



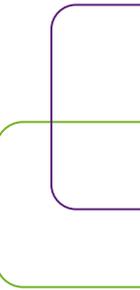
The Ultimate Newsroom QA: How to manage your editorial workflow like a boss

Ciao!



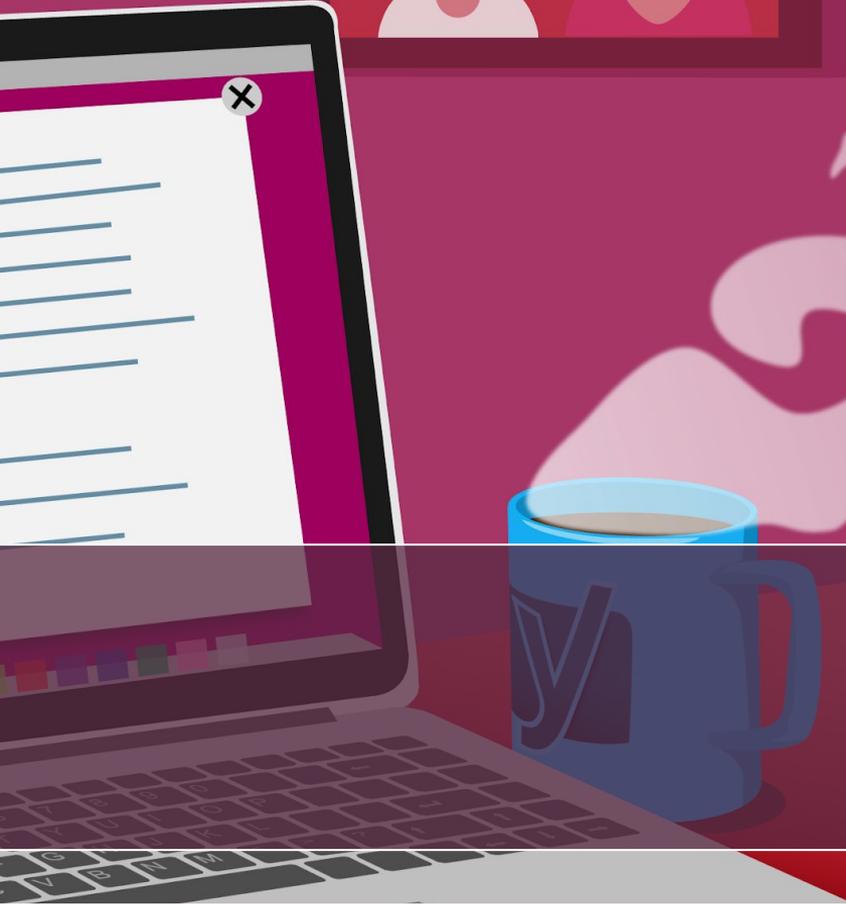
Sono Francesca Marano

- WordPress core team lead at Yoast
- Founder of [C+B](#)
- Release co-lead WordPress 5.3 and 5.4





2013



C+B

Dove ci trovi

[Facebook](#)

[Instagram](#)

[Twitter](#)

Qui parliamo di

[Chiacchiere libere](#)

[Crescita personale e benessere](#)

[Marketing e Branding](#)

[Mettersi in proprio](#)

[Notizie dalla redazione](#)

[Organizzazione e gestione](#)

[Risorse](#)

[Soldi e temi fiscali](#)

Tag

[app](#) [blog](#) [brand identity](#)

[branding](#)

Studio fotografico per principianti: cosa ti serve per cominciare

06/10/2020 di [Valentina Masullo](#)



Come allestire uno studio fotografico di base, anche in casa: realizza scatti ancora più belli e curati da usare nel tuo blog, nei canali social o nello shop.

