

# Content Management Strategy

*[www.ColoradoSprings.gov](http://www.ColoradoSprings.gov)*



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Prepared for the City of Colorado Springs  
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# Introduction

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## Executive Summary

### What this plan will cover

This plan contains content migration deadlines, content management best practices, and will explain the content lifecycle for information on ColoradoSprings.gov.

- Content migration from Springsgov.com to ColoradoSprings.gov will be completed by **November 30<sup>th</sup>, 2014**.
- Content management best practices contains a [style guide](#) and is meant to provide useful information for content owners, editors, and managers to use as reference materials as they work on their content.
- The content lifecycle outlines how content is created, reviewed, and published—as well as how often it needs to be reviewed as well as when it ought to be unpublished, archived, or deleted entirely.

Training to be a content editor/manager is covered in our [training materials](#) located on ColoradoSprings.gov and can only be viewed by a logged in user.

## Content Migration

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*Don't Forget: [Web Content Registration](#) form needs to be completed ASAP*

**Site Goes Live:** May 1<sup>st</sup>, 2014

**Phase 1:** Create user profiles and add/edit all content, develop file and media libraries, and address functionality issues

**Phase 2:** Audit/Analyze web content to decide content relevance/importance—establish content lifecycle plan

**Phase 3:** Ensure department content is fully functional, that workflow is understood, and maintenance is planned

*Final Piece: Read [Content Lifecycle information](#)*

## ColoradoSprings.gov

- **Content migration must be completed by November 30<sup>th</sup>, 2014**
- Refer to the Content Lifecycle Plan for content review dates timelines

### Where's my application?

Not seeing your application on ColoradoSprings.gov yet? That project is in the works. Soon we'll decommission the old server and all of your applications will be given the correct URL of ColoradoSprings.gov. Until then we'll be hosting applications on the old site.

### Are You Up to Date on ColoradoSprings.gov?

All content from Springsgov.com has been brought over to the new site as of February 2014. **Please note: no content added or edited after February has been updated for you on the new site**—if you have pages that need to be migrated into our Drupal CMS (ColoradoSprings.gov), let the [City Web Team](#) know and we'll migrate those pages over for you.

### Please Understand:

Our navigation has changed drastically! You'll need to look at your content in an entirely new way and update its categorization accordingly. The migration process can be hard on content, and you'll need to look through all of it to make sure it was migrated over correctly and update or remove any old or neglected content.

**Also note:** *You will need to upload all of your documents and images into Drupal in order to keep them once SpringsGov is archived.*

Please remove tables unless they hold tabular data—do not use them to style/format your text. If you need help on styling and formatting, please contact the [Web Administrator](#) and we'll setup a time to go over your content with you.

### How Are People Going to Find My Content?

The best way to clear up this concern is to understand that our website navigation was handled, reviewed, and tested by citizens of Colorado Springs—ours is a solid strategy when it comes to how users interact with our websites and what the best route for navigation should be.

Our approach to ColoradoSprings.gov will be phased, so every 30-90 days we can review analytics and revisit our strategy for navigation, styling, and information. Based on those analytics, we can better target users and get them to the best information for their specific needs in a faster manner than ever before.

***“Our approach to ColoradoSprings.gov will be phased, so every 30-90 days we can review analytics and revisit our strategy for navigation, styling, and information.”***

## Content Management Checklist

1. Remove outdated/irrelevant text
2. Format text
3. Upload files
4. Update all links
5. Categorize appropriately

# Content Management Best Practices

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## The Style Guide

View the most up to date version of this document on [ColoradoSprings.gov/styleguide](https://coloradosprings.gov/styleguide).

## Categories

Use the categories a visitor with no knowledge of the City of Colorado Springs would use to find your content. If you're unsure, check with the City Web Team, check out your analytics, or ask around.

**Remember:** *the content you're posting to the category needs to be relevant to that category AND its parent category.*

## Forms

ColoradoSprings.gov has an incredible webform builder. Use this to convert old PDFs and documents into webforms that users can fill out and submit electronically—the submissions can be emailed directly to multiple email addresses.

## Development Requests

Need a new widget, app, or feature? You'll need to contact your department's primary content manager and have them submit an IT ticket. The more details, ideas, hopes, or requirements outlined in the original ticket the better.

