

DIGITAL GOVERNANCE INVENTORY CHECKLIST

The following is a recommended list of documents that organizations should have in place to successfully govern their digital activity.

Does your organization have governance documents that cover these topics/areas?

DIGITAL GOVERNANCE INVENTORY	In Place	Last Update
Website/Mobile Governance		
Website Standards <i>Addressing topics such as mobile and responsive design, templates, handling of ISI, privacy, etc.</i>		
Mobile Apps Guidelines <i>Addressing topics such as development, partnerships, etc.</i>		
Social Media Governance		
Company-Owned Social Media Channel Guidelines <i>Addressing topics such as account credentials, community guidelines, privacy and legal, etc.</i>		
Content Publishing Process <i>Addressing topics such as content creation and approval, style guidelines, etc. (to be integrated with existing company style guide, if applicable)</i>		
Social Media Engagement Guidelines <i>Addressing topics such as monitoring/moderating/responding to user-generated content, AE reporting, sharing of content, following, hashtags, etc.</i>		
Channel Guidelines <i>Addressing channel-specific behaviors for YouTube, Facebook, Twitter, LinkedIn, Instagram, etc.</i>		
Employee and Partners Social Media Participation Guidelines <i>Addressing how employees and partners should conduct themselves in the social space</i>		
Social Media Channel Request Form <i>Templated request form to be submitted prior to establishing a new channel</i>		
Social Media Channel Operating Procedure <i>Templated form that collects information on how brands will operate each channel</i>		

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Digital Media Governance		
Online Advertising Guidelines <i>Addressing topics such as banner ads, programmatic buying, etc.</i>		
Search (SEO and Paid) Guidelines <i>Addressing topics such as industry guidance, keywords, ad copy, landing pages, etc.</i>		
Online Content Sponsorship Guidelines <i>Addressing topics such as content requirements, placement, approvals, etc.</i>		
Social Media Advertising Guidelines <i>Addressing topics such as targeting, placement, etc.</i>		
CRM Governance		
Email Guidelines <i>Addressing topics such as editorial and design standards, copy approval process, software requirements, opt-in requirements, etc.</i>		
Advocacy Guidelines <i>Addressing topics such as company-sponsored patient summits, working with online patient advocates, online charitable donations, etc.</i>		
Other		
AE/PQC Reporting Guidelines <i>Addressing topics such as listening, monitoring, etc.</i>		
Correction of Misinformation Online <i>Addressing the process for correcting misinformation on sites such as Wikipedia, 3rd-party blogs, etc.</i>		
Electronic Health Records Guidelines <i>Addressing topics such as providing and correcting content, advertising guidelines, etc.</i>		