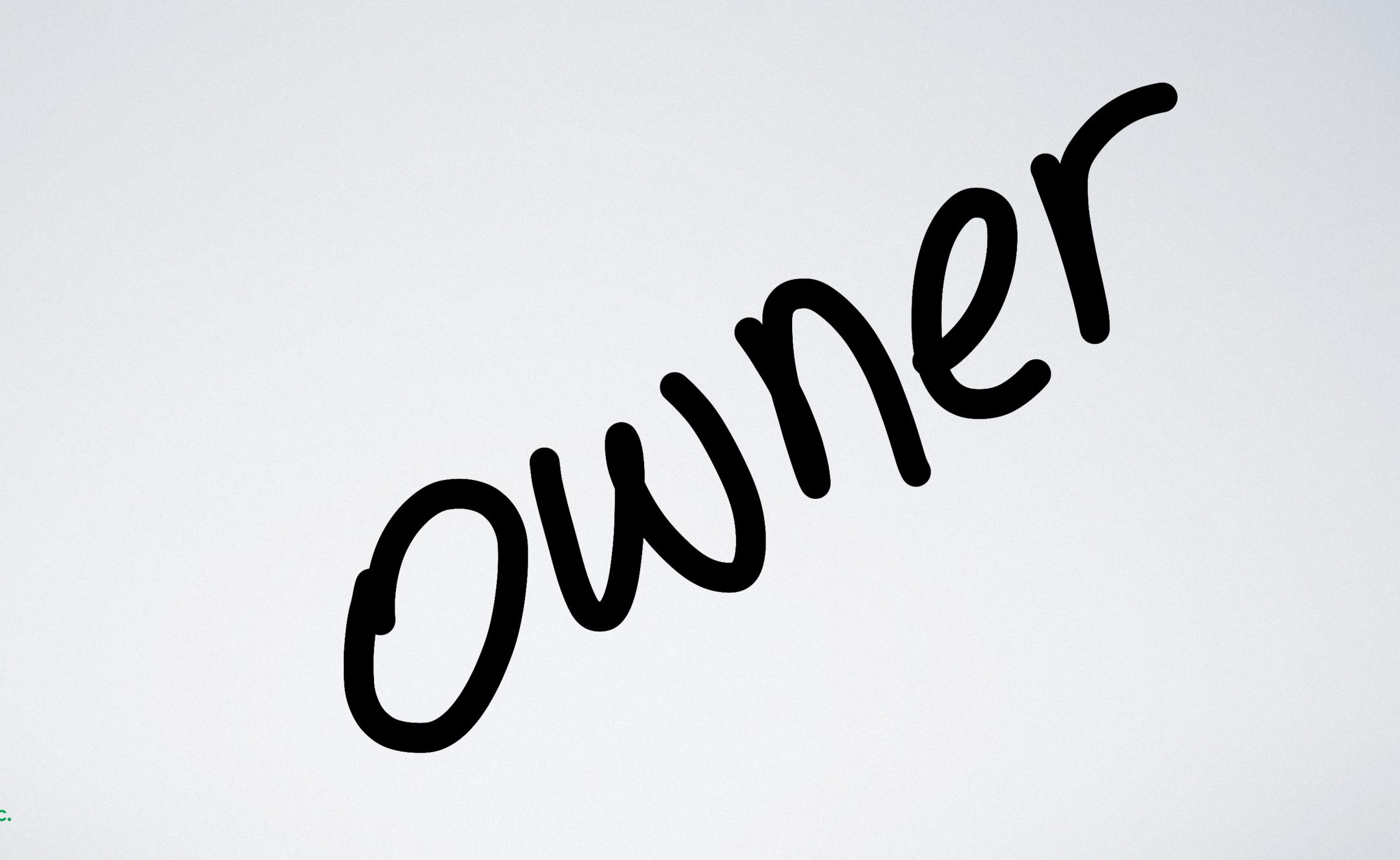# Content Strategy Inc.

