Content Hub
Corporate Newsroom
User Guide

For ACS Group Companies

Prepared by
Creative Folks
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Content Management - Streams 1 to 5
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(Commercial in Confidence)

E sales@folks.com.au | support@folks.com.au **P** 1300 136 557
Suite 501, 83 Mount Street, North Sydney NSW Australia 2060
ABN 52 004 252 466

Table of Contents

Introduction

Content Hub Corporate Newsroom is a centralised platform that facilitates global collaboration and transparency, the managing of digital assets and streamlining content workflows.

The Key Objectives are.

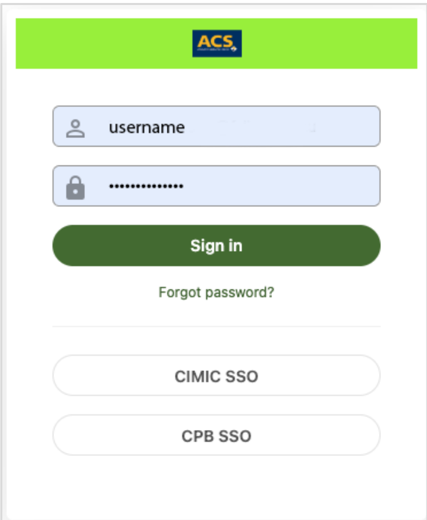
- Standardisation across all ACS Group of companies.
- Consistency in communication and information sharing.
- Review and approval mechanisms for content.
- Implementing multi-channel workflows.
- Adopting a unified digital asset management system.

The focus of the Corporate Newsroom is on the development, approval, and publication of media releases, external announcements, website news items, and social media posts.

This initiative will also involve the integration of DAM (Digital Asset Management) functionality to support the inclusion of rich assets as part of the content creation processes.

System access and login Content Hub

Go to the **Content Hub instance URL** in a web browser to be redirected to the **Login page.**
Production server: https://cmc-p-001.sitecorecontenthub.cloud/en-US



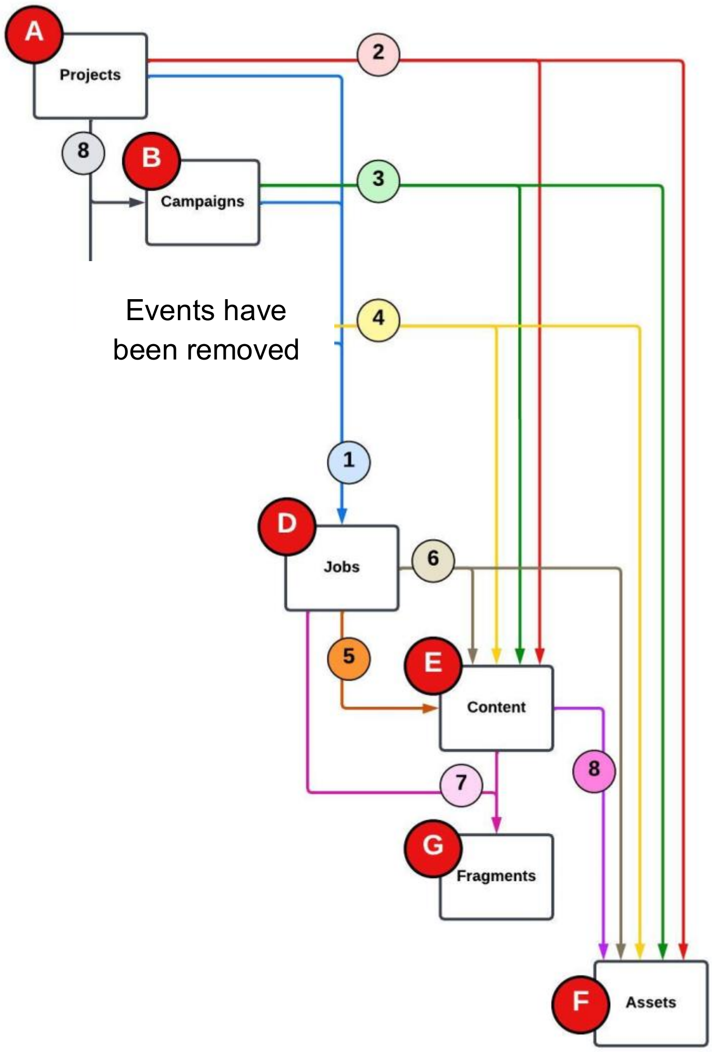
- Locate the relevant **Company specific SSO button** and click on it.
- You will be redirected to your company's identity provider login page
- Login with your normal company username, password, and MFA credentials
- After successful authentication with the company identity provider, you are redirected to Content Hub main home page.

After successful authentication, Content Hub will automatically perform several actions to ensure permissions are configured for the user:

- A native User is created in Content Hub (CH)
- The native User is linked to the identity provider account via the email address.
- The native User is assigned to predefined CH User Groups that holds the predefined permission rules, based on group mapping rules and the group assignments provided by the identity provider.

The hierarchical structure is used in two ways within Content Hub

1. When viewing the detail page of a parent object, we can quickly see all its related children objects. For example, when viewing a Project, we can see all Assets and Campaigns related to that Project.
2. When searching for a child object, all its parent relations can be used for filtering or searches. For example, when on the Asset search page, you can filter by a specific event or use a phrase from a Campaign description in the free text search, to narrow down to relevant Assets.



Note: Entering metadata into the Project details is important as some of this valuable information is automatically inherited into Campaigns, Jobs, Content and assets associated to the Project.

The Domain Model

The domain model details the main building blocks (Entity Definitions) of the system database, as well as their metadata properties, Taxonomy relations and relations to other entity definitions.

Content object types and relations

A. **Projects** are collections of all items related to a particular "real life" project, e.g. a construction project. It allows us to define Project attributes such as name, region, project code etc. and to track project status. It also allows us to enter project information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.
   a) Projects can contain Jobs (1), Content and Assets (2), and Campaigns.

B. **Campaigns** are collections of all items related to that particular Campaign. It allows us to define Campaign attributes such as the start and end date and a campaign description. It also allows us to enter Campaign information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.
   a) Campaigns can be related to a "parent" Project (8)
   b) Campaigns can contain Jobs (1), and Content and Assets (3)

C. **Jobs** are used to manage the workflow for new content, approval of new assets, and re-use of existing content/assets. They act as a container (or virtual folder) for moving related content and assets through the collaboration and approval processes.
   a) A job can be related to "parent" Projects, Campaigns.
   b) A job can contain Fragments (7), Content and Assets (6) as "children"

D. **Content** are the digital articles that contains text and images intended for publishing. It also allows us to add metadata about the content, such as the status, the intended output channel, who needs to approve it etc.
   a) Content can be related to "parent" Projects (2), Campaigns (3), Events (4) and Jobs (6)
   b) Content can be related to "children" Fragments (7) and Assets (8)

E. **Assets** are digital files such as images, videos, and Word documents, that have been enriched with metadata for searchability, classification and permission management.
   a) Assets can be related to "parent" Projects (2), Campaigns (3), Jobs (6) and Content (8)

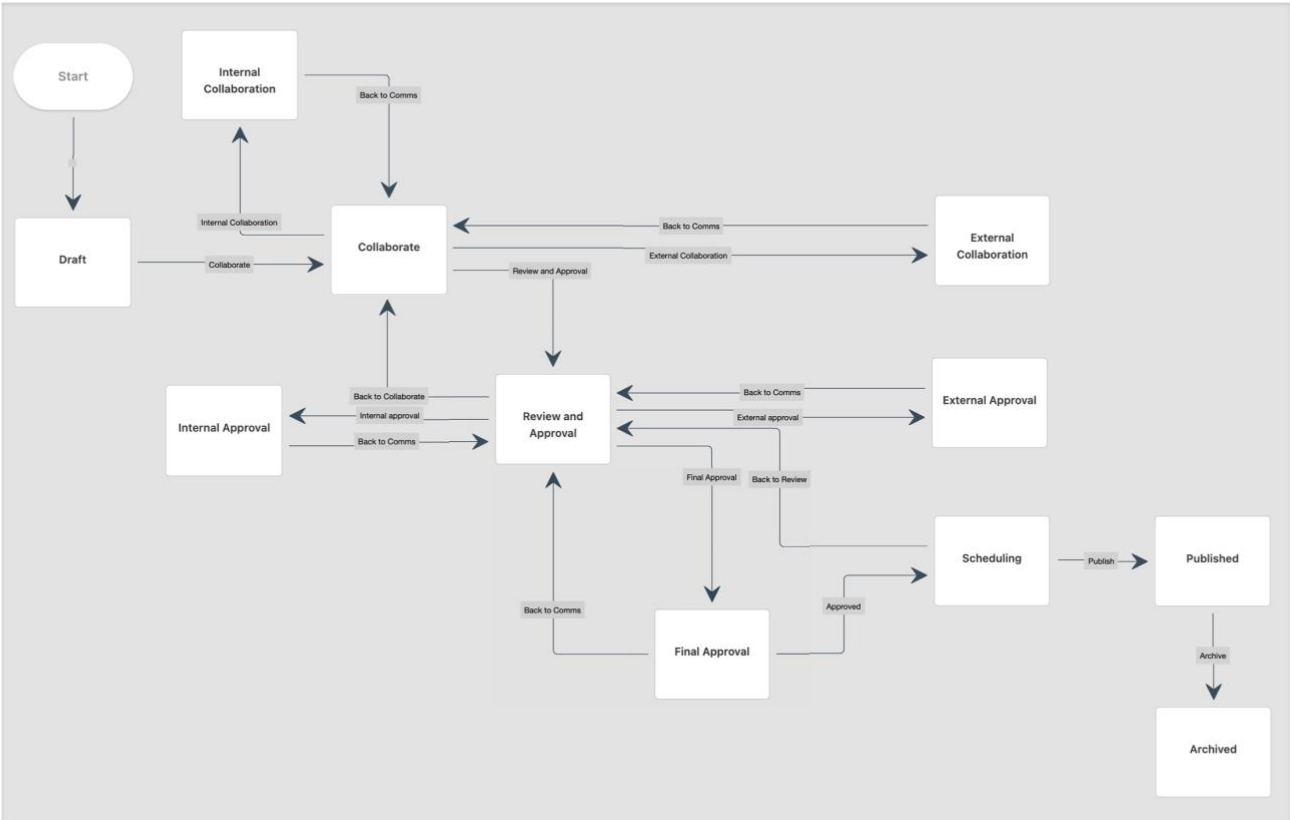
F. **Fragments** are reusable snippets of content that doesn't change much over time but is included in many Content items over and over. Typically appears at the end of a media/press release or other official documents and provides essential background information about the company.
   1. Fragments can be related to "parent" Jobs and Content (7)

User Roles in the Approval Workflow

Overview

The purpose of the approval workflow is a structured, consistent process for creating, editing, collaborating, reviewing and approving content. Delivering a unified, flexible way of working. Consistency across teams enables easier collaboration.

