

Content Governance

How to Get Control of Your Healthcare Content

What to expect in this webinar



Signs you
need help

What is
governance?

When should
you talk about
governance?

How to get
started

Steps to
create your
governance
plan



Problems that can be
solved through better
content governance



When to address
content governance in
your organization



How to identify and
create the tools you
need

Learn about



Signs you need help with governance

A large, chaotic pile of books and papers, representing a disorganized digital asset management (DAM) system. The books are of various sizes, colors, and titles, some with visible spines and covers. The papers are scattered throughout, creating a dense and messy appearance. The overall image conveys a sense of overwhelming information and difficulty in finding specific assets.

You've created lots of content assets and
struggle to find them in the DAM

Some **pages** haven't been touched
since VHS tapes were discontinued



Your team disagrees about
who has the final say on content

clinical
stakeholders

marketing
department

page written
at a 7th grade
reading level

Some **parts of your website sound completely different** from others



Every content request is identified as
URGENT and HIGH-PRIORITY





What is governance?





“Content governance is the system, a set of guidelines, that determines how an organization’s content gets created and published.”

– GatherContent

People, processes, and policies that impact content



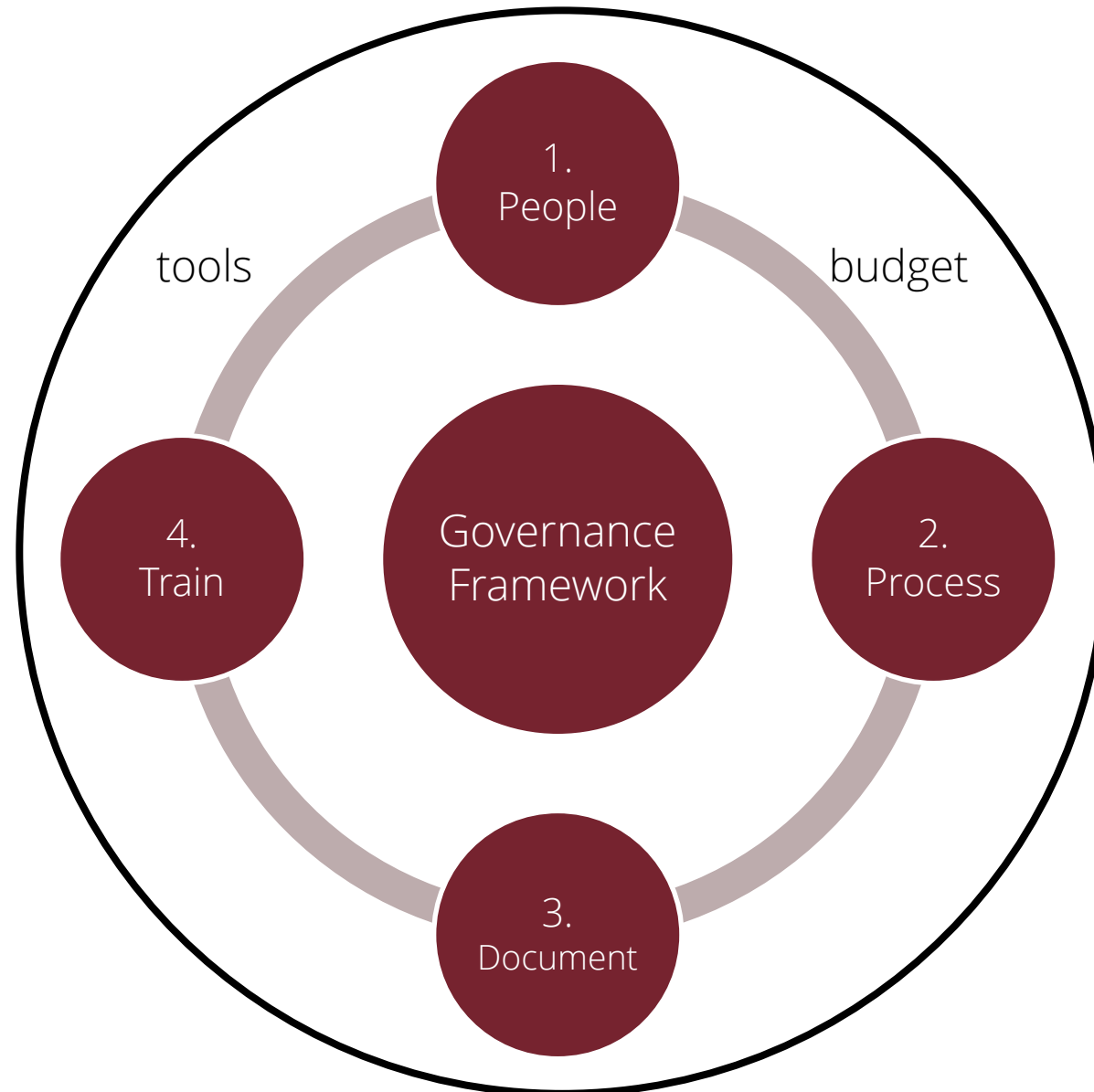
Clarify roles and responsibilities for content owners