Marketing e Branding

fotografia



Tutti gli utenti
100,00% Utenti



+ Aggiungi segmento

20 se

Panoramica

Utenti ▾ e Seleziona una metrica

Ora (

● Utenti

60.000

40.000

20.000

1 mar 2017 - 31 mar 2017
■ Utenti: 42.187

2014

2015

2016

2017

2018

2019

2020



Tutti gli utenti
100,00% Utenti



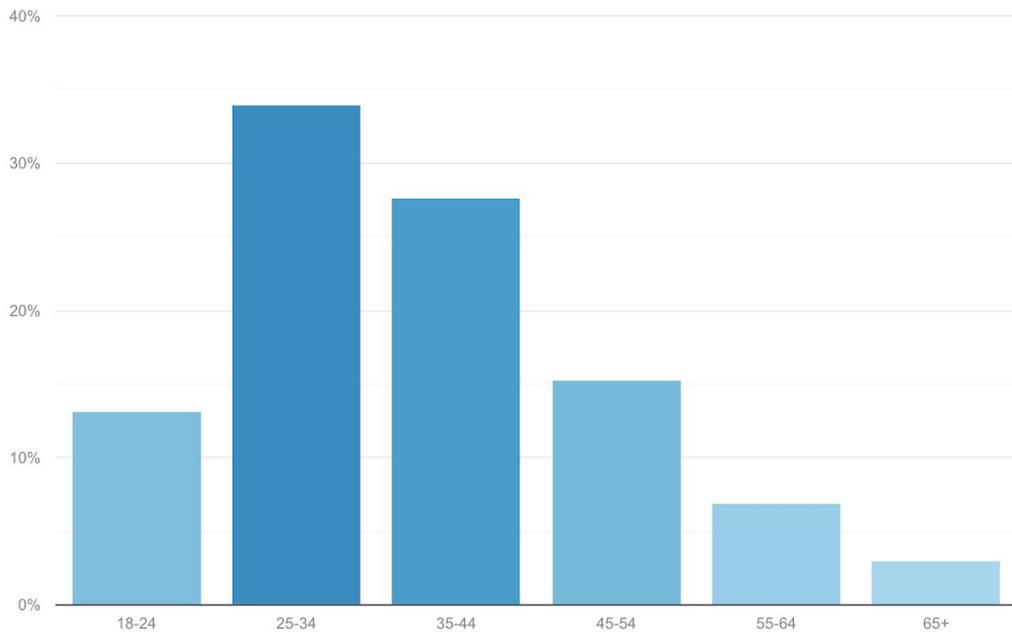
+ Aggiungi segmento

20 set 20

Metrica principale: Utenti

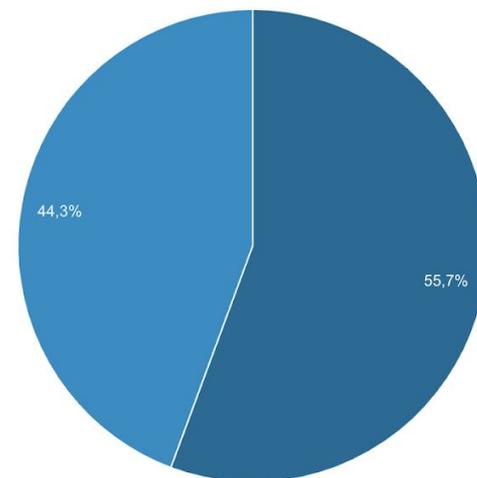
Età

59,00% di utenti totali



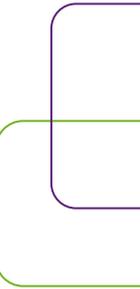
Sesso

■ female ■ male



More numbers

- 91 authors over the years
- 15 authors active now





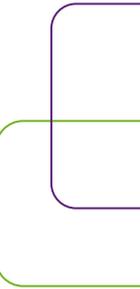
7th anniversary



The roles

Members by *MemberPress*

- Different roles
- Customised based on the editorial workflow



Modifica il ruolo

[Aggiungi nuovo](#)

Screen Options ▾

Help ▾

Editor

Ruolo: editor

Modifica le capacità: Generali

 Generali	Capacità	Concedi	Nega
 Posts	Modificare bacheca	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Pages	Modificare file	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 Media	Esportare	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 Blocks	Importare	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 Notifications	Gestire link	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Yoast SEO	Gestire opzioni	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 Tassonomie	Moderare commenti	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Aspetto	Leggere	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Plugin	HTML non filtrato	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Utenti	Aggiornare core	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 Personalizzate	Capacità	Concedi	Nega
 Tutte			

Ruolo

 [8 Users](#)

✓ Concessi: 45

✗ Negati: 27

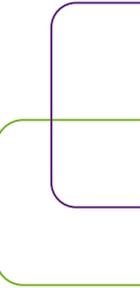
[Elimina](#)[Aggiorna](#)

Capacità personalizzata

[Aggiungi nuova](#)

Why restrict capabilities?