- 1 or more collaborators (up to 10) for a single item of content.
- Each content item could have unique collaborators (therefore the workflow cannot be tied to individuals/groups).
- Multiple people collaborating on the same content at the same time (parallel workflow).
- Ability to collaborate one at a time when required (sequential workflow).
- Review of assets as part of content/job process.



Security and privacy of WIP / unpublished content is of high importance, because certain announcements will be sensitive and therefore cannot be visible to anyone who does not need to know.

To allow for temporary access of specific collaborators (or approvers) to a piece of content that they would normally not have access to see, we use the inbuilt Jobs functionality. Users assigned to content (internal collaborators or approvers) will be given permissions to edit etc. until their role is complete. The Content owner will then proceed to the content to the next stage of the workflow and therefore remove the permissions from those collaborators or approvers.

The primary automation will involve adding those contributors/approvers (identified in the Job metadata) to an assigned "Role" (of which there are 3 levels of permissions). This will give them temporary access.

Once internal contributors/approvers have performed their part of the process, a secondary automation will either remove them from the role or change the role to be a read-only role (depending on actions performed by the content owner).

User Roles in the workflow

Content Owner – is a Content Hub user and the creator of the content item. They own the workflow assignment of collaborators and approvers both internal and external of Content Hub for each content item. They control the workflow processing of content through the various states until it reaches the final approver. See Collaboration and Approval (Internal)

Internal Collaborator – is a Content Hub user and is assigned this role by the Content Owner to contribute and comment on a content item.

External Collaborator – is not a Content Hub user and is assigned this role by the Content Owner to contribute and comment on a content item. They will receive a Word document or PDF file from the Content owner to review and make comments. They will reply to the Content owner with the updated document for further review. See Collaboration outside Content Hub (External)

Internal Approver – is a Content Hub user and is assigned this role by the Content Owner to contribute and comment on a content item as part of the final approval stages.

External Approver – is not a Content Hub user and is assigned this role by the Content Owner to contribute and comment on a content item. They will receive a Word document or PDF file from the Content owner to review and make comments. They will reply to the Content owner with the updated document for further review. See Collaboration outside Content Hub (External)

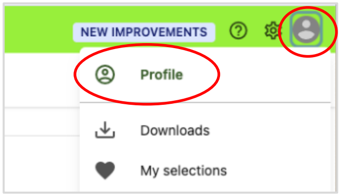
Final Approver – is a Content Hub user and is assigned this role by the Content Owner to contribute and comment on a content item as the final approval stage. If approved the content item will move onto publishing.

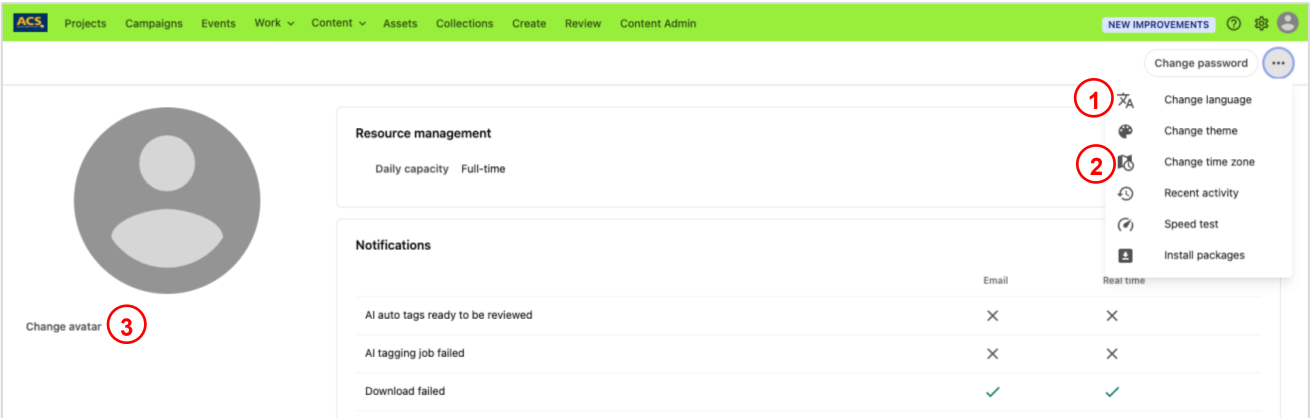
Each user role is described in detail by a Standard Operating Procedure

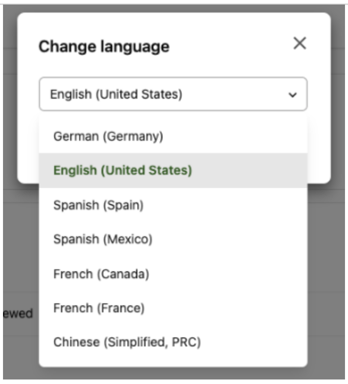
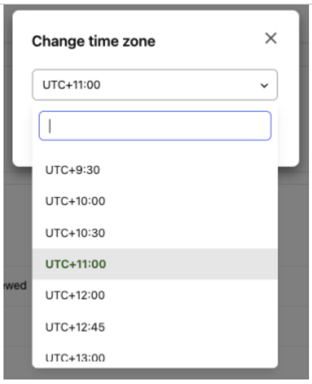
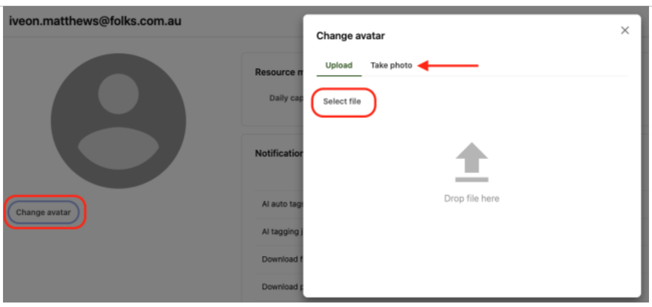
Setting up your Content Hub environment

Profile Page

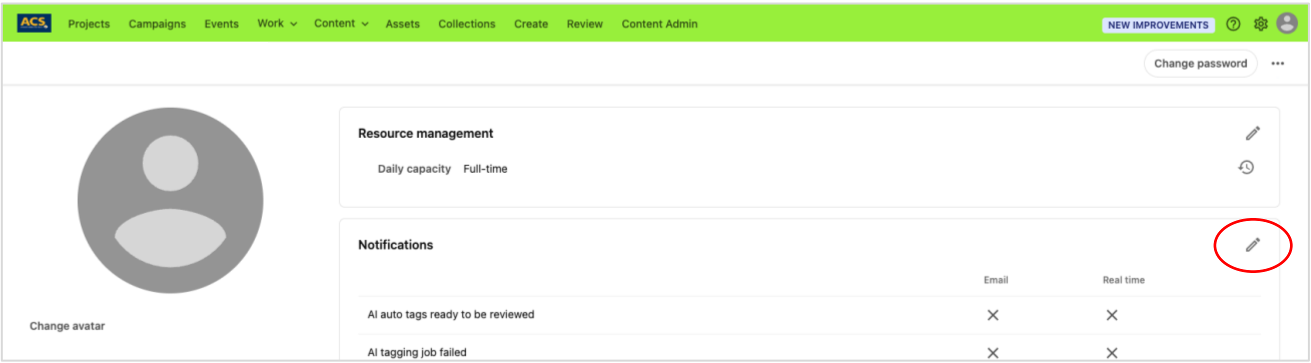
Select the avatar icon at the top right corner of the Home page, then choose **Profile** from the dropdown list.





Change language (1)	Change time zone (2)
Select the 3-dot icon to open the actions dropdown list and select **Change Language.** Choose your preferred language then **Save**	Select the 3-dot icon to open the actions dropdown list and select **Change time zone.** Choose your locale time zone then **Save**
	
Change avatar	
Select the word **Change avatar** to open the menu. Upload a picture by choosing **Select file** to browse your computer or drag and drop a picture into the file zone. Alternativley, select the **Take photo** tab and allow your computer camera to take a photo and upload.	

