



# The Ultimate Newsroom Guide

## How to manage your editorial workflow like a boss



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Director of Engineering  
Learning and Growth  
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2013

**C+B**

**La Casa + Bottega delle imprenditrici creative italiane**

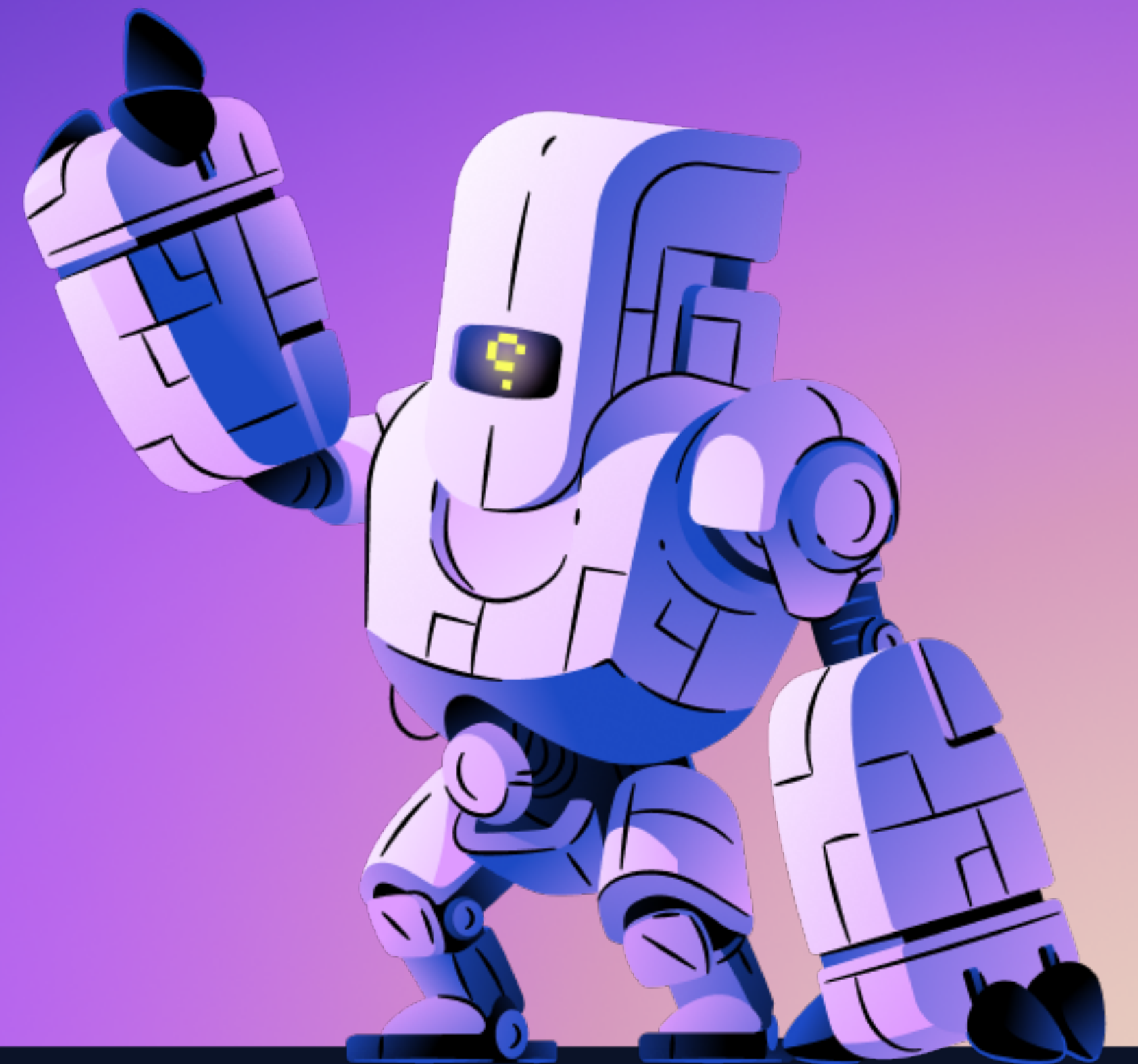
[Chiacchiere libere](#)[Crescita personale e benessere](#)[Marketing e Branding](#)[Mettersi in proprio](#)[Notizie dalla redazione](#)[Organizzazione e gestione](#)[Risorse](#)[Soldi e temi fiscali](#)[blog](#) [brand identity](#)[branding](#) [business plan](#)[cambiamento](#)[cbchat](#)

