Yale

My YaleSite is Live…Now What?

Managing Your Site’s Content

June 4, 2015
Introductions
“What is the smartest way to manage web content?”
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It depends.
Craft a plan that works for YOU.
Making a (realistic) plan…
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1. Define your website’s purpose
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2. Identify who will maintain the site
Making a (realistic) plan…

1. Define your website’s purpose

2. Identify who will maintain the site

3. Determine a schedule for ongoing content updates
Making a (realistic) plan…

4. Outline criteria for **new** content development
Making a (realistic) plan…

4. Outline criteria for new content development

5. Decide on a workflow process for content review and approval
Making a (realistic) plan…

4. Outline criteria for new content development

5. Decide on a workflow process for content review and approval

6. Conduct regular site audits
What has worked well for you?
What has worked well for you?

What keeps you up at night?
Yale Office of Public Affairs & Communications