

Geonetric Webinar: June 2017

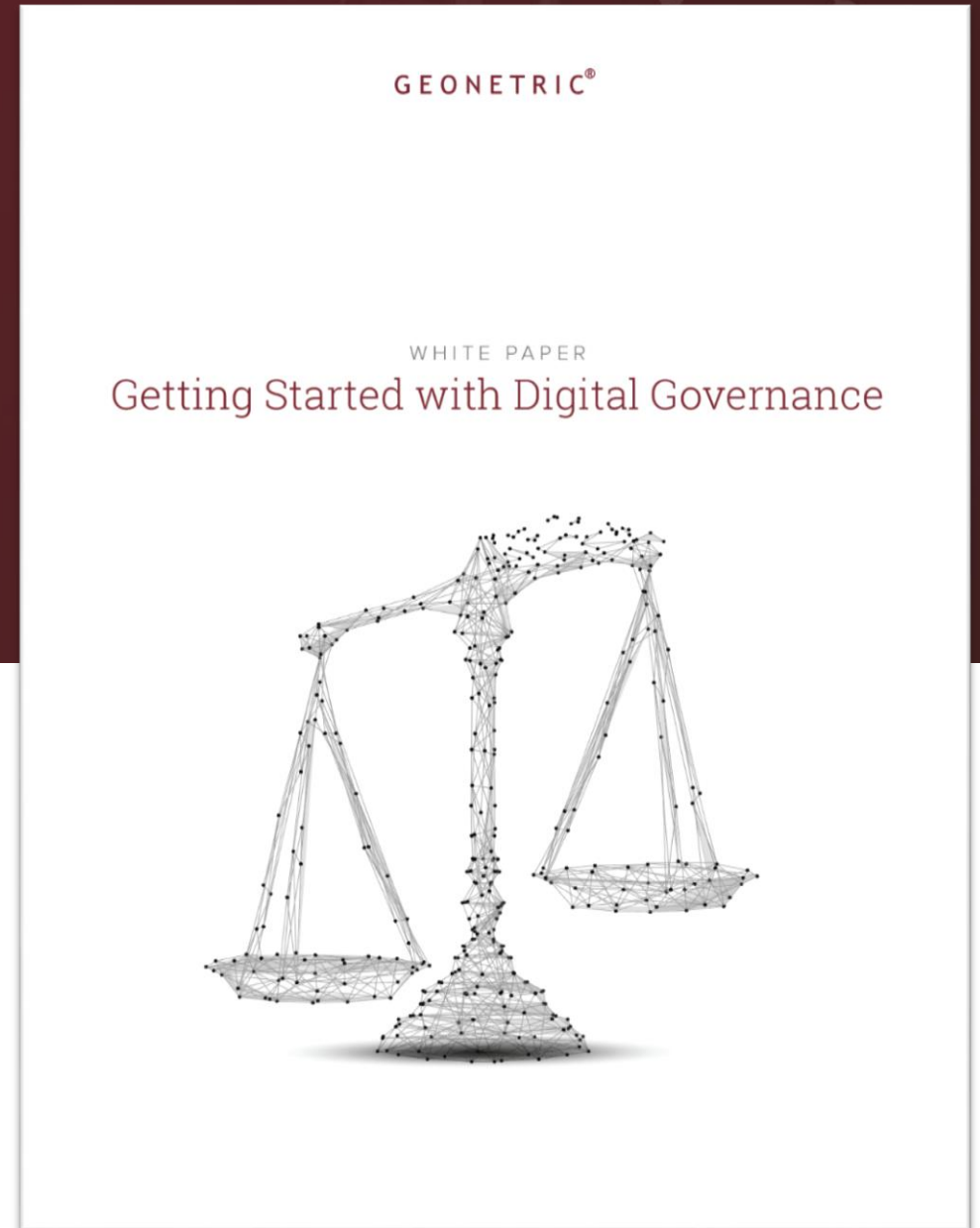
Take Control with Digital Governance

GEONETRIC®

White Paper: **Getting Started with Governance**

Available Soon!

Request a copy in the survey
following the webinar.



Content Marketing for Healthcare

Join us on July 19, 2017, at 2 p.m. EDT / 11 a.m. PDT

Effective content marketing requires more than just writing blogs posts.

Attend this webinar to learn how to develop a content marketing framework that attracts a clearly-defined audience and drives action.

Register at: geonetric.com/webinars

You'll learn:

- The many shapes content marketing can take and what makes content valuable
- Which content marketing tactics healthcare marketers find most effective
- Examples of effective content marketing
- How to generate ideas for your content marketing efforts



Geometric Clients

74 healthcare clients 500+ websites 18 years of experience



Welcome!

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Questions field.

We love feedback

Please complete the survey at the end of the webinar.

We are recording

Video of today's webinar will be posted on [geonetric.com](https://www.geonetric.com) in the Ideas section.