## Strategie salvatempo per progettare slide efficaci

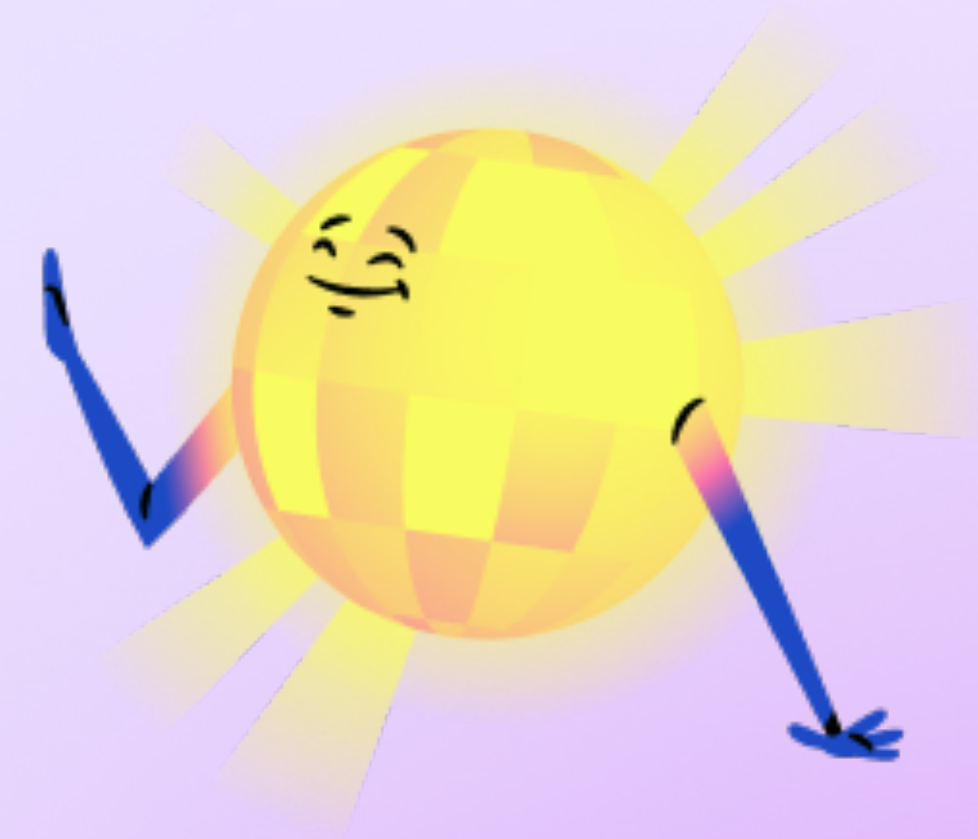
11/11/2022 by [Marie Louise Denti](#)