WHO DOES WHAT, WHEN

**Aligning content stakeholders
with clear roles and responsibilities**

Blaine Kyllo

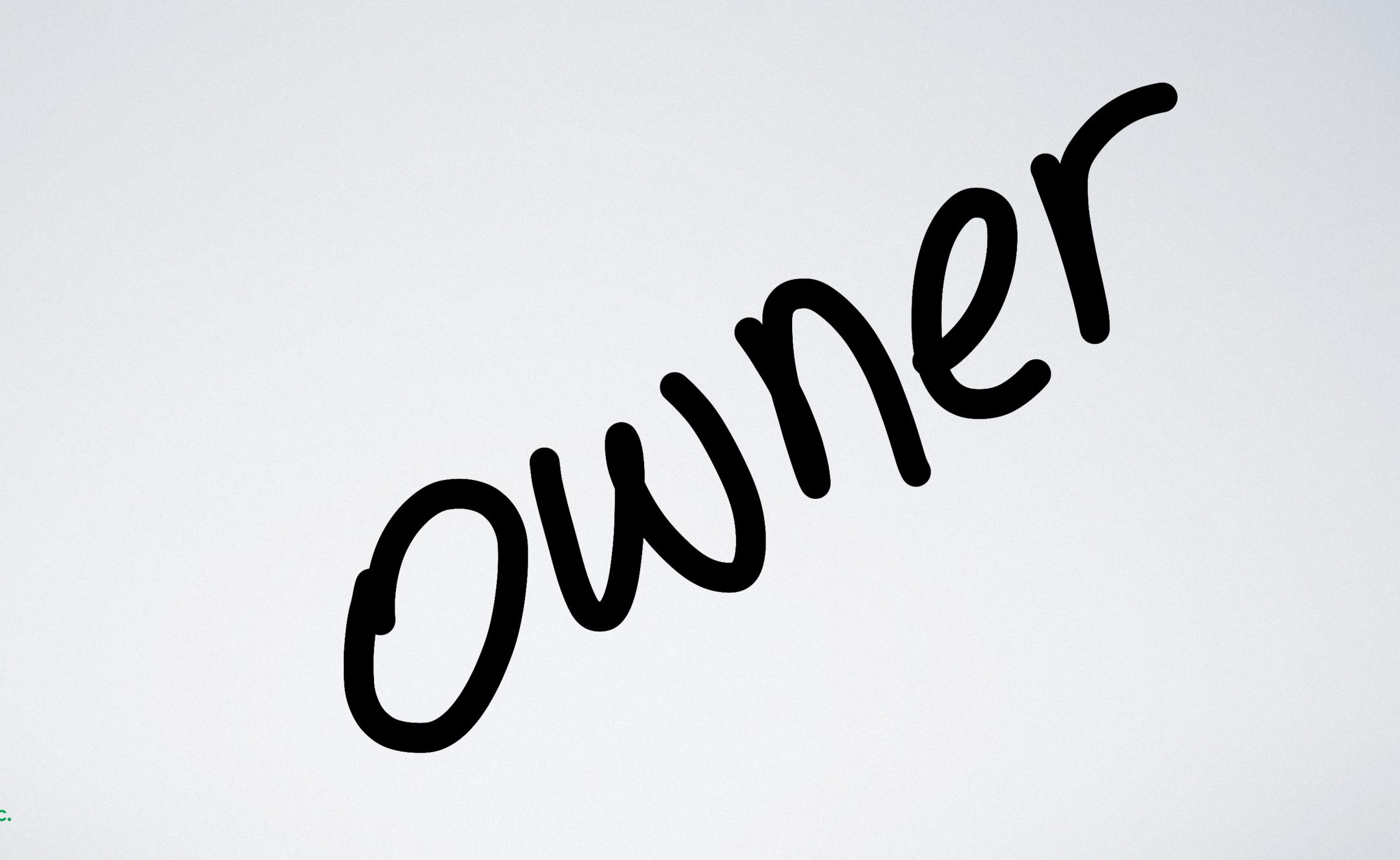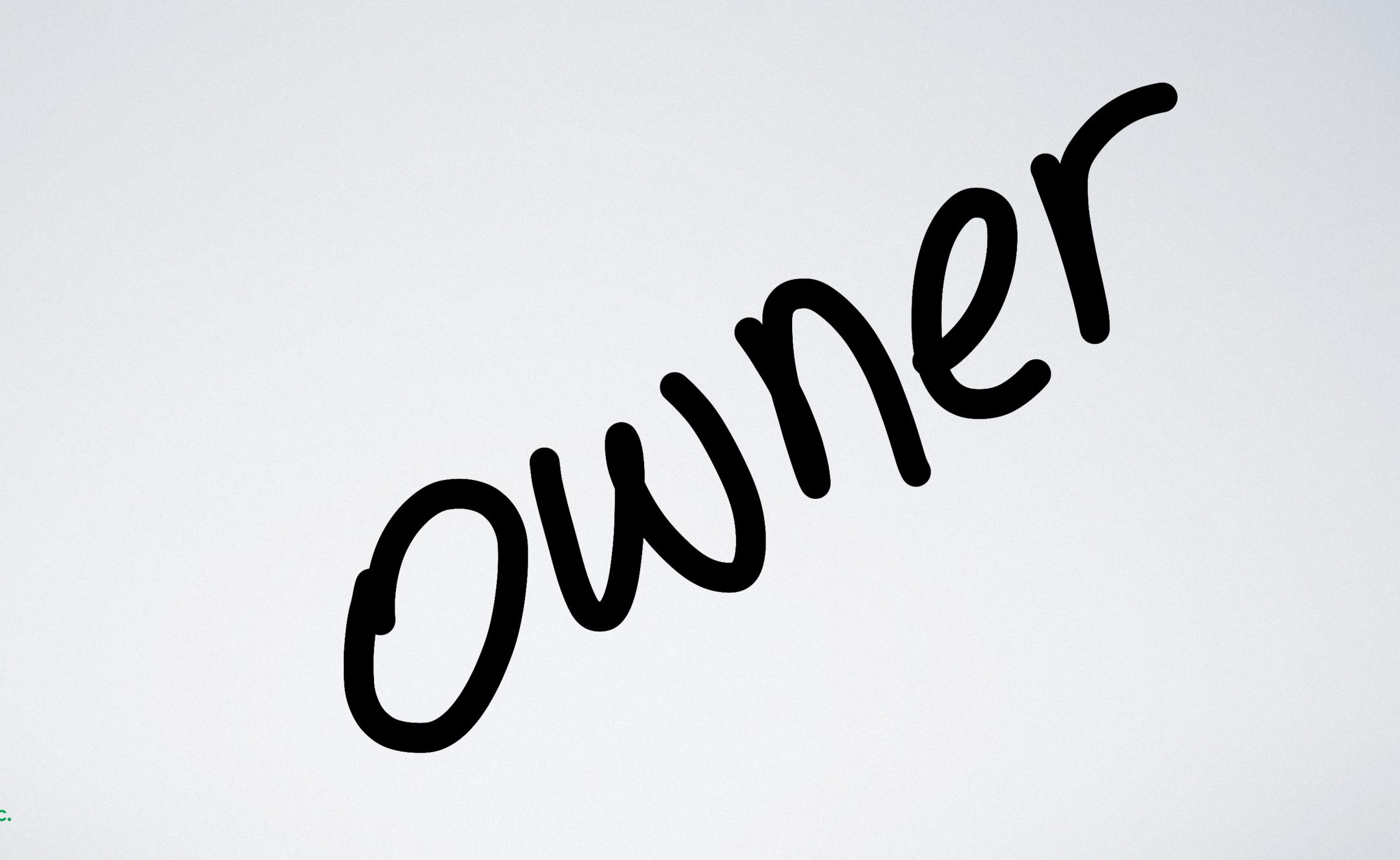blaine@contentstrategyinc.com
@solocorps

