

WHO DOES WHAT, WHEN

Aligning content stakeholders
with clear roles and responsibilities

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owner



owner

in g ma

Handwritten musical notation on a five-line staff. The notation includes various notes, rests, and dynamic markings such as *pp* and *ppp*. There are some annotations in cursive script, possibly indicating performance instructions or corrections.

Handwritten musical notation on a five-line staff, featuring rhythmic patterns and notes. Some notes are marked with accents or slurs.

Handwritten musical notation on a five-line staff, showing a sequence of notes with stems and beams. There are some markings that look like *pp* and *ppp*.

Handwritten musical notation on a five-line staff. The notation includes notes with stems and beams, and some markings that appear to be *pp* and *ppp*. There are also some annotations in cursive script.

Ex
Biblioth. Regia
Berolinens.





owner



WHO OWNS CONTENT?

- **Lines of business**
- **Subject matter experts**
- **Marketing and communications teams**

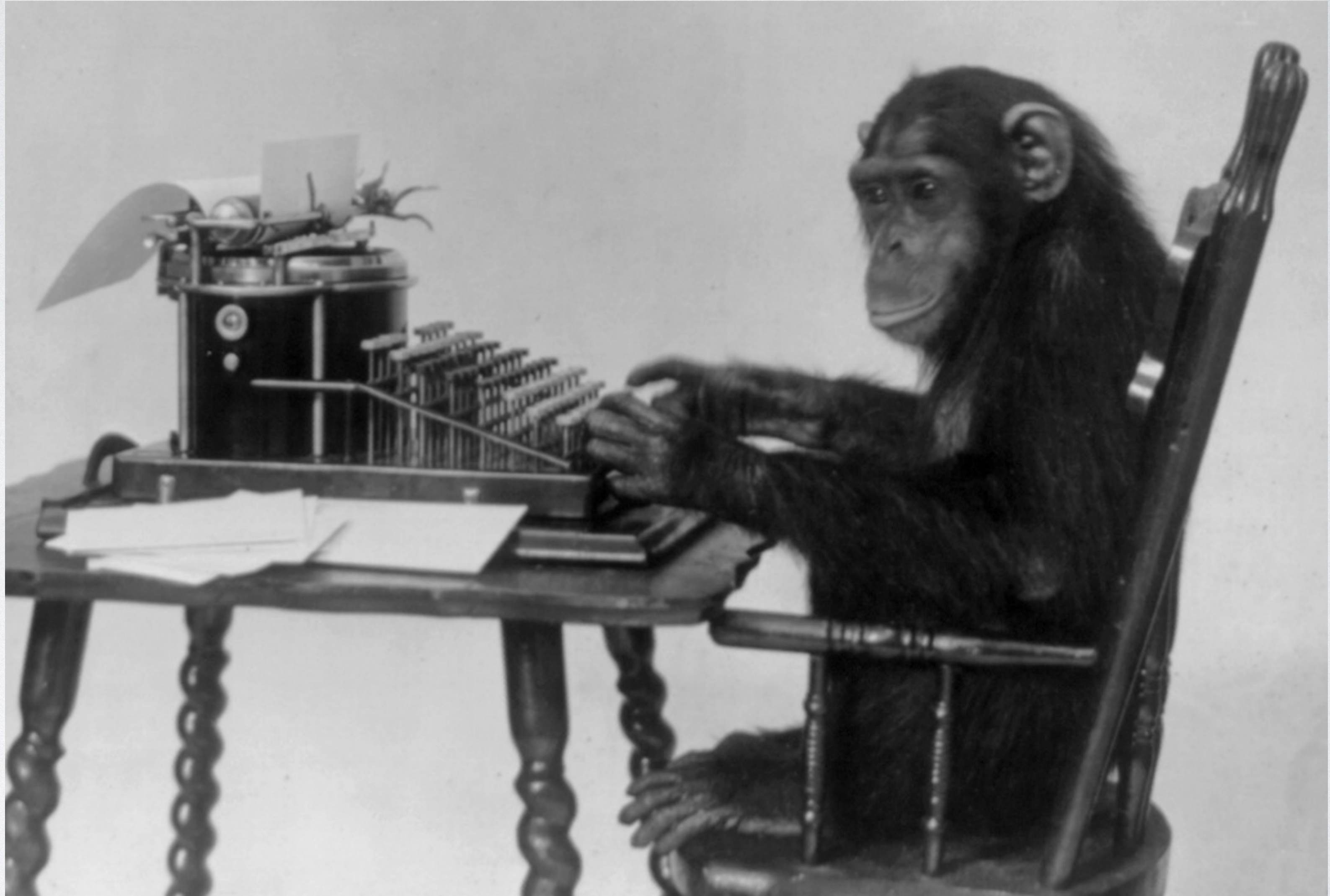
Too many
conductors



Not me!











