
CREATE A DEADLINE PLAN FOR WEB CONTENT

For this activity, let's work to assess the types of content created for your website and come up with a deadline calendar for pushing out content consistently.

1. List all the types of content your program published that could be/is published on your site. This can include, but should not be limited to stories, photo galleries, videos and podcasts.

2. What are a couple ideas for how you think Breaking News could be covered for your team so important stories can be posted in a timely fashion?

3. What's an idea or two you have that would guarantee at least one piece of content (video, story, photo gallery, etc.) could be posted to the site daily without overwhelming one person or one group?

4. What kind of training would need to take place to make this happen and what kind of resources would you need to make available to everyone?

5. How will you promote internally to your staff what's being viewed and read to let them know their content is being seen and/or shared?

6. Now that you've thought through many of the tough parts of developing a deadline plan for the web, work to make a plan for your staff.