Today's Presenter



Jill Jensen

Web Strategy & Editorial Director





Digital Governance

GEONETRIC®

Take Control with Digital Governance

Jill Jensen

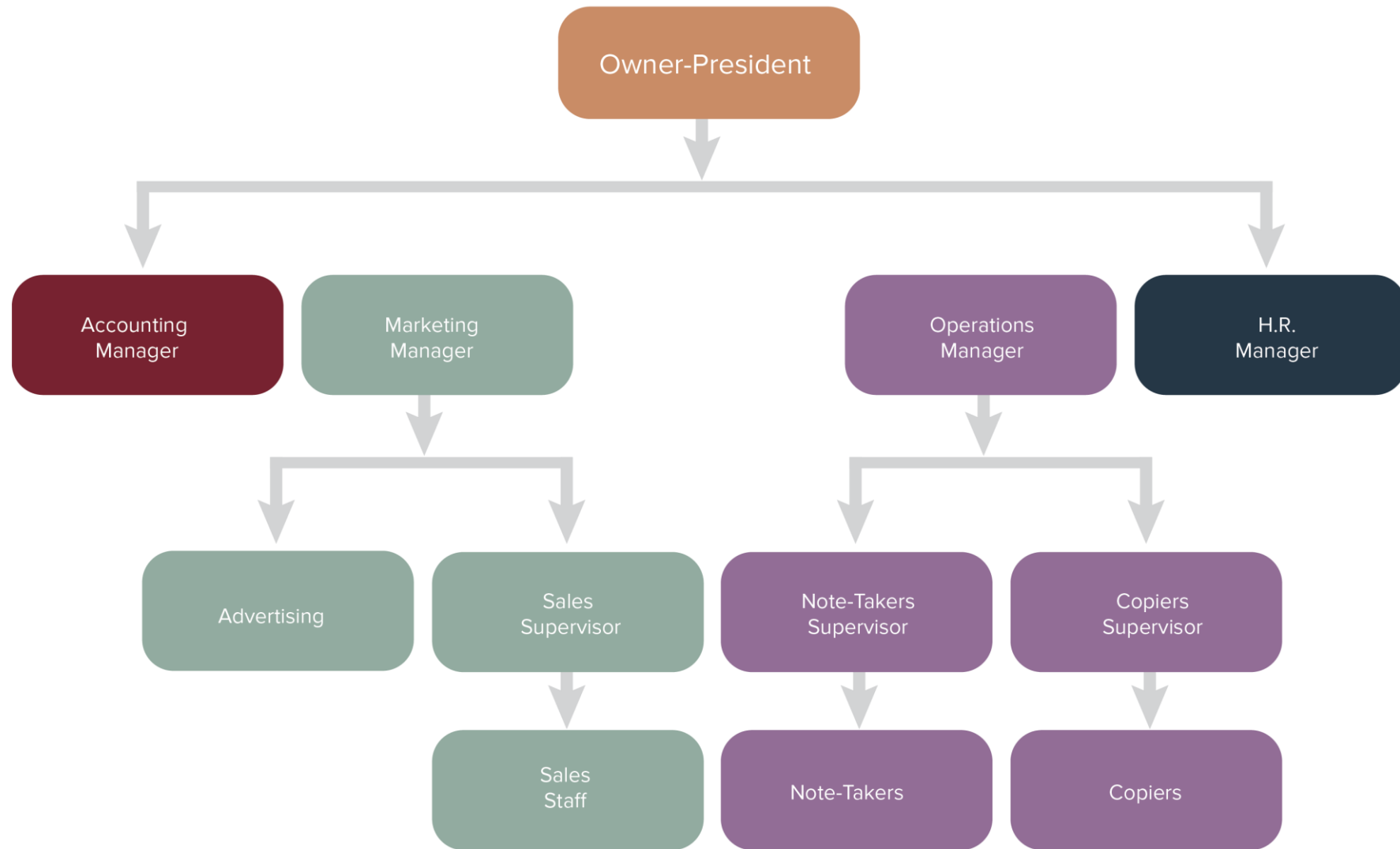
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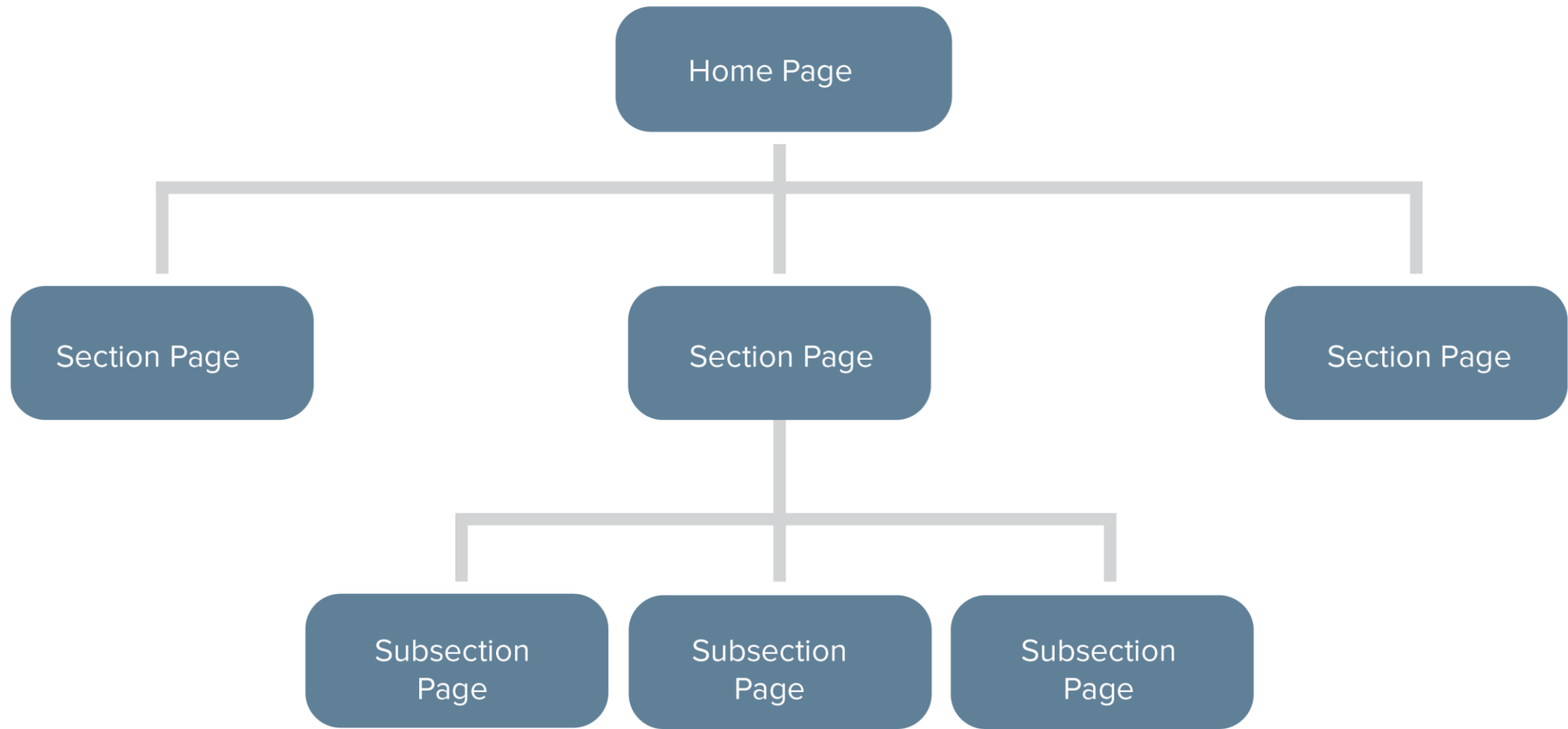


Real world

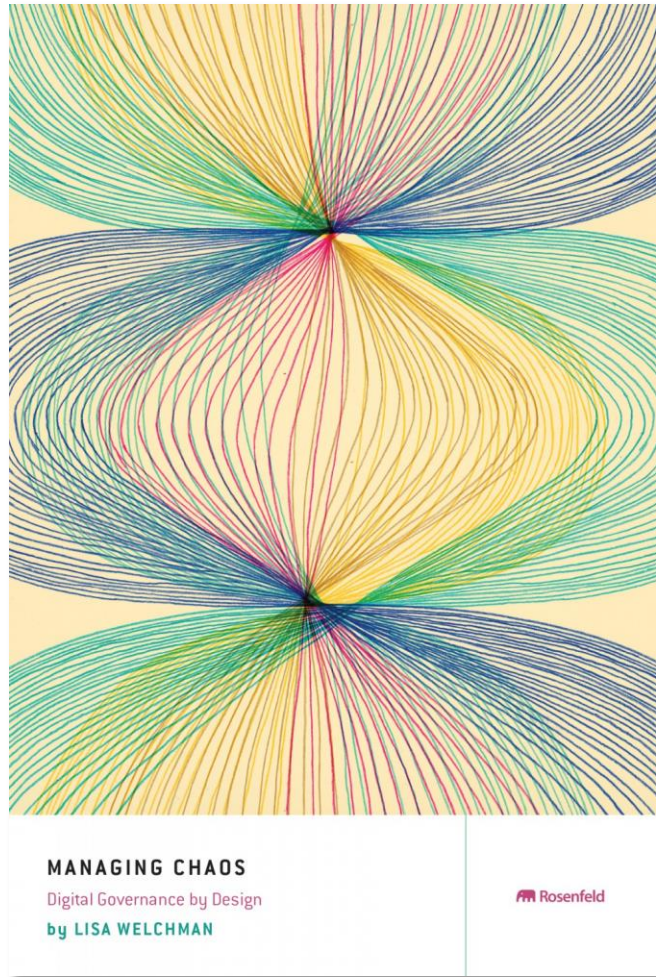


Online





Governance definition



Digital governance is a framework for establishing accountability, roles, and decision-making authority for an organization's digital presence... [by addressing] three topics: strategy, policy, and standards.

— Lisa Welchman, author, *Managing Chaos*

Digital properties

- Company websites
- Social media accounts — Facebook, YouTube, Twitter, Pinterest...
- Private portals — Employees, customers, vendors
- Content marketing hubs, blogs, news stories, press releases
- Electronic data — Email, spreadsheets, PDFs, word processing documents, directories
- Media assets — Images, video, audio
- Digital devices + technology — Hardware, cloud storage, infrastructure, IT



Websites = problem-solving content



Words



Images



Video

A screenshot of a dark-themed contact form. At the top, it says 'CONTACT US' in red and white, followed by the text 'If you have questions, feel free to get in touch.' Below this is a red triangle icon. The form contains four input fields: 'Name', 'Email', 'Subject', and 'Message', each with a horizontal line for text entry.