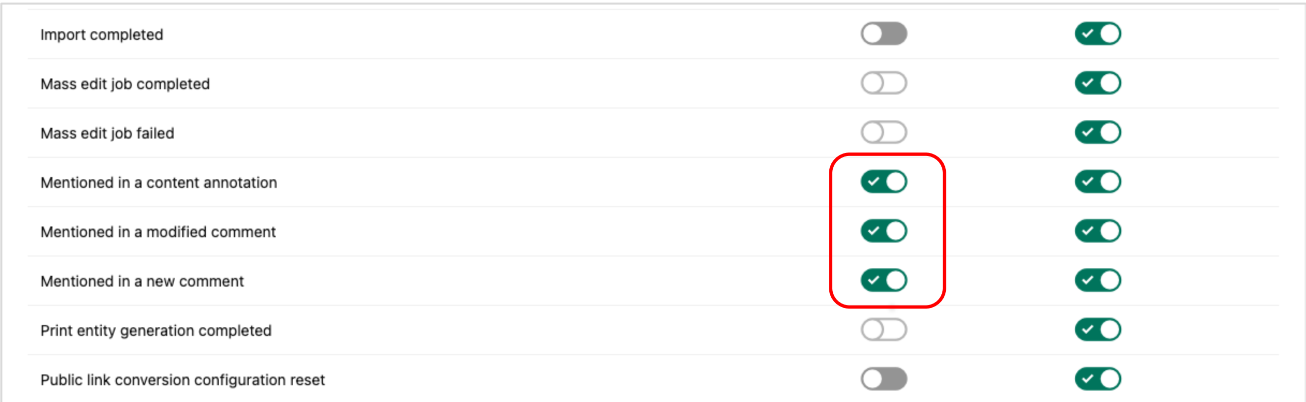
Update your notification settings



Select he pencil icon to open the notification settings for Emails and Real time screen popups.

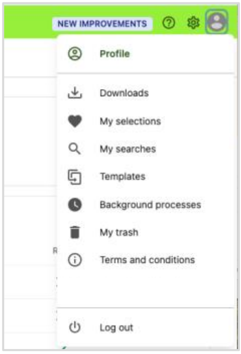
Most of these settings are set by default and don't need to be changed however ACS users need to check and enable the following notification emails.

- Mentioned in a content annotation
- Mentioned in a modified comment
- Mentioned in a new comment



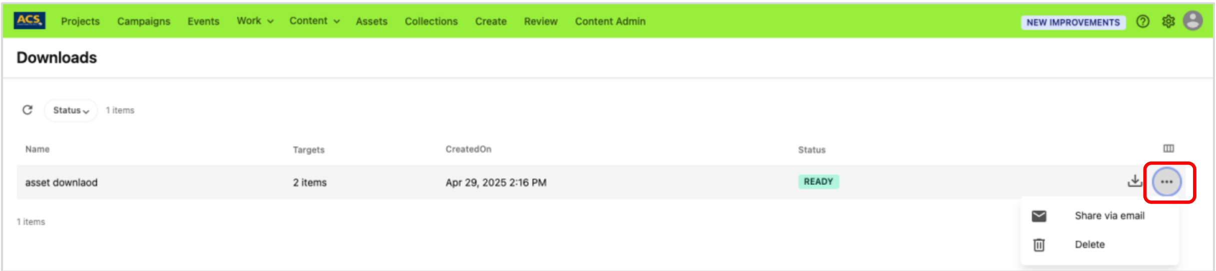
User pages

Beneath the Profile page are other user related pages that contain lists of items created by or saved by the user.

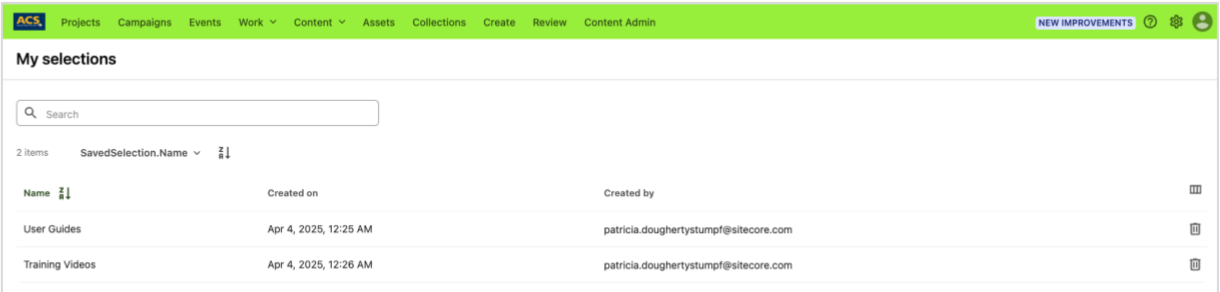


- Downloads
- Saved Selections
- Saved searches
- Saved Templates
- Background processes
- Trashed items
- Log out

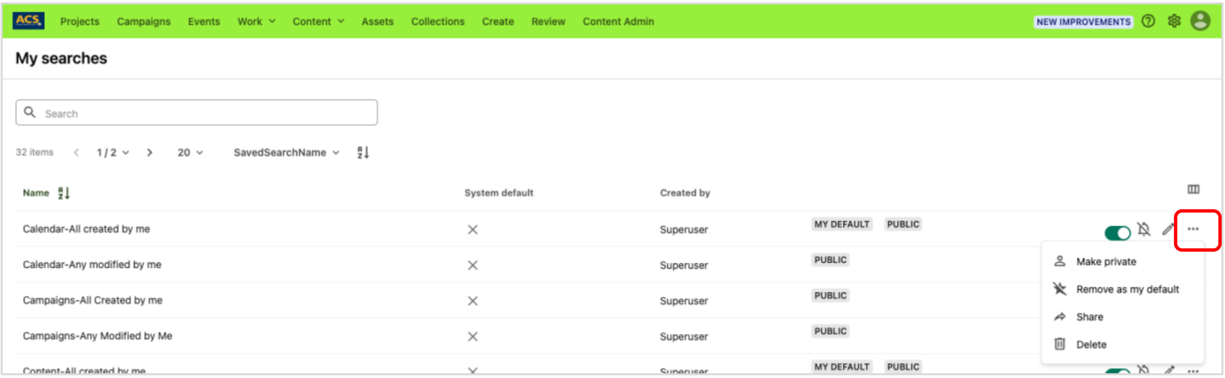
1. The **Downloads** page displays a list of all assets downloaded by the current user including information details and buttons to download the assets to your desktop, share or delete the download.



2. The **My Selections** page displays a list of all saved selections by the current user including information details and buttons to delete the download.



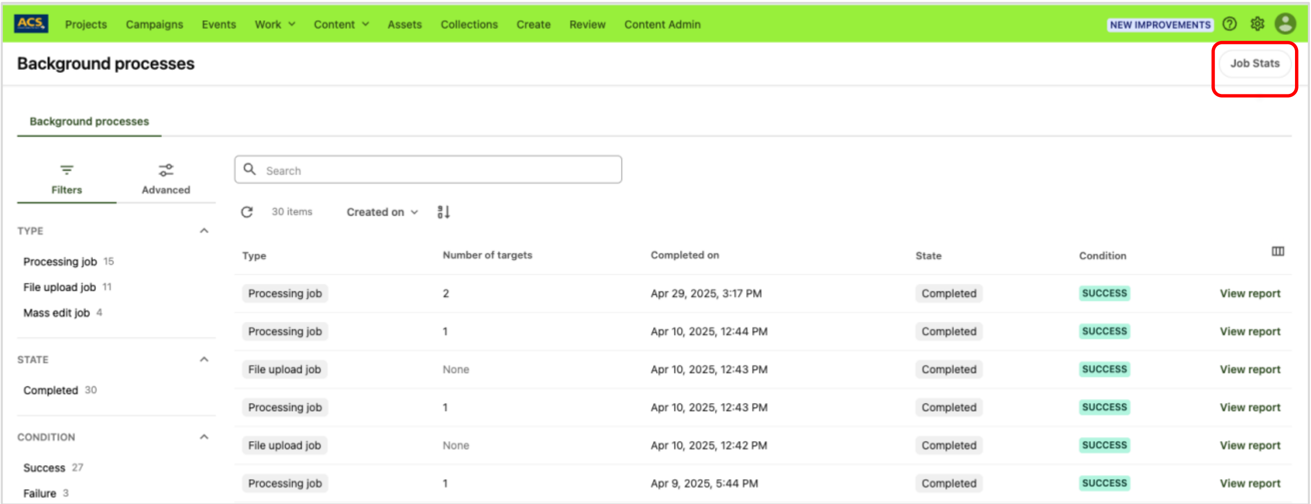
3. The **My Searches** page displays a list of all saved searches by the current user including information details and buttons to enable any search, save it as default, share or delete the search. For further detail see [Saved Searches](#)



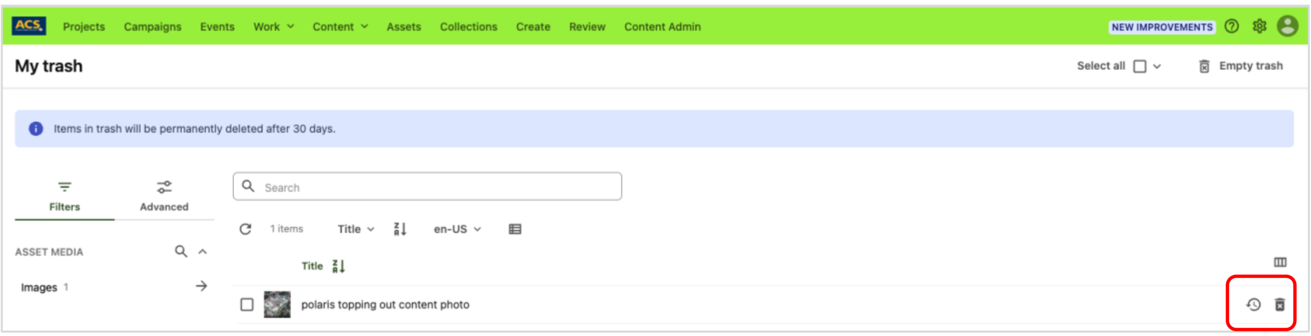
4. The **Templates** page displays any page templates saved by the current user.

