

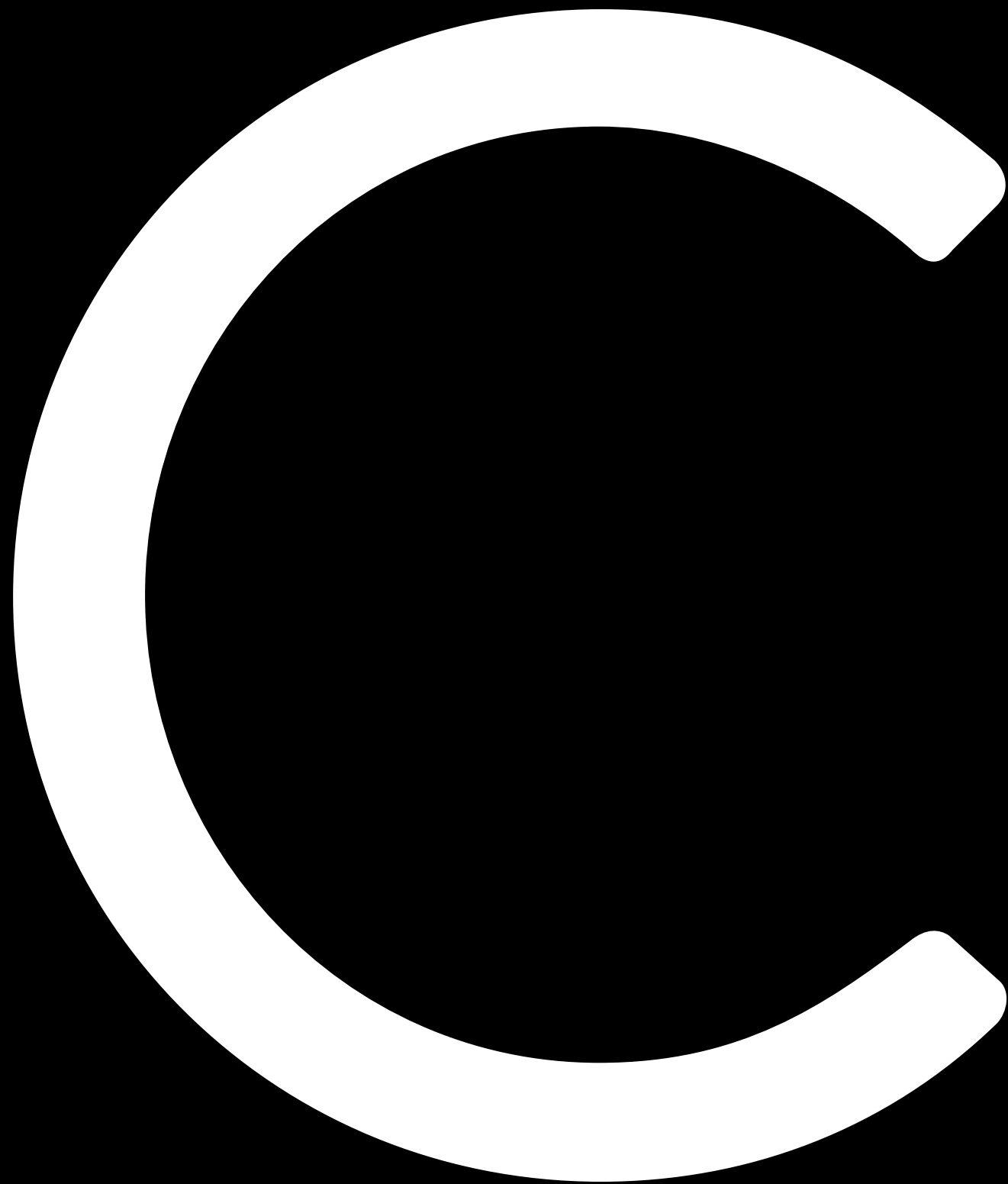


# CONTENT-FIRST CONTENT MANAGEMENT

WordCamp Vancouver 2015

@mandiwise

CMS



“Hoping that a content management system will replace this kind of human care and attention is about as effective as pointing a barn full of agricultural machinery at a field, going on vacation, and hoping it all works out.”

—ERIN KISSANE



# CONTENT IS HARD

- Content takes time
- Content is expensive
- Content is political
- Content often has a legacy

“Planning for the creation, delivery, and governance of useful, usable content.”