Forms

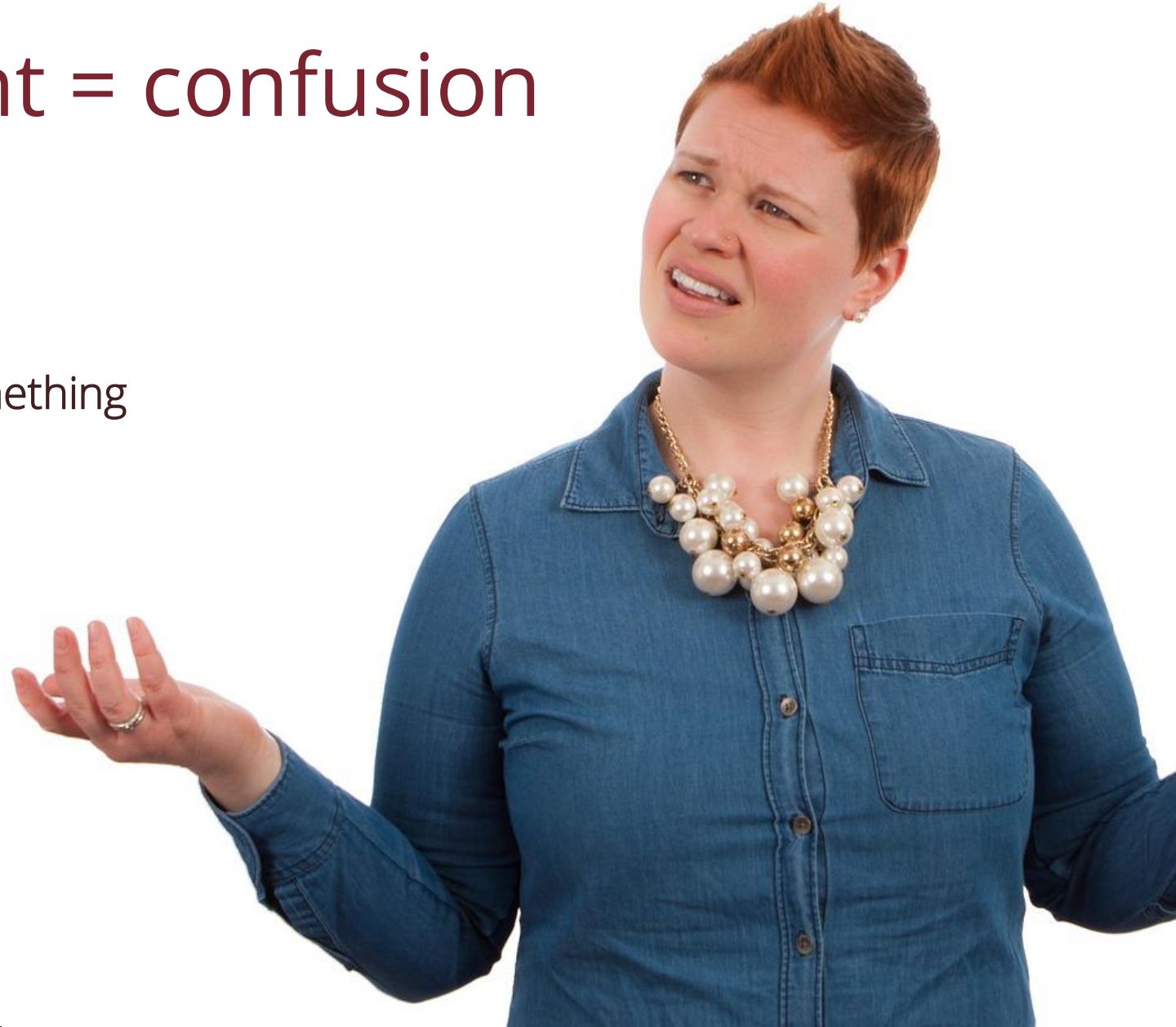
Content explosion!

- Competing interests add content to support their needs/goals without considering overall user experience or whether it truly belongs on the site
- Time, staff, and budget constraints mean no one's dedicated to wrangling all digital properties and content
- Decision authority — who can say YES or NO — hasn't been established or isn't clear
- Documentation for standards, processes, policies, etc., doesn't exist



Disorganized content = confusion

Remember...
Just because you *can* publish something
doesn't mean you *should*!



Governance value



Governance value

- Increases productivity for content development, review, publishing, updates
- Creates agreed-upon procedures and well-defined direction
- Reduces risk to reputation and legal status
- Avoids potential fines



Governance value

- Increases customer engagement and conversions
- Improves overall user experience
- Enhances brand with consistent, high-quality experience across digital channels
- Builds user confidence and trust over time
- Positively impacts your bottom line





51%

CFOs who say governance is a high or very high priority

10%

EBITDA growth from governance over past 3 years

Websites = content

Amazon.com homepage

amazon
tv prime

SEARCH

COUNTDOWN TO BLACK FRIDAY DEALS WEEK Presented by Discover Card

Departments - Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

Hello, Sign in Your Account - Try Prime - Lists - Cart

fire
Powerful tablet at an incredible price
\$49.99

All-New
fire HD8
Up to 12-hour battery with 2X the storage
\$89.99

Welcome
Sign in for the best experience
Sign in securely

Holiday Gift Guides

Electronics Toys
Home Amazon Holiday Gifts

Amazon Echo and Alexa

Stream THOUSANDS OF MOVIES & TV SHOWS with Prime

amazon Start your free trial

COUNTDOWN TO BLACK FRIDAY DEALS WEEK

Target.com homepage categories

featured categories

Christmas kids gifting The Wonderlist Gift Guide clothing accessories shoes

home furniture electronics video games entertainment beauty

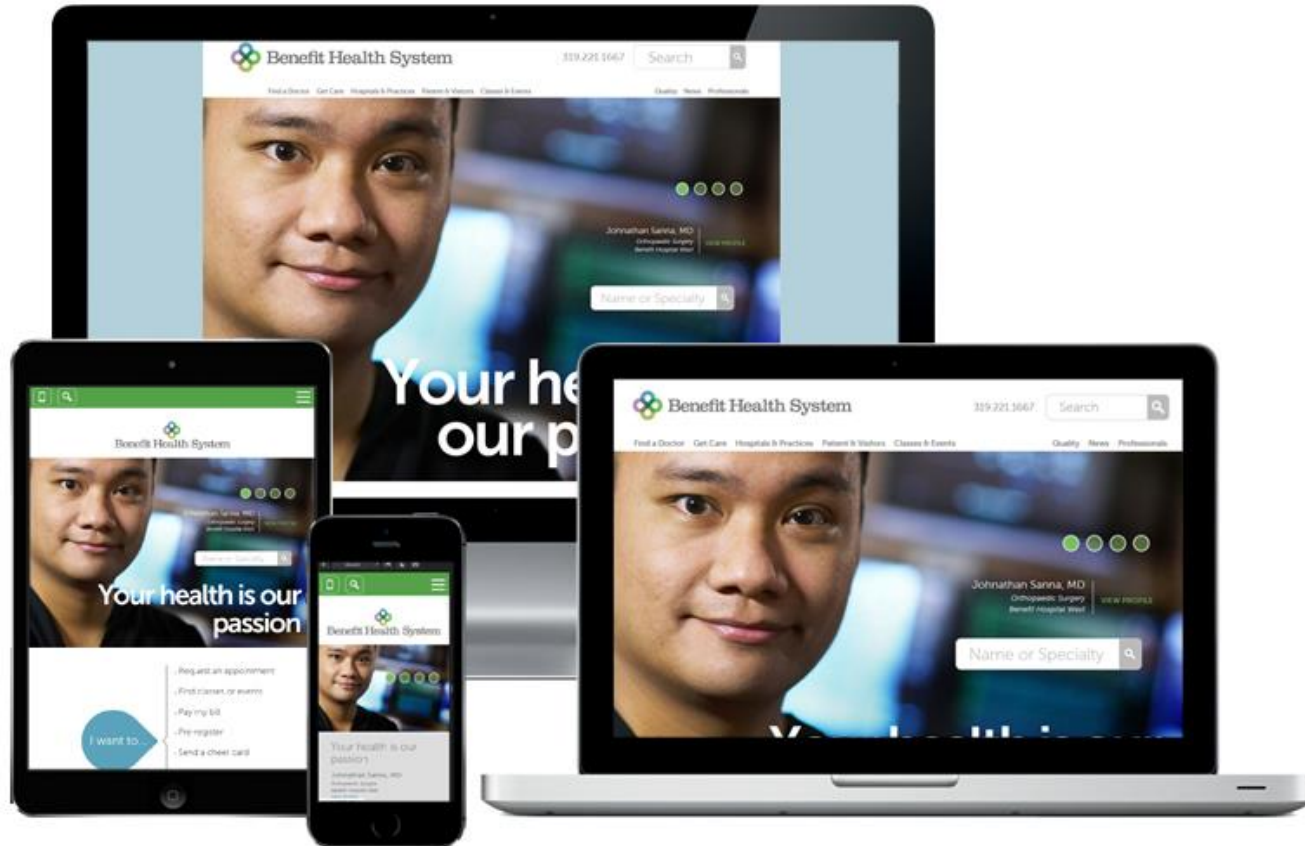
toys baby household essentials gift cards deals clearance



60%

consumers less likely to purchase from
small business based on bad impression of website

Websites = content



Governance helps hospitals and healthcare systems integrate online and offline marketing activities for our “omnichannel” world.

