Set up your content creation process

June 28, 2022 • Martina Farkasova • 5 min read

A well-thought-out content creation process is necessary to create any content, regardless of its scope. If you're just creating content without setting proper goals and deadlines, you may end up with an inconsistent content that's not even serving its purpose.

To make sure you'll end up using your time well, Kontent.ai helps you every step of the way to ensure your content creation process ends up a success.

By creating a solid process for your team, **each team member will understand the goal you're working towards**, what tasks they need to complete, and know about other team members they depend on.

> ⚲ **Key points**
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> — Arrange a suitable content creation process with your writers and other relevant positions so that everyone understands your content goals.
> — Get familiar with features that can help you establish clear communication within the process—the editorial calendar, project overview, contributors, due dates, tasks, commenting, suggesting, and discussions.
> — Use "@" to mention Kontent.ai users when you want their reply.

1. Develop a content creation plan

When you have your content model, roles, and workflows all set up, it's time for some planning. **An editorial calendar is perfect for keeping your content creation on track.** It's a good way to schedule content and define the cadence in which you will publish your content.

By setting up due dates in your content items, the calendar can help you prevent content delays, and together with a project overview, **you can oversee the upcoming releases with ease**.

2. Make people accountable

Now, preparations are over and it's time for some writing! First, let content creators know what's needed of them from the very beginning.

> 💡 **Save time by creating content briefs**
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> One way to help your content creators understand what's needed from them is to write a content brief ⧉. This will outline the requirements for each piece of content and you will not waste time by going back and forth making edits during reviews. You can incorporate content briefs into your content model.

When in content item editing, there are several ways to communicate and delegate work within your team.

Assigning contributors

A good way to start is by [assigning contributors](link) to a content item. These people will be responsible to work on that particular content item from its very beginning. During the content creation process, the contributors may change when [moving an item to the next workflow step](link). For example, once a content creator is done with the writing, they send the item for review and assign their colleague who should take a look at it.

Creating tasks

Having a contributor assigned to an item is essential to know who's accountable for which item. But more often than not, that's not enough. To gain greater clarity into what needs to be done and by whom, it's good to create a to-do list for each piece of content. In Kontent.ai, **you can [create and assign tasks](link) within content items to delegate responsibilities** while also making it easier to track the progress of an item. By creating tasks, each team member will know what exactly is asked of them and you will get notified once the activity is completed.

An example of how Tomas Nosek sees tasks in a content item.

> 💡 **To-do lists for post-release activities**
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> You can also use tasks to make a list of things that needs to be done after your content gets published. For example, promoting content on social media or adding it to your next newsletter.

3. Collaborate

To make the collaboration of your team easier, **you can comment on specific content, make suggestions, or even start discussions** about the items as a whole. All of this is possible directly in the content item editing.

When commenting on a piece of content, you can also **mention someone specifically by typing "@"** to get their opinion. This is especially useful when you need to get answers without having to explain everything out of context. The person mentioned in a comment will get notified via email so you don't need to ping them directly. And in case you just want to discuss the content item as a whole, you can open a new discussion for any of the contributors to join and share information.

And last but not least, when handing over content, for example, by sending it to legal approval, **you can leave a note for the future assignee**. Notes can also come in handy if you want to "pin" something more general to a sidebar for everyone to see.

Note shown in the sidebar of a content item.

What's next?

Setting up the content creation process was the final part of configuring your team and collaboration.

- Check how the content creation process is set up in a complete example of team collaboration.
- Continue straight to importing content.