

# TOOLKIT6

## Content Management Responsibility Matrix



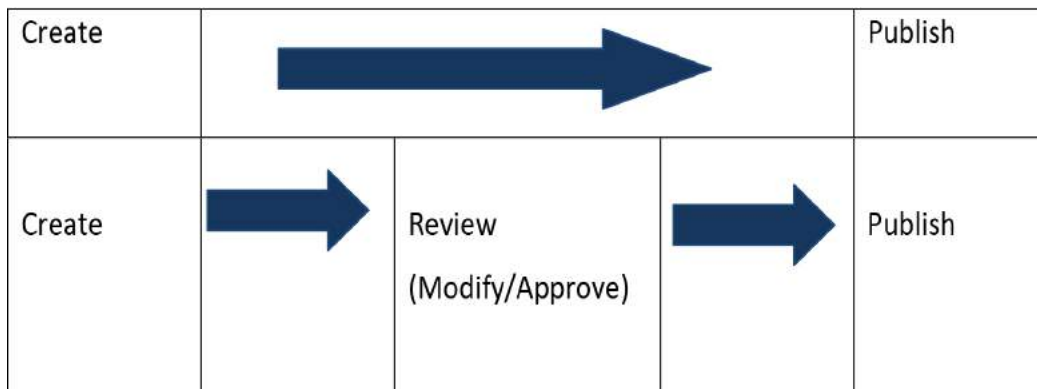


## Content Management Responsibility Matrix

Website Content has to be continuously updated and maintained. Having Content Managers identified from all sections of the department was with the objective of ensuring that the Content from all areas of work within the department are covered. Content Managers are to be made responsible for the accuracy, timeliness and quality of the content that they upload on the website.

Content will have to go through a workflow of process before it is published on the website. The basic Content Workflow comprise of the following stages: Content Creation, Moderation (Review), Publishing and Archiving. The moderation and approval could be multilevel and is role based.

The simplest workflow is one where the content created is published without any intervening process. Here, the Content Manger is given the permission to both Create and Publish on the website. Generally, for routine documents in a department viz. Office Circulars, Office Orders and Notifications, simple workflow set is adopted. At times, important content will need to be approved and moderated prior to being published on the website.



The department will need to decide on the following as the workflow will differ for every content type.

- Workflow for each type of Content
- For each Content Area and Type, the Department will have to notify the Content Management Responsibility Matrix Responsibility with respect to the 'Content Authoring/ Publishing and Review'

The Content Responsibility Matrix for the Department of Finance is taken to illustrate the methodology of Content Management Responsibility distribution.

