Plan to Manage Content

Content can take many forms — words, photos, audio, video, or a link. It can offer insight into research results or brag about public service. It can be an invitation to an event or a shared collection of photos and video after an event. It can introduce a staff member to your audience, pat a student on the back, or give a retiring colleague an opportunity to say goodbye.

After your communications objectives are defined, you need to outline a plan for meeting them that includes the needed resources.

**Develop a set of best practices for your site**

* Clearly state your goals, the manner in which you intend to achieve them, and the values that guide you. That includes the style and tone of written content. These are for the benefit of those who create and post new content as well as those who manage existing content. Our [**best practice**](http://www.uab.edu/toolkit/web/build-maintain-your-site/best-practices)will help.

**Define content needs**

* Make a list of the information that needs to be on your site and note the type of information it is. Reviewing sites of similar units is a good place to start.
* Much of your content may be static — basic information about the program or unit that rarely changes but still needs to be gathered, written, edited, and posted.
* Some information may be dynamic — pulled from other sources, such as calendars or news feeds that update automatically.
* The remainder is original content that needs to be managed and updated regularly. This may include posts about awards, staff changes, or new program offerings — items that may change frequently.

I**dentify content owners**

* Both static and original content will need to be reviewed and updated by one or more people to ensure that it is up to date and [**consistent with the standards**](http://www.uab.edu/toolkit/uab-brand)the university and your unit have set for online communications.
* Because of the simplicity Joomla offers, content owners can be someone with less technical expertise than your designated site administrator. However, content management should be an assigned task to ensure it is not overlooked in the daily scheme of work.
* Note — more than one person should have access to manage and contribute content for any official site to ensure that a single person's unavailability does not make it impossible to make immediate changes as needed.

**Develop a strategy to keep content fresh, relevant, and appropriate**

* Most sites will have more than one audience — employees, students, patients, or community members. Focus on providing the information they are looking for in addition to content they may be interested in or would benefit from learning. This can include relevant news and trends from external sources, special features, or even a place for contributions from faculty, staff, and students.
* Use Google Analytics to help you evaluate those items that resonate with your audiences so that you can adjust your strategy as needed. Looking at statistics for your site’s most popular pages or search terms can help you determine which content your audience

**Consider social media use**

* Billions of people use Facebook, Twitter, YouTube and LinkedIn and other sites to create and publish content to connect, inform, and amuse themselves and others. Your audience is among them. Don't be afraid to use these sites as part of your overall strategy and integrate them into your website.
* Just like your website, you will need to determine who will create and manage any social media content you post, as well as respond to your audience who may choose to communicate with you via those channels.
* Learn more about using social media on our [**Social section**](http://www.uab.edu/toolkit/social)of this site.