

## **11. Publishing Model**

A publishing model exists to ensure that all content passes through an approval process before publication. All involved in this model fulfill one or more defined roles within the supporting workflow (see Appendix B ). These are outlined below.

NB Depending on local circumstances, the same individual may fulfill more than one role eg Content Approver and Departmental Web Publisher, Content Owner and Content Approver

### **Content Owner**

Key role: To provide content for inclusion on the website.

- Communicate needs to Content Author
- Be familiar with and comply with the Web Publishing Standards
- Review content regularly with Content Author for currency and appropriateness

### **Content Author**

Key role: To input and edit content in line with the Web Publishing Standards.

- Place content in the appropriate location in the site architecture
- Follow WCM procedures and web styleguide
- Set content to approve and make corrections as notified by Content Approver
- Liaise with Content Owner, Content Approver and Departmental Web Publisher
- Review content regularly with Content Owner for currency and appropriateness

### **Content Approver**

Key role: To ensure that content meets the Web Publishing Standards

- Ensure that content adheres to WCM standards and web styleguide
- Check that content is located in the appropriate position in the site architecture
- Ensure naming conventions are applied correctly
- Ensure accessibility standards are followed
- Notify author of any corrections required
- Arrange for approved content to be published
- Review content regularly with Content Owner, Content Author, Departmental Web Publisher and e-Content team
- Keep a log of review dates for content.

### **Departmental Web Publisher**

Key role: To co-ordinate and give final approval to all departmental content

- Fulfil Content Approver role where a local approver does not exist
- Support and advise Content Owners, Content Authors and local Content Approvers
- Ensure all departmental content is regularly reviewed and maintained
- Liaise with e-Content Team and web publishers from other departments
- Represent the department on the e-Content Strategy Group