Think strategically

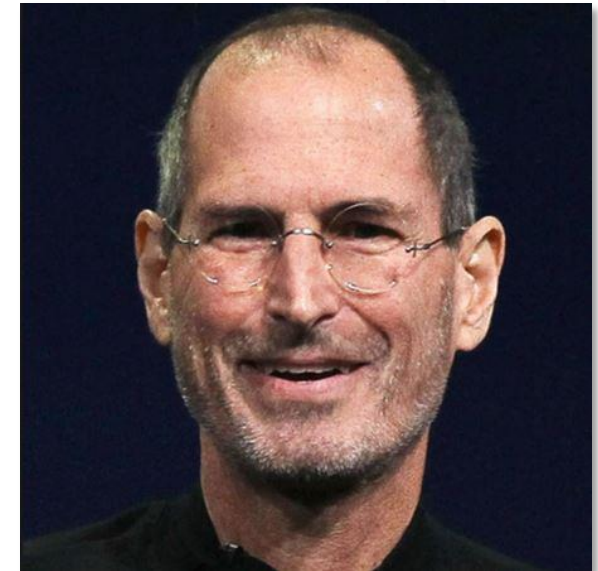


Governance = strategy

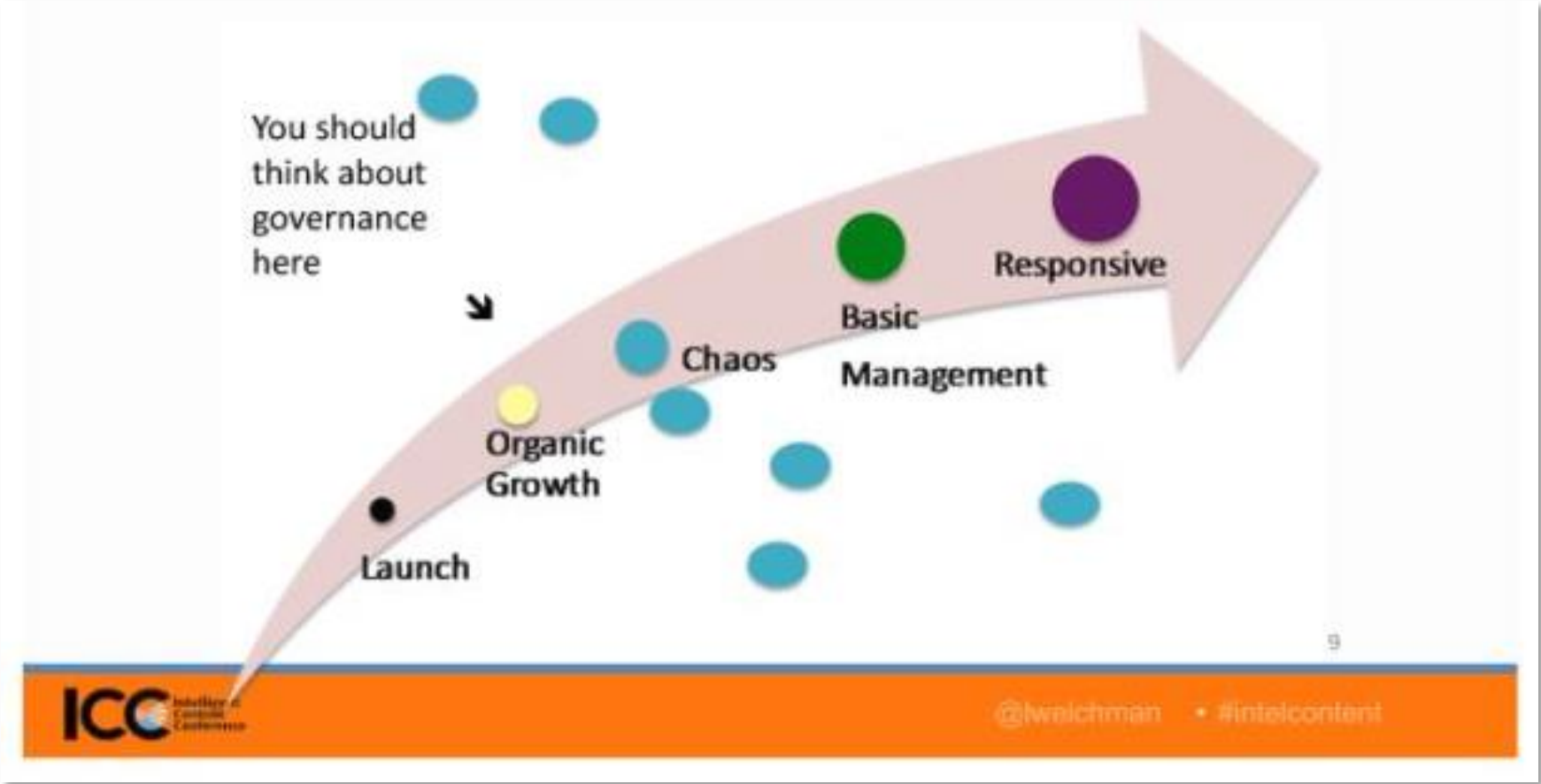


The essence of strategy is
choosing what not to do.
— Michael Porter, Harvard Business School

Deciding what not to do is
as important as deciding what to do.
— Steve Jobs, co-founder, Apple



From chaos to management



Source: Lisa Welchman, Intelligent Content Conference; <http://contentmarketinginstitute.com/2015/11/basics-digital-governance/>

Key questions

- What needs to be done?
- What roles/responsibilities will help us accomplish these activities?
- What standards, processes, workflows, guidelines, and policies do we set/follow?
- How do we keep contributors up to date?
- Who gets to decide?



Governance framework



Most digital governance challenges come from not knowing who's supposed to decide things.

We're not talking about micromanaging. We're talking about supporting people in doing their jobs.

— *Digital Governance Primer*, CMI



Governance + core strategy



Know your organizational goals
as a foundation to build a
Core Strategy Statement



Governance + core strategy

A core strategy statement guides constituents and teams through ongoing website development, maintenance, and redesign.

Sample Core Strategy Statement

To support Benefit Health System's goal of creating an exceptional user experience for our current and prospective patients, families, caregivers, and loved ones, our website will offer an accessible, easy-to-use, and appealing way for people find our services and take action to get the help they need.

We'll do this by focusing on users in an expandable website that prioritizes services over organizational issues, answers typical questions in engaging ways, connects services with providers and locations, and makes it easy for people to get the care they need as quickly as possible.



Governance + core strategy

Turn your key statement components into questions to help determine responses to website requests.

Sample Core Strategy Statement

In support of Benefit Health System's goal to **create an exceptional user experience for our current and prospective patients, families, caregivers, and loved ones**, our website will offer an **accessible, easy-to-use, and appealing** way for people to **find our services** and **take action**.

We'll do this by **focusing on users** in an **expandable website** that **prioritizes services information over organizational issues, answers typical questions in engaging ways, connects services with providers and locations**, and makes it **easy for people to get the care they need as quickly as possible**.



Governance + core strategy

Does this request allow us to...

- Create an exceptional user experience?
- Offer an accessible, easy-to-use, and appealing website?
- Help people find our services?
- Help people take action?
- Focus on users?
- Build an expandable website?
- Prioritize information about our services over organization-focused issues like press releases or departmental structures?
- Answer typical questions in engaging ways?
- Allow users who view service line content to easily see the physicians who provide that care and the locations where they can find it?
- Make it easy for people to get needed care as quickly as possible?