# Nine Years of C+B



## Some Stats



**107**

Authors

**1,100**

Posts

**35K**

Monthly  
Readers

**56%**

Male  
Readers

# The Strategy

# Strategy



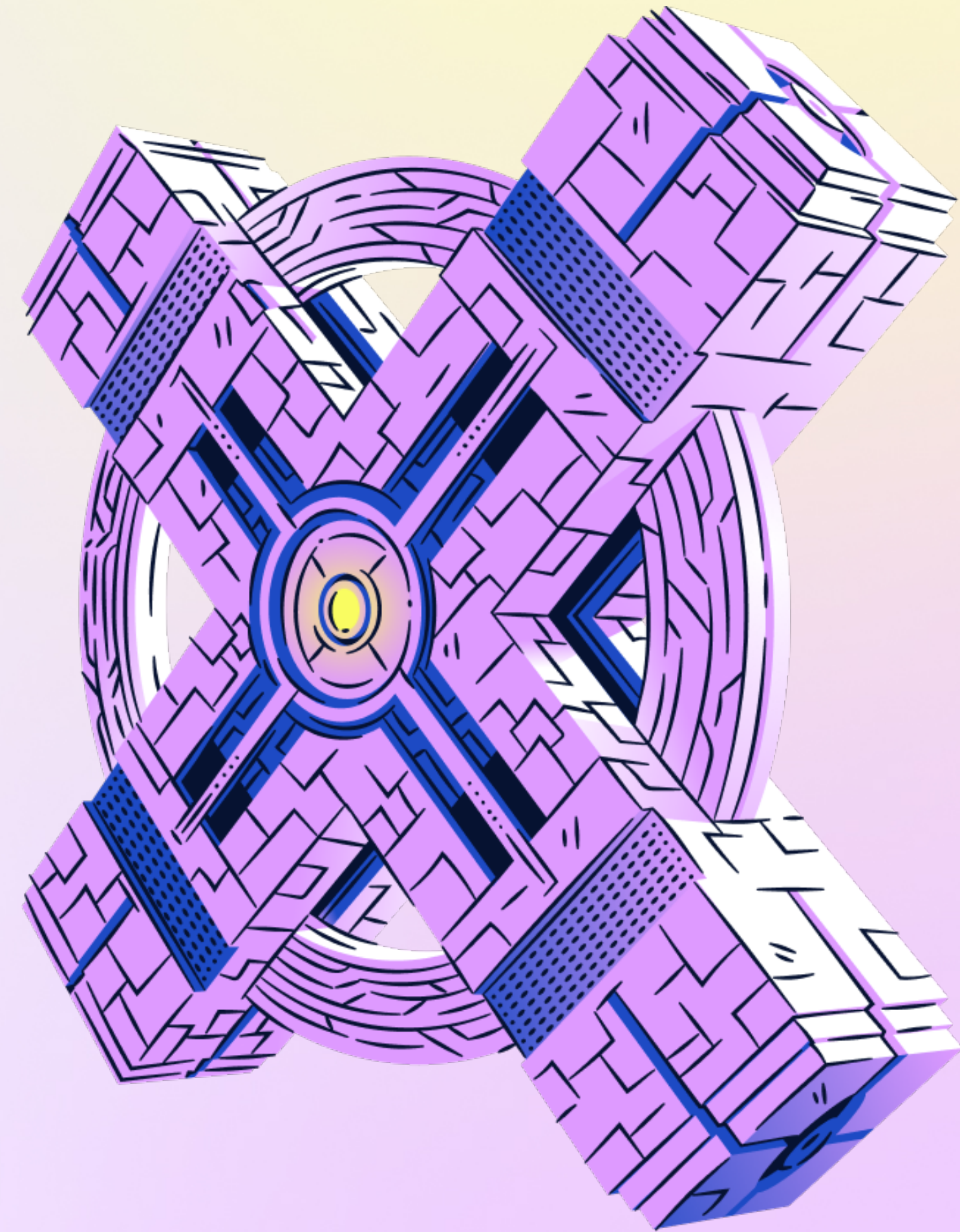
Audience



Topics



Distribution





# The Roles

# Roles Management

 Restrict capabilities

 “Members” plugin



Users [Add New](#)

[All \(108\)](#) | [Administrator \(3\)](#) | [Editor \(4\)](#) | [Author \(1\)](#) |  
[Subscriber \(93\)](#) | [Staff gestionale \(3\)](#) | [Staff editoriale \(10\)](#) |  
[Staff social \(1\)](#)

[«](#) [<](#) [1](#) of 2 [>](#) [»](#)

# Why?

 Editorial Capabilities

 Security Concerns



# Edit Role

[Add New](#)



Screen Options ▾

Help ▾

Author

Role: author

## Edit Capabilities: General

General	Capability	Grant	Deny
Posts	<b>Edit Dashboard</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pages	<b>Edit Files</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Media	<b>Export</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reusable blocks	<b>Import</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Templates	<b>Manage Links</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Template Parts	<b>Manage Options</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Global Styles	<b>Moderate Comments</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Navigation Menus	<b>Read</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Notifications	<b>Unfiltered HTML</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Yoast SEO	<b>Update Core</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Taxonomies	Capability	Grant	Deny
Appearance			
Plugins			
Users			
Custom			
All			

## Role



[1 User](#)

✓ Granted: 3

✗ Denied: 62

[Delete](#)