5. The **Background processes** page displays a list of all background processes including information details, processing status and a button to view a report on any process.

   Select the Job stats button to show detailed statistics on all processes.



6. The **My trash** page displays a list of all items sent to the trash by the current user including filters on the left side panel and buttons to restore an asset back to the main assets page or delete it forever.



7. The **Terms and conditions** page displays the text that is set by the administrator and are used when sharing assets or collections etc.

8. Select the **Log out** list item to correctly logout of Content Hub.

Content Creation and Planning

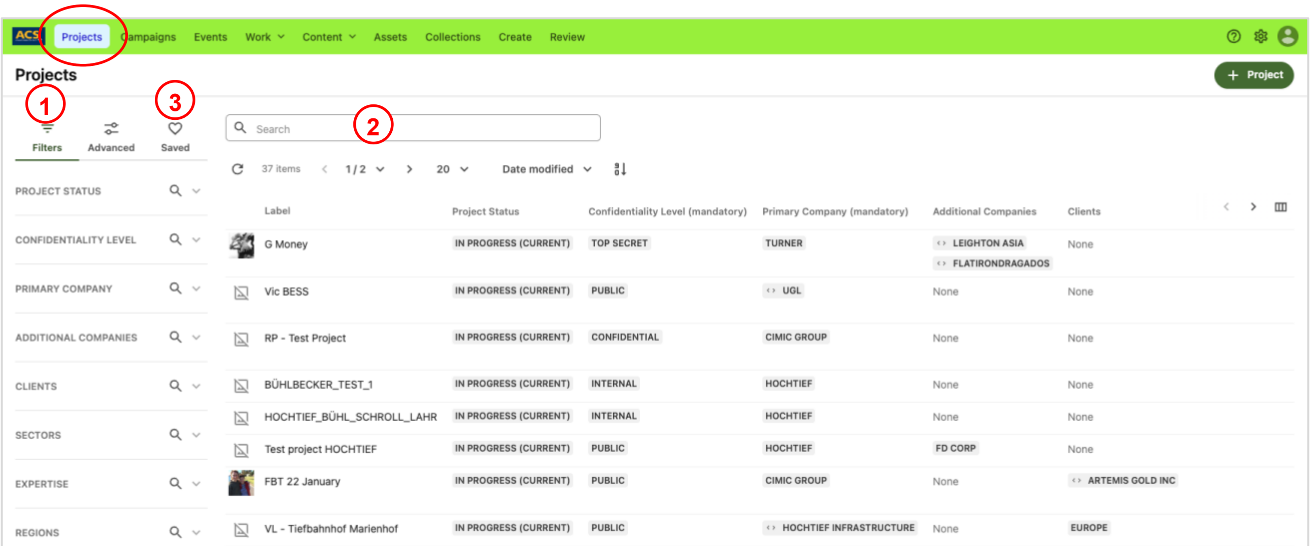
Project and Campaign management

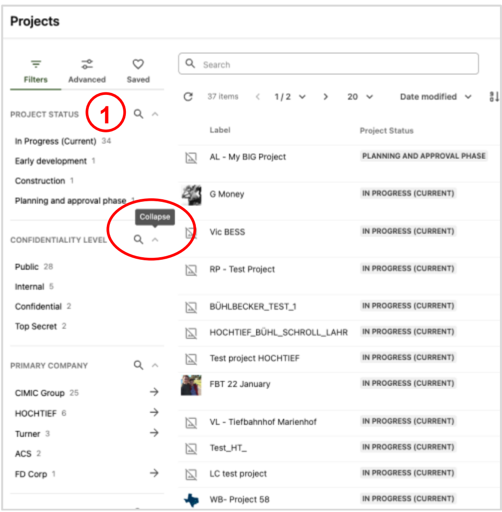
Managing and Creating Projects

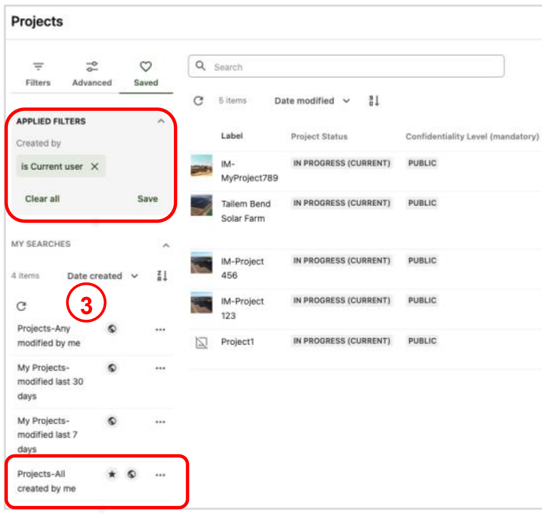
A Project is a collection of all items related to that particular project, such as Content, Assets and Jobs. It allows us to define Project attributes such as name, region, project code etc. and to track project status. It also allows us to enter project information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.

Search and browse for existing Projects

Go to **Projects** page from the menu toolbar. Use the filters (1), global search (2) or a Saved Search (3) to find existing projects based on primary company, project name or other criteria.





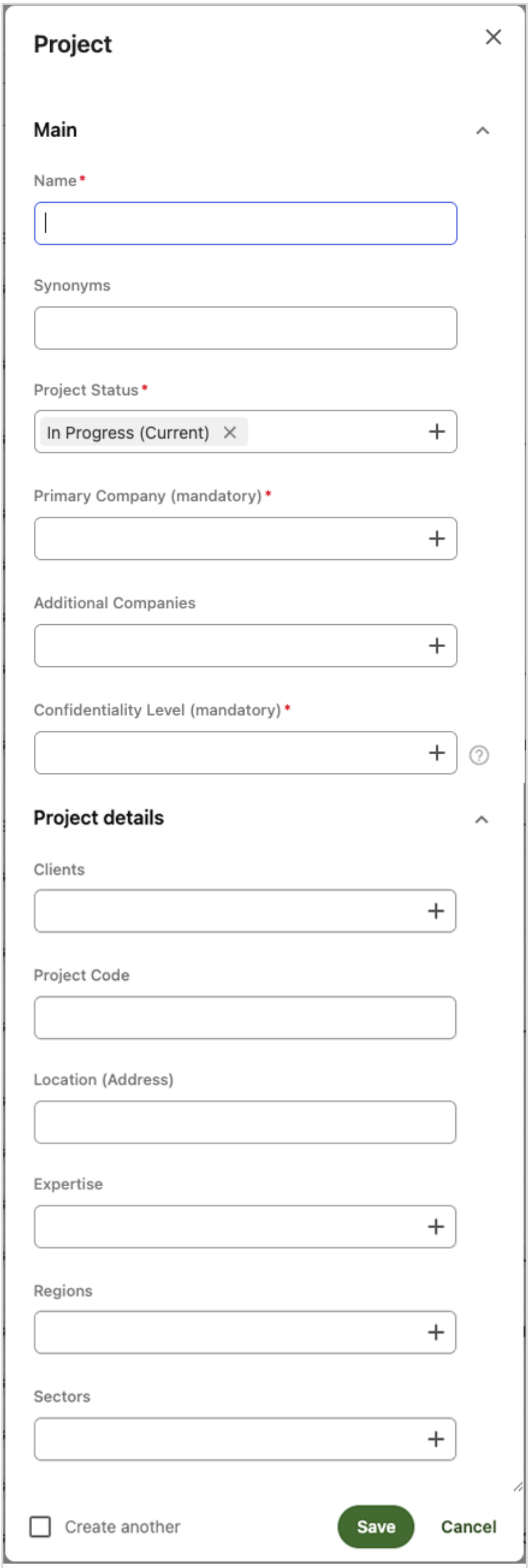


Expand the filter categories to display all available choices. Select the search icon for more detail.

Use saved searches to quickly find Projects owned or modified by the user.

Create a new Project

Go to **Projects** page from the menu toolbar and click **+ Project**. Complete the Project creation dialog by filling all required metadata then select **Save**.



Some fields are mandatory to fill before creation is allowed. Most fields can be changed after creation as well.

