ILTA CONTENT GUIDELINES
12/17/2018 Revised Draft

The following guidelines are intended to serve as broad considerations when developing ILTA content. Think of these as factors or checklists to provide general direction, rather than specific prescriptions or requirements.

CATEGORY	DESCRIPTION
PROGRAM PORTFOLIO	
Diversity & Inclusion	Across your quarterly programming, do you have: • A variety of topics under your umbrella? • Programs that appeal to a diverse population: Globally? Demographically? Career levels (intro, intermediate, advanced)? • A mix of formats – webinars, podcasts, roundtable discussions, white paper articles, blog posts, short briefings/hot topics, ILTA message board discussions – to address different learning styles and preferences? • For webinars, a mix of case studies, lectures, show and tells, panel discussions? • Contributors across a mix of employers, countries, viewpoints, genders, races, religions, and cultures? New & seasoned? • Enough programming options that enable and encourage members to interact and engage (for example, though Q&A, roundtable, blogging)? •

CONTENT	
Member Driven Content	• Is the topic one that members have requested or expressed interest in learning about?
Internationalization	• Does the topic appeal to audiences beyond the US and Canada? Should it? Could it?
Demographics	• Will this topic appeal to small, medium, large, corporate, government, business partners and/or other audiences?
Relevancy/Applicability	• Is the topic among those assigned to your team? • If not, is it better suited for another team?
Cross Team Topics	• If the topic might appeal to groups beyond your own, have you collaborated with other team(s) to develop the topic outline and identify speakers?
Beyond ILTA	• Is there relevant content that comes from another organization or discipline?
Educational	• Will the program include compelling commentary, guidance or insights?
Leveling	• Do you have a clear picture of how advanced the session will be (Introduction, Intermediate or Advanced content)?
Scope	• Is the content Practical, Tactical, Operational, Hands-On, Strategic or Theoretical?
Learning Objectives	• Are there clear and measurable takeaways for attendees?
Evidence based content?	• Will the content be clear of product marketing and other leading content?
Free of Jargon	• Are the Title, Description and Outlines all free of acronyms, abbreviations and jargon?
Timeliness	• Is the topic of interest now? Have we done programming already and this topic can be developed as a supplement or part 2, 3, etc.?

Copyright Compliant	• Do the presenters have permission where needed for graphics, quotes? Have they given attribution where necessary?
Member Engagement	• Is there an opportunity for attendees and readers to ask questions?
Measurements of Success	• Do we have a plan to review attendance statistics, feedback, and audience engagement to assess the program and plan future programs?
FORMAT	
Platform(s)	• Is this topic best addressed as a webinar, podcast, roundtable, briefing, local program, White Paper, blog post, ILTA message board discussion?
Multiple platforms	• Does this topic lend itself to more than one platform (such as a webinar followed by a blog post)?
CONTRIBUTORS	
Diversity & Inclusion	• Do contributors represent a mix of employers, viewpoints, genders, races, religions, and cultures? • Can we include new members as well as seasoned veterans?
Demonstrated Expertise	• Does this person have the right knowledge and experience to present on the topic?
Integrity	• Will this person present an unbiased and factual program free of sales pitches?
Good citizenship	• Can we count on the person to collaborate with others on the topic? • Will they attend planning calls? Stick to the agreed upon topic outline? • Will they be conscious of deadlines and deliverables? • Will they stick to agreed-upon time slots and divisions of labor?

	• Will they treat other contributors, ILTA staff and volunteers with respect?
Preparation	• Does the person know the topic, know the audience, and participate in dress rehearsals? Submit written materials on time?
Accessibility	• Will the person welcome Q&As, respond to follow-up emails and calls from members?
AUDIENCE	
Diversity & Inclusion	• Will this program appeal to a wide or narrow audience? Global? Certain Demographics (large firm, small firm, corporate)? • Is it intended for a certain career level (intro, intermediate, advanced)? • How will we encourage members to interact and engage (for example, though Q&A, roundtable, blogging)? • Will this program appeal to new and emerging audiences such as people from sister organizations?
MARKETING & PROMOTION	
Tagging	• To make sure we attract the right people, have we properly identified the target audience(s)? Topics? Demographics?
Social Media (Pre)	• Have we done an accurate but compelling job with the Title, Description, and Learning Objectives, free of jargon? Does the scope clearly identify who should attend and why? • Have we considered cross-posting to other ILTA groups? • Have we identified all the proper outlets for pre-marketing? – ILTA Message Boards, blog posts, email groups, LinkedIn, sister organizations, Twitter?

Social Media (Post)	• Have we identified all the proper outlets for post-marketing (ILTA Message Boards, blog posts, email groups, LinkedIn, sister organizations, Twitter), and identified the right authors for these?
CURATION & REUSE	
Titles	• Do the title and description clearly reflect the content?
Tagging	• Have we properly identified the areas of focus, audience roles and demographics, and appropriate ILTA communities so that members can easily find relevant on-demand content?
Learning Objectives	• Have we made learning objectives clear, accurate and searchable?
Takeaways	• If there are tangible reference guides, tool kits, templates, or other materials, have they been posted along with the presentation?
Hubbed content	• Have we linked like content together in such a way that users can easily find similar and related content?
Recording	• Should this program be recorded? • Are there reasons why it should not be recorded (e.g., content was interactive activity; program contains confidential or sensitive information & recording would reduce candor; content is 'hot topic'/just-in-time with no lasting value)
Shelf Life / Sunset Policies	• Is this content "evergreen," i.e., unlikely to need revision over time? • If not, when should it be reviewed and either updated or removed?