

Speaking with one voice

Padma Gillen

Llibertat

#OneWebFestival

Hello
my name is

Padma

**Quality content at
scale is hard**

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Duplication, gaps,
varying quality,
multiple voices

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**Frustrated users call
you up or go
elsewhere**

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You need a clear
content strategy to
turn it around

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**Content strategy is
about systems,
people and
processes, not just
content**

Focus on user needs

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Your lovely fluffy cats
and your
incredibly
important work



**As a...
I want to...
So I can...**

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**Who and what is your
content for?**

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It's in if....

It's out if....

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A photograph of a group of people in a workshop or office environment. In the foreground, a man wearing glasses and a checkered shirt is looking up and smiling. Behind him, several other people are visible, some sitting at desks and others standing. A whiteboard in the background has various handwritten notes and diagrams, including the letters 'M', 'N', 'P', 'O', and 'SVI' at the top, and a mind map with nodes like 'SEARCH', '(GOV.UK)', and 'APPLY'.

You need a central
content team

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**Distributed people
need central
coordination.**

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**Who can say no
and when they can
say it**

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Separate out
ownership of the facts
and ownership of the
user experience

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**Drafting and fact
check happen at
different points in the
workflow**

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Pace and quality
suffer when
governance and
workflow aren't clear

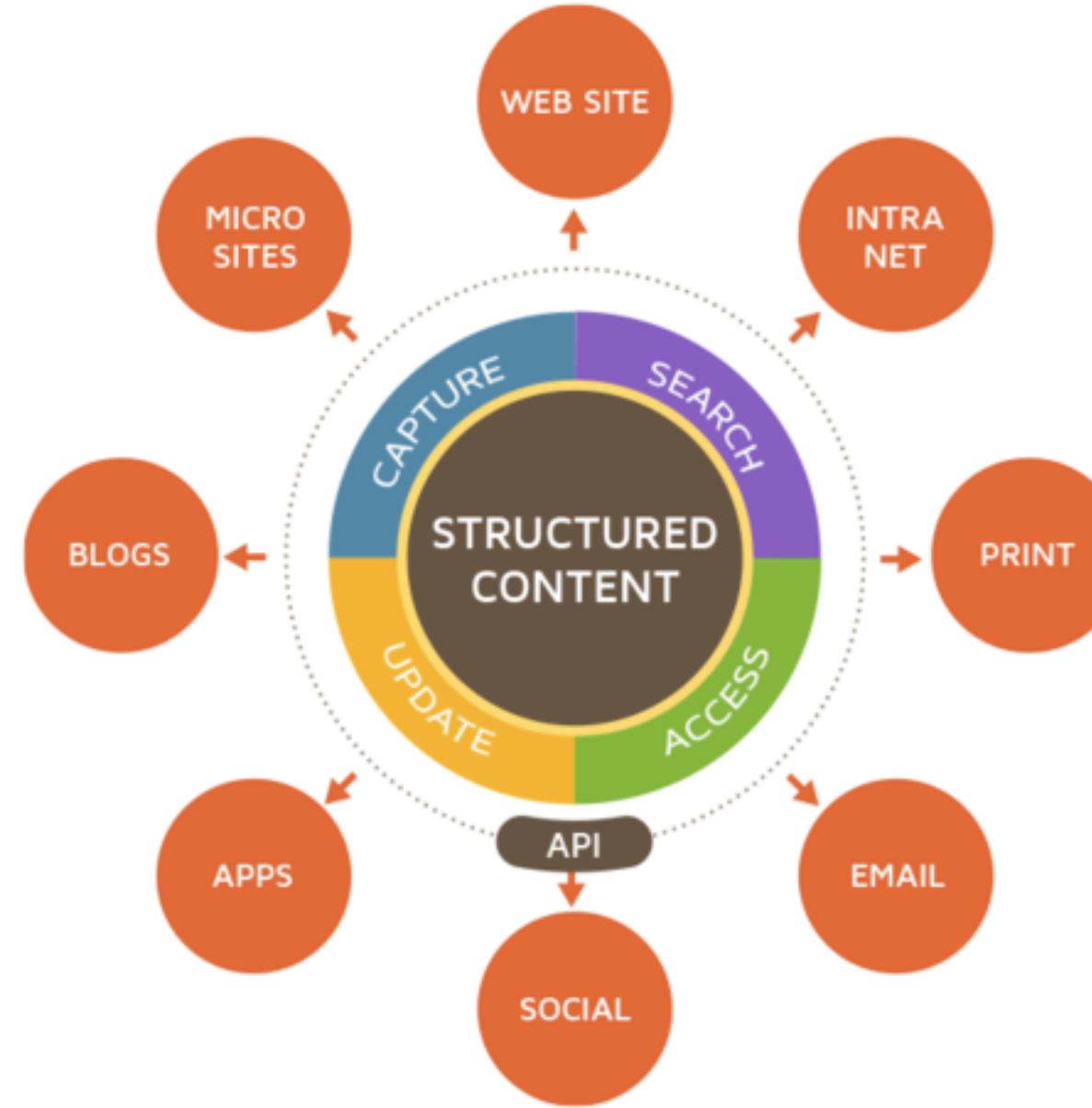
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From copywriting to content design

