

Divide projects into manageable parts with collections

January 26, 2023 • Jan Cerman • 4 min read

Collections offer a way of **simplifying content organization for enterprises** according to their business structure. Individual departments and teams can manage content in their collections, ensuring the right people work on the right content.

Create clear boundaries for your content

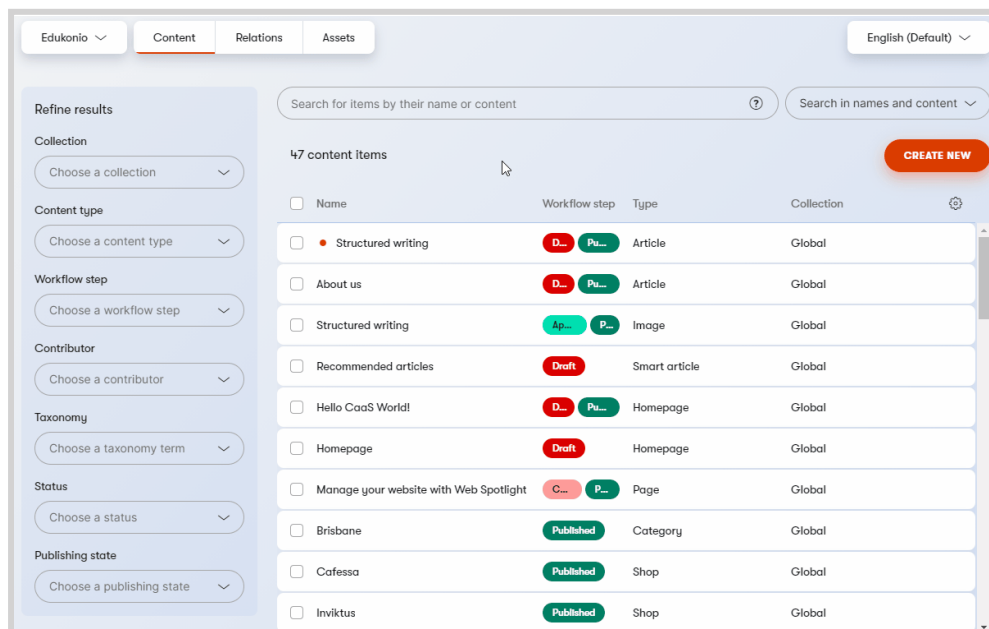
What advantages do you get with collections?

- Create space for all departments within your project to eliminate silos.
- Organize global and regional content within one project to enable easy reuse.
- Separate channel-specific and channel-agnostic content within the same project for easier governance.

This improves your brand consistency and cross-team collaboration, centralizes governance, and removes problems with duplicating content that already exists.

How collections make your work easier

Collections are a simple yet powerful way of organizing how you produce content. By organizing all parts of your content operations within a single project, you easily re-use content, model, and configuration without extra effort.



Once collections are enabled, you'll find your existing items under a collection named *Default*. Check out how to [set up collections](#) for your project.

Here are a few examples of how flexible collections are. You can mix and match the examples to suit your business needs.

Example A: Departments, teams, business units

If you invite people from several teams to your project, you want to ensure they can orient in a multi-department project and easily find what's theirs. This also means these team members have clear ownership and won't change content relevant to other teams.

They can have [different roles in different collections](#). This way they can see and work on content only from collections relevant to them.

You can have a collection for company-wide content and another for department content. For example, the departments can represent university faculties or hospital departments.

Example B: Regions, markets, global content

Do you provide services in multiple regions? Chances are that some of your region-specific offerings share a fair bit of content that you could reuse. The way you organize your content depends on the differences among your region-specific content.

If every region has different content items, use collections to divide the items for each region. For example, your LA branch uses one kind of articles while NY branch uses another. For items that are the same across all regions and meant to be shared, create a global collection.

If the content items for your regions are the same (or just with tiny differences), use languages to differentiate the regions. This way you'll have a regional variant of each content item.

Example C: Devices, experiences, channels

Do you put out content that people see on the web, mobile, and other connected devices? Collections can help you manage content for these channels. By defining collections for each channel (or device) and a collection for the shared parts, you ensure consistency and avoid duplication.

Example D: Campaigns and initiatives

Use collections to group content that's useful and relevant for a short time. For example, this lets you clearly define which content belongs to which marketing campaign. The same approach can work equally well for grouping topical content like UI microcopy or FAQs.

What's next?

You've already decided on the [number of projects](#) you need and know how to divide them in collections. Nice!

Are you going to use your organized content for a website? If so, decide whether to [use Web Spotlight](#). Web Spotlight is perfect for projects used for managing websites.