—KRISTINA HALVORSON

# EXTERNAL USER NEEDS

Access information on starting,  
growing, or exiting a business

Get one-on-one support and  
expert advice

Connect with other local  
entrepreneurs and  
opportunities

# BUSINESS OBJECTIVES

Generate self-sustaining  
revenue

Position itself as a trusted  
authority and go-to resource  
for entrepreneurs

Fulfill commitments to external  
funders, partners, and sponsors

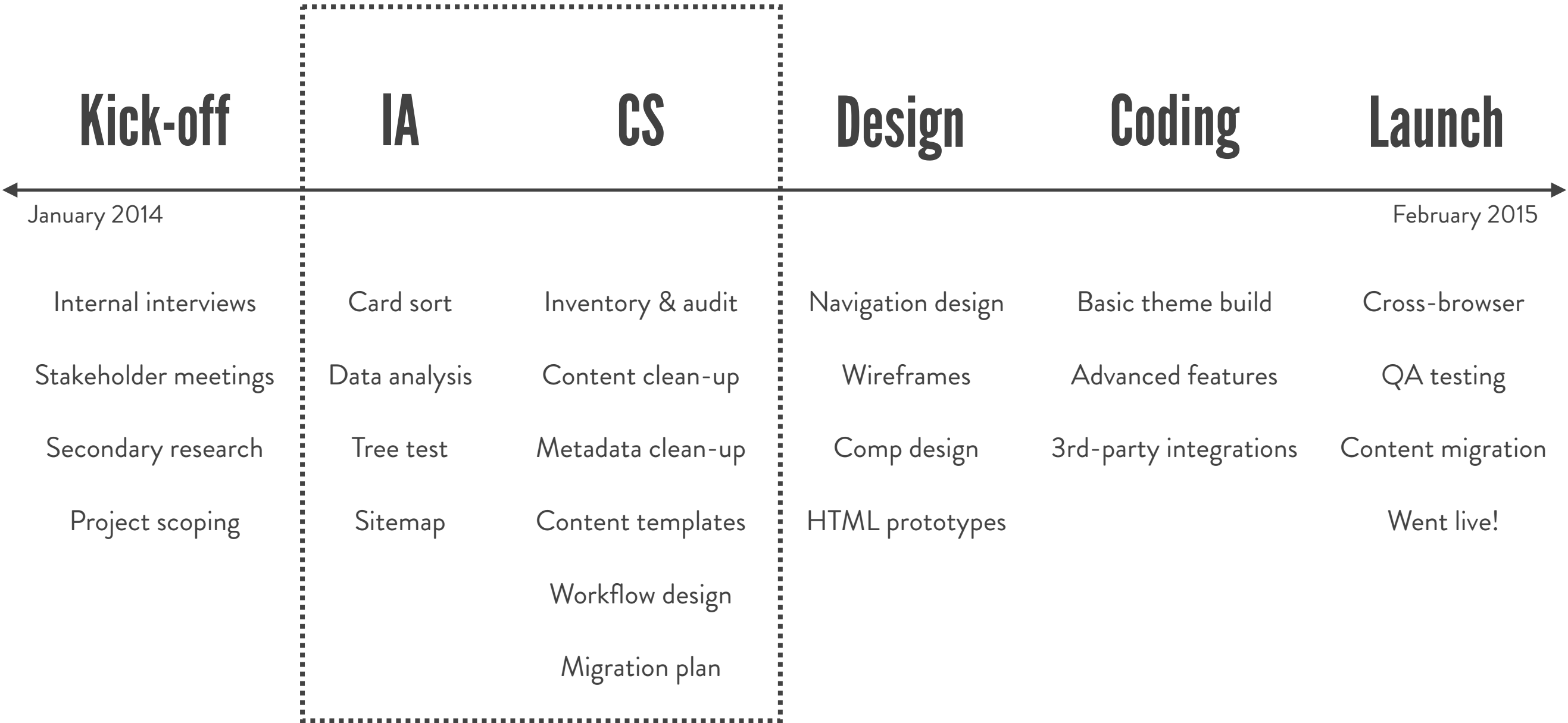




Photo Credit: Dennis Jarvis



**1. WRANGLING**

**2. ADAPTING**

**3. GOVERNING**

**WRANGLING**

# DISCOVERY TOOLS

- Stakeholder meetings
- Content inventory / quantitative audit
- Qualitative audit
- Analytics review



