

# Digital Governance **Inventory Checklist**



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

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

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

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