



KANOPI STUDIOS

# Managing Multiple Editors

UCSF Summer Series | June 2020



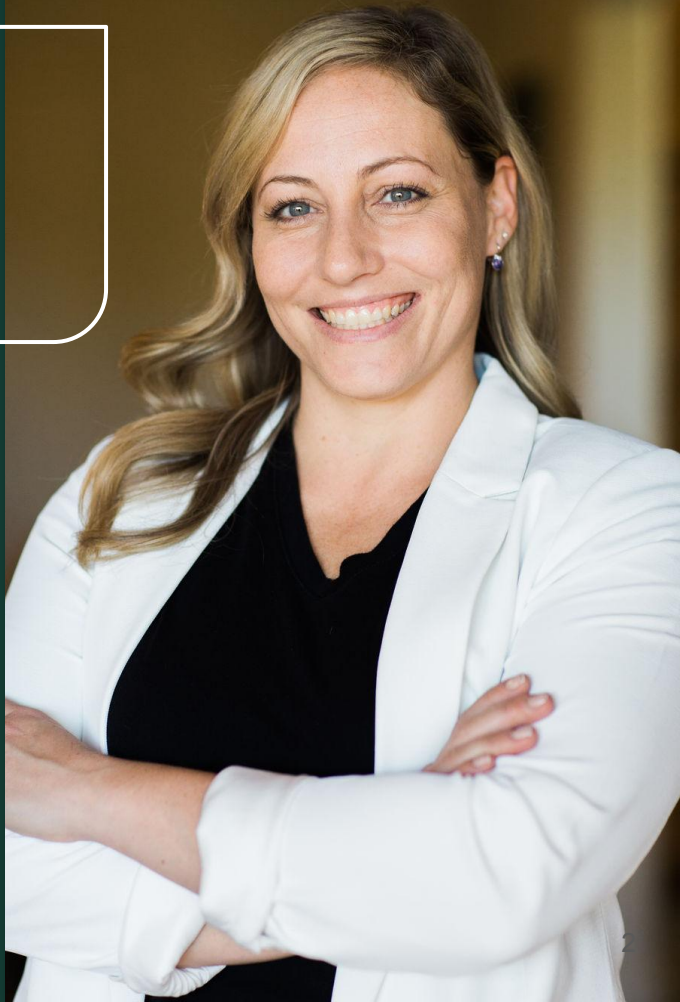
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Kanopi takes care of the whole website lifecycle for clients that want to make a positive impact.



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# UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



## **Eight Wednesdays:**

- June 24: Managing Multiple Editors
- July 8: Plan Your Site with User Stories
- July 22: How a Website's UX Impacts a Brand
- Aug 5: Don't Panic! Drupal 7 Still Has life!
- Aug 19: How to Write Inclusive Content
- Sept 2: How to Do an Effective Content Audit
- Sept 16: Website Terms and Definitions
- Sept 30: Reorganize Navigation for Success

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# Agenda



**Why multiple editors?**

**Workflows**

**Playbook**

**Editorial Calendar**

**Q & A**





# Why Multiple Editors?

# Many Hands Make Light Work



1

## More Content

Website content can be hard to procure. More editors means more written.



2

## Diverse Perspectives

All perspectives have value! Even with a single voice, different points of view can help your content connect with your entire audience.



3

## Shared Workload

Writing site content can be a daunting task. Sharing the tasks allows your team to continually produce valuable content.



# Workflows

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# Define the Flow

## **Who creates content?**

This does not need to be a single person or set of people. This can be a role, or even a department. The granular needs can come later.

## **Who reviews and edits content?**

Editing your own content is difficult. Always get a second set of eyes to check your work. Again, this does not need to be an individual, feel free to define a role.

## **Who has the authority to approve and publish it?**

Defining who is the final say when something is to go live will ease pressure and create clarity.

## **How are they going to deliver content?**

It is often easier to collaborate on content in a Word document vs the website, leaving the website content entry as the final step.

# Example of an Editorial Workflow

## “Brain Dump”

Communication teams or Key Stakeholder will give a rough vision of what they are trying to achieve with given content.

## Editorial

The editor will receive the content request from the team and create the needed content.

## Review

Content will be sent internally to internal stakeholders for buy in and approvals (as needed).

Early copy will be sent to website team for optimization consult and image procurement (as needed).