Establish a basis to manage content strategically

Help content owners plan, prioritize, and use resources

Guide decisions throughout the content lifecycle

Governance framework



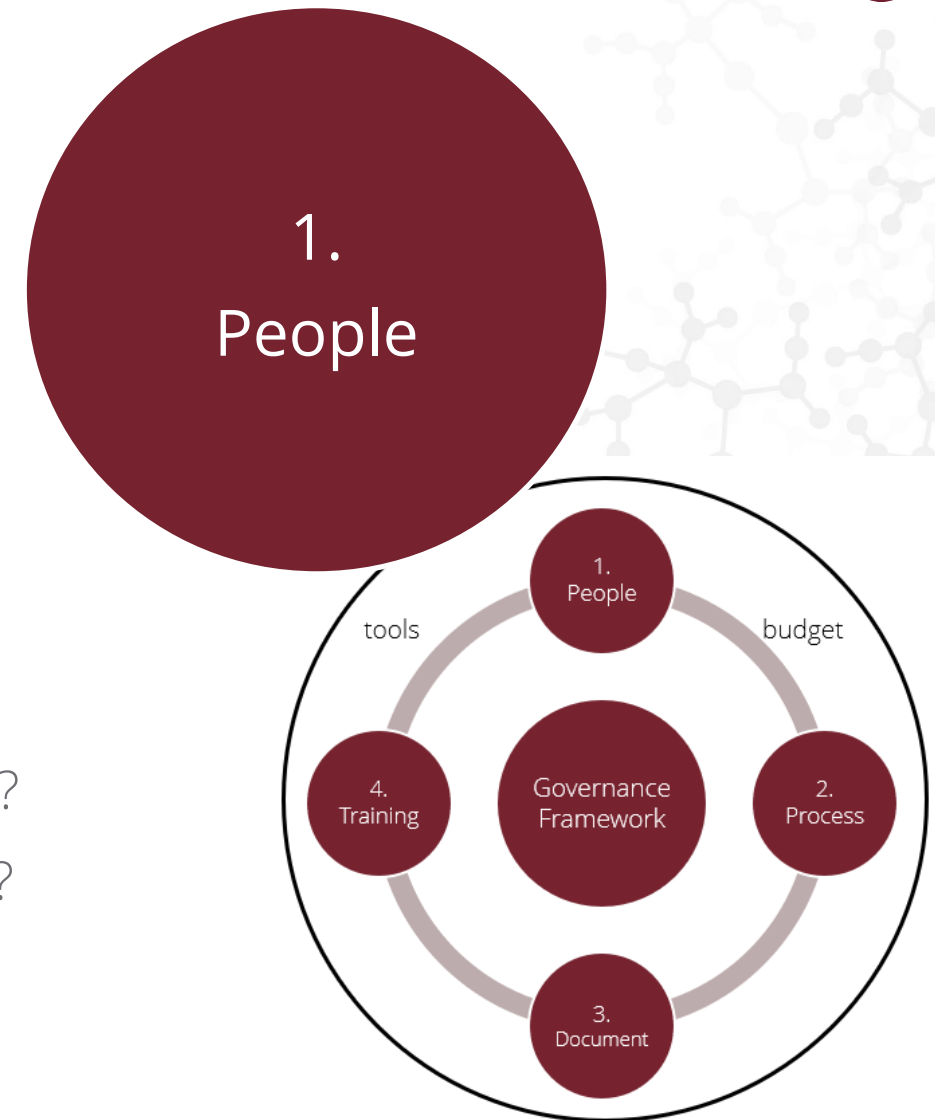


People

- Defines “who” and “what”
- Establishes roles, responsibilities, and decision-making authority
- Considers your core team, project contributors, and stakeholders

Physician profile content example:

- Who is responsible for writing a new physician profile?
- Who should provide input about the profile’s content?
- Who approves the profile content?
- Who places the content on your website?





Process

- Defines “when,” “where,” and “how” to get content moving through your organization efficiently
- Establishes workflows related to planning, creating, publishing, and maintaining content

Content examples:

- General and customized content creation workflows for different types of content: social media, case study, etc.



Identify your people + their roles and skills to understand *the process*

Mapping out your content workflows



Considerations for each stage:

- Tasks
- Responsibilities
- Time
- Resources

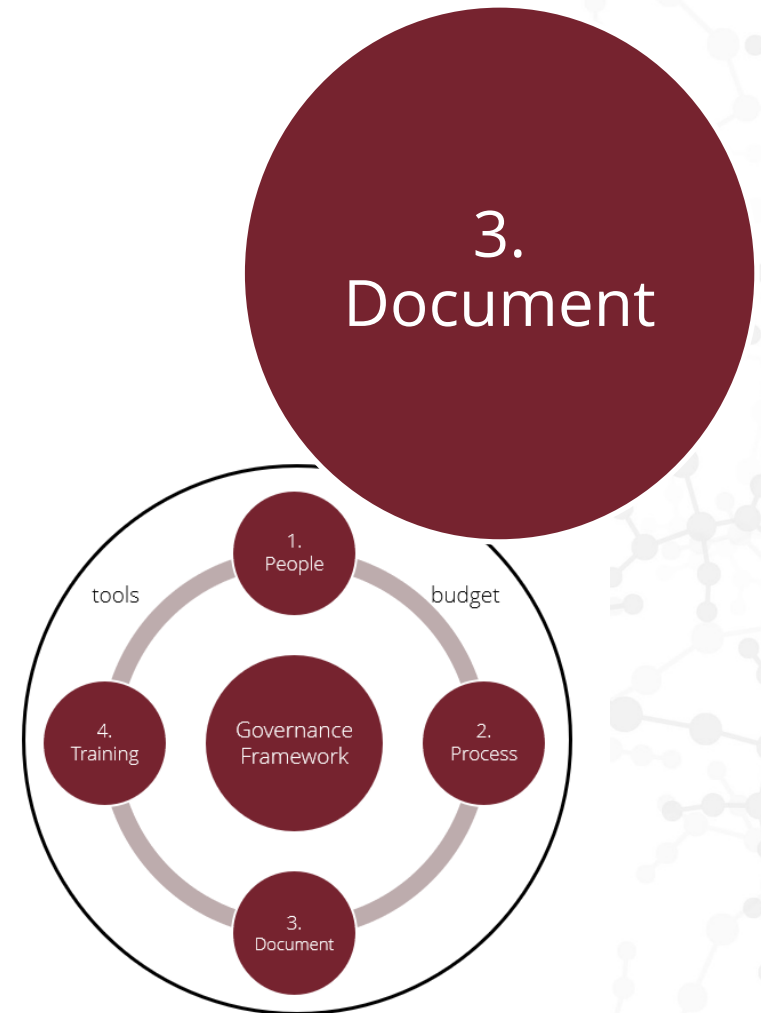


Document

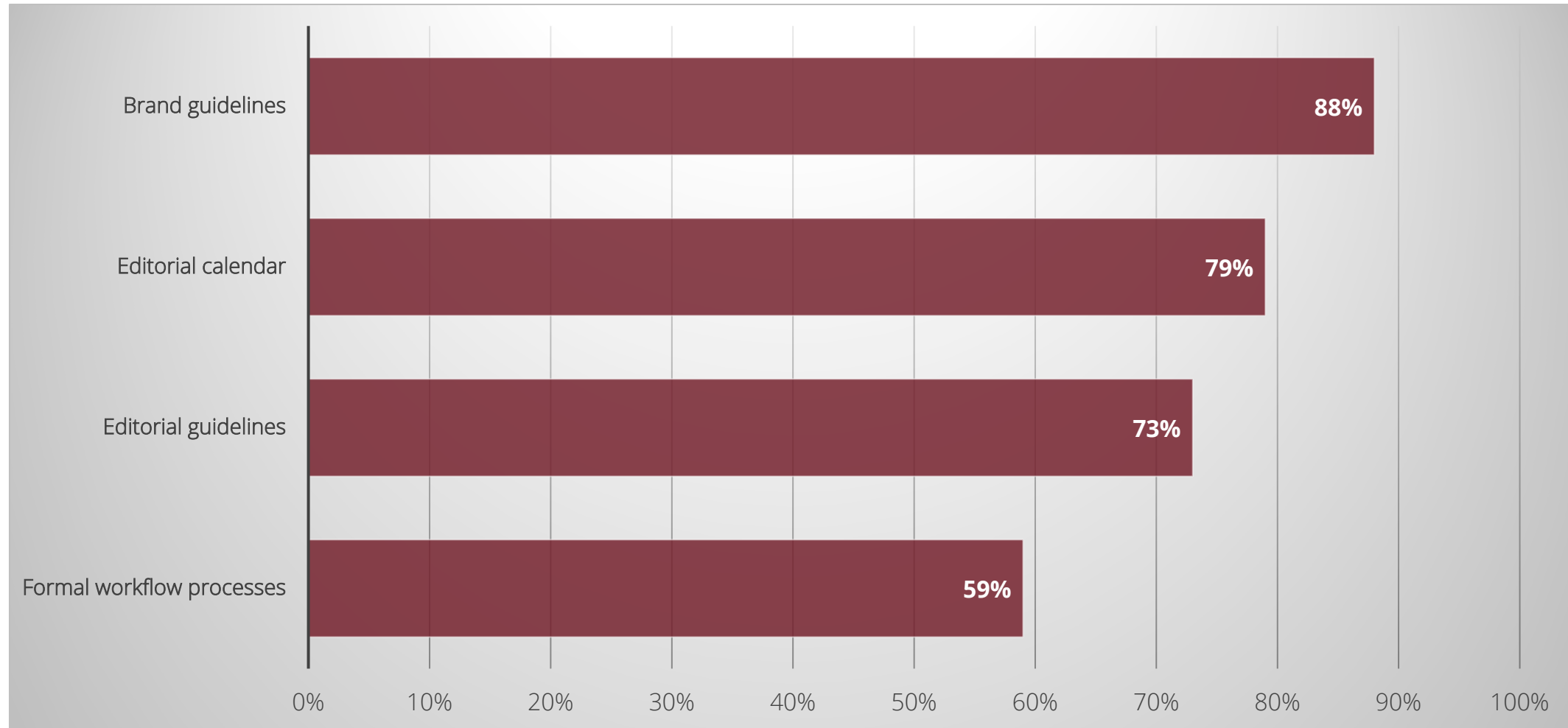
- Defines “why” and “how”
- Creates standards, policies, guidelines, and tools to encourage consistent, quality content
- Serves as a “single source of truth” to resolve confusion or conflicts