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Owner

Chicago Symphony Orchestra

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WHO OWNS CONTENT?

- **Lines of business**

- **Subject matter experts**

- **Marketing and communications teams**

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Too many conductors →

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Not me!

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owner

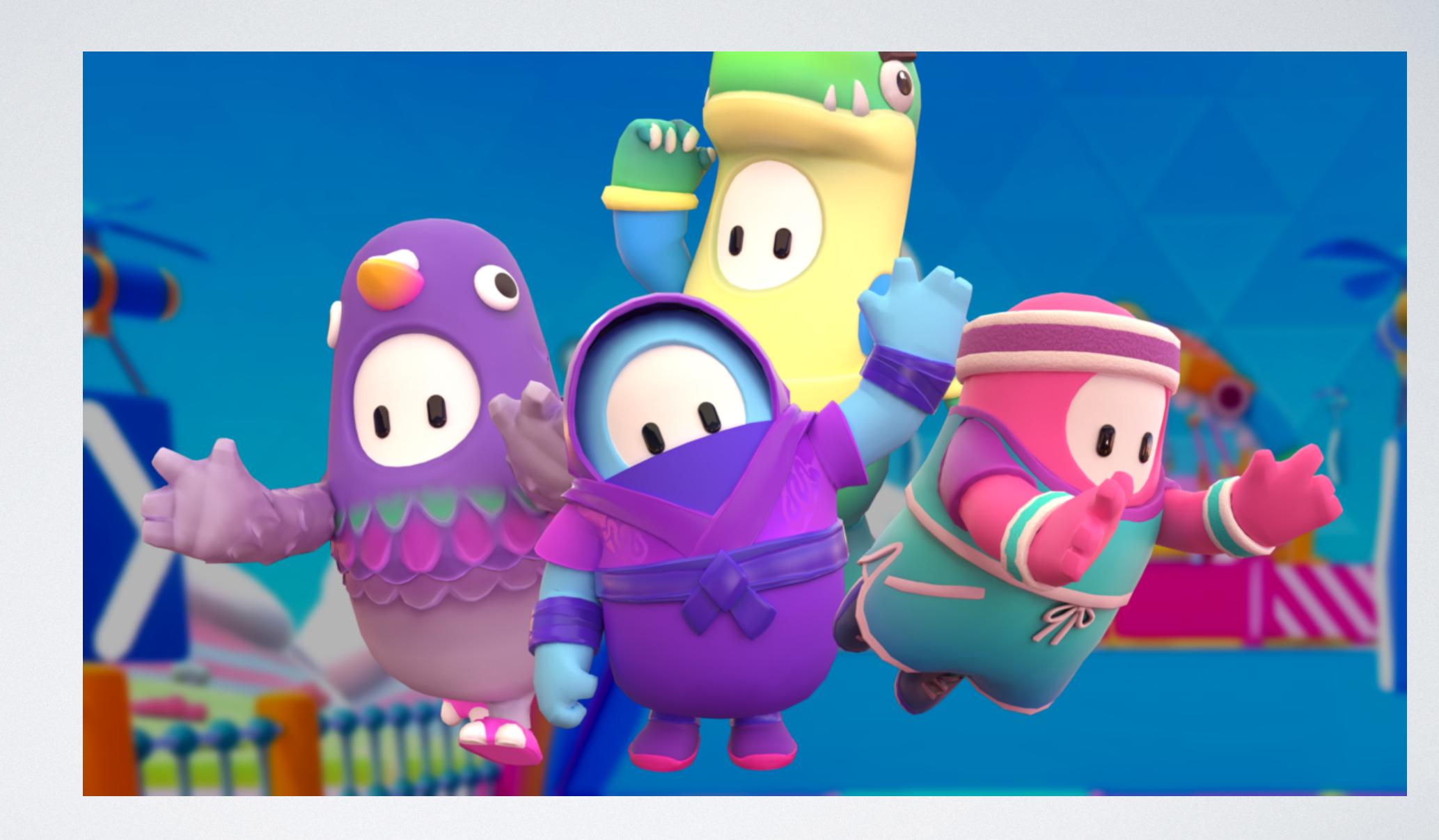**R** = **responsible**

A = **accountable**

C = **consulted**

I = **informed**

RACI

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.**

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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.**