- Tight editorial process
- Security concerns



blogpost planning

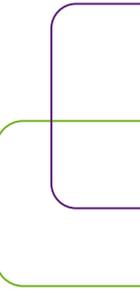
yoast

review	write the intro hook intro		post: write the conclusion	
	pick the main message		rapid draft	
is this worth it?	edit the post write the intro			

The planning

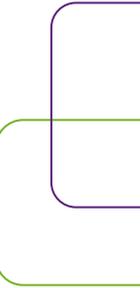
Paper and pencil

- Calendar
- Author/Topics



Trello

- Editorial calendar
- Ideas
- (A bit of) documentation



01/10-31/12/2018 Blog

in list [Calendario stagionale](#)

Description

Add a more detailed description...

Checklist

[Hide completed items](#) [Delete...](#)

22%

- 01/10 - Desktop
- 03/10 - Francesca - Dietro le quinte (lancio sito, cambio leadership, ripresa Instagram, chiamata per eventuali nuove collaboratrici)
- 05/10 - Barbara - Spiega come riprendiamo in mano Instagram e #hounpiano
- 08/10 - Psicologia - Liria
- 10/10 - SEO - Elena
- 12/10 - HR - Roberta
- 15/10 - Avvocato - Benedetta
- 17/10 - PR - Miriam
- 19/10 - Email Marketing - Daniela
- 22/10 - WordPress - Francesca
- 24/10 - Commercialista - Elisa

01/01-31/12/2020 - Blog (vedi Google Calendar)

in list [Calendario stagionale](#)

MEMBERS



Description

Edit

<https://calendar.google.com/calendar?cid=czItY2l1cGZwZzRsdmhqbJna2dwOTMyNTRAZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLmNvbQ>

Activity

[Hide Details](#)



Write a comment...



Elisa joined this card

Jan 21 at 4:14 PM



Elena removed Gennaio from this card

Jan 18 at 12:13 PM

SUGGESTED

[Join](#)

[Feedback](#)

ADD TO CARD

[Members](#)

[Labels](#)

[Checklist](#)

[Due Date](#)