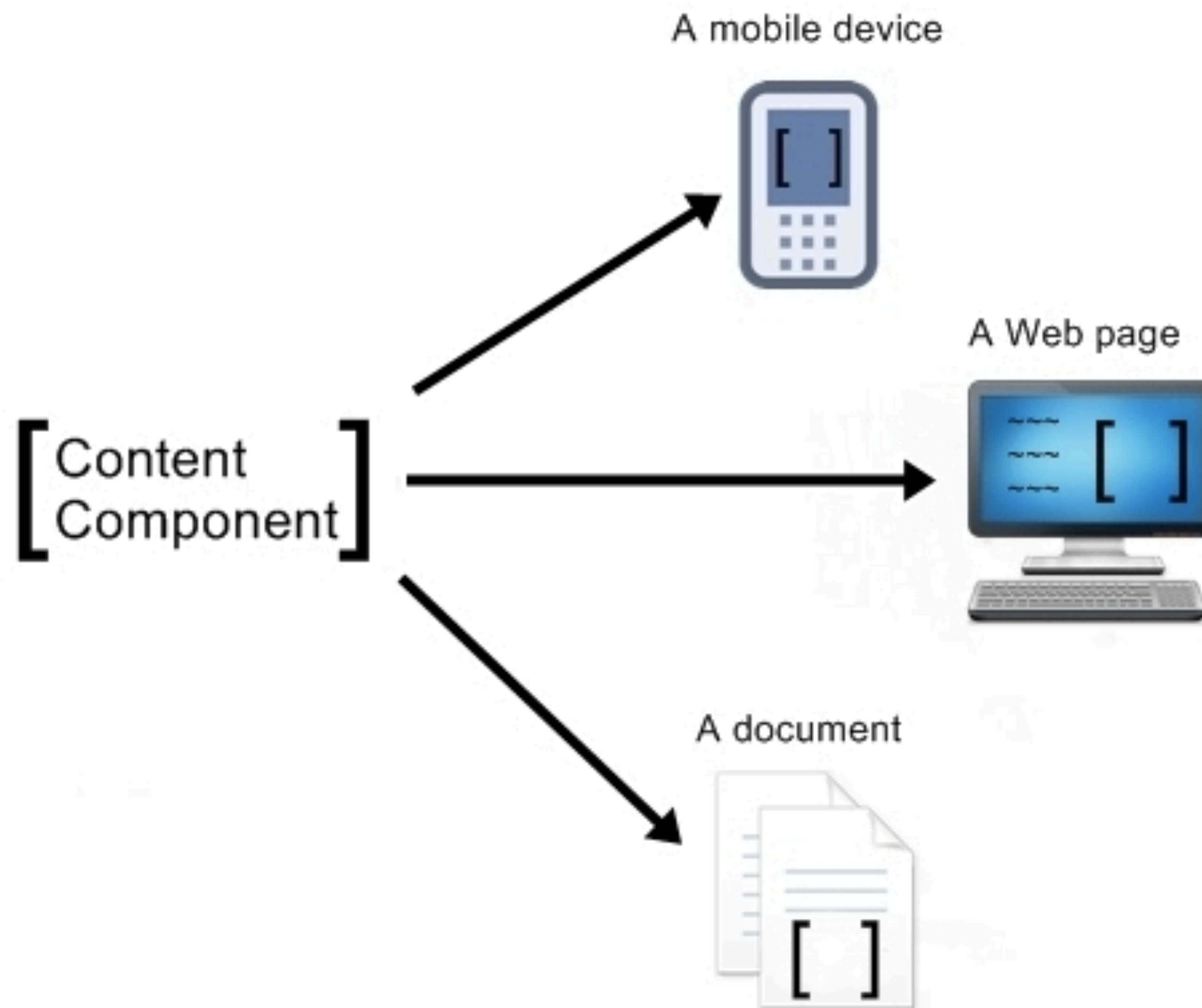
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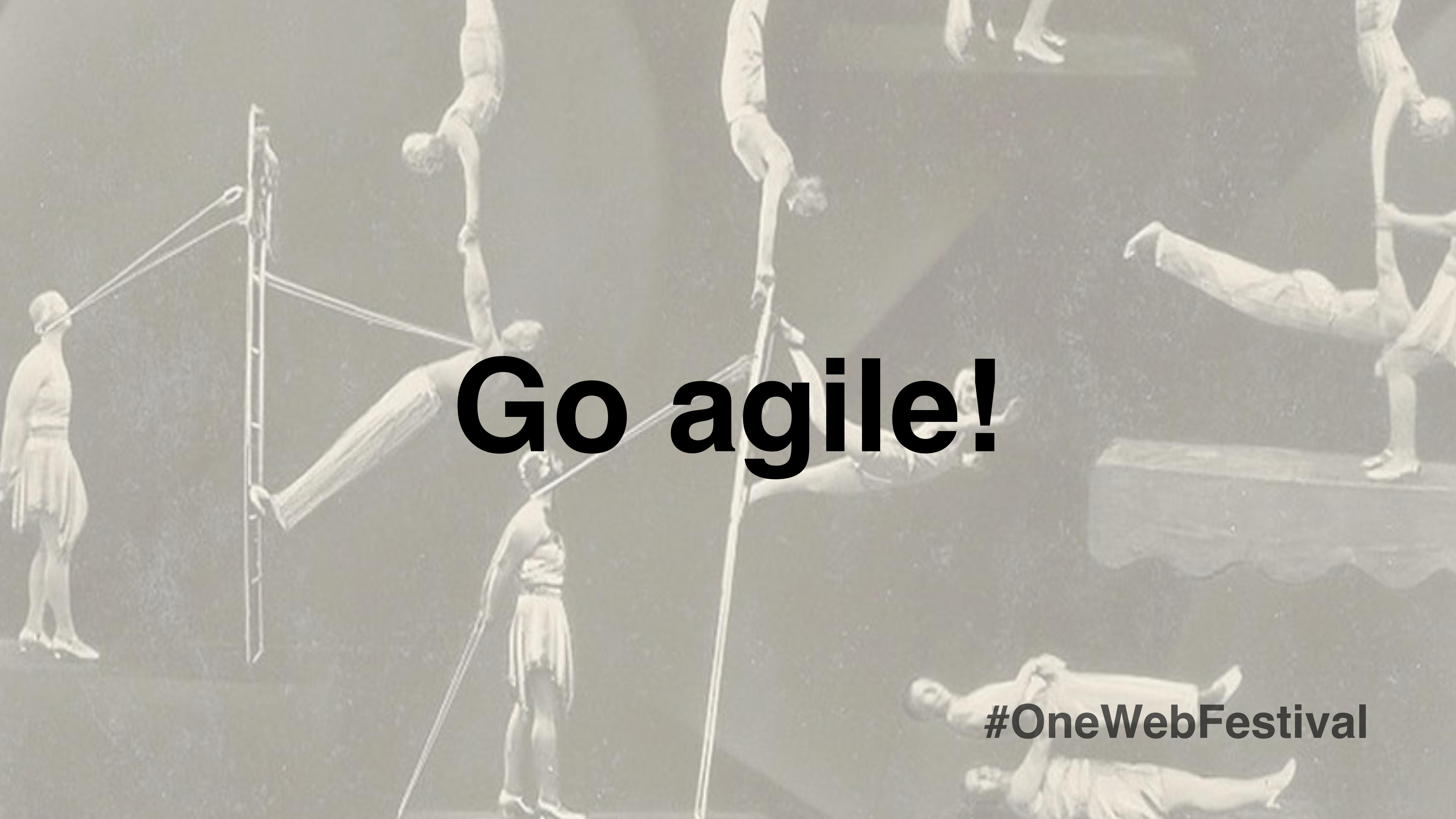
**Data, testing, user
research, evidence-
based best practice**

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Create once publish everywhere





Go agile!

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**Agile is a low-risk
approach to
managing digital
projects**

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**Agile prioritises
meeting user needs
over following a plan**

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**Agile prioritises
delivering progress
over
reporting progress**

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**Design test and
tweak, respond to
change, self-manage,
focus on delivery**

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Don't keep it a secret

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**Tell your story -
keep your
stakeholders and
users updated**

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2 ears

1 mouth

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The end

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