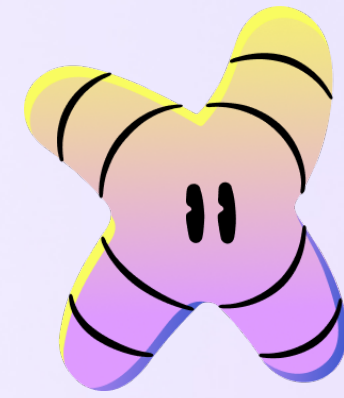
[Update](#)

## Custom Capability

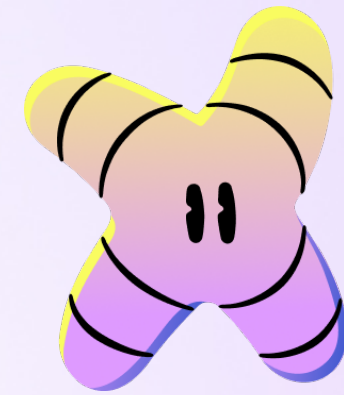


[Add New](#)

# The Onboarding



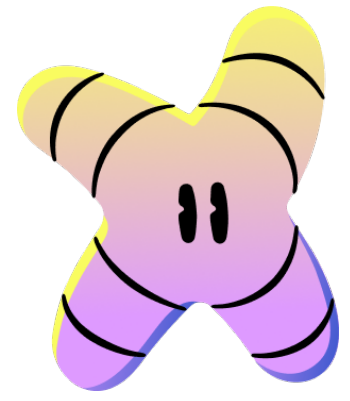
**Call for Articles/Invites**



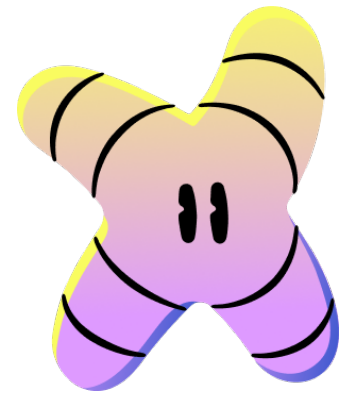
**Vetting**



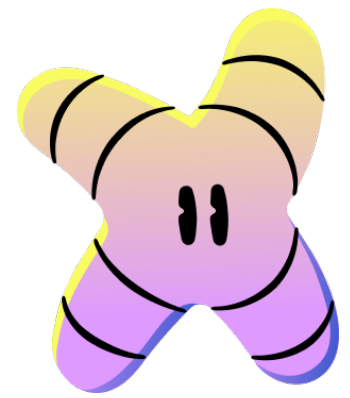
**Legal Paperwork**



**Gravatar**



**User Profile**



**Bio, Links**



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## Francesca Marano

Founder di C+B. Aiuto le sviluppatrici e gli sviluppatori a creare l'open web. Director of Engineering di **XWP**. In passato ho lavorato da **Yoast**, **SiteGround** e come freelance. Ho guidato due release di WordPress.org, 5.3, "Kirk" e 5.4, "Adderley". Per intenderci, il software alla base di oltre il 40% del web. Insomma, sono brava in quello che faccio, ma resto approachable, come si dice in inglese. C+B è il mio "progetto di una vita", è nato per aiutare, divulgare e condividere, perché penso si debba essere generosi con le proprie competenze.

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## Abbiamo bisogno di te per il futuro di C+B

14/01/2022 by [Francesca Marano](#)