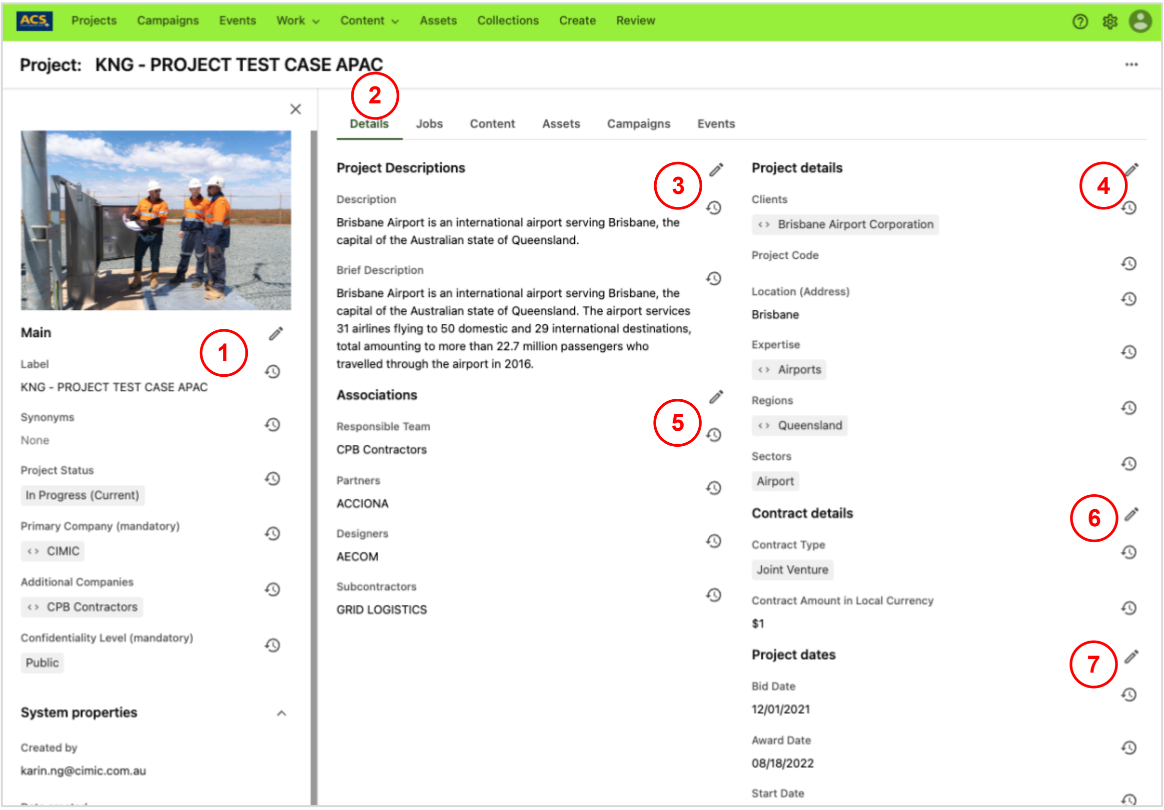
Name is mandatory but can be changed later. It needs to be unique (no duplication of the same project!) and accurately describe the Project as it is used for searching.
Synonyms can be used to add other terms/names/acronyms that should be searchable when looking for this project later.
Project Status is mandatory and defaults to 'In Progress' but can be overridden to better reflect the current status of the Project.
Primary Company is mandatory. All content editors in the primary company get edit rights to the project.
Additional Companies is optional and only informational; it does not give the additional companies edit rights.
Confidentiality level is mandatory. Controls permissions to see and edit the Project based on its sensitivity. See glossary for further detail

Clients The specific clients that are related to the Project.
Project Code is normally a unique code from an external Project Management system or similar that identifies the Project across other systems and use cases.
Location (Address) Free text description of where the Project is constructed or executed.
Expertise The company's specialised knowledge, skills and competencies that are related to the Project.
Regions The specific geographical locations that are related to the Project.
Sectors The specific industries or market segments that are related to the Project.

Apply/update metadata to existing Project

Use search and filters to find a Project to edit, then **click** on it to open it in the Project details page.

Note: Entering metadata into the Project details is important as some of this valuable information is automatically inherited into Campaigns, Jobs, Content and assets associated to the Project.



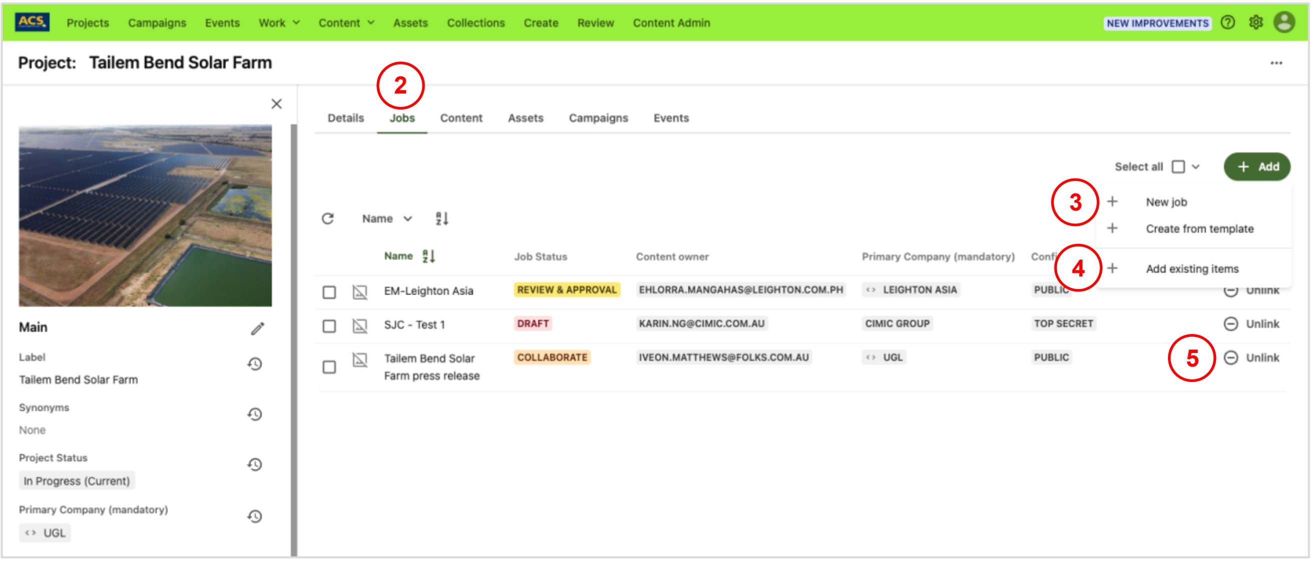
1. Edit Project metadata from the sidebar - The most important fields, like the Label (Name), Status and Primary Company are always visible in the sidebar and can be edited from there by clicking the pen icon.
2. Edit Project metadata from the Details tab - Click on the Details tab to show and edit more Project info. The tab is divided into several sections for logical groupings of related fields. Each Section can be edited separately by clicking the pen icon.
3. Project Descriptions - A long and short description of what the project is about. This is primarily for search and information purposes within Content Hub and won't be published to output channels (unless it's also copied into a Content item related to the Project).
4. Project details - Various classifications of the Project, as described in the Project Creation section.
5. Associations - Free text fields to describe other parties involved with the Project. Used for search purposes within Content Hub.
6. Contract details - Details about the type and value of the contract. Only used for information and searching within Content Hub.
7. Project dates - Details about various Project dates. Only used for information and searching within Content Hub.

Add Jobs to Projects

New Content needs to be added via a Job so that collaboration, review and approval workflows can be followed.

1. Go to **Projects** page from the menu toolbar, use search and filters to find a Project to edit, then **click** on it to open it on the Project details page.
2. Go to the **Jobs tab -** The Jobs Tab displays all Jobs currently related directly to the Project. Jobs are used to manage the workflow of new Content items.

3. Add a new Job **-** Click the **+ Add** button and select either + **New Job** or + **Create from Template** and the resulting Job is automatically assigned to the active Project.
   Refer to Create a New Job

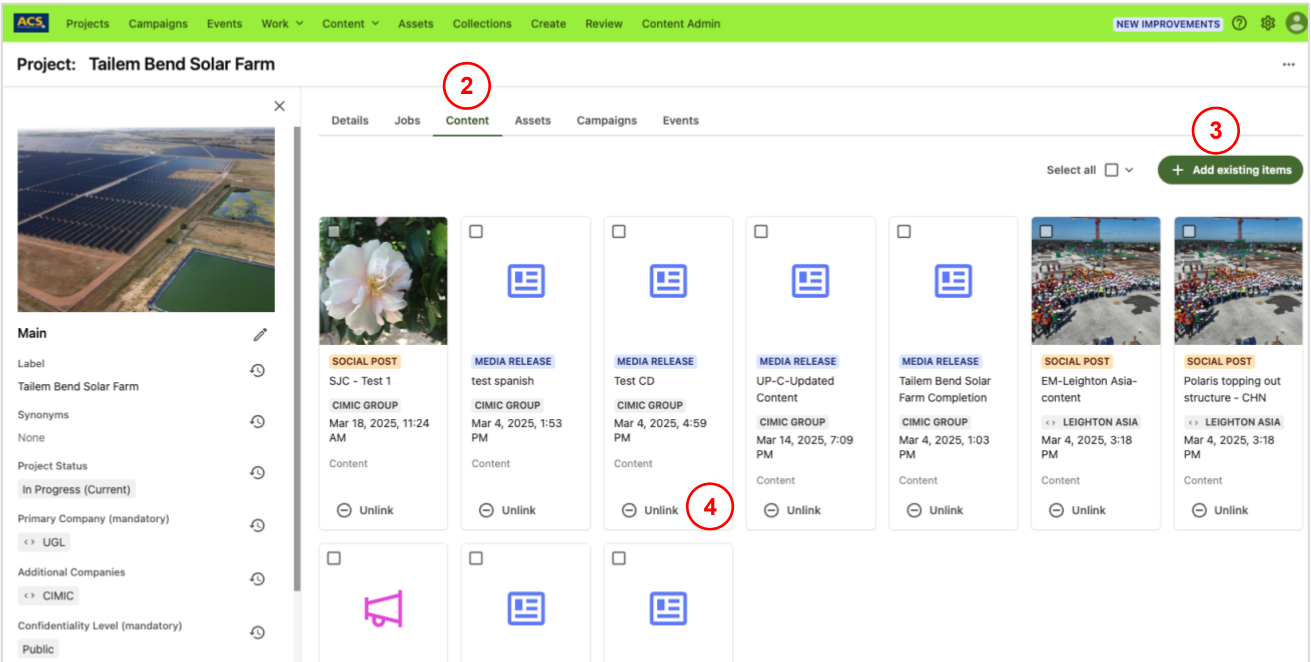


4. **Add an existing Job -** To associate existing Jobs with a Project, click the **+ Add** button and select **Add existing items.** Use the filters and search bar to find the relevant Job, **select it** and click the **Add** button.
5. **Remove a single Job** from a Project - Click on the **Unlink** button Unlink under each item. This does not delete the Job from the system, it only removes its relation to the Project.
6. **Remove multiple Jobs** from a Project - Select multiple Jobs with the selection boxes, then click the Unlink icon in the top right of the screen

Add Content assigned to a Project

Adding content (or Jobs containing content) to a Project, allows users to find that content by browsing or searching for the Project in the future. It's a way to organise and classify Content.