Governance + core strategy

YES!

- Respond favorably
- Outline ways to incorporate into website
- Choose best option and take action to include in website

NO?

- Reject request
- Respond with information about how current site already meets the need
- Hold conversations to uncover acceptable alternatives or to identify areas for potential website expansion



Sample request

Add page about robotic-assisted surgery to Women's Health service line section

Sample Core Strategy Statement

In support of Benefit Health System's goal to *create an exceptional user experience for our current and prospective patients, families, caregivers, and loved ones*, our website will offer an *accessible, easy-to-use, and appealing* way for people to *find our services and take action*.

We'll do this by *focusing on users in an expandable website that prioritizes services information over organizational issues, answers typical questions in engaging ways, connects services with providers and locations*, and makes it *easy for people to get the care they need as quickly as possible*.

Factors to consider:

- A robust page about robotic-assisted surgery already exists in the Surgery section
- Cross-linking among sections helps improve search optimization and user engagement
- Limited resources exist for writing new content in our preferred user- and benefit-focused web style

Governance + core strategy

Factors to consider

- A robust page about robotic-assisted surgery already exists in the Surgery section
- Cross-linking among sections helps improve search optimization and user engagement
- Limited resources — staff, time, budget — exist for writing new content in our preferred user- and benefit-focused web style

Response

- Reject request
- Show how current site already meets the need
- Hold conversations to uncover acceptable alternatives or to identify areas for potential website expansion
 - Expand current page with subhead and text about new uses in Women's Health
 - Cross-link from Surgery to new marketing text on pages in Women's Health section
 - Use other digital channels to cross-promote
 - More?

Governance + core strategy

A core strategy statement provides guidance about decision authority.

Sample Core Strategy Statement

To support Benefit Health System's goal of creating an exceptional user experience for our current and prospective patients, families, caregivers, and loved ones, our website will offer an accessible, easy-to-use, and appealing way for people find our services and take action to get the help they need.

We'll do this by focusing on users in an expandable website that prioritizes services over organizational issues, answers typical questions in engaging ways, connects services with providers and locations, and makes it easy for people to get the care they need as quickly as possible.



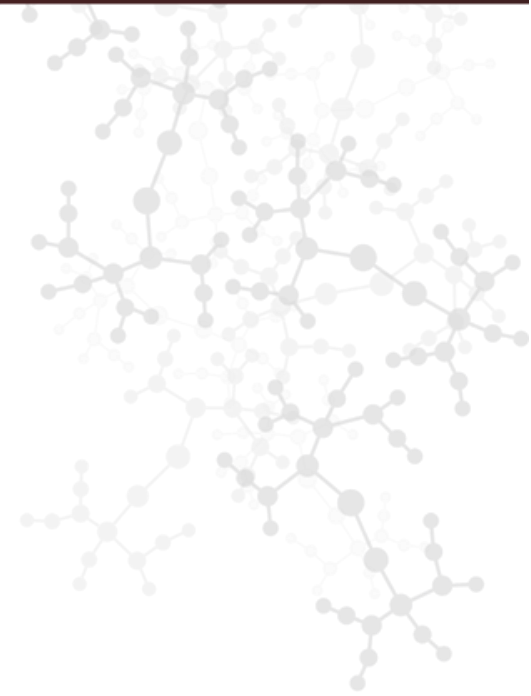


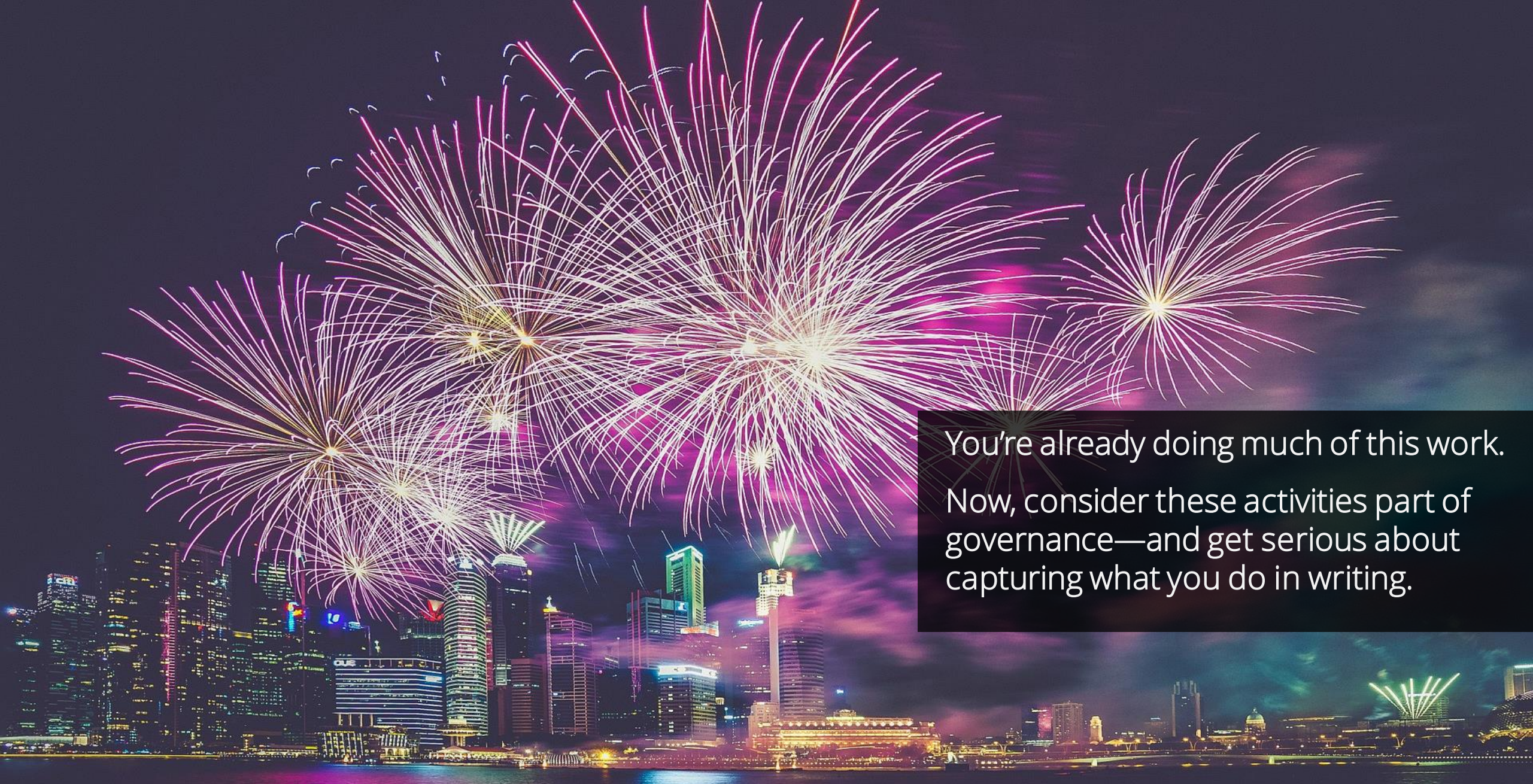
Most digital governance challenges
come from not knowing
who's supposed to decide things.

— Content Marketing Institute

Governance + decision authority

- Strategic authority
 - Establishes objectives, resources, budgeting for website and other digital properties
 - Defines audience(s), updates annual plans
 - Typically takes the form of a steering committee or group
- Implementation authority
 - Makes decisions about day-to-day operations, such as:
 - Content requests/maintenance/oversight
 - Standards, workflows, processes, procedures, policies, etc.
 - Design – Visual, UX, other
 - Functionality and technical issues





You're already doing much of this work.
Now, consider these activities part of
governance—and get serious about
capturing what you do in writing.

Good news!

