Creating a Multi-Platform Workflow

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Previous Experience:

* Multi-platform reporter
* Social Media and Web producer
* Newsroom Manager
* Consultant and trainer for NRCS and social media management tool

Who am I?
Multi-platform Content - a general term for the variety of platforms and formats of content that needs to be delivered to the public

* Broadcast
* Website
* Mobile
* Social Media (Facebook, Twitter, Instagram, etc.)
* And whatever comes next...

**What is multi-platform?**
* Too many devices, windows and tabs

* What’s the problem?
A multi-platform workflow needs to connect the major systems and platforms your content creators interact with every day.

* Ingest content from outside our newsroom
* Connect internal systems and databases
* Ability to publish from one primary workspace

*What do we need?*
* Wires
* RSS and XML
* Facebook
* Twitter
* Instagram
* Email
* And more!

*What do I ingest?
* NRCS
* CMS
* Social Media
* Graphics
* Video
* Archives
* Planning
* Messaging

*What do I connect?
Once the internal systems are connected, there should be a primary workspace where I can browse available assets and information and create content for a variety of platforms.

How do I publish?
* A portable, easily accessible workspace
* Connections between primary internal systems
* Pathway to primary publishing locations
* Consistent updates and improvements
  * What is the development schedule?
  * Is there an API?

* What do I need?
Questions?