Content documentation examples:

- Core content strategy
- Editorial style guide
- Content review checklist
- Editorial calendar
- Stakeholder request decision tree



Prevalence of common governance tools among organizations who report engaging in strategic content management





Train

- Ensure people have the information they need to put your governance plan into action
- Likely includes different types and levels of training depending on roles and responsibilities

Examples:

- CMS/DAM training
- Writing for the web training
- Accessibility training
- Training on new or updated standards, policies, and guidelines



The value of content governance



Internal Values

Aligns content with overall strategic direction, goals, and brand voice

Increases productivity, accountability, and collaboration

Creates agreed upon procedures and defined direction

Builds a repeatable content operation process – for current and future contributors

Protects content creation from internal requests that don't meet target audience priorities

Reduces risk to reputation and legal status

The value of content governance



External Values

Increases consumer awareness, engagement, and conversion with your brand

Enhances brand with consistent, high-quality experiences across digital properties

Builds user confidence and trust over time

Keep content fresh, relevant, and up-to-date

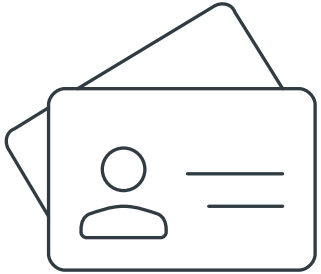


When should you talk about governance?

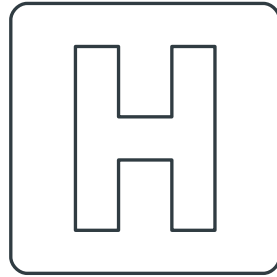
**Where does governance fit
in a project timeline?**



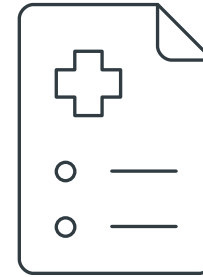
You don't have to wait for the “clean slate” of a redesign!