~~owner~~

R = responsible

A = accountable

C = consulted

I = informed

RAACII

Activity	Composer	Violinist	Cellist	Tympanist	Singer	Conductor	Producer
Write music	A/R	—	—	—	—	—	—
Play music	C	R	R	R	I	A	I
Sing	C	I	I	I	R	A	I
Live performance	I	R	R	R	R	R	A

Activity	Composer	Violinist	Cellist	Tympanist	Singer	Conductor	Producer
Write music	A/R	—	—	—	—	—	—
Play music	C	R	R	R	I	A	I
Sing	C	I	I	I	R	A	I
Live performance	I	R	R	R	R	R	A

Activity	Composer	Violinist	Cellist	Tympanist	Singer	Conductor	Producer
Write music	A/R	—	—	—	—	—	—
Play music	C	R	R	R	I	A	I
Sing	C	I	I	I	R	A	I
Live performance	I	R	R	R	R	R	A

Activity	Composer	Violinist	Cellist	Tympanist	Singer	Conductor	Producer
Write music	A/R	—	—	—	—	—	—
Play music	C	R	R	R	I	A	I
Sing	C	I	I	I	R	A	I
Live performance	I	R	R	R	R	R	A

Activity	Composer	Violinist	Cellist	Tympanist	Singer	Conductor	Producer
Write music	A/R	—	—	—	—	—	—
Play music	C	R	R	R	I	A	I
Sing	C	I	I	I	R	A	I
Live performance	I	R	R	R	R	R	A

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

ACCOUNTABILITY: BEST PRACTICE

- Only one person is accountable, and there should always be one A for each task.

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

RESPONSIBILITY: BEST PRACTICE

- One or more people need to be responsible for doing the work.

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

CONSULTED: BEST PRACTICE

- **Several team members may be consulted.
This is two-way communication.**

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

INFORMED: BEST PRACTICE

- **Several team members may be informed.
Communication is one-way.**

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	R	R	A	C	I
Content quality	R	R	C	I	A
Tone and voice	R	R	C	I	A
Brand	R	R	C	I	A
Final approval	C	C	C	C	A/R