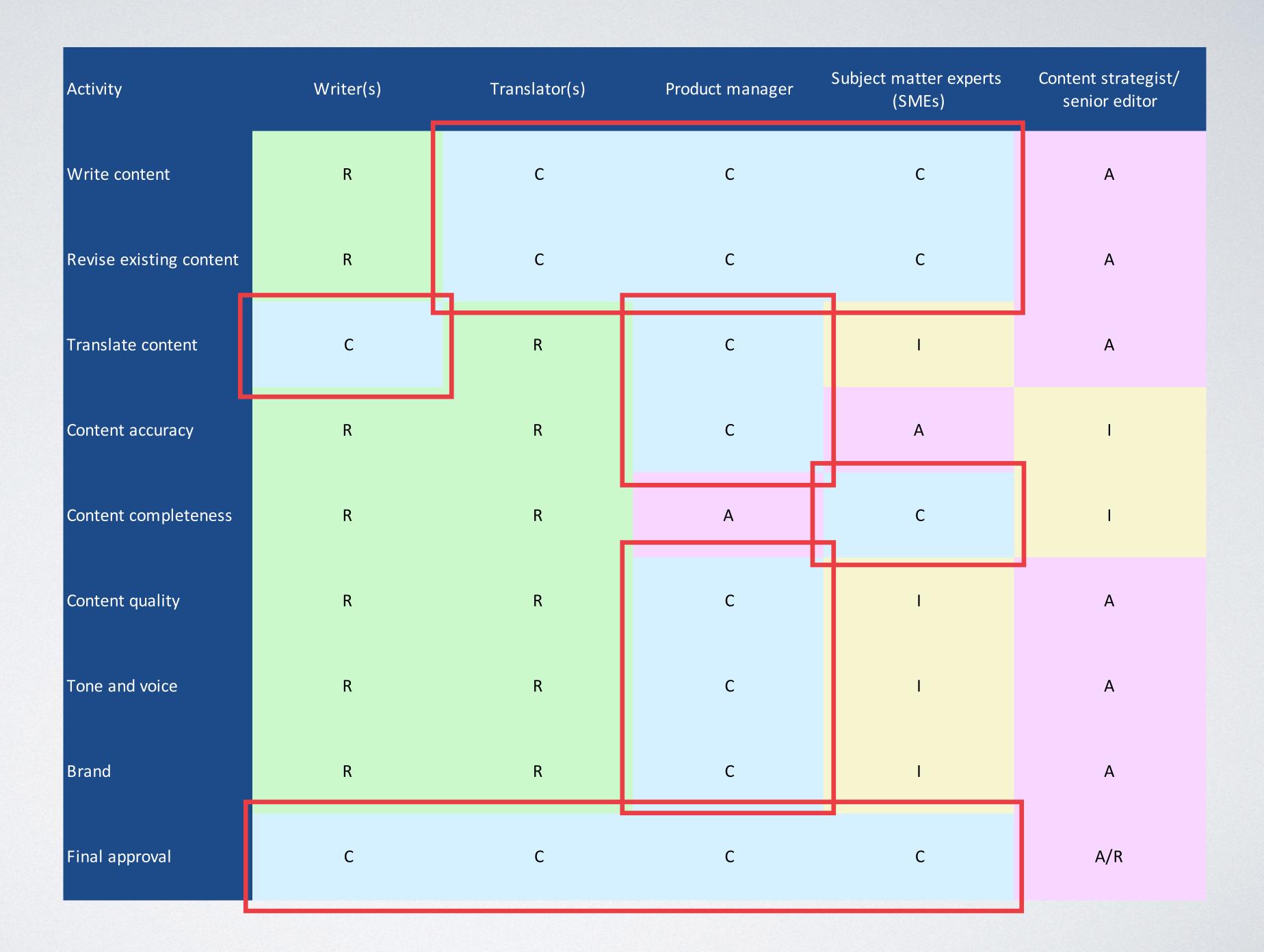
Content
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Activity	Writer(s)	Translator(s)	Product manager	Subject matter experts (SMEs)	Content strategist/ senior editor
Write content	R	C	C	C	A
Revise existing content	R	C	C	C	A
Translate content	C	R	C	I	A
Content accuracy	R	R	C	A	I
Content completeness	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.**

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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

RACI

Area of focus	Strategic direction					Content execution					Subject matter experts (SMEs)
	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