GEONETRIC®

Governance framework



Governance framework

- Unique to each organization; no one-size-fits-all template exists
- Integrates components into daily digital activities
- Uses existing processes and people — with appropriate modification — whenever possible
- Formalizes and documents relationships and activities into a system of guidelines and procedures
- Represents key constituent needs and respects subject matter expertise
- Remains realistic, easy to use, open to change and growth

People

Process

Governance
Framework

Documentation

Training



Governance includes

- Editorial style guides
- Voice/tone guidelines
- Request forms
- Approval processes
- Writing templates
- Microsite decision guide
- Publication calendars
- Workflows — planning and implementation cycle, innovation cycle, etc.
- Training programs
- Steering groups, committees

People

Process

Governance
Framework

Documentation

Training



People

Roles, responsibilities, decision authority, overall strategy

- **Web Steering Group** – Includes senior managers from all areas of the organization with a stake in the website
 - Identifies and sets priorities
 - Serves as forum to discuss issues + resolve competing interests
- **Web Development and Maintenance** – Covers various roles, including:
 - Web manager, content producers/editors, strategists, social media producers, designers, information architect, developers, marketing, analytics
- **Infrastructure** – Monitors and maintains stable technical environment for website
 - Technology (CMS, hardware, etc.), IT, engineering, hosting, security

People

Process

Governance
Framework

Documentation

Training



Process

Standards, workflows, schedules, guidelines, policies, procedures...

- **Content** – Strategy, inventory, audit, analysis, message architecture, sourcing, writing (development), editing, calendar, style guide, editorial/brand standards
- **Design** – Visual, interaction, user experience
- **Reviews and approvals** – Internal team, subject matter experts (SMEs), other
- **Publish, update, archive, delete** – Time frames, schedules, responsible person(s)
- **Taxonomies** – Categories, tags
- **SEO, keyword, metadata** guidelines/implementation approaches
- **Community management/moderation** – Social media, website, other channels
- **Accessibility and usability**
- **Information architecture, site/section structure, navigation**, webpage template requirements (content types, content formats, design, functionality, etc.)
- **Special circumstances**, such as criteria for use of microsites, etc.

People

Process

Governance
Framework

Documentation

Training



Documentation

Capture, review, update, maintain...

- Goals, objectives
- Roles, responsibilities, job descriptions
- Editorial, design, developer/code, and brand standards, guidelines for use
- Audience(s) and characteristics, personas
- Content channels, types, expectations
- Related digital properties and accounts
- Key performance indicators (KPIs) and other success measures
- Processes, workflows, approvals
- Taxonomy and metadata guidelines
- Web writing guidelines and best practices
- CMS and other template requirements for content, design, campaigns, etc.



People

Process

Governance
Framework

Documentation

Training



Training

Schedule ongoing, regular communication, updates, and education for current + new contributors to website/digital properties

- Processes, procedures, guidelines, standards, policies
 - Editorial/content, strategy, design, technical, brand, message, etc.
- Roles, responsibilities, working groups
- Technology and tools
 - Content management system (CMS), templates, authoring software, etc.
- Professional development
- Organizational development
- Other...



People

Process

**Governance
Framework**

Documentation

Training



Other governance topics

- Budgeting
- KPIs
- Research
- Strategy
- Measurement
- Analytics
- Audience(s)

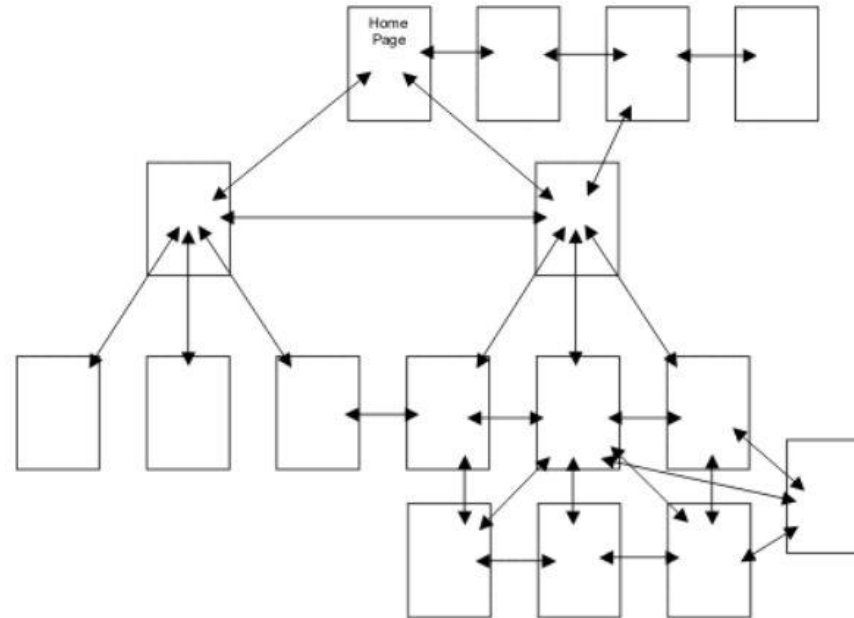
Governance + content



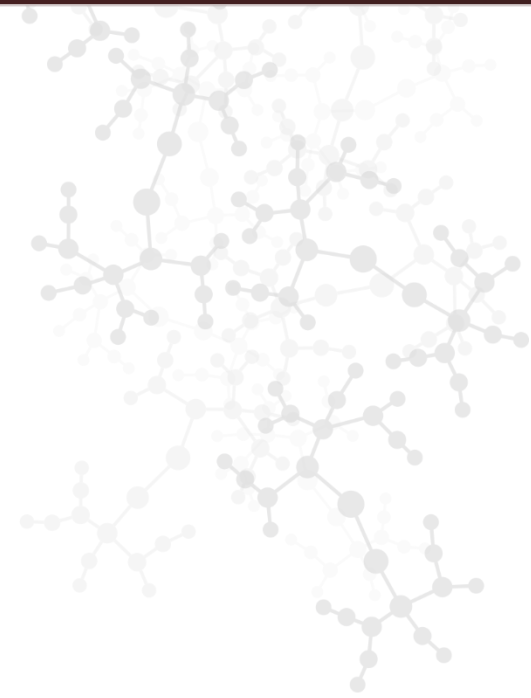
User- and benefit-focused words + appealing design




Easy-to-navigate structure



Site structure






Site structure: inventory + assess



Welcome to WebmasterWorld

[register](#), [login](#), [search](#), [subscribe](#), [help](#), [library](#), [PubCon](#), [announcements](#), [recent posts](#), [open posts](#)

Tools
beta



SEO Tools ▾ Social Tools ▾ Schema.org help ▾ PPC Tools ▾ Webmaster Tools ▾ Web Design Tools ▾ Other Tools ▾

Website Crawler Tool and Google Sitemap Generator

Full URL of website home page:

Pages to be crawled

- Up to 100
- Up to 500
- Up to 1,000

We allow to crawl up to 100 pages for unregistered users. please [login](#) to crawl more

It can take 30 or more minutes to spider through 1,000 URLs. If you would like to have the results emailed to you, type your email address