**AUDIT**



**ALL THE THINGS**



	A	B	C	D	E	F	G
1	ID #	Existing Title	URL	Metadata			
2				Pub Date	Author	Stage	Meta (Topic/Region)
3	0.0	[Homepage] Where are you with your small business	<a href="http://www.smallbusinessbc.ca/">http://www.smallbusinessbc.ca/</a>	N/A	N/A	N/A	N/A
4							
5	1.0	Articles	<a href="http://www.smallbusinessbc.ca/smallbiz-insig">http://www.smallbusinessbc.ca/smallbiz-insig</a>	N/A	N/A	N/A	N/A
6							
7	1.1	Starting a Business	<a href="http://www.smallbusinessbc.ca/starting-a-bus">http://www.smallbusinessbc.ca/starting-a-bus</a>	N/A	N/A	Starting	N/A
8	1.1.X	Bring the Tradeshow Experience to Your Home or Office	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-08-04	Not specified	Starting	Business Planning
9	1.1.X	A New Opportunity for Socially-Minded Entrepreneurs in	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-03-04	David LePage	Starting	Legal Requirements
10	1.1.X	Coworking: Alternative Workspace for Entrepreneurs	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	03/27/2013	Not specified	Starting	Business Planning
11	1.1.X	How to Get Your Business Online	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	03/26/2013	Not specified	Starting	Online Business
12	1.1.X	How to Design and Build Your Website	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	03/26/2013	Not specified	Starting	Online Business
13	1.1.X	Small Business Insurance: What You Need to Protect Y	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-06-03	Bill Adams	Starting	Operations Manage
14	1.1.X	New Program to Support Immigrant Entrepreneurs in C	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	02/25/2013	Not specified	Starting	Business Planning
15	1.1.X	Five Benefits of Networking	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-12-02	Not specified	Starting	Marketing Sales
16	1.1.X	Seven Weekly Tips to Keep your Finances Organized C	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-05-02	CGA-BC	Starting	Operations Manage
17	1.1.X	Choosing a Business Name Made Easy	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-04-02	Small Business BC	Starting	Legal Requirements
18	1.1.X	How the SR&ED Tax Credit Can Benefit Small Busines	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	01/29/2013	Neil Hanks	Starting	Finance
19	1.1.X	Understanding the Basics of Business	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	01/15/2013	Not specified	Starting	Business Planning
20	1.1.X	Seeking Equity Investment? Know the Rules	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-10-01	BC Securities Commissio	Starting	Financing
21	1.1.X	How to Get a Yes from an Investor	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-09-01	Vancity	Starting	Financing
22	1.1.X	Reverse Mentoring: Knowledge is Not a One-Way Stre	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-04-12	Small Business BC	Starting	Operations Manage
23	1.1.X	5 Ways to Make Your Email Marketing Move the Reade	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-04-12	Guy Steeves	Starting	Marketing Sales
24	1.1.X	Amazon Pages– What it means for Small Business	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	11/21/2012	Small Business BC	Starting	Online Business
25	1.1.X	20 Questions to Help Find the Best Location for your B	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	11/19/2012	Small Business BC	Starting	Operations Manage
26	1.1.X	Five Bookkeeping Tips for Small Business	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-07-11	Small Business BC	Starting	Financing
27	1.1.X	Work Alone? Consider the Risks.	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2013-07-11	WorkSafe BC	Starting	Marketing Research
28	1.1.X	8 Tips to Create Winning Window Displays	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	10/23/2013	Small Business BC	Starting	Marketing Sales
29	1.1.X	Small Business Month 2012	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	10/17/2012	Small Business BC	Starting	General
30	1.1.X	Receive up to \$1500 in Funding for Education	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	09/17/2012	Small Business BC	Starting	Human Resources
31	1.1.X	CYBF Increases Age Limit to 18 – 39	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	09/14/2012	Small Business BC	Starting	Financing
32	1.1.X	I'm a Contractor. Do I Need WorkSafeBC Coverage?	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-05-09	WorkSafe BC	Starting	Operations Manage
33	1.1.X	Practical Social Media Advice for Beginners	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-04-09	Guy Steeves	Starting	Marketing Sales
34	1.1.X	Packaging and Launching Your Product to Market	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	08/30/2012	Ken Gallie	Starting	Marketing Sales
35	1.1.X	I Need a Website. Now What?	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	07/31/2012	Kris Trudeau	Starting	Online Business
36	1.1.X	Why and How to Market Test your Product or Service	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	06/20/2012	Tara Horner	Starting	Market Research
37	1.1.X	8 Best Practice Tips for Twitter	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	06/20/2012	Small Business BC	Starting	Marketing Sales
38	1.1.X	Hot Small Business Sectors around BC	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	05/28/2012	Mark Eversfield	Starting	Market Research
39	1.1.X	Increase Your Mailing List's ROI	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-09-05	Tara Horner	Starting	Marketing Sales
40	1.1.X	Win up to \$50,000 in Start-Up Financing from CYBF	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-04-05	Small Business BC	Starting	Financing
41	1.1.X	Free Advertising on YouTube for Small Businesses	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-03-05	Small Business BC	Starting	Marketing Sales
42	1.1.X	Are you Protecting your Intellectual Property?	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	04/25/2012	Small Business BC	Starting	Legal Requirements
43	1.1.X	BizPal: Your One-Stop Shop for Licences and Permits	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	04/20/2012	Small Business BC	Starting	Legal Requirements
44	1.1.X	Economic Action Plan 2012	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	04/16/2012	Small Business BC	Starting	Financing
45	1.1.X	Canadian Technology Accelerator Initiative in New York	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-02-04	Small Business BC	Starting	Online Business
46	1.1.X	Key Benefits of Coworking	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	03/30/2012	Small Business BC	Starting	Operations Manage
47	1.1.X	Importing Trends: Quinoa and Coconut	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-08-03	Sandra Light	Starting	Import
48	1.1.X	Music, Your Business and SOCAN	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	03/14/2012	Small Business BC	Starting	Legal Requirements
49	1.1.X	Understanding WorkSafeBC Insurance	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-06-03	Not specified	Starting	Operations Manage
50	1.1.X	10 Mistakes to Avoid When Seeking Investment	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	02/16/2012	Small Business BC	Starting	Financing
51	1.1.X	The Legal Steps to Buying a Business	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	2012-07-02	Noah Sarna	Starting	Legal Requirements
52	1.1.X	Small Business Pulse: BC Bankruptcies Down 15% Co	<a href="http://www.smallbusinessbc.ca/starting-a-busines">http://www.smallbusinessbc.ca/starting-a-busines</a>	01/31/2012	Mark Eversfield	Starting	Market Research



**MESSAGES!**

SMALL

BUSINESS

BC

START  
SMART  
SERIES

## REGISTER TODAY TO LEARN ABOUT:

- Business Structures
- Occupational Health & Safety
- Legal Requirements
- Intellectual Property

