

# Content creation workflow

WISE uses [Jira](#) - a task management tool - to manage the content creation workflow.

A piece of content for a project could refer to:

- A new website page, if the project does not already have a page
- An update to the existing website page
- New posts for the project's Facebook photo album
- A new series of posts for Instagram

## Guidelines for Content Managers and Designers

### Step 1. Initiate a content task

[blocked URL](#)

Once you have started planning a piece of content, create a task (aka 'issue') on the [Jira content pipeline](#). Update the following fields:

- Summary: A brief description of what the content is about
- Due date: The date when you plan to publish the content. When planning the date, give enough time for the drafting and review process.
- Assignee: Assign the task to yourself
- Project/Theme

After creating the task:

- Create a 'Writing' sub-task and assign it to yourself (or whoever is drafting the content)
- In the 'Comments' field, tag the relevant Channel Managers to inform them that you have planned the content

### Step 2: Draft content

If you do not already have templates in your respective content folders, use the following templates to draft and submit your content:

- [Submission template \(Google Doc\)](#)

At this stage, do not worry too much about the design. Focus on getting the content right.

When you have started writing:

- Update the content's task to 'Writing stage'

### Step 3: Send to Channel Manager and project team members for (internal) review

When you have drafted the content:

- Upload a link to the draft in the relevant sub-task
- Change the status of the sub-task to 'To review'
- Assign the sub-task to the Channel Manager
- To assign more reviewers, 'clone' the sub-task and assign the sub-task to the next reviewer

### Step 4: Revise and resubmit

When the reviewers have reviewed your content, they *should* update the Jira sub-task status as follows:

- 'To write' indicates that the reviewer has feedback that you should incorporate into your next draft. Return to Step 2.
- 'Done' indicates that the reviewer does not have feedback, and your draft is fine. Move to the next step.

## Step 5: Draft graphics

If the content requires graphic design:

- Update the content's task to 'Design stage'
- Create a 'Design' sub-task and assign it to the [graphic designer](#).

Any graphic design should be consistent with the project/theme's overall style, as well as WISE's [branding style guide](#).

## Step 6: Send to Content Manager and Channel Manager for (internal) review

FOR DESIGNER

When you have drafted the graphics:

- Upload a link to the draft in the relevant sub-task
- Change the status of the sub-task to 'To review'
- Assign the sub-task to the Content Manager
- To assign more reviewers, 'clone' the sub-task and assign the sub-task to the next reviewer

## Step 7: Revise and resubmit

FOR DESIGNER

When the reviewers have reviewed your design, they *should* update the Jira sub-task status as follows:

- 'To design' indicates that the reviewer has feedback that you should incorporate into your next draft. Return to Step 5.
- 'Done' indicates that the reviewer does not have feedback, and your design is fine. Move to the next step.

## Step 8. External review

If the project/theme involves an external party (e.g. partner), you should send the content to them for review:

- Update the content's task to 'External review stage'.
- Create a 'External review' sub-task and assign it to yourself.
- Send the content to the external party for review.

## Step 9: Revise and resubmit

When the external parties have reviewed your content, you *should* update the Jira sub-task status as follows:

- 'Revision required' indicates that the external party has feedback that you should incorporate into your next draft. Return to Step 2 or Step 5 as needed.
- 'Done' indicates that the reviewer does not have feedback, and your draft is fine. Move to the next step.

## Step 10: Send to Channel Manager for publishing

When the content is ready:

- Update the content's task to 'Publishing stage'
- Ensure that the links to the finalised content are clearly uploaded in the task
- Create a 'Publishing' sub-task and assign to the Channel Manager
- To assign more Channel Managers, create more sub-tasks

Done!

Start on your next content 😊