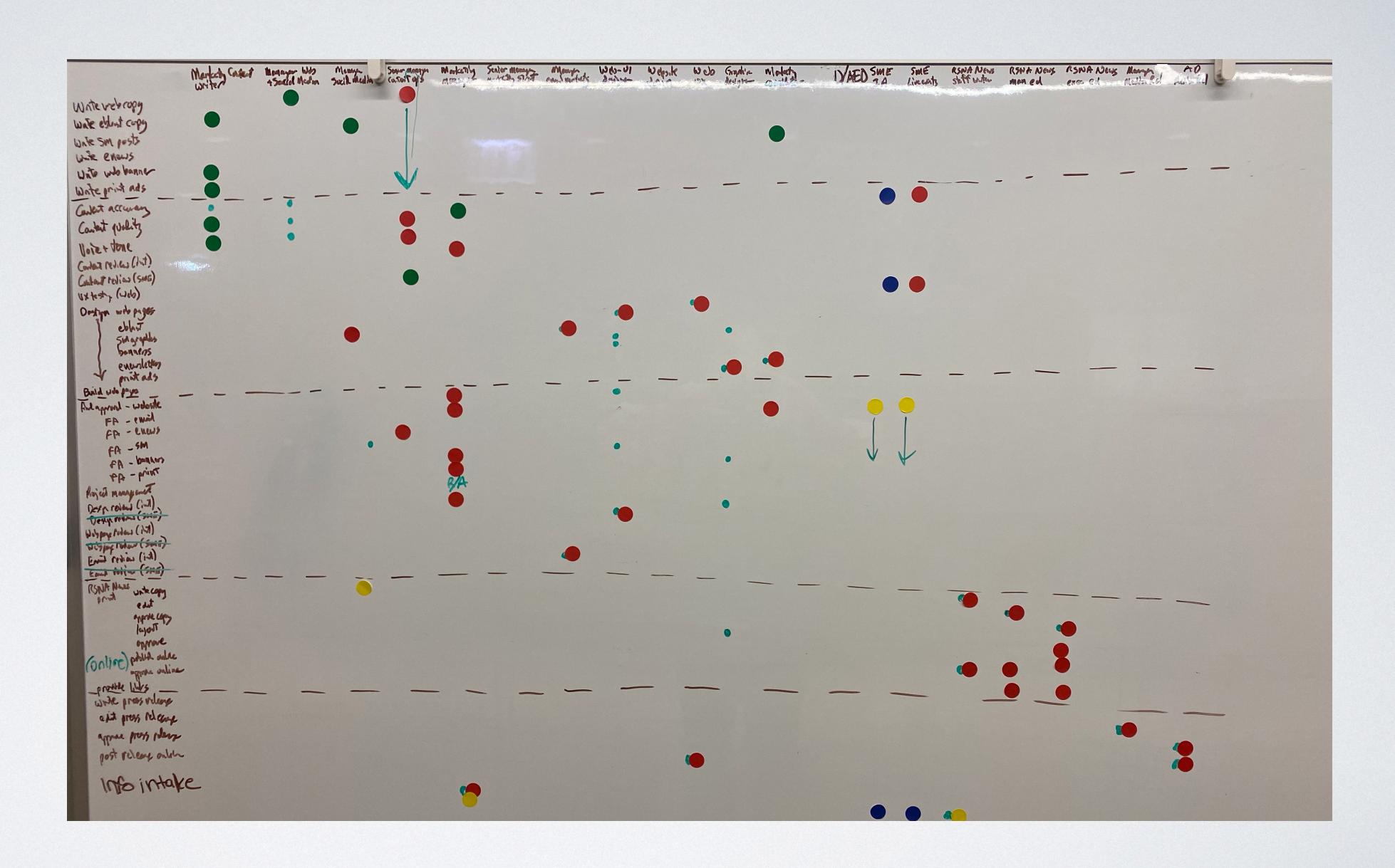| Area of focus	Writer	Editor	Senior editor	Photographer	Videographer	Creative lead	Web marketing specialist	Social media marketing specialist	Print marketing specialist	TV marketing specialist	In-person marketing	Marketing leadt	Project manager	Subject matter expert	Agency	Coder	Tech lead	Designer	Research
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	R	C		

