ContentCal How-to: Use ContentCal's VOICE Framework to create the perfect content creation process with a remote team



The creation of quality content is the result of a clear plan and the coordination of a team.

That gets a little more challenging when the entire team are based remotely.

What you need to ensure that content creation processes continue is a structure, a 'framework', that ensures the entire team know what's happening and are aligned around your content production processes.

For that reason, we've devised **the VOICE framework** - of which we're going to go through the five steps of in this video. To show you how you can build the perfect content creation process with a remote team.

Let's start with Step one of **the VOICE framework**, Visibility.

Visibility

Here's where we can use the monthly or weekly calendar views to gain a quick snapshot of all the content that's going out across our channels. Having a social media plan, we can also see the campaigns and strategies that we have planned over the

upcoming weeks.

Also, we can filter and drill down into the Category Tags where we can start to understand the content that we've got going out for different themes, topics or campaigns.

Once we have total visibility, now's the time to go into the organisation stage.

Organisation

Within this organisation stage, here we can build out ContentCal to represent a picture of all of the content we have planned, not just for social media. Using the custom planning channels, we can build out content for e -mails for blog's or press releases, etc.

Using this functionality gives us total clarity that all of our messages are aligned across channels, our tone of voice is appropriate and also shows up any gaps in our content plan.

Once we establish where these gaps are, it's time for the ideation phase.

Ideation

The ideation phase is arguably the most important step of the VOICE framework. This is the part where we're going to get a broader team involved in this process. As we know, the best content is created together.

There's a number of ways to facilitate the contribution of ideas. I'll give you three examples here. Firstly, using ContentCal's integrations here we're using Slack, as this is a tool we use heavily here at ContentCal for internal collaboration.

Within Slack we've created a channel called 'content ideas' where all of the content ideas from across the team will come into. If we like one of those ideas, we're going to 'star' it. When we 'star' that message, it gets brought into the Content Hub.

The Content Hub is the most important feature to facilitate this ideation process. ContentCal acts as your 'digital pinboard' for ideas from across the business. This is the place where you're going to curate all of those suggestions and contributions.

Not only can you use ContentCal to integrate to a number of other tools that you use natively to mean that your employees don't need to change their working process,

you've also got two other ways to facilitate content curation.

The second is the ContentCal Google Chrome Extension, known as the 'Web Clipper.' Here, your team can gather interesting articles from across the web and easily pin that to the Content Hub.

Finally, you can also use the ContentCal mobile app to pin interesting articles that you find on your phone, or just take snippets of text that you want to add to that Content Hub. Ultimately making it really simple to get lots of people's thoughts and contributions to create content around.

So now we've got a bunch of ideas living in the Content Hub, it's time for the collaborative process.

Collaboration

In the collaboration stage, we can now start taking the contributions from our Content Hub using the 'use content' button. When we use the content, we add that to our content calendar as a 'Draft'. It won't be published in this state but taking the idea that we like into a Draft, we can now start @ mentioning people using the commenting functionality to bring other people into the collaborative process. This gives an opportunity for other stakeholders to add their thoughts and comments to this content.

We can also use the Approval Workflows, in which we can create custom multi step approval processes. Oftentimes and certainly in current times, content needs as many eyes on it as possible to make sure that the narrative and your tone of voice is sensitive to what's happening. That's why a social media management system is key.

By sending the content for approval, you give others the opportunity to contribute, ultimately creating a streamlined process around collaboration.

Now that your content plan is visible, it's well organised, it's brimming with ideas and your team are now enrolled in the process. We go onto the final stage of the **VOICE framework – Execution**.

Execution

Here is where we'll use ContentCal for social media marketing automation to publish our content across numerous channels. So, of course, you've got your main social channels that you use for your brand, but you can also supplement that by tying in

additional profiles, for example, LinkedIn personal profiles or a Facebook Group to give your content additional reach.

In addition, you can use the integrations that we spoke about earlier to give you additional publishing functionality, like publishing your content to Medium or using Pinterest or YouTube, giving you the ability to Create Once and Publish Everywhere

So that's how you build the perfect content creation process with a remote team, utilising **the VOICE framework** to go through visibility, organisation, ideation, the collaboration to the execution of that content.

Ready to get started? Get started with a trial of ContentCal for free.