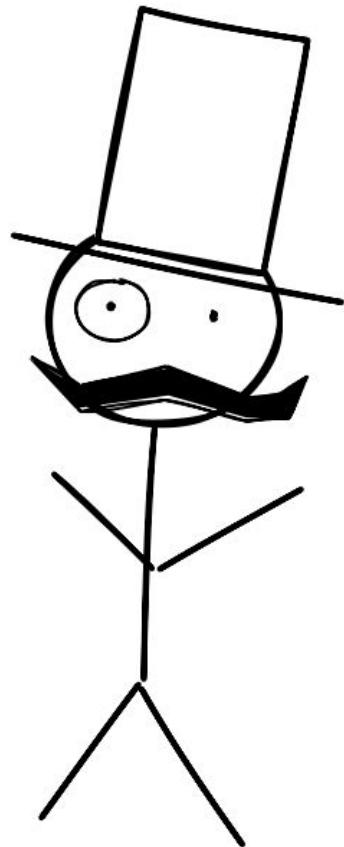
Photo by Игорь Альшин



Photo by Intricate Explorer on Unsplash







18

八月廿五

25

九月初一

16 17

19

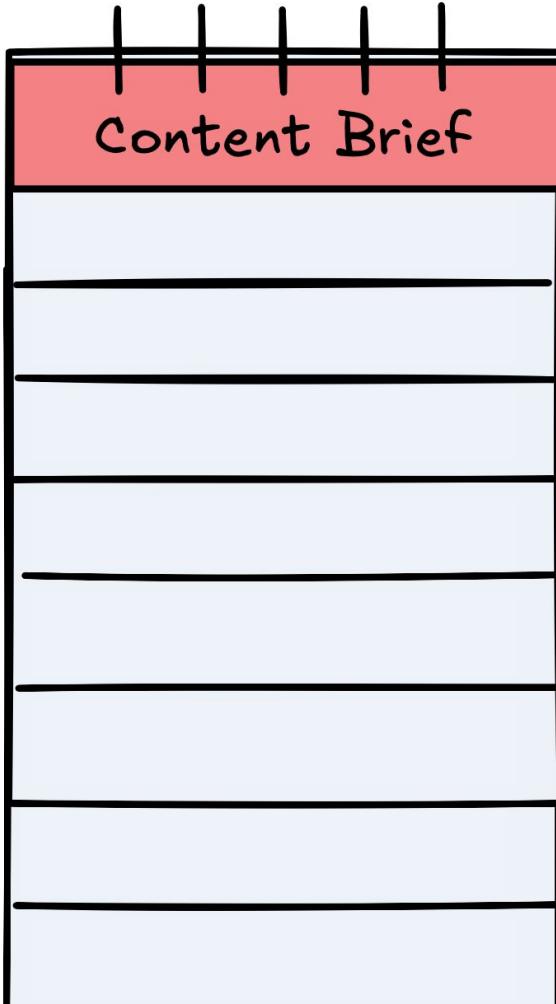
22 23

24

26

Editorial Guidelines

- **Voice & Tone**
- **Writing Style**
- **Formatting Rules**
- **Content Types**
- **SEO Whatchamacallit**
- **Media Guidelines**
- **Branding Thingy**



