CONCEPT

Corporate Communication and Content Management Course: Editorial Planning Across Channels



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Introduction:

Corporate communication and content management, with editorial planning across channels, is a 3-day course for communication officers, content editors, departmental coordinators and team leads, ending with a Quarterly Multichannel Content Plan. Organisations often publish on the website, intranet, social, newsletters and press materials without a shared calendar or approval route, so corporate messages drift, posts contradict each other and urgent items stall in review. Nominees already write or coordinate content at work, and the course is taught through case study work on message sets, channel samples and calendars. CoreConcept Training Center delivers this corporate communication and content management course.

Course Objectives:

- Translate approved corporate messages into content pillars and a channel-by-channel content mix
- Build an editorial calendar that schedules content, owners and deadlines across external and internal channels
- Adapt one core story into website, intranet, social, newsletter and press formats using the COPE approach
- Apply a house style sheet and tone of voice rules to drafts written by different contributors
- Run a review and approval workflow with clear roles, turnaround times and version control
- Track basic content performance indicators and adjust the calendar from monthly results

Target Audience:

- Communication officers responsible for drafting and publishing corporate news, announcements and updates
- Content editors responsible for the quality, style and accuracy of website and intranet content
- Departmental coordinators responsible for supplying content and approvals to the communication unit
- Social media and newsletter specialists responsible for scheduling and adapting posts and issues
- Communication team leads responsible for allocating content tasks and meeting publishing deadlines

Course Outline:

Day 1: Corporate Messages, Content Pillars and Channel Roles

- Corporate Key Message House Converted Into Content Themes
- Content Pillar Matrix Linking Messages to Audiences
- Channel Role Map for Website, Intranet and Newsletters
- Content Inventory Spreadsheet for Current Published Material
- Content Gap Review Against Corporate Message Priorities

Day 2: Editorial Calendar, Channel Adaptation and Approval Workflow

- Editorial Calendar Template With Owners and Publishing Deadlines
- COPE Approach Adapting One Story to Several Formats
- House Style Sheet and Tone of Voice Rules
- RACI Chart for Drafting, Review and Final Sign-Off
- Content Lifecycle Rules for Updating and Archiving Pages

Day 3: Case Study Building the Quarterly Multichannel Content Plan

- Case Organisation Message Set and Content Pillar Draft
- Case Editorial Calendar Covering External and Internal Channels
- Case Story Rewritten for Web, Social and Press
- Content Performance Dashboard With Reach and Engagement Indicators
- Quarterly Multichannel Content Plan Completion and Peer Review

Skills You Will Gain:

- Message-to-Content Translation
- Editorial Calendar Management
- Multichannel Content Adaptation
- House Style Editing
- Approval Workflow Coordination
- Content Inventory and Gap Review
- Content Performance Tracking

Why Attend This Course:

- Deliver a Quarterly Multichannel Content Plan to the head of corporate communication for approval and allocation of owners
- Choose which channel, format and publishing date suits each corporate message instead of posting everywhere at once
- Prevent contradictory posts, outdated pages and content held up in unclear review chains
- Pass the calendar template, style sheet and approval chart on to departmental contributors

Conclusion:

Back at work, the participant presents the Quarterly Multichannel Content Plan to the head of corporate communication, who uses it to confirm content priorities, channel owners and the approval route for the coming quarter. Departmental contributors then supply material against one calendar and one style sheet, and editors publish with fewer rewrites. After the first month under the plan, the unit should review the performance dashboard, missed deadlines and approval turnaround, then rebalance pillars, formats and publishing frequency where results fall short.

Frequently Asked Questions FAQ:

What should participants know before the corporate communication and content management course?

Participants should already write, edit or coordinate content for at least one corporate channel. Bringing anonymised examples of recent posts, a newsletter issue or the current content calendar helps them apply the case work to their own unit.

How does corporate communication and content management differ from a strategic communication planning course?

This course works at practitioner level on day-to-day content: pillars, calendars, channel formats, style and approvals. Strategic planning courses for directors audit the whole function, prioritise stakeholders and set annual objectives and budgets, which are not covered here.

Why does corporate communication and content management use a create once, publish everywhere approach?

Creating one core story and adapting it for each channel keeps the corporate message consistent while saving drafting time. Each channel still receives its own length, tone and format instead of identical copy pasted everywhere.

What do participants take back from the corporate communication and content management course?

Participants take back a Quarterly Multichannel Content Plan with content pillars, an editorial calendar, a house style sheet, an approval chart and a simple performance dashboard they can adapt for their own unit.