Content Production Template

Project Name:

[Name of the Project]

Team Members:

[List of Team Members and Their Roles]

Project Duration:

[Start Date] - [End Date]

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1. Setting Up the Board (Trello)

Lists:

- **Ideas:** For brainstorming and storing potential content topics.
- **To Do:** Tasks that need to be started.
- **In Progress:** Tasks currently being worked on.
- **Review:** Content that is ready for feedback or approval.
- **Completed:** Finished content that has been published or is ready for use.

Cards:

- **Title:** [Brief description of the content piece]
- **Description:** Detailed overview of the content.
- **Checklists:**
    - Research
    - Writing/Creation
    - Editing
    - Design
    - Review

- ○ Publishing
- **Due Date:** [Deadline for completion]
- **Attachments:** Relevant documents, images, links.
- **Comments:** Team discussions and updates.

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2. Creating Pages and Databases (Notion)

Pages:

- **Content Calendar:** An overview of all planned content with deadlines.
- **Content Ideas:** A running list of potential topics and ideas.
- **Content Workflow:** A detailed process for each stage of content creation.

Databases:

- **Content Pipeline:** A table to track each content piece's status.
  - **Fields:** Title, Type, Status (Idea, To Do, In Progress, Review, Completed), Assigned To, Due Date, Notes.
- **Editorial Calendar:** A calendar view to visualize publication dates and deadlines.
  - **Fields:** Title, Publish Date, Platform, Status.
- **Task Manager:** To-do lists for individual team members.
  - **Fields:** Task, Assigned To, Due Date, Priority.

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3. Detailed Workflow Steps

Brainstorming and Idea Generation:

- Hold regular brainstorming sessions.
- Document ideas in the "Ideas" list (Trello) or "Content Ideas" page (Notion).

Content Creation:

- Move tasks from "Ideas" to "To Do" as they are selected for production.
- Assign team members to each task.
- Use checklists to ensure all steps (research, writing, editing, design) are covered.

Review and Feedback:

- Once a task is ready for review, move it to the "Review" list.
- Team members can add comments and suggest changes directly on the card (Trello) or page (Notion).

Publishing:

- After approval, move the task to the "Completed" list.
- Update the "Editorial Calendar" with the publish date and platform.

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4. Example Entries

Trello Card Example

Title: Blog Post - "Top 10 Content Creation Tools for 2024"

Description:
This blog post will cover the top 10 content creation tools that will be essential for digital marketers in 2024.

Checklists:

- Research: [ ]
- Writing: [ ]
- Editing: [ ]
- Design: [ ]
- Review: [ ]
- Publishing: [ ]

Due Date:

December 15, 2023

Attachments:

- Research Document
- Draft Content

Comments:

- John: "Please ensure to add the latest stats from HubSpot's 2023 report."

Notion Content Pipeline Entry

Title: Video Tutorial - "How to Use Canva for Beginners"

Type: Video

Status: In Progress

Assigned To: Jane Doe

Due Date: January 10, 2024

Notes:

- Include step-by-step instructions on creating social media graphics.
- Add voiceover script and background music.