Content Brief

Content Brief

Title

Content Brief

Title

Description

Content Brief

Title

Description

Target Audience

Content Brief

Title

Description

Target Audience

Goal

Content Brief

Title

Description

Target Audience

Goal

CTA

Content Brief

Title

Description

Target Audience

Goal

CTA

SMEs

Content Brief

Title

Description

Target Audience

Goal

CTA

SMEs

Reviewers

Content Brief

Title

Description

Target Audience

Goal

CTA

SMEs

Reviewers

Scheduled Date

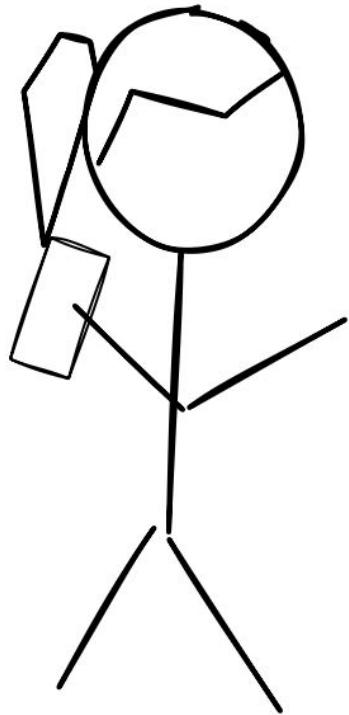




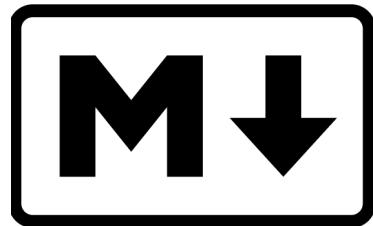
Photo by Lachlan Donald on Unsplash



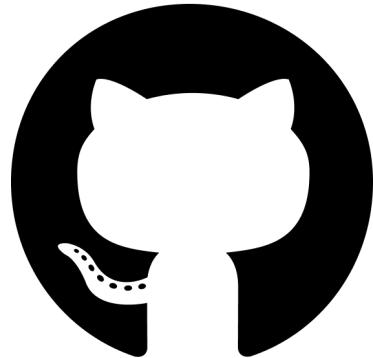
Photo by Leonel Fernandez on Unsplash





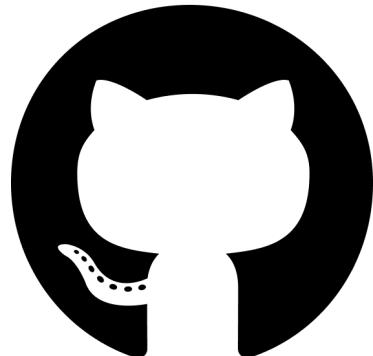


+



 tiny

+



in the end

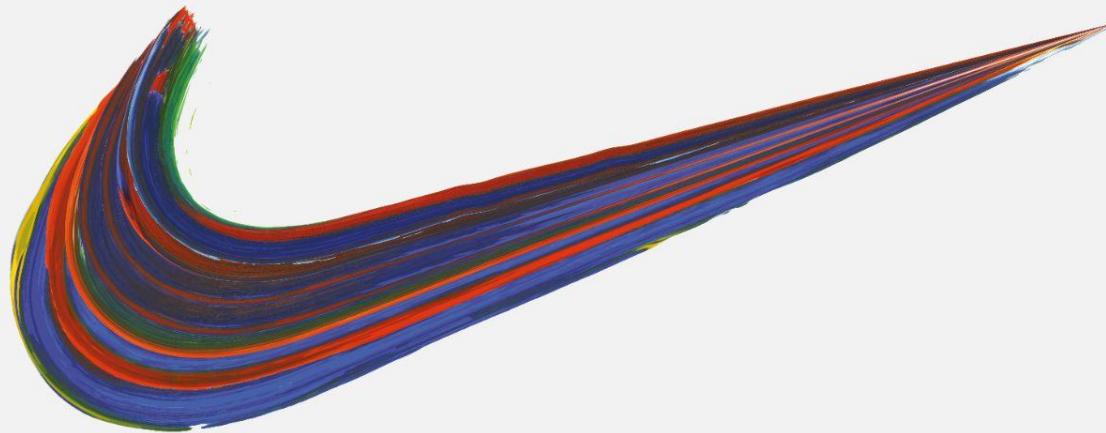
in a nutshell

- 1. Communicate clearly and often**
- 2. Define the roles/responsibilities distinctly**
- 3. Create understandable & explicit process(es)**
- 4. Use the right tools**



Photo by David Pisnoy on Unsplash







Frédéric Harper

Senior Developer Relations Manager
TinyMCE

frederic.harper@tiny.cloud
 fharper

fred.dev/coffee