

The basics of web content management governance netted out.

1.0 Employ Appropriate Governance Authority

- Central: mandate standards for everything or, at least, consistent user experience
- De-central: at most, control only hub development and technology
- Hybrid: decide content and processes to centralize and which to leave in local hands

2.0 Ensure Stakeholder Buy-in

- Show executive support to empower team
- Invite departmental participation and joint ownership
- Welcome stakeholder suggestions and discourage negative feedback
- Reach consensus on common values, needs, and issues
- Acknowledge contributions and celebrate success

3.0 Establish Guiding Principles

- Provide definitions and rules for content editors, developers, and administrators
- Publish policies, processes, ownership, and consequences for non-compliance
- Organize content for users, rather than programs
- Measure progress by outcomes, not processes

4.0 Follow Best Practices

- Address web governance by sub-topics (navigation, design, content issues)
- Obtain concrete examples of stakeholder needs
- Ask content contributors to evaluate more than one offering
- Include different stakeholders to create test scenarios and set standards