



CONTENT OPERATIONS FOR TECHCOMM

Operational models for technical
communication practitioners

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METAPHOR: AN OPERATIONAL HOME

ARCHITECT
DESIGNS THE
HOUSE



CONTRACTORS
BUILD THE HOUSE



RESIDENTS "OPERATE" IN THE HOUSE
(LIVE THERE IN COMFORT)



WORKING DEFINITION OF CONTENT OPS

ContentOps is a set of principles used to **optimise content production** to **leverage content as business assets** to meet business objectives.

COMMONALITIES ACROSS MODELS

Explicit

- Ensure resource availability.
- Reduce inefficiencies.
- Automate whenever possible.
- Develop repeatable processes.
- Allow scaling up of outputs.
- Monitor results.
- Create insights.

Implicit

- Information enablement.
- Activate strategy to drive value.
- Improve collaboration across value streams.
- Automate continuous delivery pipelines.
- Improve innovation.
- Manage risk through compliance.

CORE BUSINESS DRIVERS

- Increase revenue (synchronise delivery/publication channels).
- Manage risk (better audit trail).
- Expand into new markets (with personalised content).
- Reduce time to market (shorten production cycle).
- Build brand trust (with more accurate, trustworthy content).
- Operate with more efficiency (streamline and scale).

EXERCISE

- A. Think of the ways that the operational model for content could be improved in your organisation – get specific about the pain points.
- B. Do a before-and-after comparison of at least five items. Don't be afraid to dig deep to identify the problems. (See the next slide for some ideas.)

EXERCISE : SOME IDEAS

15

FROM:

It's hard to find where content is stored to update it.

We can't easily tell if we have the right version to update it.

Re-use is hard because word processing isn't meant for that.

We must use spreadsheets to track where content gets used and re-used.

It's hard to show which content is written for which audience.

The style guide is clunky to use.

Management always prioritizes software development over content.

TO:

Content is kept in a central repository with a good taxonomy.

The repository (or authoring environment) has robust version control.

The repository makes it easy to re-use content from a single source.

The authoring system tracks content re-use in an "at-a-glance" dashboard.

Tagging is automated, and we can tag up content for personalization.

The style guide is enforced as we write.

Management has allocated budget to include content resources to each team.



DISCUSSION

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Designing robust content ecosystems
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