New team members



Organizational changes



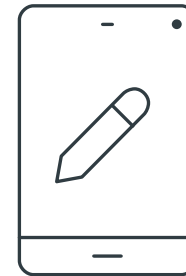
New content needs



Stakeholder concerns or complaints

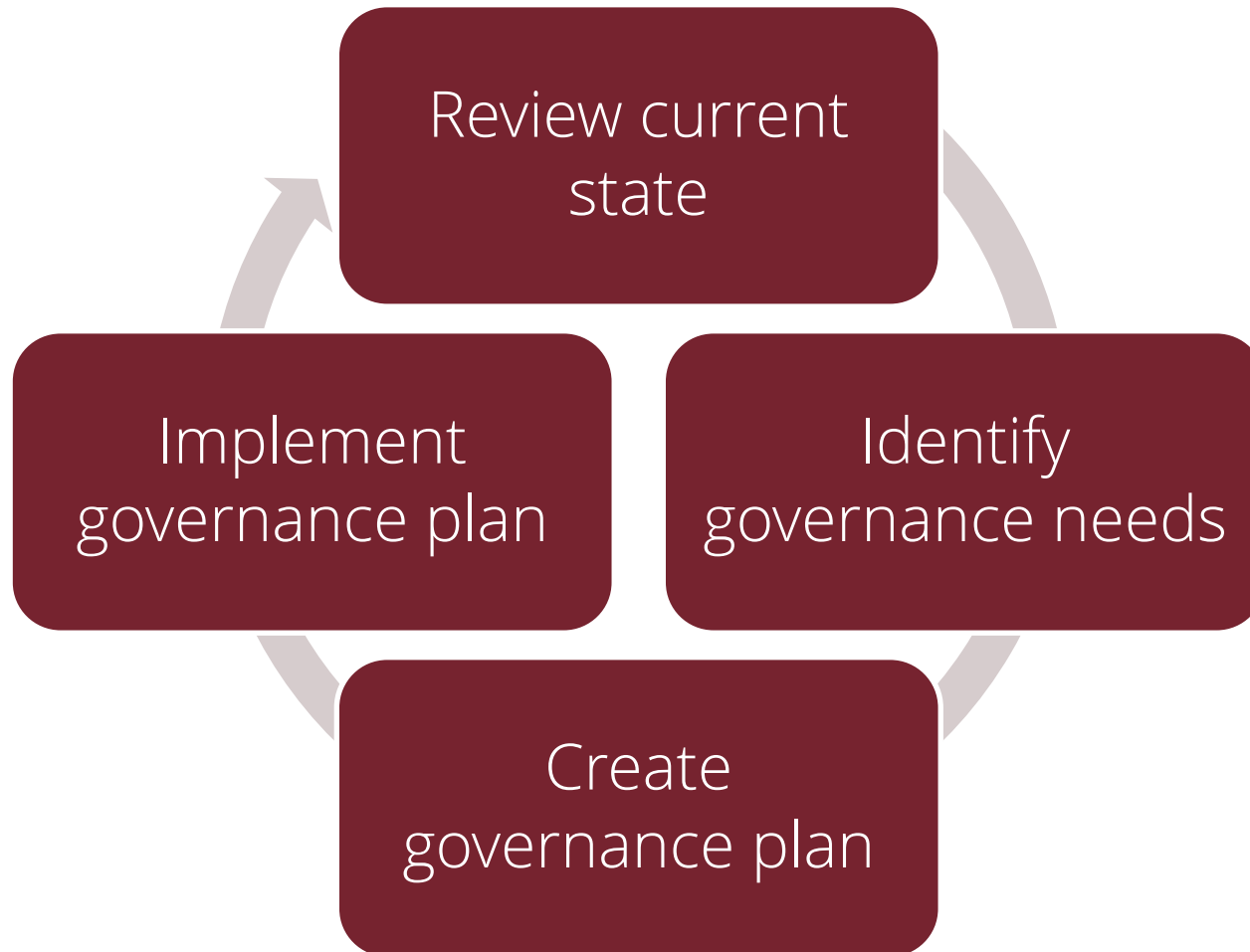


Brand updates



New tech or features

Your website evolves — your governance plan should too





How to get started



Document your current state of governance

People

- Who's involved?
- What do they do?

Processes

- What's the current workflow?
- How does content get planned, created, approved, and published?
- What happens after content is completed?

Documentation

- What resources does your team have?
- When were they last reviewed/updated?

Identify pain points and gaps



Where do you run into problems today?

What would make internal conversations easier?