[ARTICLES](#) [BLOG](#) [SEMINARS](#) [PRODUCTS & SERVICES](#) [EVENTS](#) [SUCCESS STORIES](#)

## WHERE ARE YOU WITH YOUR SMALL BUSINESS?

**7 Ways to Cultivate Company Culture**

Your company culture defines the way in which your business interacts with one another and how the team interacts with the outside world, specifically your customers. A report by Deloitte revealed that 94 per cent of executives and 88 per cent of employees believed a distinct workplace culture is important to their business' success

Search website

FIND

JOIN THE SMALL  
BUSINESS BC

COMMUNITY

YOU CAN FIND US ON



## UPCOMING SEMINARS

[Buying a Business](#)

**Seminar Date:** Thursday, February 19, 2015 - 10:30am to 12:00pm

**Price:** \$39.00

[Workplace Wellness: Creating an Engaging Action Plan](#)

**Seminar Date:** Thursday, February 19, 2015 - 1:00pm to 3:00pm

**Price:** \$0.00

[My First Year in Business - A Financial Overview](#)

**Seminar Date:** Friday, February 20, 2015 - 9:00am to 12:00pm

**Price:** \$59.00

**Engaging Your Audience on Social Media**

Your social media audience behave much the way the guests at a dinner party do. Good conversations are started and continued by those that engage in a warm and accessible way. No one talks the inaccessible bragging guy with slick hair.

**4 Ways to Stress Less at Work**

It's no secret - starting or growing a business can be stressful. While a small amount of stress can help motivate you, when it becomes unmanageable for either you or your employees, that's when it becomes a problem.

SUCCESS STORIES

**SMALL**

**BUSINESS**

**BC**

[ABOUT SMALL BUSINESS BC](#) [CONTACT US](#) [FRANÇAIS](#)

SEARCH ...



[ARTICLES & BLOG](#) [REGISTER A BUSINESS](#) [BUSINESS RESOURCES](#) [SEMINARS & EVENTS](#) [EXPERT ADVICE](#) [FREE TOOLS](#) [CONNECT WITH US](#)

# **BUILD SOMETHING BIG.**

At Small Business BC, we provide the building blocks to help entrepreneurs like you start and grow successful businesses.

**GET STARTED**

**STAY UPDATED**

## **HOW WE HELP**

**ONLY THE BEGINNING...**


**ADAPTING**

# WORK TO BE DONE

- Content templates
- Content and metadata clean-up
- Database and admin input structures
- Workflow design
- Migration plan