# How

 Teach WordPress

 Expectations and guidelines




Vera Gheno

# FEMMINILI SINGOLARI

Il femminismo è nelle parole



effequ 

yoast  
SEO academy



INTUIT  
mailchimp

# The Planning

# Paper and Pencil

 Calendar

 Author/Topics



# Trello



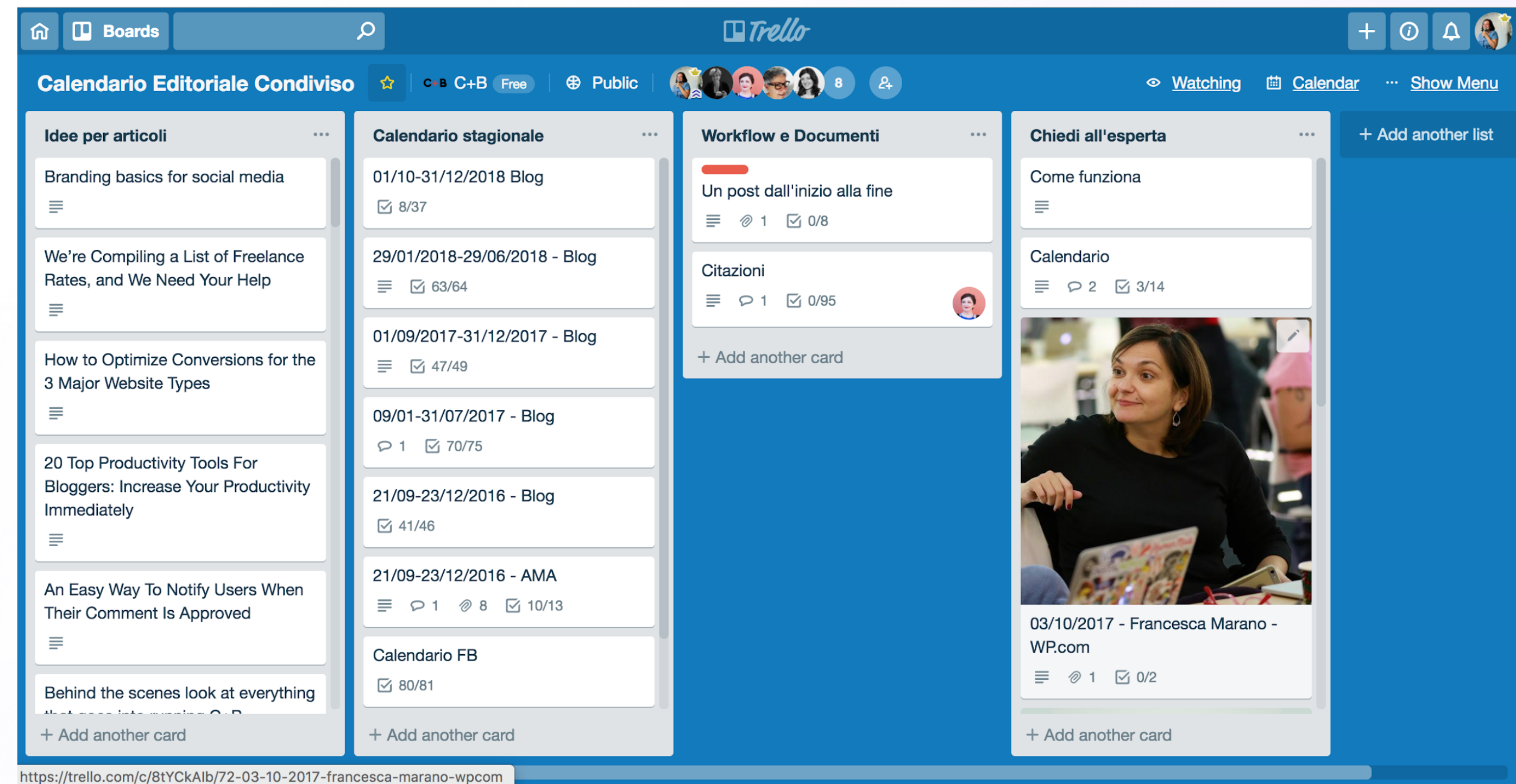
Editorial Calendar



Ideas



Documentation





LUN  
31

MAR  
1 nov

MER  
2

GIO  
3

VEN  
4

SAB  
5

DOM  
6

EDITING MANUELA

Marie Louise Denti

EDITING MONJA

Federica Segalini

7

8

9

10

11

12

13

EDITING FEDERICA

Roberta Lodisco

Anna Cortelazzo

EDITING MANUELA

14

15

16

17

18

19

20

EDITING MARGHERITA

Ljuba Daviè

21

22

23

24

25

26

27

EDITING FEDERICA

Francesca Fiorentino

EDITING MONJA

Giuliana Laurita

28

29

30

1 dic

2

3

4

Chiara Montesi

EDITING ROBERTA

● 10:30AM Francesca Marani

EDITING MANUELA

Myriam Sabolla

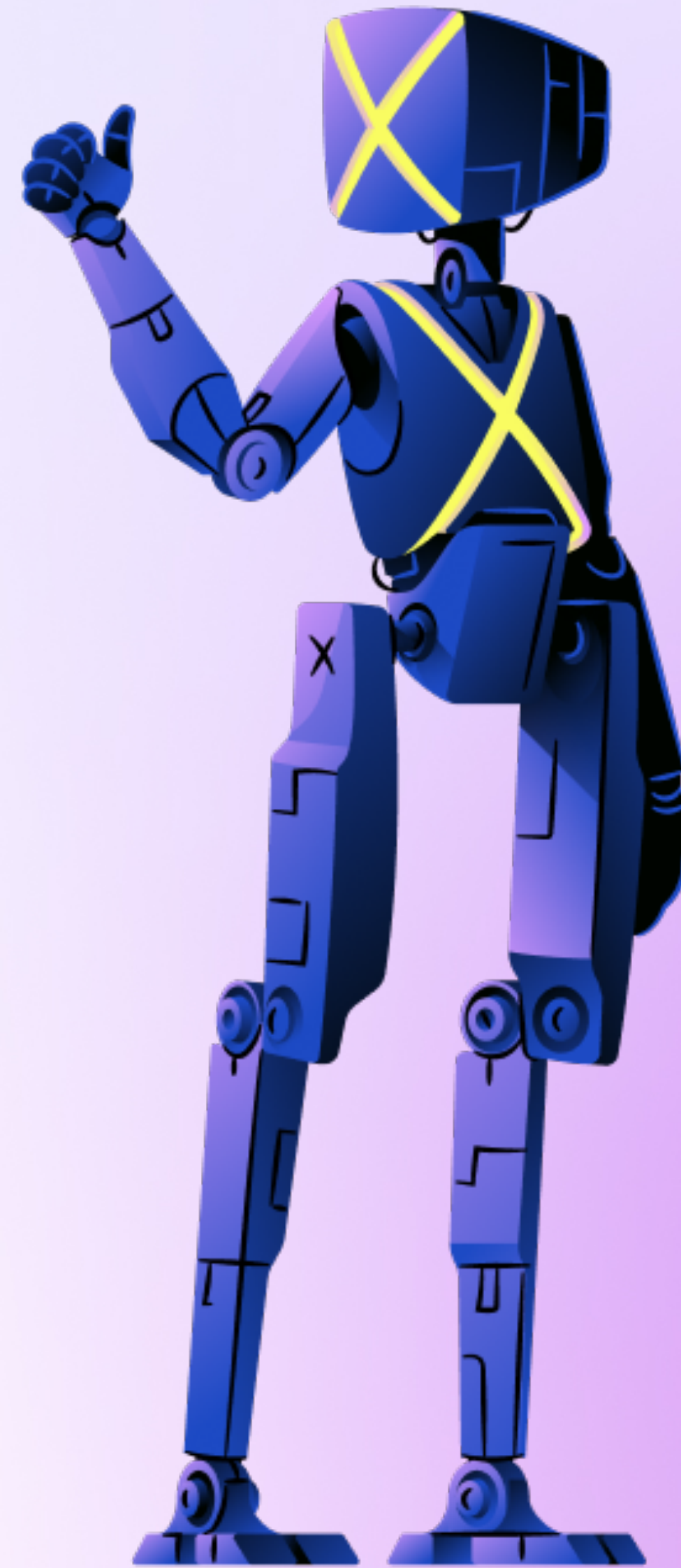
# The Posting Process

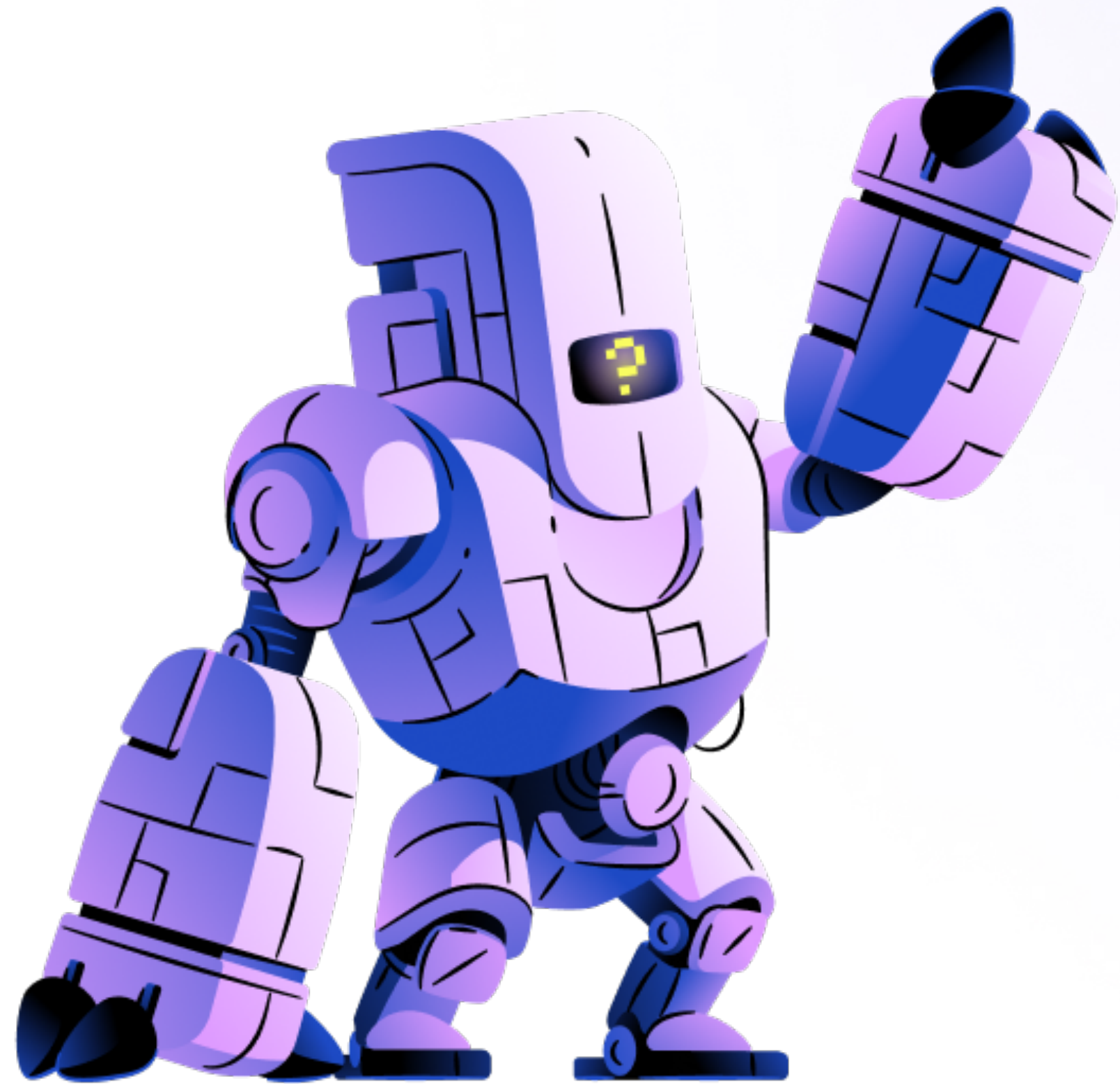