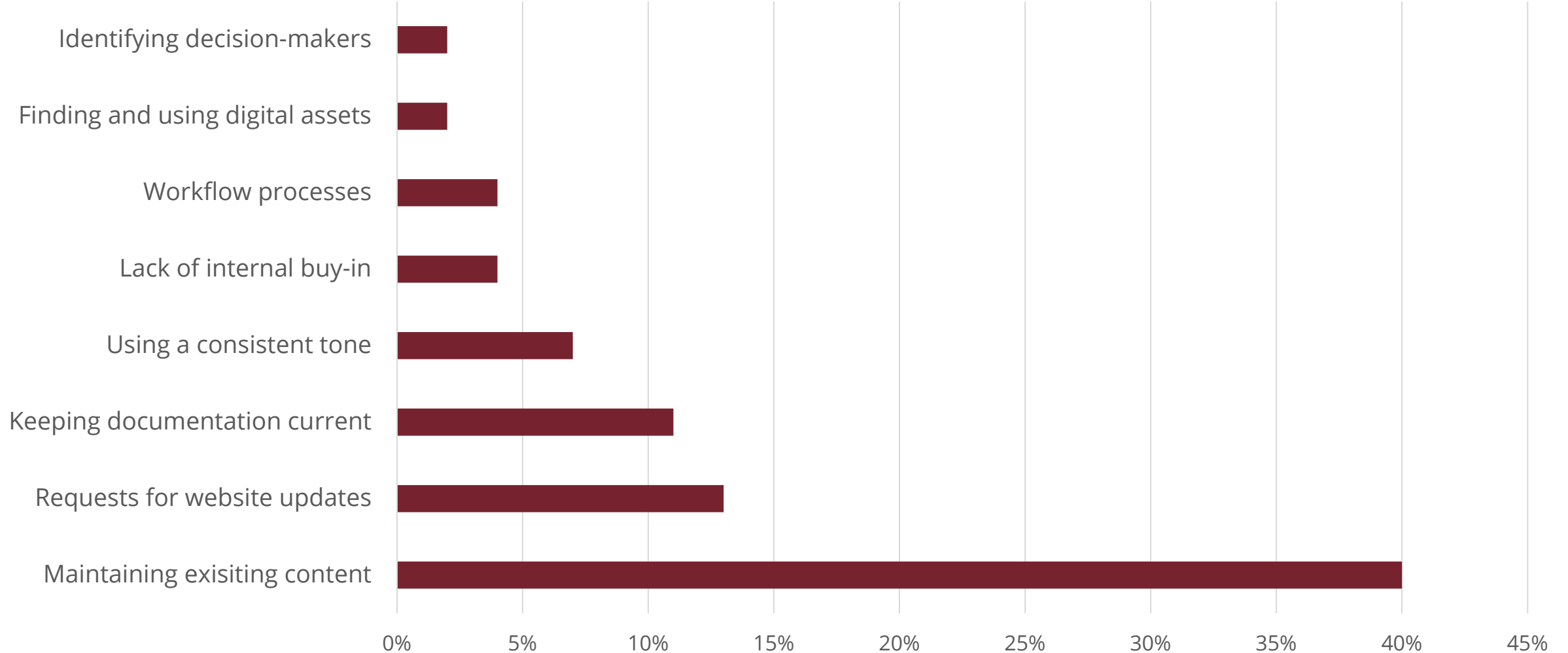
Where are things unclear?

Where does content get held up?

What standards are informal or undocumented?

What would make long-term website management easier?

When it comes to managing website content, my team's biggest challenge is...



Example: Addressing pain points and gaps



Core content strategy statement

To increase awareness of, and access to, ABC Health System's comprehensive care network, our website will provide actionable, user-focused content that follows the patient journey so current and future patients and their families can take an active role in their care.

Content Review & Update Schedule				
Website Content Section	Quarterly	Twice a year	Annually	Event/campaign planning need
Patient & Visitor Resources				
Medical Services				
About Us				
Ways to Give				

Website Content Request Form

* 1. Name:

* 2. What is your work email address?

3. Phone:

4. What department/service do you work in? ▾ ▾

5. Title:

6. Type of Request (check all that apply) ▾ ▾

Where to start with governance



Overwhelmed? Don't try to do everything at once!

Think about what your team/organization needs most

The diagram consists of three white rectangular boxes with rounded corners, each containing a step of a process. The boxes are connected by dark red chevron arrows pointing from left to right. The first box is on the left, the second in the middle, and the third on the right. The background of the slide features a faint, light gray molecular or network structure.