**CONTENT REQUIRES DESIGN**

 Add Media

Visual

Text

**B** *I* ABC   “ —        

Paragraph  U  A         

p

Word count: 0

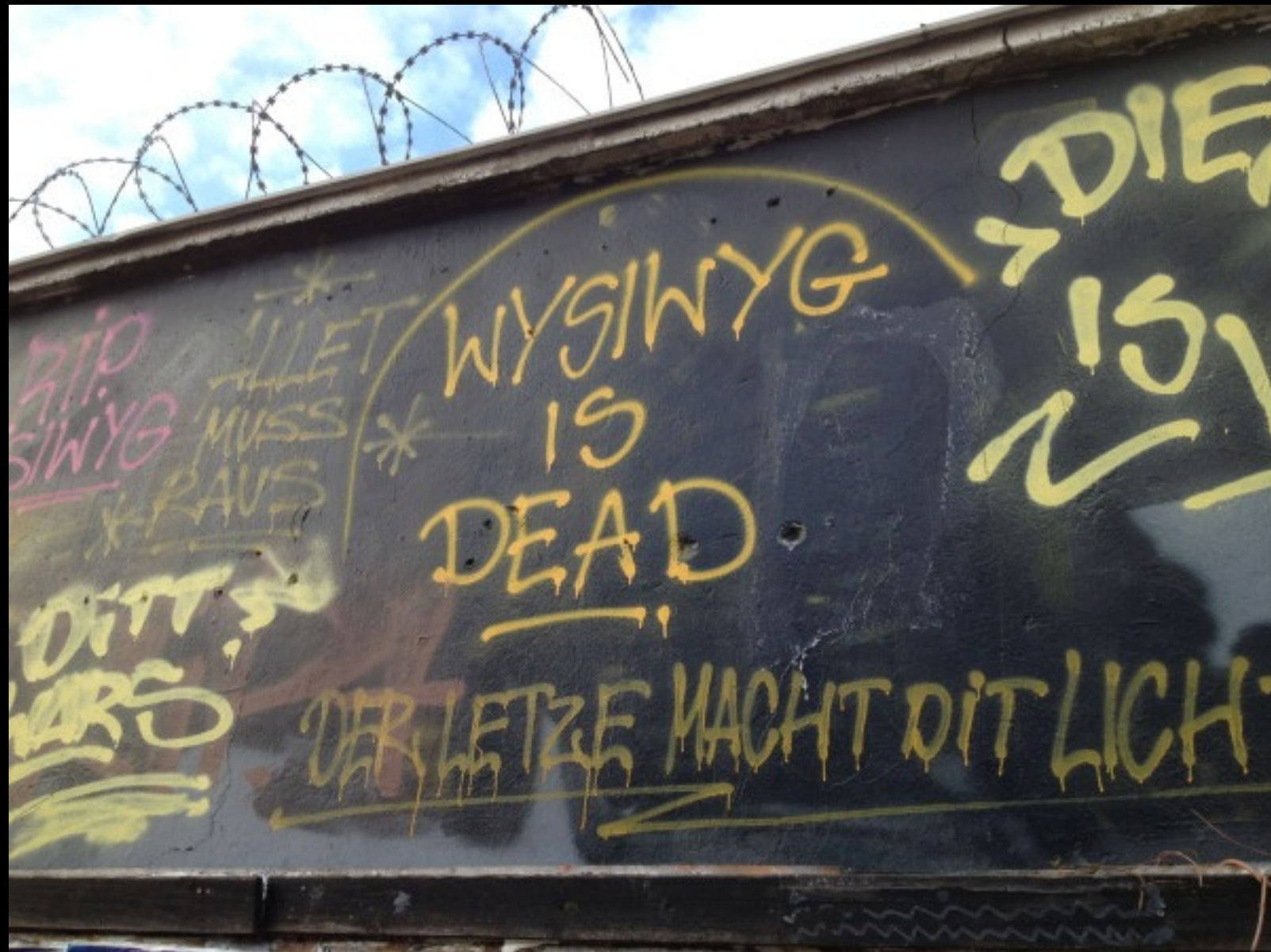


Photo Credit: [Jon Worth](#)

# **BLOBS VS. CHUNKS**



≠



# Web Content Template: Small Business BC Website

Sections / Pages:		
Articles		
Post Type:	Taxonomies:	Connected to:
Articles	Stages of Business Business Topics Tags	Contributors
Content:		
<p><b>Text Articles</b></p> <p>Text-based articles are 500–800 words in length, written in the second person, and do not contain the direct sale, promotion, or endorsement of any external product or service.</p> <p><b>Video Articles</b></p> <p>Video articles include an embedded video and an approx. 350 word text-based summary of the video’s key points (written in the same voice as a text-based article).</p>		
Supports:	Custom Metaboxes:	
<ul style="list-style-type: none"> <li>- Title</li> <li>- Editor</li> <li>- Author (for internal authors only)</li> <li>- Thumbnail</li> <li>- Excerpt</li> <li>- Revisions</li> </ul>	<ul style="list-style-type: none"> <li>- Video upload box (for video post format)</li> <li>- How-to article checkbox</li> </ul>	

# MODULARITY FTW!

- Full-meal deal website realignments are painful and expensive
- Modularity helps people take care of their content ecosystem over time
- Structured content is re-purposable content



SMALL BUSINESS

BC

# ENTER TO WIN AN iPad!

Help us learn more about BC's small business owners. [CLICK HERE](#)

SMALL BUSINESS

BC

[ARTICLES](#) [BLOG](#) [SEMINARS](#) [PRODUCTS & SERVICES](#) [EVENTS](#) [SUCCESS STORIES](#)[BOOKSTORE & KITS](#) [REGISTRATION SERVICES](#) [RECOMMENDED PRODUCTS](#) [ADVISORY SERVICES](#) [FREE RESOURCES & TOOLS](#)[ROOM RENTALS](#) [FRENCH DISCLAIMER](#)

## ASK A LAWYER

### Legal Advice for Your Business

Do you need general legal advice regarding business structures (incorporation, partnerships or sole proprietorship), joint ventures, business agreements or any other legal issues?

Your one-on-one consultation appointment allows you to ask a lawyer from [Benchmark Law Corporation](#) legal questions specific to your individual business needs.

These 30 minute sessions are booked in advance on a first come, first serve basis.

#### Upcoming Date & Time:

Wednesday, February 18, 2015 - 10:00 am - 4:00 pm

**Price:** \$40 + GST

#### Outside the Lower Mainland?

This service is available via Skype for clients outside the Lower Mainland. After completing your booking, you will receive instructions via email to make arrangement to have your appointment via Skype.

[BOOK NOW!](#)

**Presented by:** Benchmark Law Corporation

[FIND](#)JOIN THE SMALL  
BUSINESS BC

# COMMUNITY

YOU CAN FIND US ON



### FOLLOW SBBC ON FACEBOOK

### FREE RESOURCES

- [Guide to Registering your Business for Export](#)



## Ask a Lawyer

Permalink: <http://smallbusinessbc.ca/service/advisory/ask-a-lawyer/>

[Edit](#)[View Service](#)[Get Shortlink](#)[Add Media](#)[Add Form](#)

Visual

Text

**B** *I* ABC

Paragraph

### Legal Advice for Your Business

Do you need general legal advice regarding business structures (incorporation, partnerships or sole proprietorship), joint ventures, business agreements or any other legal issues?

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These 30 minute sessions are booked in advance on a first come, first served basis.