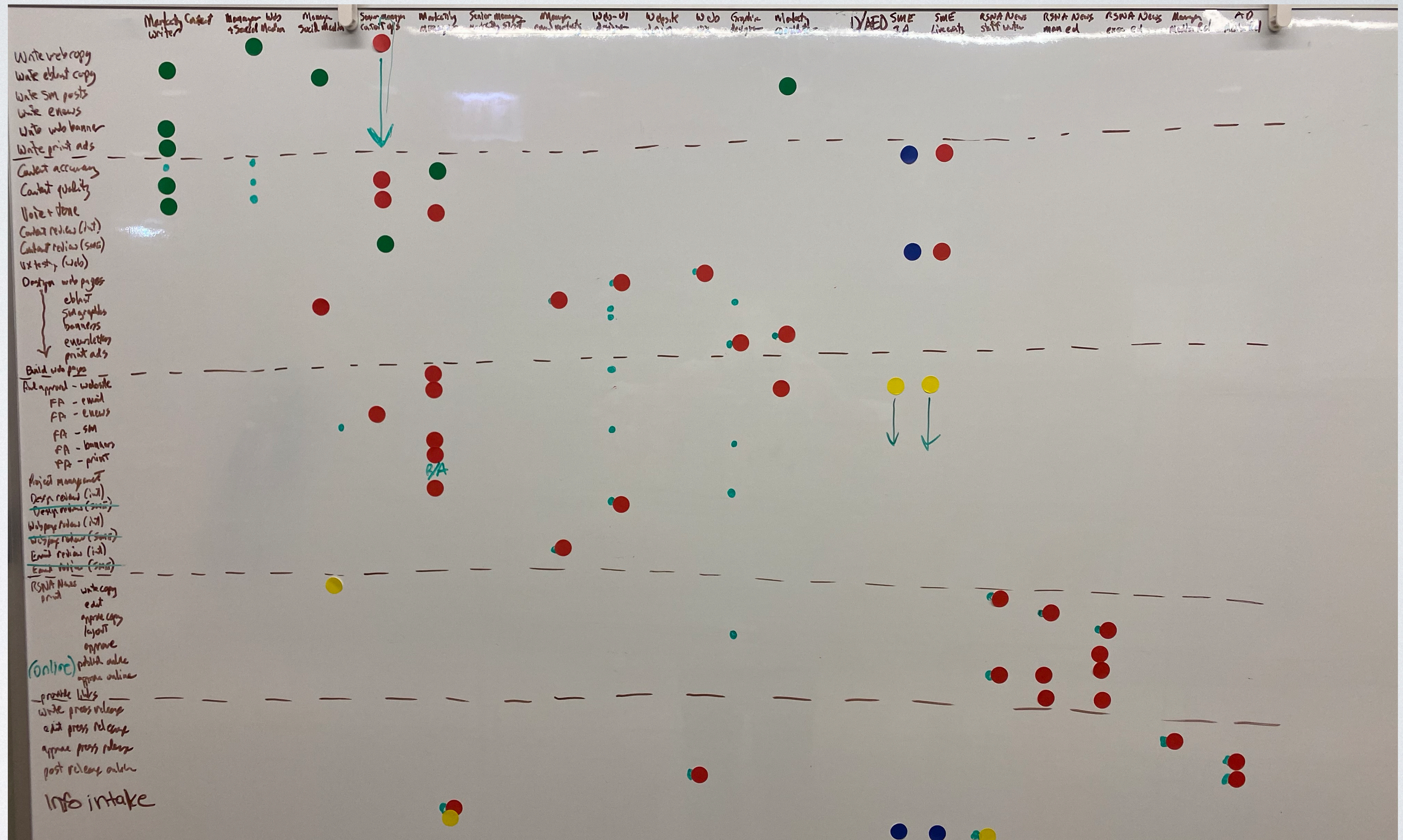
RAACII

	Strategic direction					Content execution					Subject matter experts (SMEs)
Area of focus	Team or dept A	Team or dept B	Team or dept C	Team or dept D	Team or dept E	Team or dept A	Team or dept B	Team or dept C	Team or dept D	Team or dept E	Lines of Business
Content experience	C	C	A	C	-	R/C	R/C	C	R	-	I
Content strategy	A	C	C	C	I	R/C	R/C	C	I	I	I
Content quality & standards	A	C	C	C	I	R/C	R/C	C	I	I	I
Content accuracy	C	C	I	I	I	R/C	R/C	-	I	C	A
Channel & sub-channel impact	A	C	C	C	I	R/C	R/C	C	C	I	I
Marketing impact	C	C	I	C	A	R/C	R/C	R	R	I	C
Issues management	C	A	C	C	I	R/C	R/C	R	R	-	C
Advertising and promotion	C	C	I	C	A	R/C	R/C	C	C	C	C
Production & technical development	C	C	C	A	I	I	I	I	R	I	I

Area of focus	Writer	Editor	Senior editor	Photographer	Videographer	Creative lead	Web marketing specialist	Social media marketing specialist	Print marketing specialist	TV marketing specialist	In-person marketing	Marketing lead	Project manager	Subject matter expert	Agency	Coder	Tech lead	Designer	Research
Assign resources			R			R						R	A		A		R		
Track schedule			R			R						R	A		A		R		
Write content	R		A			C	C	C	C	C	C	C	I	C	R				
Edit content		R	A			I						I	I		R				
Create/edit photos			C	R	C	A	C	C	C	C	C	C	I	C	R				
Create/edit videos			C	C	R	A	C	C	C	C	C	C	I	C	R				
QA content		R	R			R	R	R	R	R	R	A	I						
Factual accuracy	R	R	A	R	R	A						I	I	C					
Content quality	R	R	A	R	R	A						C	I		R				
Content tone and voice	R	R	A					R		R		I	I		R				
Brand alignment	R	R	R	R	R	R						A	I		R				
Design			C			A						I	I		R			R	
Distribute content							R	R	R	R	R	A	I		R				
Measure success							R	R	R	R	R	A/R	I		R				R
New templates	R	R	C	R	R	C	R	R				A	I			R	C		

	Visitor Services	eBiz + Tech	Comms	MKTG DIGITAL	MKTG TRADE	MKTG Consumer	MKTG Advt	MKTG Travel Media	TRAINING + EDUC.	HR	CEO
C Email	Yellow		Green	Yellow		Yellow	Yellow				
I In Person	Yellow			Yellow		Yellow	Yellow				Yellow
RADIO	Yellow		Yellow		Yellow						Yellow
A Chat	Yellow										
Web	Yellow		Yellow	Yellow			Yellow	Green			
PRINT	Yellow		Yellow	Yellow			Yellow	Green			
Social Media	Yellow		Yellow	Yellow			Yellow				
Phone	Yellow			Yellow							
TV	Yellow		Green				Yellow				Yellow
Apps							Yellow				
3rd Party Pubs/Sites			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow			

Area of focus	Content strategist	Writing	Creative	Marketing	IT	Research	Customer service
Web articles	A/R	R	R	A/R	C	C	C
Transactional website	A/R	R	R	A/R	R	C	C
YouTube	A/R	C	C	A/R	-	C	I
Facebook main	A/R	C	C	A/R	-	C	C
Twitter	A/R	C	C	A/R	-	C	C
Instagram	A/R	C	C	A/R	-	C	C
Email newsletter	A/R	R	R	A/R	C	C	C
TV	A/R	-	C	A/R	-	C	I
Print magazine	A/R	R	R	A/R	C	C	C



HOW TO BUILD A RACI CHART

Get people in a room with:

- White board
- Markers
- Stickies



PROMISES, PROMISES

- **What a RACI is, and how to make one**
- **How to use a RACI to support content stakeholders and align effort**

PROMISES, PROMISES

- Why having a “content owner” is not helpful
- How to use a RACI to diagnose problems



**THANK YOU
FOR LISTENING**

From ContentStrategyInc.com:

- **[How to use a RACI chart to define content roles and responsibilities](#)**
- **[Content RACI templates](#)**

CSI newsletter:

- **csinc.ck.page/8dccb01222**

CONTENT IN PRACTICE

The content
operations
podcast



Get in touch.



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