# Editor in Chief





# The Author





# Editors

- ✓ Copy
- ✓ Photo
- ✓ Social Media
- ✓ SEO

**6 people read each article before publishing**

# PublishPress

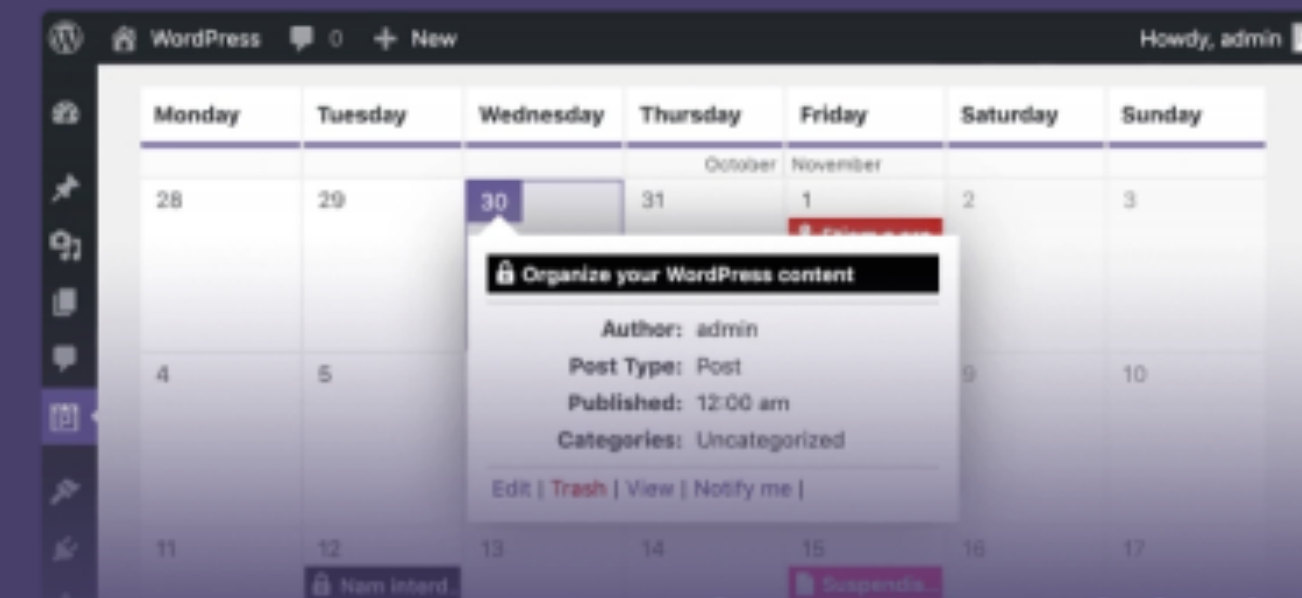
 Notifications

 Comments

 Checklist



[Plugins](#) [Documentation](#) [Support](#) [Testimonials](#) [Blog](#) [Login](#) [Buy Now](#)



Improve your WordPress publishing.  
Get the PublishPress plugins.



## Checklists

Define tasks that must be complete before content is published.

Posts

Task	Disabled, Recommended or Required	Who can ignore the task?	Options
Numbers of characters in excerpt	Disabled		Min <input type="text"/> Max <input type="text"/>
Number of categories	Required		Min <input type="text" value="1"/> Max <input type="text" value="2"/>
Number of tags	Required		Min <input type="text" value="1"/> Max <input type="text" value="3"/>
Number of characters in title	Recommended: show in the sidebar and before publishing		Min <input type="text" value="30"/> Max <input type="text" value="90"/>