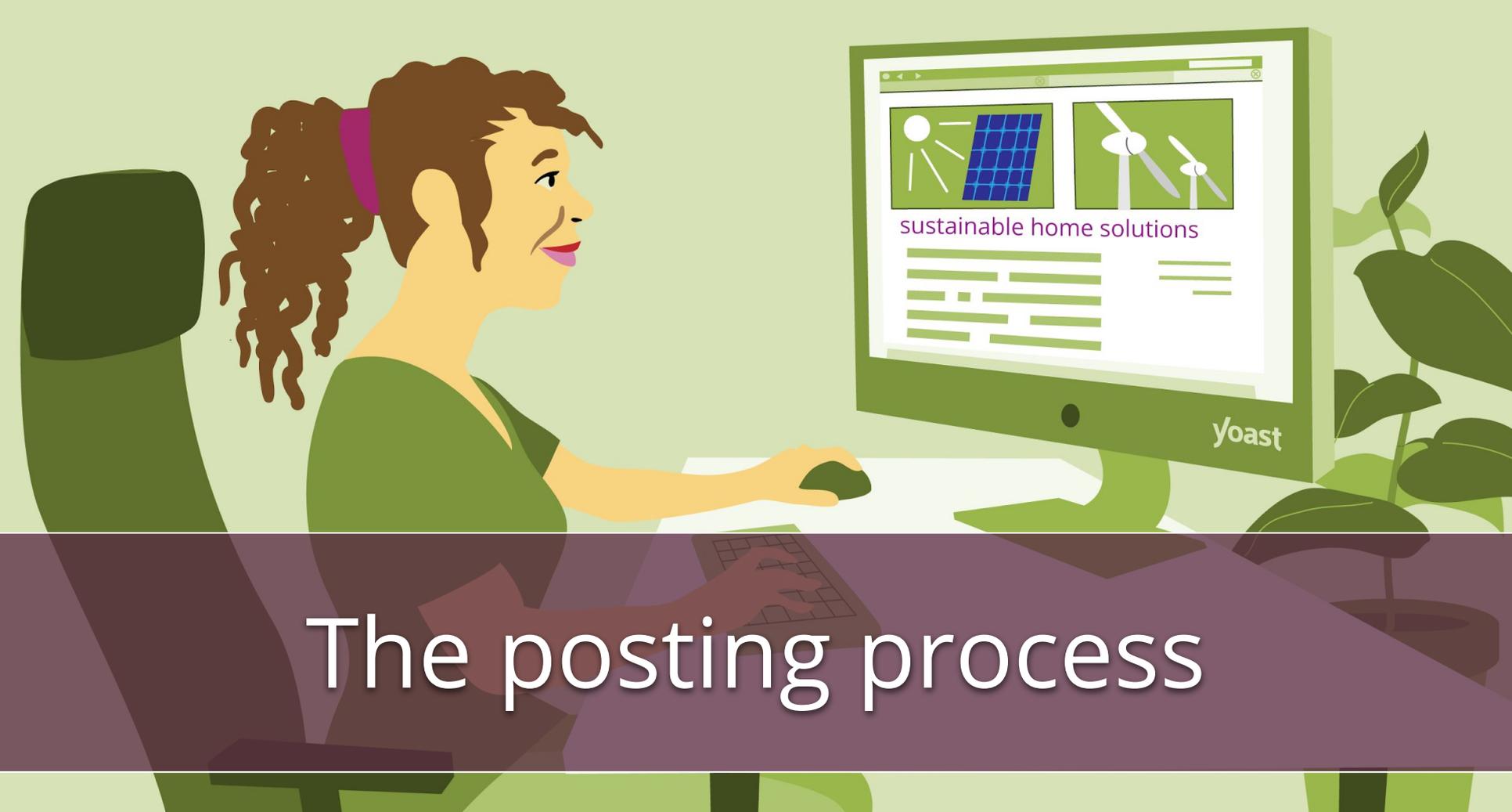
[Attachment](#)

[Cover](#)

POWER-UPS

[Butler Tips \(2\)](#)

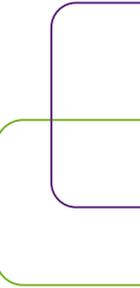
Quicker to **populate**
and to **check**



The posting process

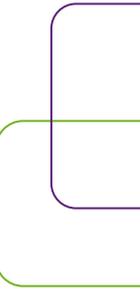
Editor in chief

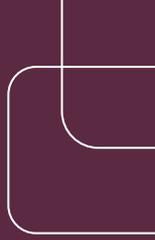
- Direction of the writing
- Evaluates proposals
- Make sure it all fits together



Managing staff

- Copy editor
- Photo editor
- SEO reviewer
- Social media supervisors

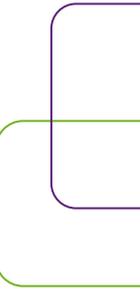




2-4 people read each article
before it gets published

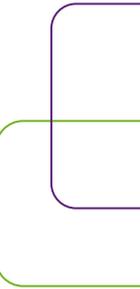
Step by step [1/2]

1. 3-articles proposal
2. Author uploads article
3. Editor in chief reviews
4. Copy editor reviews
5. Author approves/rejects changes



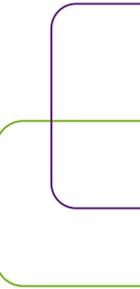
Step by step [2/2]

6. Author adds sentence for picture
7. Photo editor prepares image
8. SEO review
9. Final round of changes
10. Article gets posted



Social media sharing

- Social media supervisors
- Authors
- Peers

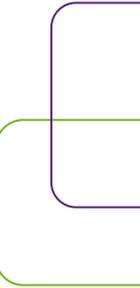




The internal communications

PublishPress Suite

- PublishPress Pro
- PublishPress Checklists Pro





[Valentina Masullo](#) said on 29/09/2020 at 12:23

Immagine: potremmo usare questa <https://unsplash.com/photos/YhC216tAYAg>
Per la frase potremmo riprendere il sottotitolo "uno studio fotografico dove non c'era".