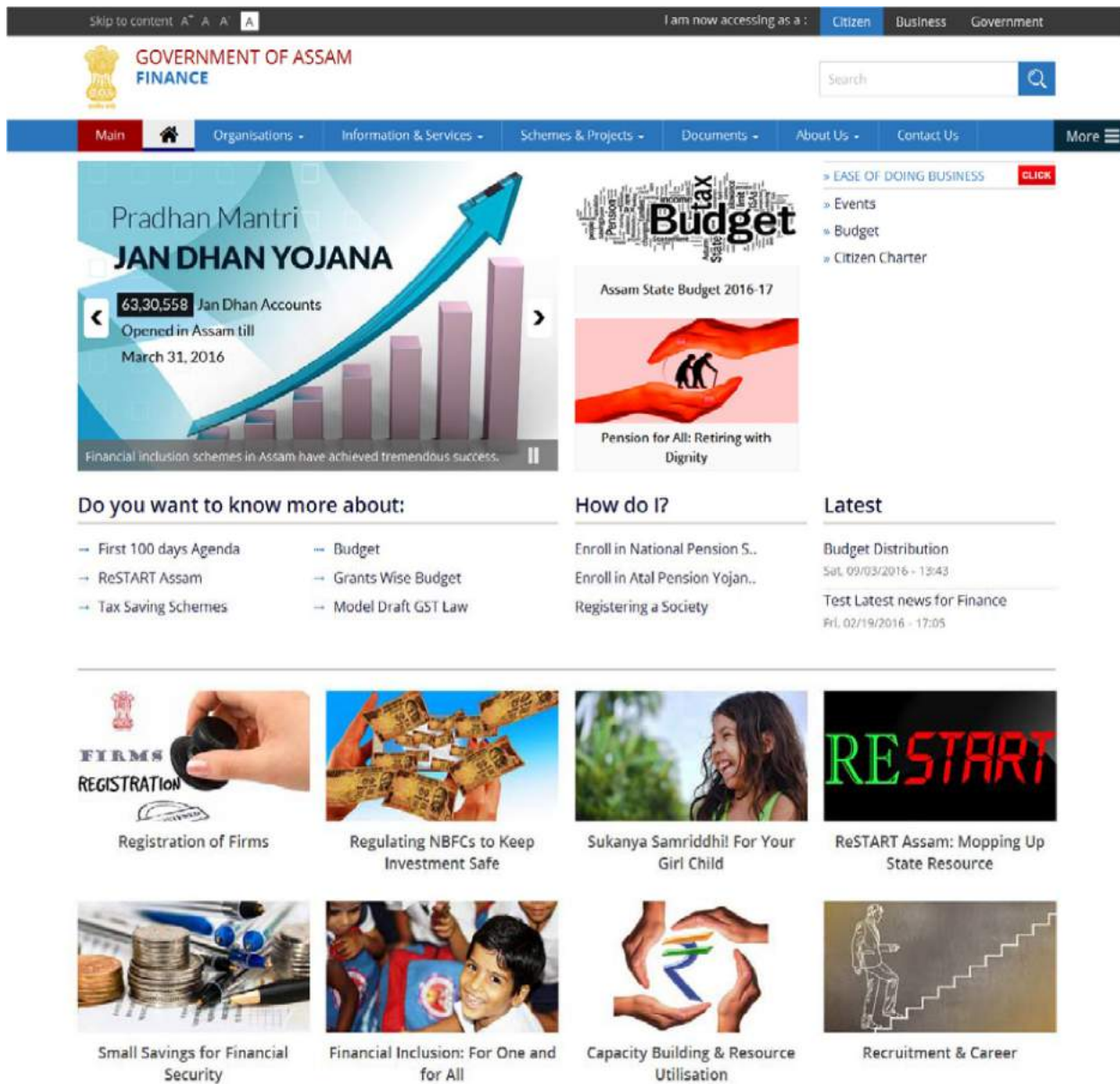


Fig: Website of Department of Finance

**Step 1: The Responsibility of the key areas of the Website is first decided.**

Content	Area	Who is overall responsible for the Content in the Areas of the Home Page? (Name of The Content Manager)
Main Menu	Information and Services	
	Schemes and Projects	
	Documents	
	About Us	
	Contact Us	
Main Image Slider		
Portlet Areas		
	Assam Budget	
	Pension for All	
	Do you wish to know more about?	
	How do I?	
	Registration of Firms & Societies	
	Regulating NBFCS	
	Sukhanya Samriddhi for Girl Child	
	Restart Assam	
	Small Savings	
	Financial Inclusion	
	Capacity Building	
	Recruitment and Career	

**Step 2: The Workflow for the Content Management is then decided for each Content element**

Content	Area	Name of the Content Manger who will be responsible for		
		Create	Review	Publish
Main Menu	Information and Services			
	Schemes and Projects			
	Documents			
	About Us			
	Contact Us			
Main Image Slider				
Portlet Areas				
	Assam Budget			
	Pension for All			
	Do you wish to know more about?			
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	Registration of Firms & Societies			
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	Recruitment and Career			

### Step 3: The Content elements need to be categorized based on its importance of timely updating

The elements can be categorized as:

- ✓ Routine
- ✓ Priority and
- ✓ Express

The table below depicts the category for a few Standard Content elements. Department will have to extend this to cover all the content elements of the website and indicate the category as 'Routine', 'Priority', 'Express'

Sl.	Content Elements	Type of Content		
		Routine	Priority	Express
1	About Us	✓		
2	Schemes	✓		
3	Documents: Policies	✓		
4	Services	✓		
5	Documents: Forms	✓		
6	Documents: Acts / Rules	✓		
7	Documents: Circulars / Notifications	✓	✓	
8	Documents / Reports	✓	✓	
9	Tenders	✓	✓	
10	-	✓		
11	-	✓	✓	✓
12	-	✓		

### Step 4: Content Review

The website is the face of the department disseminating government information and services. It is therefore required to keep the content on the website current and up-to-date. Since the scope of content is huge, different review policies are defined for the diverse content elements. The matrix below gives the content review policy

S. No	Content Element	Basis of Content			Frequency of Review
		Classification			
		Event	Time	Policy	
	About the Department	✓		✓	Once in a quarter as a policy
	Programme / Scheme	✓		✓	Immediate – for new programme .Once in a quarter as a policy
	Policies	✓		✓	Immediate – for new policy introduced. Once in a quarter as a policy
	Services		✓		Every fortnight
	Documents: Forms		✓		Every fortnight
	Documents: Acts / Rules			✓	Once in a quarter as a policy
	Documents: Circulars / Notifications	✓		✓	Every fortnight
	Documents / Reports		✓	✓	Once in a quarter as a policy. Keep recent 2 years documents / reports
	Directories	✓	✓		Immediate in case of a change. Once in a quarter as a policy
	Tenders			✓	Immediate in case a new tender. Once in a quarter as a policy



## Step 5: Content Exit & Archival Policy

The Content Element on the website has different Entry/Exit policy and archival policy as listed below:

S. No	Content Elements	Entry Policy	Exit Policy
1	About the State / Department/ Statutory Body	To have the presence on the website and content to be reviewed every quarter	Content to be updated whenever departments or ministries are merged
2	Schemes	Sanction of Programme / Schemes for Central Sector, State Sector or both	To be reviewed by approver two weeks prior to the expiry date in order to revalidate. In case scheme/ programme is discontinued then to be archived
3	Documents: Policies	Announced by Government	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued policies to be archived.
4	Services	Citizen, Government, Business	Discontinued services to be expunged.
5	Documents: Forms	Government, Business and Citizen centric forms	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued services to be expunged.

S. No	Content Elements	Entry Policy	Exit Policy
6	Acts / Rules	Passed	Perpetual to be always available in the acts/rules database
7	Circulars / Notifications	Issued through the gazette/office memorandum or notification	In case of perpetual no exit policy else to be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date