Number of words in content	Recommended: show in the sidebar and before publishing		Min <input type="text" value="800"/> Max <input type="text" value="2500"/>
Number of internal links in content	Recommended: show in the sidebar and before publishing		Min <input type="text" value="1"/> Max <input type="text" value="5"/>
Alt text for all images	Recommended: show in the sidebar and before publishing		
Featured image	Required		
Latin characters in permalink	Disabled		
Minimum Yoast SEO readability score	Disabled		OK
Minimum Yoast SEO analysis score	Disabled		OK
<input type="text" value="Revisione e ok editor"/>	Required		

+ Add custom task

## Editorial Comments



[Margherita Pelonara](#) said on 19/12/2022 at 22:12

Ciao, ho editato l'articolo. Vi chiedo di controllare se ho attribuito i nomi ai contributi giusti. E mi dispiace un po' che sia l'ultima volta 😞

Add an editorial comment

## Notifications

Enter any users, roles, or email address that should receive notifications from workflows.

Select Some Options

*This won't have any effect unless you have at least one workflow targeting the "Notify me" box.*

## 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

# The Whole Flow

**01**

Author works with editor in chief about topic

**02**

Author uploads the article

**03**

Editor in chief suggests changes/approves

**04**

Editor works on it

**05**

Photo Editor prepares image

**06**

SEO expert optimises

**07**

Final round of changes

**08**

Post gets scheduled

**09**

Post gets published on social media

# The Human Factor





## **Ban trolling and pettiness**

Create a positive environment for writers and readers.



**Delegate**

Ask for help.



**Welcome change**

Revolving door policy.



**Love your readers**

They make the blog.

# It's Your Turn

# Thank You



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