Review WISE's content guidelines

Improve WISE's content guidelines so that it is more focused and coherent.

Project status	NOT STARTED
Status details	Amanda has commented, and Jessica will also review
Follow up	To revise the guidelines based on observations and feedback Yoke Pean Thye
Team status	FILLED
Priority	2 HIGH

Team

Current

Revise guidelines		Yoke Pean Thye VOLUNTEER INACTIVE		
Provide feedback		Amanda Wee VOLUNTEER ACTIVE		Jessica Lo VOLUNTEER ACTIVE

Past members

- Seah Yun Shan

Proposed approach

1 Familiarise with existing content strategy

- Review official content creation guidelines.
- Review content on website and social media.
- Monitor discussions within content team during content creation to understand existing thought processes e.g. through Jira.
- Meet with content team members.

Create a list of feedback and questions.

2 Develop recommendations to improve content strategy

- Specifically, changes to make to the original guidelines.

3 Implement approved changes

- Edit the content creation guidelines
- Guide content team on any updated messaging
- Review content created by content team before publishing

Updates required

- [ ] Embed Jira issue filter after it has been migrated to Data Center

About

- ContentGuidelines

Apps

- Public engagement
- Media engagement (old My Drive folder)
- Content creation guidelines (Confluence v1)
- publicengagement