## Edits

Feedback will be collected and provided to editor for implementation.

## Delivery

Final copy will be provided to website team or entered into the site admin.



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# Permissions

Permissions on your Drupal site can be unnecessarily complex/granular.

Think about what you really need: what should be crafted/edited/finalized in a Word document vs using automated workflows on the website.

Get clarity on what role/dept does what, which will determine who needs access at a certain level.

*Not everyone needs the ability to publish content live on the site!*



# Create a Playbook

AKA: a Content Style Guide



# What's a Playbook?

Your content style guide!

It gives all writers guidance as to how to speak as a solidified unit.

This will cover everything from qualitative properties to the mechanics of grammar.





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# Your Playbook includes



- Reiterate the mission of your organization
- Explain voice/tone
- List of words to use/avoid
- First-time usage vs subsequent usage
- Proper spellings/usage of any brand words
- Outline approved acronyms
- Define the grammatical mechanics



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# Mission

The mission of the organization will drive a lot of the tone and needs for the style guide.

It's good to have this repeated in case the guide is shared with new employees or contractors . . .

. . . or even to refresh the memory of an existing employee!







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**Voice** is how you  
are speaking as an  
organization.

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**Tone** is the manner  
in which you are  
speaking.

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# Words to Use & Avoid

## Words to Use

Help your team build a common vocabulary that ties the site together.

Identify common, meaningful words that provide value.

## Words to Avoid

There are terms, words, and phrases that should be avoided.

Guide your team with clarity as to what those are and why.

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# First-time vs. subsequent usage

Document if you don't need to repeat the whole phrase each time, and how to refer to it each time after first use.

## **First-time**

UCSF Osher Center for Integrative Medicine

## **Every other time**

UCSF Osher Center



## Spelling

Identify brand-specific names and how to spell them.

## Acronyms

Be sure that your team knows how each acronym is defined. While doing so, ensure they are reminded how best to use them in content.



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# Grammar

Answer grammatical questions  
to promote consistency!

- Do you use Oxford comma?
  - This, this, and this.
  - This, this and this.
- How do you format dates?
  - September 1, 2020
  - Sept. 1, 2020
  - 11/01/2020
  - 11/1/20
- How do you use capitalization
  - Do you use Title Case?
  - Avoid ALL CAPS for accessibility.
- How do you write about time?
  - Four PM
  - 4:00 pm
  - 04:00 pm
  - 16:00





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# Don't Forget



## **Give access**

Make sure all writers, editors, and publishers have access to your playbook.

## **Review it annually**

Review this annually as terms, goals, or even your audience may have changed.

## **Keep language inclusive**

Make sure your words don't sound ableist, sexist, racist, or any other -ist.



# Editorial Calendar



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# Make a Plan & Schedule

Creating a shared calendar helps to build accountability, and showcases gaps in the content being created.

In this calendar spell out:

- Who is writing
- Who is editing
- When is this due to the editor
- What is the desired publish date
- What assets (images/charts etc) will you need? List if you have them.

Q2 2020

Due Date	Reviewer	Reviewed By	Publish Date	Medium
9-9-19	Manager A	9-12-19	9-15-18	Blog
"				
10-9-19	Article	Yes	Purchasing Pe	Interest
10-9-19				

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Type	Canonical	Target Persona	Stage in Funnel	Tags/Keywords
Article	Yes	Purchasing Pe	Interest	sample, example

Author	Topic	Title	Description/Post	Assets Required
Joe Smith	X is cool!	What your organization needs to know about	(to be used for custom meta description)	Hero Image
Haley Jones	Promo	Because X is important, learn		Create custom image as hot channel
Haley Jones	Promo			Automated- will use hero
Haley Jones	Promo			Automated- will use hero

Intro text to give your team instructions on how to use this document for your organization.

Sales Funnel Target		
	Awareness	0
	Interest	1
	Decision	2
	Action	1
	Delight	0
	Total:	4

Persona Target		
	Purchasing Persona	2
	Maintenance Persona	1
	Design Engineering Persona	1
	Total:	4



**Questions?**





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## Want more help?

Questions? Comments?  
Reach out to us anytime.



**ANNE STEFANYK**

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[@anne\\_kanopi](#)

**BOOK A MEETING**

[bit.ly/meet-kanopi](https://bit.ly/meet-kanopi)