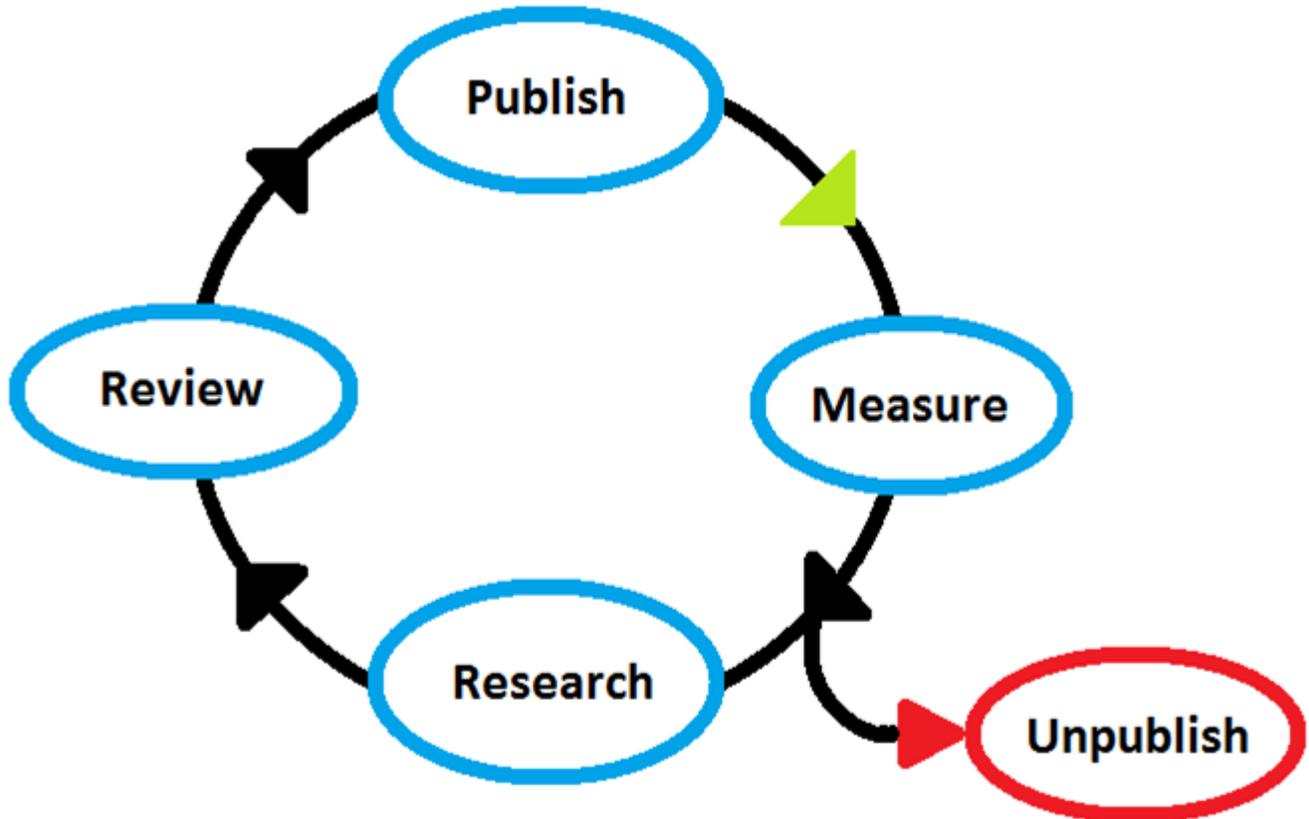
1. Idea for something cool
2. Contact Primary Content Manager in your department
3. Content Manager creates IT ticket
4. IT contacts you and project is outlined

# Content Lifecycle

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## The Lifecycle Plan

View the most up to date version of this document at [ColoradoSprings.gov/lifecycle](http://ColoradoSprings.gov/lifecycle).



## Follow-up & Support Information

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**Content Management Help:** [omorrill@springsgov.com](mailto:omorrill@springsgov.com), [jmhein@springsgov.com](mailto:jmhein@springsgov.com), [janderson@springsgov.com](mailto:janderson@springsgov.com)

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**Training & Help Documents:** [omorrill@springsgov.com](mailto:omorrill@springsgov.com)

**Development Requests Help:** [omorrill@springsgov.com](mailto:omorrill@springsgov.com)