1. Go to **Projects** page from the menu toolbar, use search and filters to find a Project to edit, then **click** on it to open it on the Project details page.
2. Go to the **Content tab** **-** The Content Tab displays all Content Items currently related directly to the Project. They can be either Digital Content items or Content-as-a-file.
3. **Add an existing Content item** - To associate existing Content Items with a Project, click the **+ Add existing items** button. Use the filters and search bar to find the relevant Content (either Digital or file-based), select it and click the **Add** button.

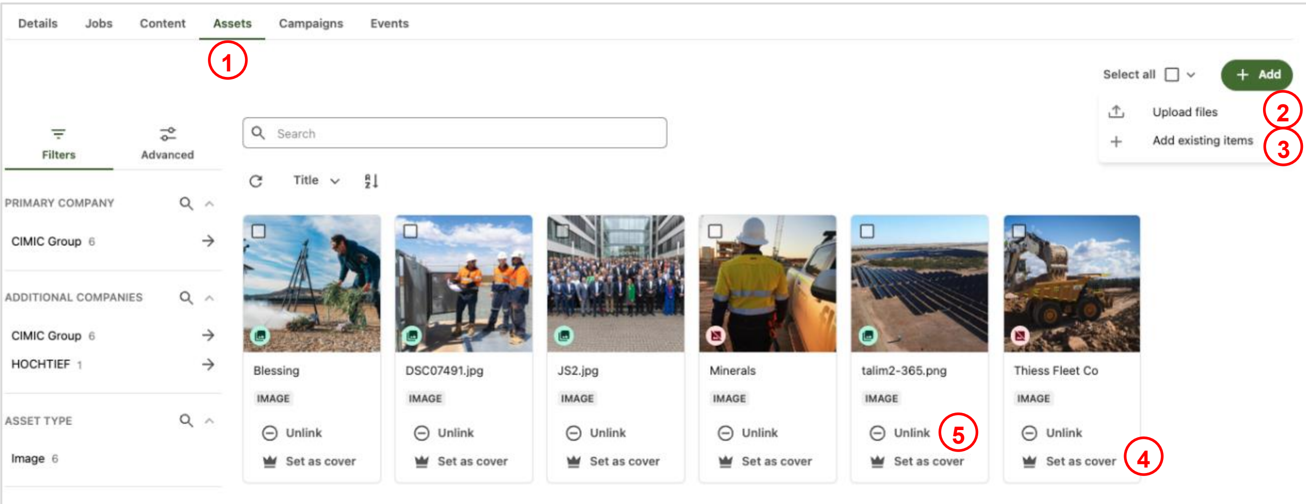


4. Remove a single Content item from a Project - Click on the **Unlink** button Unlink under each item. This does not delete the Content Item from the system, it only removes its relation to the Project.
5. Remove multiple Content items from a Project - Select multiple Content items with the selection box on each item's thumbnail picture, then click the **Unlink** icon in the top right of the screen.

Note: Entering metadata into the Project details is important as some of this valuable information is automatically inherited into Campaigns, Jobs, Content and assets associated to the Project.

Add Assets to Projects

Adding Assets to a Project, allows users to find those Assets by browsing or searching for the Project in the future. It's a way to organise and classify Assets. Assets that are uploaded to a Project can initially only be viewed from within that Project and are not visible on the main Assets page. To make the Assets visible outside the Project, they need to be sent to the DAM, which is only possible after adding all required metadata for DAM purposes.



1. **Go to the Assets tab** - The Assets Tab displays all Assets currently related directly to the Project. These are typically Images and Videos, not "Content-as-a-file" assets.

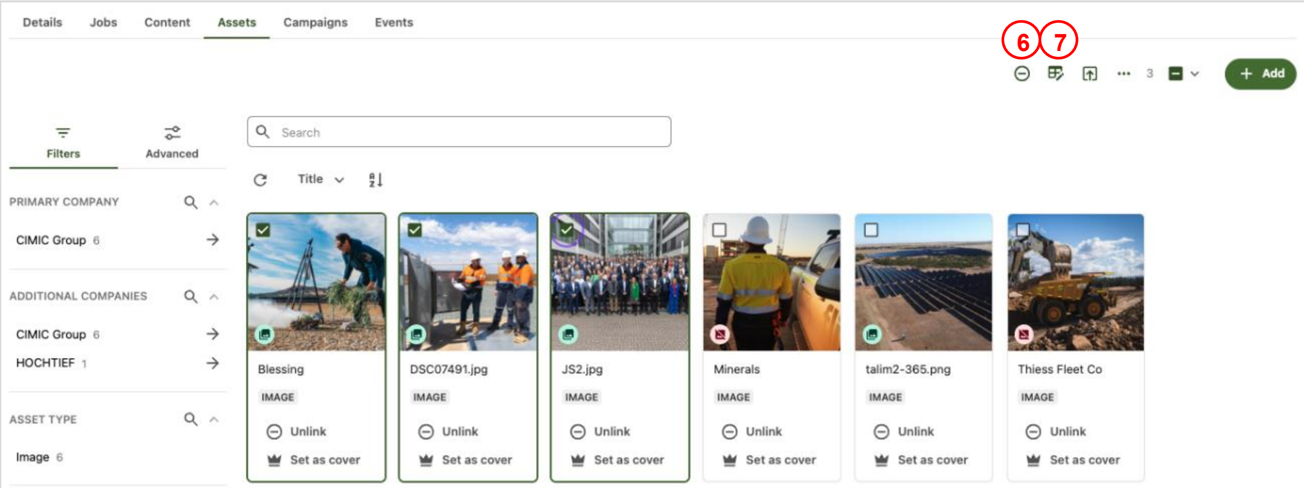
2. **Add new Assets** - Click the **+ Add** button and select **Upload files**. Drag-and-drop files into the upload dialog window or browse to local files by clicking the My Device button. Assets added this way are only visible from the Project, not from the main Assets page. They can be identified by a red icon that says "Not in DAM" when hovered over.

3. **Add an existing Asset -** To associate existing Assets with a Project, click the **+ Add** button and select **Add existing items.** Use the filters and search bar to find the relevant Assets, **select them** and click the **Add** button.

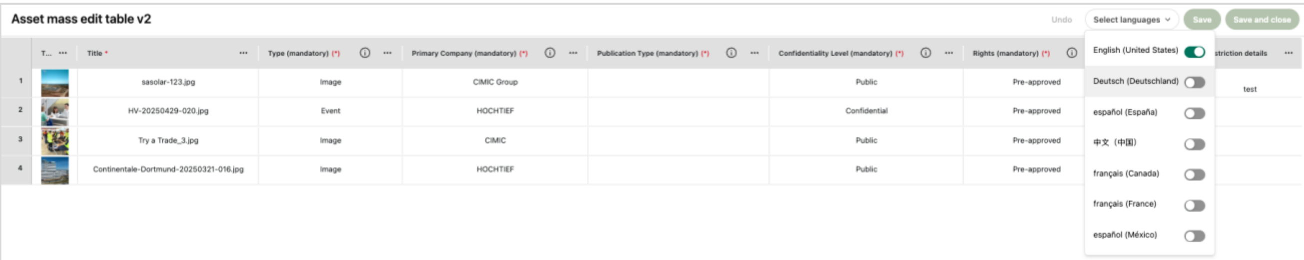
4. Set an Asset as the **Cover image** for the Project - Click on the **Set as cover** button Set as cover under the thumbnail of the Asset that should visually represent the Project inside Content Hub.

5. **Remove a single Asset** from a Project - Click on the **Unlink** button Unlink under each Asset. This does not delete the Asset from the system, it only removes its relation to the Project.

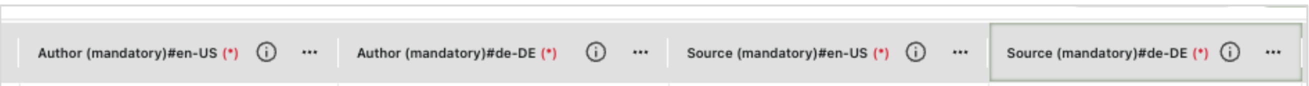
6. **Remove multiple Assets** from a Project - Select multiple Assets with the selection box on each item's thumbnail picture, then click the **Unlink** icon ⊖ in the top right of the screen.



7. **Adding Metadata** for Assets - Assets with missing required metadata are identified with a pink "broken tag" icon on the thumbnail. Select the Asset you want to add metadata to, then click the **Mass Edit Table** button from the selection bar. Fill in the table and click **Save and Close**. Note that some metadata is already inherited from the Project.