Start with the most important thing and iterate

Develop your plan with content owners and other stakeholders



Starting point within the governance framework

People

- ✓ Clarify roles and responsibilities for content owners
- ✓ Create a list of content owners and corresponding responsibilities

Process

- ✓ Uncover and formalize the work your team puts into producing quality content
- ✓ Design and document content workflows for producing quality content

Document

- ✓ Produce supporting documentation – guidelines, standards, policies, and tools to operationalize content governance

Train

- ✓ Deliver appropriate training to educate and align your team and other internal stakeholders



Steps to create your governance plan

Creating a governance plan: Who should be involved?



Internal team

- Has a deep understanding of organizational culture, history, processes, etc.
- Has established relationships with internal stakeholders

Agency partner

- Can facilitate discussion among stakeholders with competing points-of-view
- Can share examples of approaches that have worked for other organizations
- Helps you move governance documentation forward when your team needs to focus on day-to-day work

TO
DO

core content
strategy statement

TO
DO

content review
checklists

TO
DO

asset naming
conventions

TO
DO

writing style guide
update

TO
DO

website updates
request form

TO
DO

taxonomy
governance

TO
DO

content templates

TO
DO

archiving standards

TO
DO

TO
DO

workflow for blog
posts, promotion



Let's Take a Deeper Look at
Your No. 1 Challenge:
Maintaining Existing Content



Example: Tackling “maintaining existing content”

1. What makes this difficult?

Clarity around what exists on the site today and its current state



Unsure when/how often to update



Unsure what reviewers should look for



Unsure who's responsible, who needs to be consulted, etc.



Finding the time



2. Create tools that fit

Content inventory and audit

Content review calendar

Checklist for updates/review

Team roles, workflow for content updates

Prioritization tools for urgent content requests



Example: Tackling “maintaining existing content”

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Finding the time





Example: Tackling “maintaining existing content”

Content Owner Checklist

☐ Does the content adhere to our writing for the web for healthcare best practices?

○ Simplicity

- ☐ Most important information first
- ☐ Uses everyday words your audience uses
- ☐ Abbreviations and technical terms explained on first reference
- ☐ Active voice

○ Scannability

- ☐ Covers one topic per page
- ☐ Short sentences
- ☐ Short paragraphs
- ☐ Bullet points and numbered lists instead of long sentences
- ☐ Headings and subheadings organize content

○ Focus on the user

- ☐ Written in second person
- ☐ Answers users' questions
- ☐ Highlights benefits

○ Call to action (CTA)

- ☐ Clear and concise
- ☐ Relevant to the page
- ☐ Displayed prominently
- ☐ Trackable, if possible

○ Optimized for search

- ☐ Uses keywords, including synonyms
- ☐ Unique, descriptive title
- ☐ Unique, descriptive meta description
- ☐ Simple, descriptive URL

○ Accessible

- ☐ Alt text for images
- ☐ Keyword- and topic-rich titles and descriptions
- ☐ Avoids using only symbols or icons

Subject Matter Expert (SME) Checklist

- ☐ Is anything inaccurate or out-of-date?
- ☐ Are there new programs, services, technology, etc. available that aren't reflected in the existing content?
- ☐ Have treatment protocols or best practices changed since the content was last updated?
- ☐ Are there new legal or regulatory rules that affect the content?
- ☐ Are there common patient questions or concerns not currently answered on the website?

Considerations for content review calendar:

- *Campaigns*
- *Facility openings*
- *Program launches*
- *Seasonality*



Review: What we talked about today

Signs you
need help

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How to identify and
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Where does governance information live?

Governance information doesn't have to live in a large document that's hard to get through.

Consider solutions that are accessible to all people in your organization:

- Employee intranet
- Online brand or style guide information
- Password-protected pages of the public site (for internal use only)

When it comes to governance, it doesn't have to be fancy and encyclopedic.

Make it user-friendly, short, and understandable content

Find out more about governance

geonetric.com/content-strategy

- [Getting Started with Digital Governance](#)
- [Digital Governance Demystified](#)
- [The Importance of a Core Strategy Statement to Digital Governance](#)
- [Why Digital Governance Matters to Healthcare Marketers](#)