*Are you an industry expert who is passionate about the small business community and entrepreneurial success? If you think your expertise is relevant to our audience, please complete our [Ask the Expert RFP](#).*

p

Word count: 97

Last edited by Mandi Wise on February 28, 2015 at 7:01 pm

### Service Details

Price

\$40 + GST

"Book Now" URL

<http://www.schedulista.com/schedule/smallbusinessbc/choos>

### Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **4** [Browse](#)

Published on: Apr 1, 2013 @ 18:38

[Edit](#)[Move to Trash](#)[Update](#)

### Business Topics

[All Business Topics](#)[Most Used](#)

- Branding
- Business Planning
- Financial Management
- Funding
- Hiring Employees
- Import & Export
- Industry Regulations
- Latest

[+ Add New Business Topic](#)

### Service Types

[All Service Types](#)[Most Used](#)



# ASK A LAWYER

## ADVISORY SERVICES

### NEXT DATE:

Wednesday,  
March 18, 2015

### BUY NOW

\$40 + GST

AVAILABLE BY  
SKYPE

### Legal Advice for Your Business

Do you need general legal advice regarding business structures (incorporation, partnerships or sole proprietorship), joint ventures, business agreements or any other legal issues?

Your one-on-one consultation appointment allows you to ask a lawyer from [Benchmark Law Corporation](#) legal questions specific to your individual business needs.

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## Upcoming Dates & Times

- ▶ Wednesday, March 18, 2015 (10:00 AM - 4:00 PM)
- ▶ Wednesday, April 22, 2015 (10:00 AM - 4:00 PM)
- ▶ Wednesday, May 20, 2015 (10:00 AM - 4:00 PM)
- ▶ Wednesday, June 24, 2015 (10:00 AM - 4:00 PM)

## Outside the Lower Mainland?

Sign up for eNews to get the latest SBBC updates:

ENTER YOUR EMAIL

STAY UPDATED

## NEED ADVICE? ASK AN EXPERT!

- ACCOUNTING
- HUMAN RESOURCES
- LEGAL
- BUY/SELL A BUSINESS
- BRANDING
- SOCIAL MEDIA



VIEW UPCOMING  
SESSIONS >>



## UPCOMING SEMINARS

### How to Do Business with the Federal Government

Date: Friday, March 6, 2015

Time: 9:00 am to 10:30 am



Metadata is  
a love note  
to the future



**ENERGY EFFICIENCY**

**ENERGY CONSERVATION**

**ENERGY SAVING**

**SAVE ENERGY**

~~ENERGY EFFICIENCY~~

~~ENERGY CONSERVATION~~

ENERGY SAVING

~~SAVE ENERGY~~

~~IP~~

**INTELLECTUAL PROPERTY**

~~PINTREST~~

PINTEREST

## Business Topics ▲

All Business Topics Most Used

- Branding
- Business Planning
- Financial Management
- Financing
- Funding
- Hiring Employees
- Import & Export
- Industry Regulations

[+ Add New Business Topic](#)

## Stages of Business ▲

All Stages of Business Most Used

- Exiting a Business
- Growing a Business
- Starting a Business

[+ Add New Stage of Business](#)

## Tags ▲

*Separate tags with commas*

- ergonomics  health and safety
- home office

[Choose from the most used tags](#)

