CHECKLIST: EMERGENCY CONTENT INTERVENTION

This checklist helps you analyze your content in light of an emerging situation so that you can update *appropriately*. Not all items apply to all situations, but each section represents a step toward responding effectively and sensitively to audience needs.

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RESEARCH AUDIENCE TRENDS

- ☐ Leverage your industry resources to research psychographic shifts in your target audience.
  - ☐ What new work pressures are they experiencing?
  - ☐ What new social, cultural, and/or political pressures are they experiencing?
  - ☐ How are they spending their time and money differently?
  - ☐ How have their attitudes changed toward your industry in general and your organization in particular?
- ☐ If you are using a marketing intelligence platform, application, and/or service, engage them to gain further insights into your audience.
- ☐ Determine your organization's perspective on these psychographic changes.
  - ☐ Are the changes you are seeing permanent or temporary?
  - ☐ If temporary, for how long?
  - ☐ What goals has your organization set for responding to the current situation and for similar situations in the future?

UPDATE THE DATA SET

- ☐ Re-examine your existing data set, focusing especially on audience needs.
  - ☐ Do you have a set of baseline data to help with comparison?
  - ☐ Is your current data set adequate to capture trends related to the current situation?
- ☐ Examine all data, including current website analytics, and email click-through data. Ask Marketing to contribute relevant attribution data.
- ☐ If possible, conduct informal audience interviews with representatives from each audience segment or user profile.
- ☐ If possible, run a formal survey of existing and potential audience members, and, as applicable, expand the survey to include questions about the current situation.
- ☐ Query stakeholders, including partners, customer/user experience experts, and customer service personnel. What new audience needs are they seeing?

ANALYZE THE DATA SET

- ☐ Examine your psychographic research in light of your data set.
- ☐ Analyze the results to understand whether/how your audience might be approaching your content differently.
  - ☐ What shifts in content needs does your audience have? Do they need more content in some areas and/or less in others?
  - ☐ What content is missing? What does your audience expect to see that you are not showing them?
  - ☐ Where is your current content falling short? For example, is your audience confused by some of your content?

REVISE USER PROFILES, JOURNEYS, AND STORIES

☐ If your organization has created user profiles for audience segments, update them in light of your analysis. Add or retire profiles as needed.

☐ If your organization has documented user journeys, examine them in light of your analysis.

    ☐ How have those journeys changed?

    ☐ How would adding content or changing existing content alter those journeys?

    ☐ How best can users get to the content that they need now?

☐ If your organization leverages user stories in an agile system, review the stories that most impact content development projects that are underway.

    ☐ Does your analysis reveal new audience needs that are not reflected in these stories?

    ☐ Are some user stories less important now? More important now?

    ☐ Are additional user stories now required?

UPDATE CONTENT GOVERNANCE TOOLS

☐ Update your organization's style guide to require a tone and/or voice appropriate to the current situation.

☐ Expand your taxonomy and/or glossary and include guidance for new terms related to the situation.

☐ Review your accessibility policies and guidelines to ensure that they account for current needs.

☐ As needed, update your content development policies and procedures to ensure they support your team's effort to develop the best content for your audience's current needs.

RE-ALIGN CONTENT PROJECTS

☐ Review your latest content audit or conduct a new content audit, even if only at the project level.

☐ Update your content strategy, project plans, and/or editorial calendar to reflect your data analysis results. In your project plan, include time for revision and archiving as well as new development.

☐ Develop designs and/or wireframes for any planned alterations to look and feel.

☐ As needed, update your content development environment, including your information architecture and folder structures, to accommodate new development needs.

REVISE OR CREATE CRUCIAL CONTENT

☐ Focus the content development team on highest priority content work first.

☐ As needed, clarify team roles, task assignments, and schedules.

☐ Develop supportive team structures as needed, including mentoring pairs, check-ins, collaborative groups, and meetups.

☐ Ensure that all new or revised content goes through a quality review, including a production check.

TEST AND TRACK FOR EFFECTIVENESS

☐ Implement proofs of concept for particularly challenging content. Gather feedback and make adjustments.

☐ If a content product has undergone extensive revisions, conduct A/B testing.

☐ As needed, perform usability testing on selected content, especially if user journeys have changed.

☐ Institute or update content analytics to measure your content effort against the goals your organization has identified for its response to the situation.