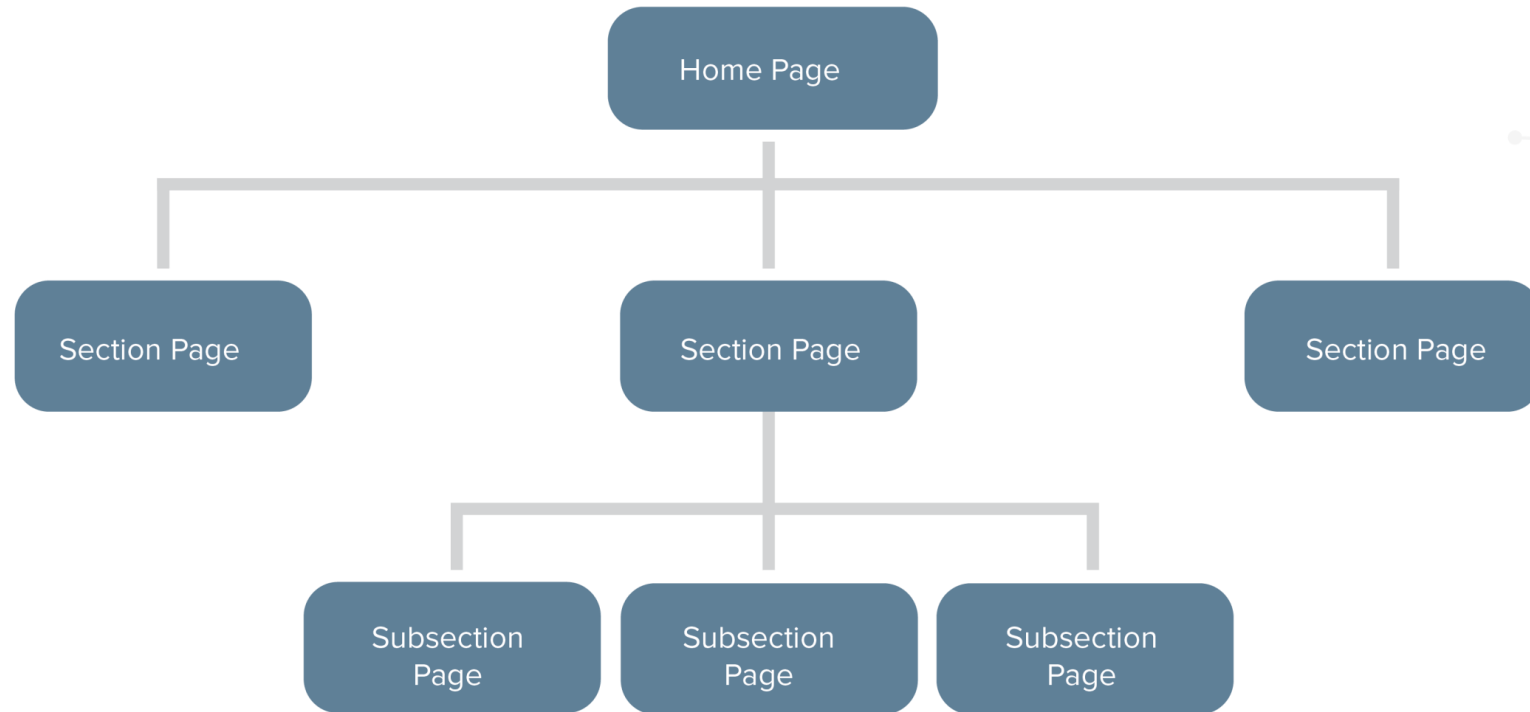
Your privacy is important to us. We will never share your information with third parties.

If you would like to prevent this free tool from crawling your website, please add the following lines to your robots.txt file:

```
User-agent:NinjaBot
Disallow: /
```


Site structure + content quality

Review regularly
for
Redundant,
Outdated, or
Trivial
content



Navigation + content matrix

	D	E	F	M
1	Section/Landing Page Title	Sub-page Title	Sub-subpage Title	
70	Cancer Care			c
71		Cancer Screenings & Diagnosis		c
72			High-Risk Breast Cancer Preventio	r
73			Breast Cancer Consult Clinic	r
74			Colon & Rectal Cancer	e
75			Gynecologic Oncology	[
76			Lung Cancer	e
77			Neuro Oncology	e
78		Cancer Treatments		c
79			Chemotherapy, Biotherapy & Infu	i
80			Radiation Therapy	U
81			Cancer Surgery	c
82		Cancer Research & Clinical Trials		U
83		Cancer Survivorship		a



Navigation + content matrix

	A	B	C	D	E	F	G	H
1	Written	Placed	Updated	Section/Landing Page Title	Subpage Title	Sub-subpage Title	Notes & Recommendations	Source URL(s)
70				Liver Disease			expand/update for system approach; user benefit; e	http://www.sample.org/clin
71				Nutrition Services			expand/update for system approach; user benefit; s	http://www.sample.org/ser
72					Personal Nutrition Consultation		expand/update for system approach; user benefit	http://www.sample.org/st-l
73					Ask the Dietitian		form; Q&A; updates as needed	https://www.sample.org/he
74				Orthopedics			expand/update for system approach; user benefit; i	http://www.sample.org/ser
75					Joint Replacement Services		expand/update for system approach; incorporate t	http://www.sample.org/mc
76						Hip Replacement	expand/update for system approach; describe service with system app	http://www.sample.org/ser
77						Knee Replacement	expand/update for system approach; describe service with system app	http://www.sample.org/ser
78						Shoulder Replacement	expand/update for system approach; describe service with system app	http://www.sample.org/ser
79						Hands, Wrists, Elbows	expand/update for system approach; describe service with system app	http://www.sample.org/ser
80					Orthopedic Surgery		expand/update for system approach; user benefit; e	http://www.sample.org/mc
81				Pain Management			consolidate content from multiple sources; update	http://www.sample.org/ser
82					Pain Management After Surgery		update as needed for system approach; user benefit	www.sample.org/mckennar
83					Palliative Care		update as needed for system approach; cross-link t	http://www.sample.org/ser
84				Pharmacy Services			expand/update for system approach; incorporate t	http://www.sample.org/mc
85					Retail Pharmacy		NEW PAGE/locations search results; highlight new	http://www.sample.org/mc
86					Specialty Pharmacy		NEW PAGE for specialty pharmacy services	http://www.sample.org/mc
87				Physical Therapy & Rehabilitation			expand/update for system approach; user focus; m	http://www.sample.org/ser
88					Aquatic Therapy		expand/update for system approach; user benefit; v	http://www.sample.org/ser
89					Geriatric Fracture Program		expand/update for system approach; user benefit; e	http://www.sample.org/mc
90					Lymphedema Care		expand content beyond breast cancer to describe l	http://www.sample.org/mc
91					Occupational Therapy		expand/update for system approach; user benefit; e	http://www.sample.org/ser
92					Physical Therapy		expand/update for system approach; user benefit; s	https://www.sample.org/clin
93					Speech-Language Therapy		expand/update for system approach; user benefit; e	http://www.sample.org/st-l
104				Plastic & Reconstructive Surgery			expand/update for system approach; user benefit; u	http://www.sample.org/ser

Written

Placed

Updated

Notes & Recommendations

Source URLs



Governance recap



Governance

Digital governance is a framework for establishing accountability, roles, and decision-making authority for an organization's digital presence.

The four aspects of digital governance are:

- Team structure
- Digital strategy
- Digital policy
- Digital standards



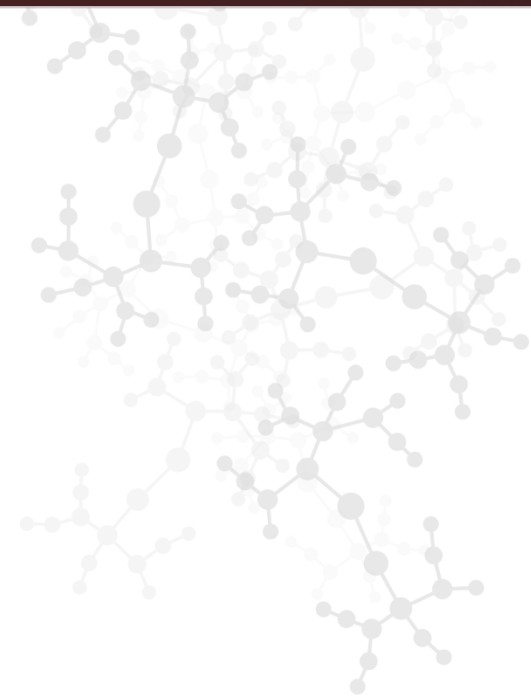
Governance value

Why create and use a governance framework?

- Increases productivity by avoiding the churn of miscommunication and uncertainty in content development, review, and publishing
- Gives employees a set of agreed-upon procedures that provide a well-defined direction for all online assets, which accelerates time to market
- Helps reduce reputational and legal risk and avoid potential fines
- Increases customer engagement and conversions
- Improves effectiveness in overall user experience of your site
- Enhances your brand by giving users a consistent, high-quality experience across digital channels, which builds user confidence and trust over time
- Positively impacts the bottom line

Key questions

- What needs to be done?
- What roles/responsibilities will help us accomplish these activities?
- What standards, processes, workflows, guidelines, and policies do we set/follow?
- How do we keep contributors up-to-date?
- Who gets to decide?