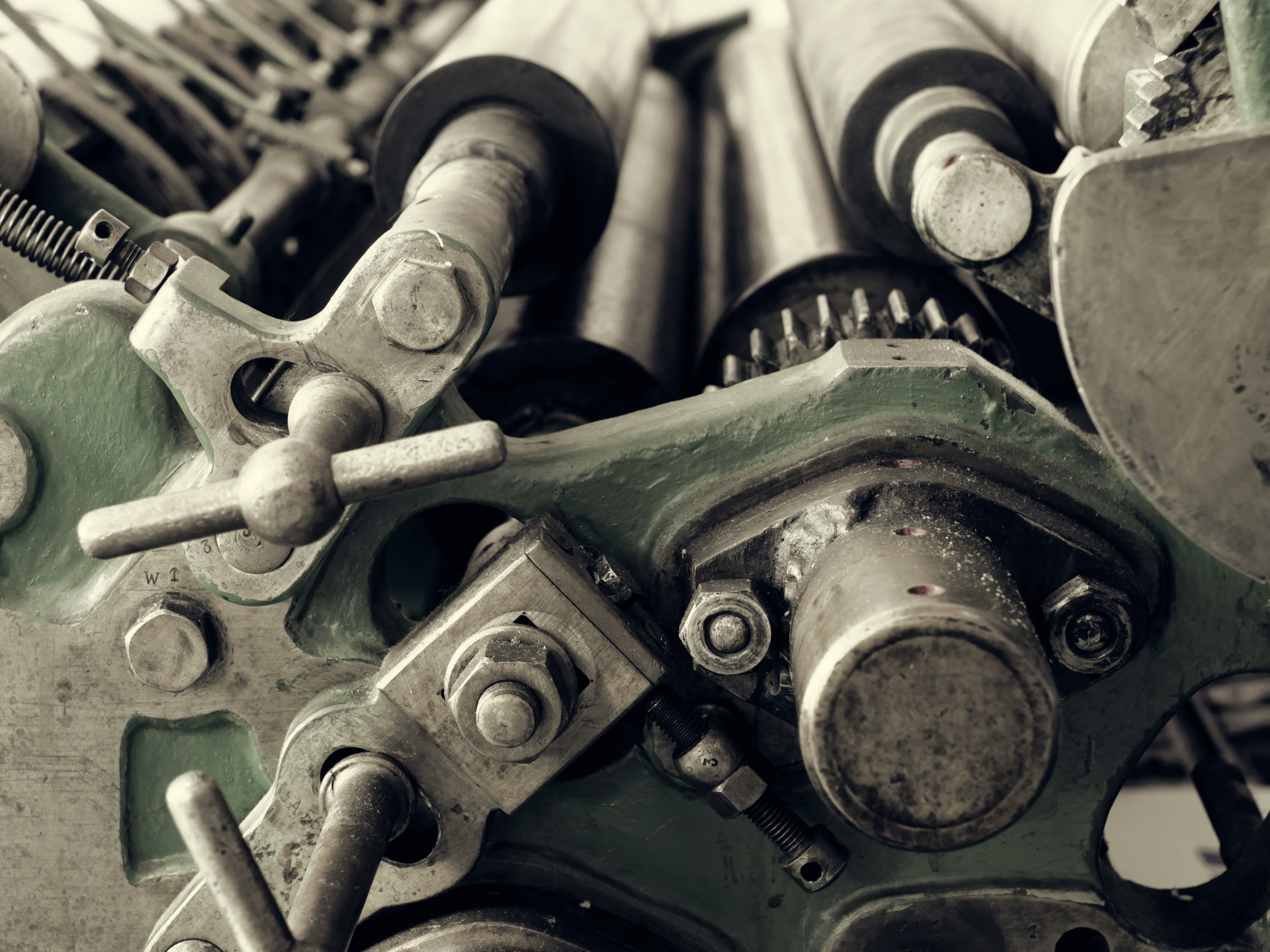
## How-to Article? ▲

- Yes, add this article to the How-to Articles page.*



**CONTENT EDITORS  
ARE USERS TOO.**







# DESIGNING WORKFLOWS

- User roles
- Post statuses
- Revisions
- Dashboard widgets
- Admin columns



# Dashboard

Screen Options ▾

Help ▾

Contributors

Media

Forms

Profile

Collapse menu

## Update Seminar Feed ▲

Hello Bob! Click the button below to update the seminar feed on the website. If you have the Seminars page open in another tab, you'll need to refresh it afterward to see the changes.

[Update Seminars Now](#)

## Upcoming Seminars ▲

Wednesday, Aug 5th	<a href="#">Business Mapping: Developing a Smart Business Model</a>
Wednesday, Aug 5th	<a href="#">Focused Business Planning</a>
Thursday, Aug 6th	<a href="#">The Build in Canada Innovation Program: An Overview</a>
Friday, Aug 7th	<a href="#">Starting a Consulting Business</a>
Monday, Aug 10th	<a href="#">Sales Strategies for Small Business</a>

[See all Seminars →](#)

## Activity ▲

### Recently Published Content

Jul 31st, 1:58 pm	<a href="#">HR's Competitive Advantage: A Big Difference for Small Business</a>
Jul 30th, 11:46 am	<a href="#">What's Happening this August at Small Business BC</a>
Jul 27th, 12:14 pm	<a href="#">How to Respond to RFP Opportunities</a>
Jul 23rd, 12:42 pm	<a href="#">Break The Rules to Improve Your Writing and Make It Fun</a>
Jul 13th, 3:55 pm	<a href="#">Understanding Financial Statements</a>

## Comments



From sariahmarketing on [5 Steps to Getting More Clients](#)

#

Great advice. One of the best post I have read regarding what it takes to make it.



From Kevin Elke on [Break The Rules to Improve Your Writing and Make It Fun](#)



#

I enjoyed your article Lisa. I too sometimes push the rules in my writing, although I try to do it ...

# Events

[New Event](#)[Screen Options](#) ▼

All (29) | [Published \(15\)](#) | [Drafts \(5\)](#) | [Pending \(7\)](#) | [Private \(2\)](#) | [Trash \(99\)](#)

  
  22 items

<input type="checkbox"/>	Title	Event Date/Time ▲	Author	Date
<input type="checkbox"/>	<a href="#">The Art of Leadership Conference – Vancouver</a>	September 14, 2015 8:30 AM to 5:00 PM	<a href="#">Gill Tempest</a>	2015/07/07 Published
<input type="checkbox"/>	<a href="#">MyBizDay Thompson Okanagan</a>	September 16, 2015 8:30 AM to 5:00 PM	<a href="#">Gill Tempest</a>	2015/08/01 Last Modified
<input type="checkbox"/>	<a href="#">2015 Tourism &amp; Hospitality Occupational Health &amp; Safety Summit</a>	September 24, 2015 7:30 AM to 4:30 PM	<a href="#">Form Submission</a>	2015/07/27 Published
<input type="checkbox"/>	<a href="#">PICS 8th Annual Mega Job Fair &amp; BC Small Business EXPO 2015</a>	September 24, 2015 10:00 AM to 4:00 PM	<a href="#">Gill Tempest</a>	2015/07/24 Published
<input type="checkbox"/>	<a href="#">Volunteer Futures Conference 2015. WE ARE COMMUNITY. Shared Goals/Collective Effort/Make an Impact.</a>	September 24, 2015 to September 25, 2015	<a href="#">Form Submission</a>	2015/06/01 Published

