



Template: Content Governance Checklist for Multi-Modal Strategies

Generated: 4/20/2026

Based on Article: "The Importance of Content Governance in Multi-Modal Strategies"

Website: <https://scaleblogger.com>

A practical checklist to ensure effective content governance across multi-modal strategies.

Checklist Items:

1. Define Roles and Permissions

Establish who can create, edit, approve, and publish content. Ensure clear accountability to prevent conflicting edits and accidental publishing.

Reference Section: The Core Elements of an Effective Governance Framework

2. Set Metadata Standards

Create standards for metadata to ensure that assets are searchable, sortable, and reusable across different channels, thereby enhancing accessibility and reducing duplicate work.

Reference Section: The Core Elements of an Effective Governance Framework

3. Implement an Approval Workflow

Outline the review order for editorial, brand, legal, and technical checks to maintain consistent quality and avoid bottlenecks in the approval process.

Reference Section: The Core Elements of an Effective Governance Framework

4. Establish Version Control

Track changes in content and maintain a clear source of truth to avoid confusion over outdated materials, ensuring everyone works from the most current version.

Reference Section: The Core Elements of an Effective Governance Framework

5. Conduct Regular Training

Provide ongoing training for all team members on governance policies and procedures to ensure understanding and compliance across different formats and channels.

Reference Section: Why Multi-Modal Content Breaks Down Without Governance

6. Monitor and Evaluate Metrics

Utilize metrics to assess whether content governance is effective, focusing on search visibility, engagement rates, and asset utilization.

Reference Section: Metrics That Show Whether Governance Is Working

7. Perform Quality Checks

Institute quality standards and regular audits of published content to maintain adherence to governance policies and ensure high-quality outputs.

Reference Section: Common Governance Failures and How to Prevent Them

8. Create a Shared Source of Truth

Ensure all content-related documents and resources are stored in a centralized location that is easily accessible for all teams involved.

Reference Section: How Content Governance Fits Into the Broader Content Strategy Stack