Core strategy statement

- Based on organizational goals
- Guides teams through ongoing digital development, maintenance, site redesigns, etc.
- Helps our organization and colleagues help us maintain a quality digital presence
- Helps teams determine responses to regular and/or ad hoc requests for digital services, especially content



Most digital governance challenges
come from not knowing
who's supposed to decide things.

— Content Marketing Institute



People

Process

**Governance
Framework**

Documentation

Training



Navigation + content matrix

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Written

Placed

Updated

Notes & Recommendations

Source URLs





Create your own governance framework

GEONETRIC®

Getting started...

People — Skills/abilities required to deliver products and services

STRATEGIC AUTHORITY

- Do you have a web steering group?
- Who's included?
- Are these the right people?
- What types of decisions are they empowered to make?
- What processes are used for meeting, setting priorities, making decisions, etc.?
- Are the group's systems and processes captured in writing and widely available?

IMPLEMENTATION AUTHORITY

- What roles and responsibilities exist on your team(s)?
- Does each one reflect the work that needs to be done?
- Which roles need to be replaced, eliminated, combined, added?
- Do you use written job descriptions?
- How often do you review/update jobs/roles to ensure they match the work that needs to be done and the capabilities of the people in each position?



Getting started...

Process — Work that needs to be done and steps to accomplish

EDITORIAL/CONTENT

- How is content developed for your website(s) and other channels?
- What are the steps in the editing/review process to ensure quality, consistency, adherence to brand guidelines and standards, etc.?
- Who approves content for publication? What steps must be completed before publishing a piece of content?

DESIGN

- How can changes be made to the current design? Who approves?
- What are the steps in the design process? In the update/revision process?

IMPLEMENTATION/TECH

- What functional/technical issues must be addressed to ensure the website and other digital channels remain available to customers?
- How are technical changes requested? Implemented? Who approves?



Getting started...

Documentation — Repository of written information for all to use

PEOPLE

- Job descriptions
- Team structure(s), roles
- Steering group structure, guidelines, processes

PROCESS

- Roles, responsibilities, team structures
- Procedures, policies, standards, guidelines

TRAINING

- Roles, responsibilities
- Processes, procedures, standards, requirements
- Professional expectations



Getting started...

Training — Support for contributors and consistent output

- How will affected people learn what they need to know to consistently produce the required products and services with the appropriate level of quality?
- What types of learning opportunities/sessions are needed to support team members as they deliver products and services?
- How frequently will training opportunities be offered?
- Who needs to attend? Who decides who should attend? What approval processes are needed or in place to support training for contributors?



Your first/next step

If you can do only one thing on or for your team...

- Capture existing processes
 - Editorial + content
 - Strategy
 - Design
 - Technical functions
 - Others processes needed to consistently deliver your products and services



Then, take it up a notch

Reach across teams or departments to...

- Create a web steering group (if it doesn't exist)
 - Document its composition, guidelines, decision/approval processes
 - Share with affected parties, so everyone knows who gets to decide what (and why and how)



Governance summary

- Definition, value, key questions
- Core strategy statement
- Decision authority – Strategic, implementation
- Governance framework components –
People, process, documentation, training
- Governance tool – Navigation + Content Matrix
- Exercise – Governance component questions

We're not talking about micromanaging. We're talking about supporting people in doing their jobs.

— Digital Governance Primer, CMI

How Geonetric can help

- Core strategy statement consultation/workshop
- Resource audit interviews
 - Existing tasks, processes, procedures, standards, guidelines, documentation, training, etc.
 - Current organizational structures related to digital properties, such as stakeholders, roles, responsibilities, etc.
- Digital governance framework recommendations
- Content governance strategy recommendations
- Process-related and/or structure-related recommendations



Governance! Yes!

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Questions?

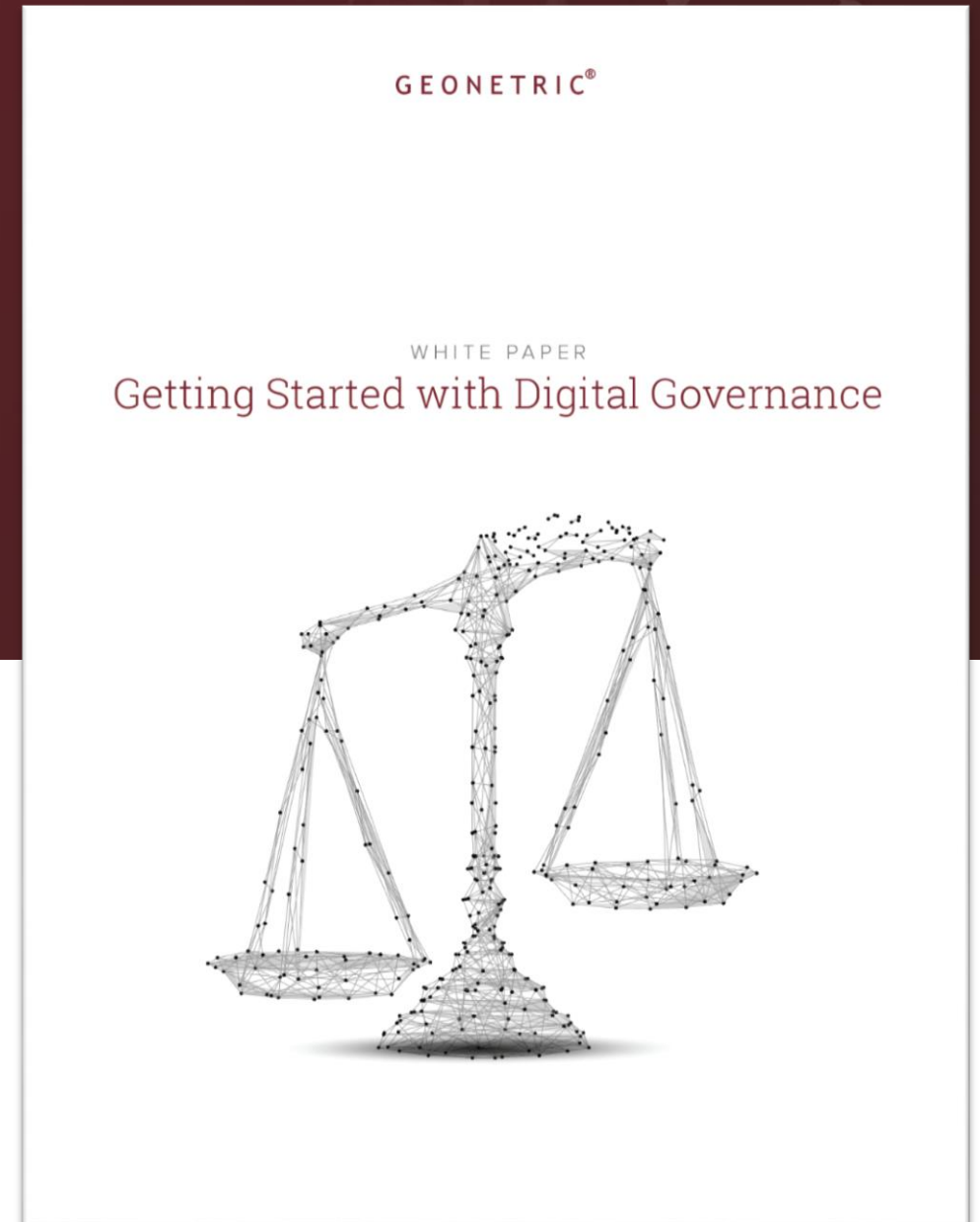
Type yours in the "Question" box



White Paper: **Getting Started with Governance**

Available soon!

Request a copy in the survey
after the webinar.



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Join us on July 19, 2017, at 2 p.m. EDT / 11 a.m. PDT

Effective content marketing requires more than just writing blogs posts.

Attend this webinar to learn how to develop a content marketing framework that attracts a clearly-defined audience and drives action.

Register at: geonetric.com/webinars

You'll learn:

- The many shapes content marketing can take and what makes content valuable
- Which content marketing tactics healthcare marketers find most effective
- Examples of effective content marketing
- How to generate ideas for your content marketing efforts



Thank you!

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