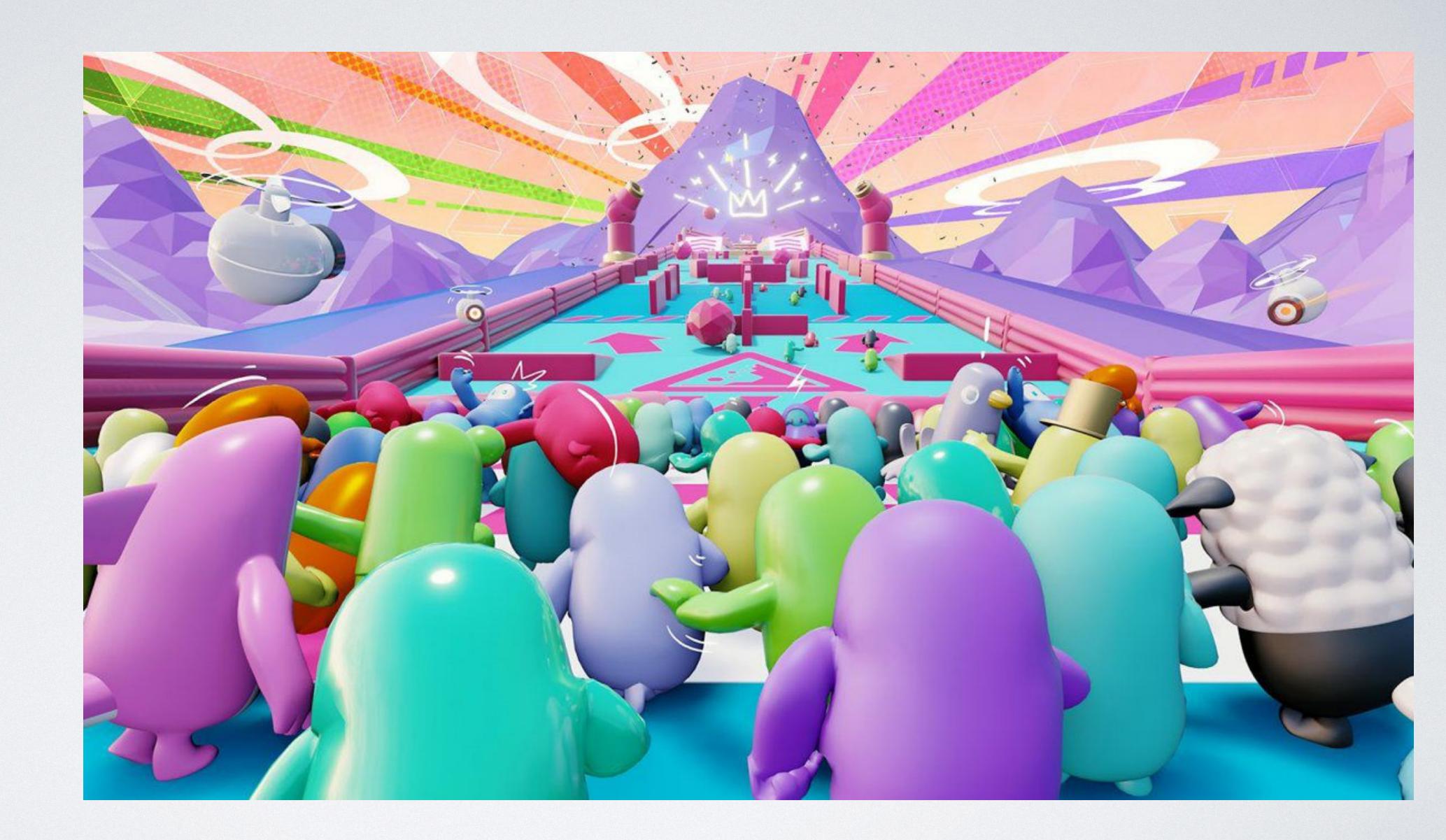| Area of focus	Content strategist	Writing	Creative	Marketing	IT	Research	Customer service
Web articles	A/R	R	R	A/R	C	C	C
Transactional website	A/R	R	R	A/R	R	C	C
YouTube	A/R	C	C	A/R	–	C	I
Facebook main	A/R	C	C	A/R	–	C	C
Twitter	A/R	C	C	A/R	–	C	C
Instagram	A/R	C	C	A/R	–	C	C
Email newsletter	A/R	R	R	A/R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