**FORGET THE PAGE.  
IT'S TIME TO C.O.P.E.**



much api

very mccue

WOW

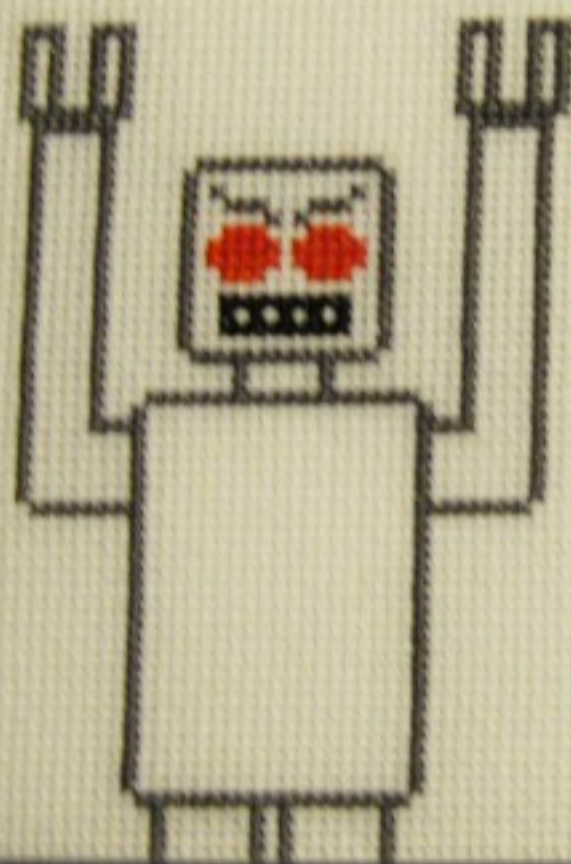
so rest

such json

**GOVERNING**



IT'S GONNA



BE THE

FUTURE

SOON

# THE “DAY 2” PROBLEM

“A typical CMS is like a digestive system  
with no capacity to poop.”

—GERRY MCGOVERN





Photo Credit: Walter Parenteau



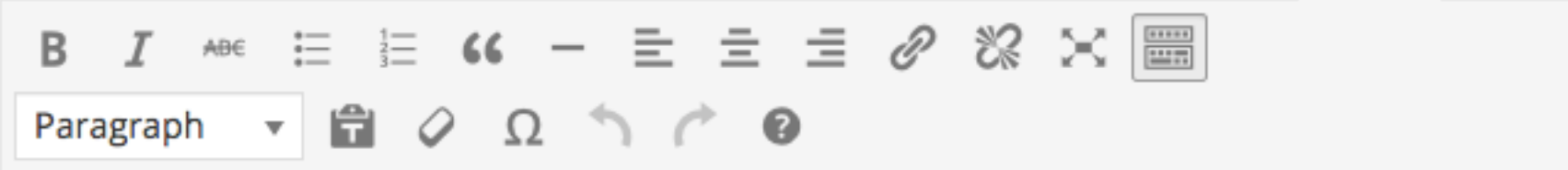
# WHY THIS HAPPENS

- No post-launch plan!
- Lack of buy-in and training
- Inadequately structured content fields
- Tools mismatched to workflow and needs

## Short Bio (Default)

Visual

Text



Paragraph

Josh Ludgate is a Business Planning Advisor at Small Business BC. He has a background in leading and building technology and telecom start-ups in Vancouver, as well as international roles with Hewlett Packard Financial

p

The image shows a rich text editor interface. At the top, there are two tabs: 'Visual' and 'Text'. Below the tabs is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment (left, center, right, justified), bulleted and numbered lists, indentation, link, unlink, and image insertion. Below the toolbar is a dropdown menu set to 'Paragraph'. The main editing area contains the text: 'Josh Ludgate is a Business Planning Advisor at Small Business BC. He has a background in leading and building technology and telecom start-ups in Vancouver, as well as international roles with Hewlett Packard Financial'. At the bottom of the editing area, there is a small 'p' icon and a status bar.

*A brief write-up about the contributor (approximately 60 words). This write-up is the default bio, and will appear beneath articles, blog posts, and seminars with which the contributor is associated.*

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# Content Wrangler

## Post Expiration Settings

Please note that you can only save one expiration rule per post type, and when you delete an existing post expiration rule all expiration metadata (e.g. manual expiration dates, etc.) will be deleted for the corresponding posts as well.

Post Type	Expiration Frequency	Expiration Action	Notify the Post Author?	
Resources	Annually	Reset as Pending Review	Send email	<a href="#">Edit / Delete</a>
Services	Annually	Leave as Published	Don't send email	<a href="#">Edit / Delete</a>

[Create a Rule](#)

## Post Expiration Settings

This post is expired

Last reviewed on: Jan 27, 2015

Expiration date: Aug 31, 2015

[Hide manual override options](#)

*By setting a manual override date, you can configure the expiration rule specifically for this post.*

Set manual expiration date:

Never expire this post

Wrangling → Adapting → Governing



# TAKE-AWAYS

- Plans are not strategies
- Content first, because it informs all other things
- Content requires design
- Content editors are users too



# QUESTIONS?

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