[Nydia Cuevas](#) said on 30/09/2020 at 17:41

Grazie Vale, provo ad usarla ma è in formato verticale, vedo se inquadrando in orizzontale non si vede troppo che è tagliata, altrimenti, se trovo un'altra la sostituisco.



[Nydia Cuevas](#) said on 30/09/2020 at 18:11

Non si vede bene tagliata, che dici di questa? <https://burst.shopify.com/photos/in-home-camera-set-up?q=photo+set> anche se la pianta non è l'oggetto della foto? <https://burst.shopify.com/photos/camera-with-back-drop?q=photo+shoot>



[Valentina Masullo](#) said on 01/10/2020 at 12:24

Belle entrambe! Forse quella con la pianta è più colorata ma secondo me poi nel taglio è uguale, quindi fai tu. Grazie (e scusami, non avevo pensato al tag).



[Federica Segalini](#) said on 02/10/2020 at 19:06

Buonasera Valentina e Nydia,
ho editato l'articolo.
Se potete dirmi quando è pronta l'immagine provvedo poi alla programmazione per il 6.10.2020 alle ore 8.
Grazie e buon proseguimento,
Federica



[Nydia Cuevas](#) said on 03/10/2020 at 11:19

Immagine pronta.



[Federica Segalini](#) said on 03/10/2020 at 13:14

Ok, pianificato

Checklist

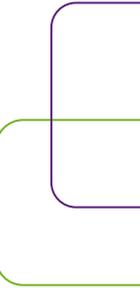


- ✓ Between 1 and 2 categories *
- ✓ Between 1 and 3 tags *
- ✓ Between 30 and 90 characters in title
- ✓ Between 800 and 2500 words in content
- ✓ Between 1 and 5 internal links in content
- ✓ Alt text for all images
- ✓ Featured image *
- Revisione e ok editor *

(*) *Required*

Facebook Group

- Editor in chief
- Managing staff
- Active authors

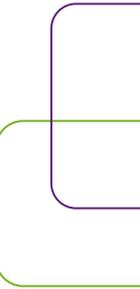


An illustration of a man and a woman riding a bicycle together. The man, on the left, has a beard and is wearing sunglasses, a white t-shirt, and black shorts. He is leaning forward, holding the handlebars. The woman, on the right, has dark curly hair and is wearing a yellow tank top and green pants. She is sitting in a blue basket on the back of the bicycle. The bicycle is black with red wheels and has 'YOAST PARAD' written on the frame. The background is a vibrant purple with white stars and motion lines, suggesting speed and excitement. A semi-transparent dark purple banner is at the bottom, containing the text 'The onboarding process' in white.

The onboarding process

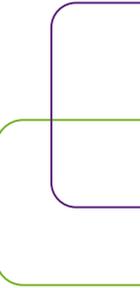
Recruitment

- Call for volunteers
- Invites
- Vetting
- Paperwork



Setup

- Account
- Gravatar
- Bio
- Social media links



Dove ci trovi

[Facebook](#)

[Instagram](#)

[Twitter](#)



Valentina Masullo

Mi occupo di content marketing per il cibo. Creo ricette, faccio food photography e consulenza di comunicazione. Il mio mestiere è quello di farti venire fame. Credo nella dieta ma non sono praticante.

[Sito](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Qui parliamo di

[Chiacchiere libere](#)

[Crescita personale e benessere](#)

[Marketing e Branding](#)

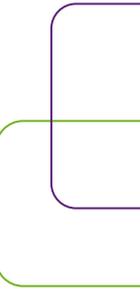
Studio fotografico per principianti: cosa ti serve per cominciare

06/10/2020 di [Valentina Masullo](#)



Education

- Tutorials for WordPress
- Expectations
- Guidelines <https://styleguide.cpiub.com/>





The culture

Ban trolling and pettiness



Delegate and document



Welcome change



Now it's your turn

Let's continue the conversation

Where?

Online

- Yoast booth
- Yoast.com

🐦 @FrancescaMarano

🐦 @Yoast



Francesca Marano

francesca@yoast.com

noti.st/francescamarano