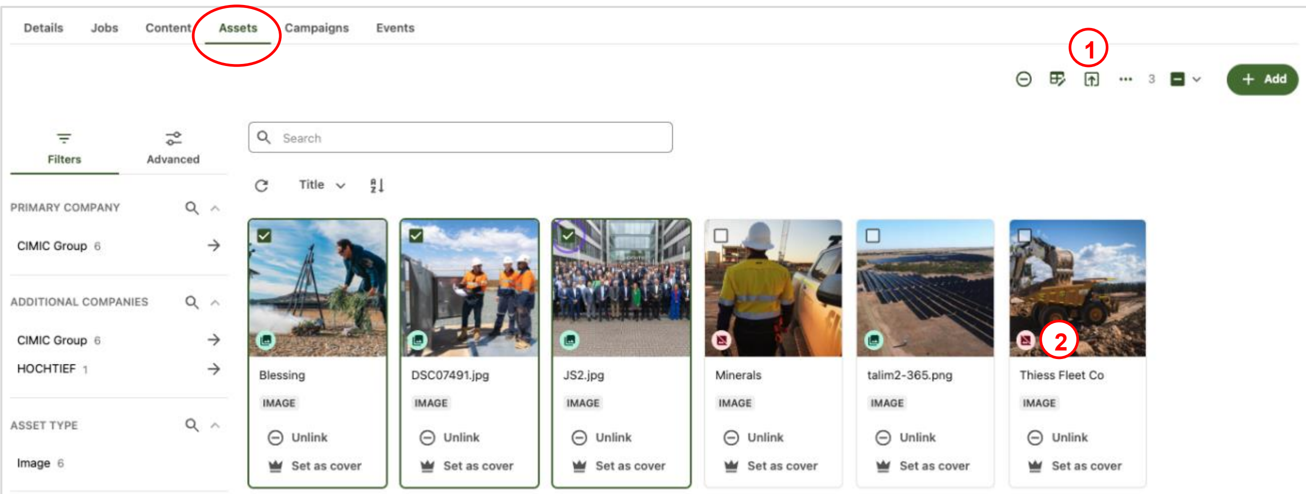
- The Mass Edit table has 'Excel like' features allowing copying of data from one cell to another.
- Some fields contain lists of metadata choices and can be accessed by double clicking on the cell.
- Any header label that contains the red asterix (*) is a mandatory field that requires data to be entered.
- Use the **Select languages** dropdown to add other languages to some of the more important fields. eg. English and German versions



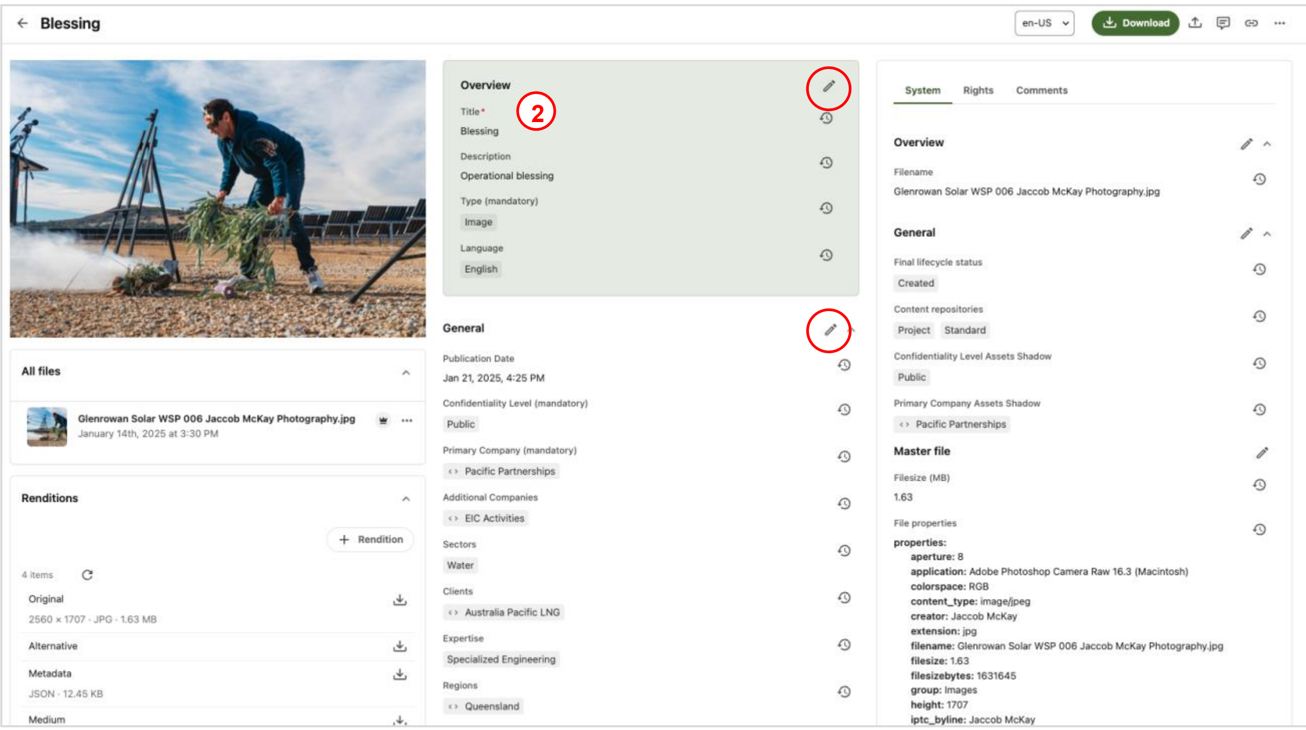
Note: Metadata added into the Project details will be <u>automatically inherited</u> into Campaigns, Jobs, Content and assets associated to the Project.

Sending Project Assets to the DAM

1. **Sending Project Assets to the DAM -** Select the Assets you want to send to the DAM, i.e. make them visible on the main Assets page for reuse outside the project. Then click the **Send to DAM** button from the selection bar.

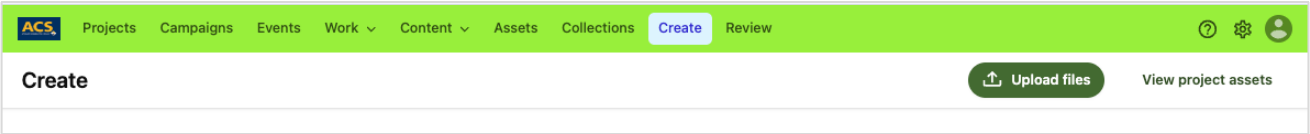


2. **Adding required Metadata** for Assets that are being sent to the DAM – Assets requiring the basic mandatory metadata can be identified by a red icon that says "**Not in DAM**" when hovered over. Select the pencil icon to edit the metadata.
   a. Mandatory metadata can be recognized by the red asterix (*) against the field name (see Title field below)

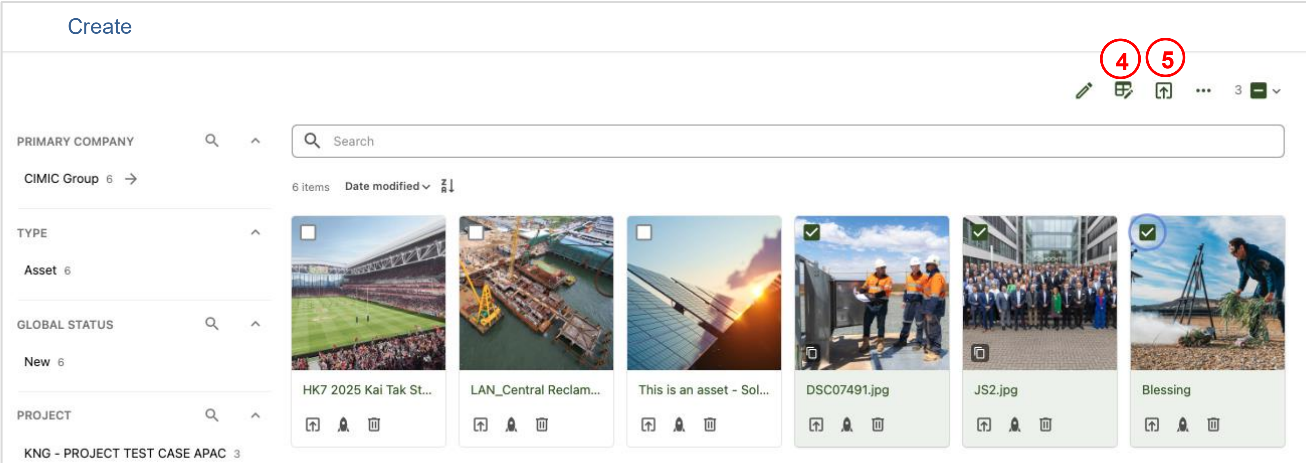


After the Assets are sent to the DAM, further enrichment of metadata can be completed and sent for review to ensure quality.

3. Go to the **Create** page from the main menu bar.



4. Select the Asset you just sent for the DAM and use the [Mass Edit Table]() to add required and relevant metadata for DAM purposes.



5. After metadata has been applied, click on the **Submit** button to send the assets to a DAM admin for review. If you are a DAM admin, you can select Direct Publish to bypass the review step.

   Assets that have already been submitted to the DAM can be identified by a green icon that says “In DAM” when hovered over.

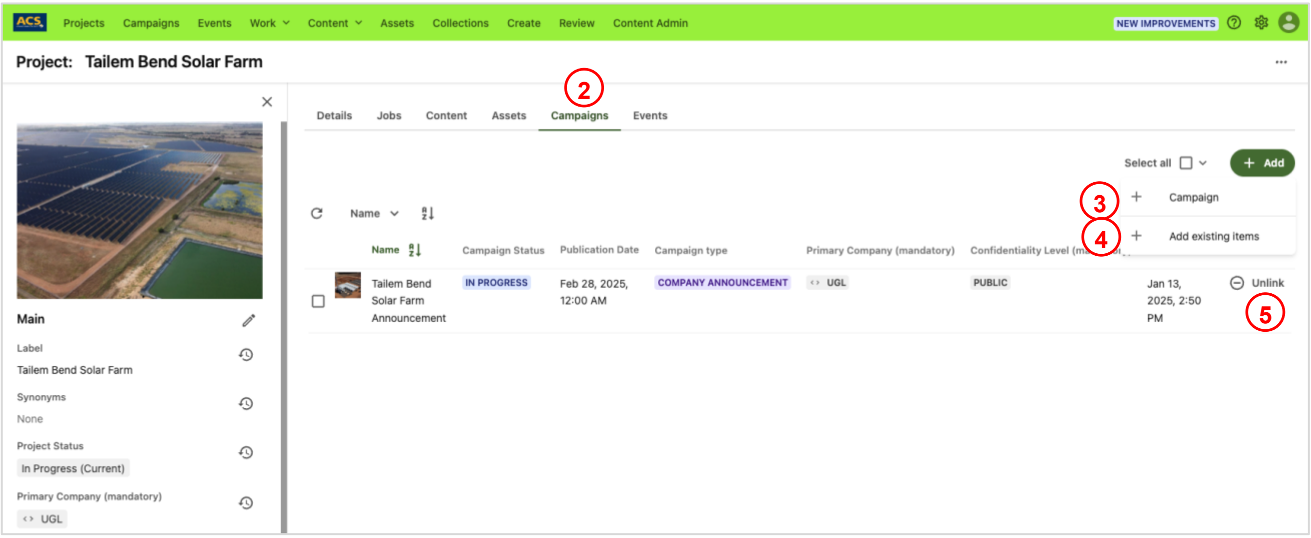
Note: Metadata added into the Project details will be automatically inherited into Campaigns, Jobs, Content and assets associated to the Project.