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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
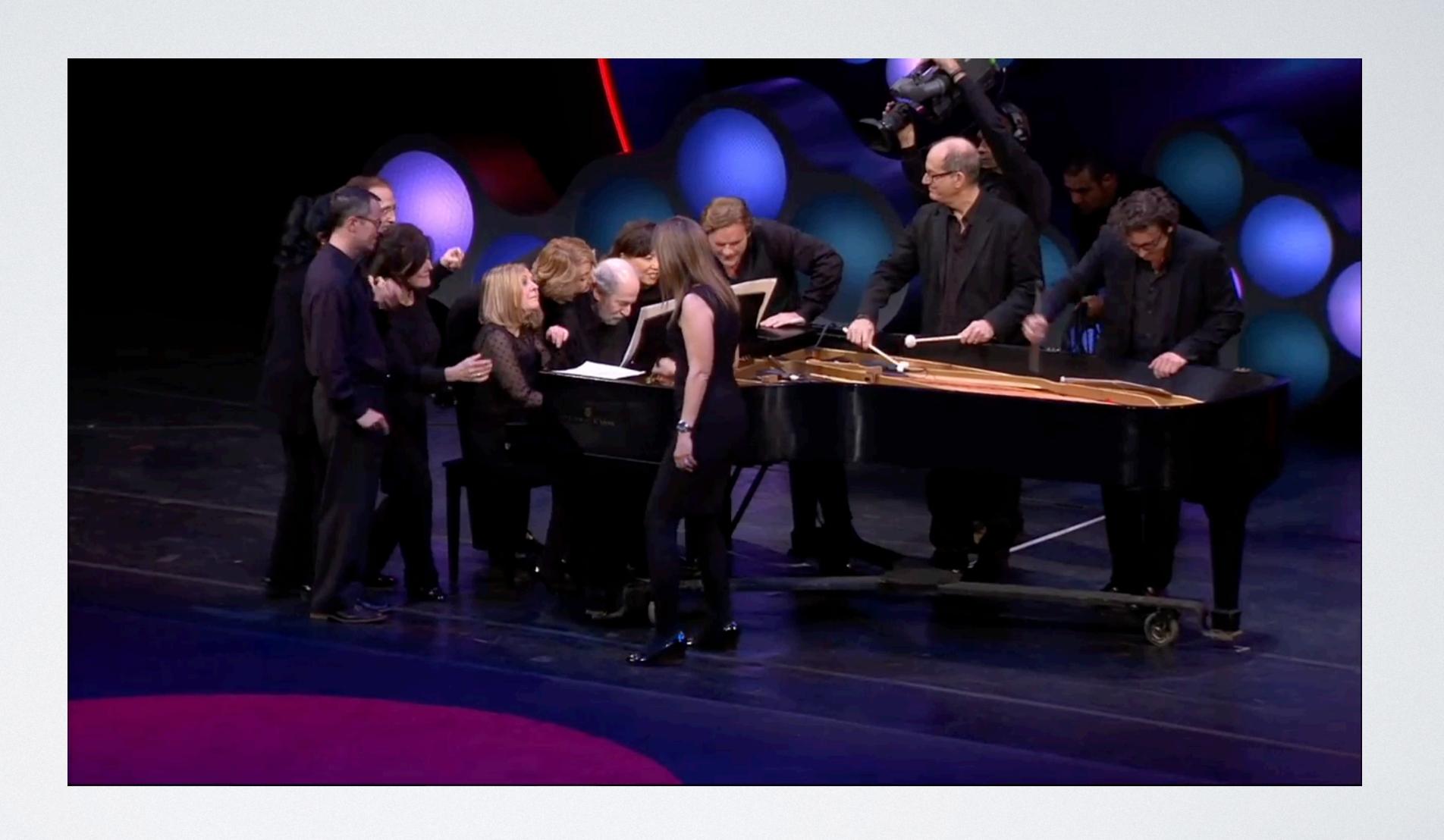
- Why having a "content owner" is not helpful

- How to use a RACI to diagnose problems

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THANK YOU
FOR LISTENING

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From ContentStrategyInc.com:

- **How to use a RACI chart to define content roles and responsibilities**

- **Content RACI templates**

CSI newsletter:

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

Get in touch.

📞 +1-778-999-7656

✉️ Blaine@ContentStrategyInc.com

in content-strategy-incorporated

🐦 team_cs_inc