Adding Campaigns to Projects

1. Go to **Projects** page from the menu toolbar, use search and filters to find a Project to edit, then **click on it to open** it on the Project details page.

2. Go to the **Campaigns tab -** The Campaigns Tab displays all Campaigns currently related directly to the Project.

3. **Add a new Campaign -** Click the **+ Add** button and select **+ Campaign**
   Follow the steps described in the "Managing Campaigns" section. The resulting Campaign is automatically assigned to the active Project.



4. **Add an existing Campaign -** To associate existing Campaigns with a Project, click the **+ Add** button and select **Add existing items.** Use the filters and search bar to find the relevant Campaign, **select it** and click the **Add** button.

5. **Remove a single Campaign** from a Project - Click on the **Unlink** button Unlink under each item. This does not delete the Campaign from the system, it only removes its relation to the Project.

6. **Remove multiple Campaigns** from a Project - Select multiple Campaigns with the selection boxes, then click the Unlink icon in the top right of the screen.

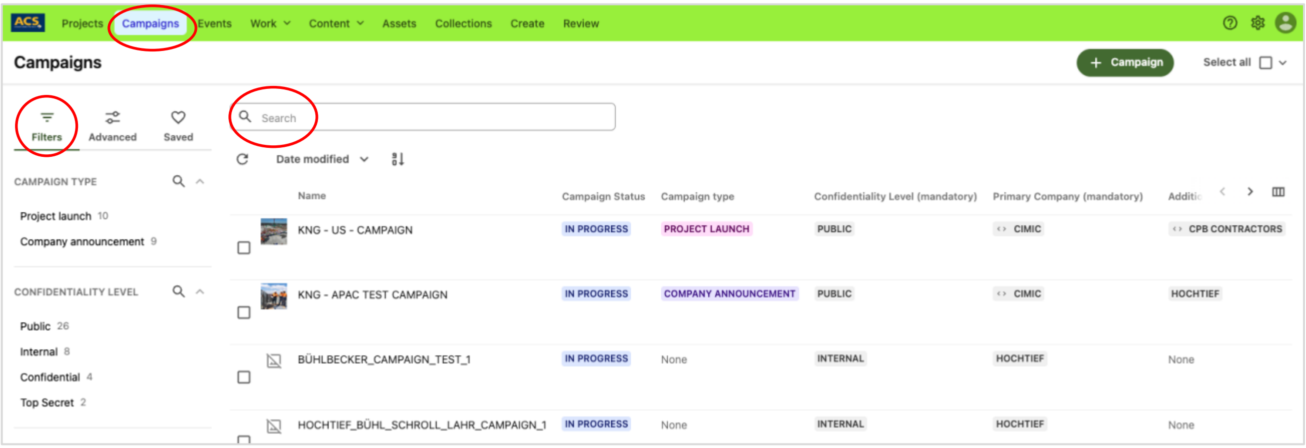
Note: Entering metadata into the Project details is important as some of this valuable information is automatically inherited into Campaigns, Jobs, and Content associated to the Project.

Managing Campaigns

A Campaign is a collection of all items related to that particular Campaign such as Content, Assets and Jobs. It allows us to define Campaign attributes such as the start and end date and a campaign description. It also allows us to enter Campaign information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.

Search and browse for Campaigns

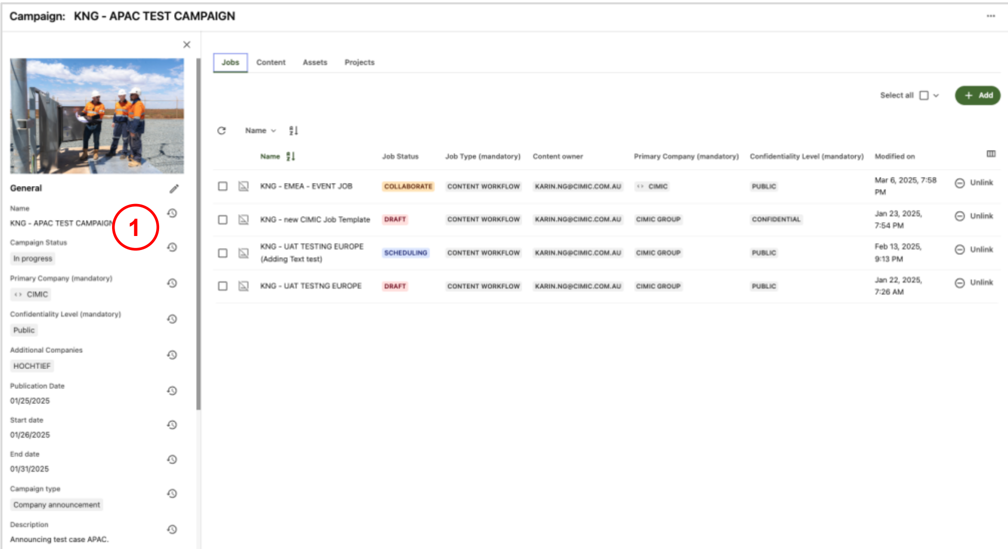
Go to **Campaigns** page from the menu toolbar and use the filters or search box to find existing Campaigns based on primary company, project name etc.



Apply/update metadata to existing Campaign

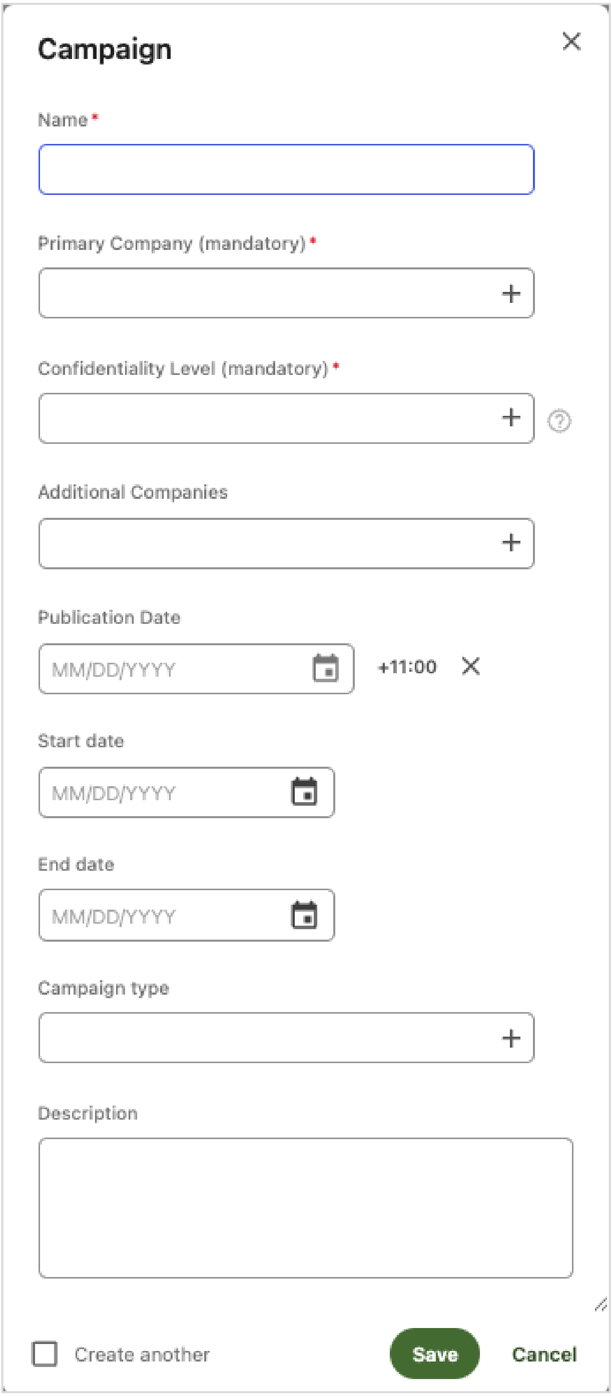
Use search and filters to find a Campaign to edit, then click on it to open the Campaign details page.

1. Edit Campaign metadata from the sidebar - The most important fields, like the Label (Name), Status and Primary Company are always visible in the sidebar and can be edited from there by clicking the pen icon.



Create a new Campaign

Go to **Campaigns** page from the menu toolbar and click **+ Campaign**. Fill in the Campaign creation dialog and select **Save** when complete.



Some fields are mandatory to fill in before creation is allowed. Most fields can be changed after creation as well.

Name is mandatory but can be changed later. It should accurately describe the Campaign as it is used for searching.

Primary Company is mandatory. All content editors in the primary company get edit rights to the Campaign.

Confidentiality level is mandatory. Controls permissions to see and edit the Campaign based on its sensitivity. See glossary for further detail

Additional Companies is optional and only informational; it does not give the additional companies edit rights.

Publication Date is the date the Campaign is made public.

Start and End Dates The start and end dates of the Campaign.

Campaign Type The type or kind of Campaign eg. Tender or a project launch.

Description is not mandatory but should be completed. It can be changed later.

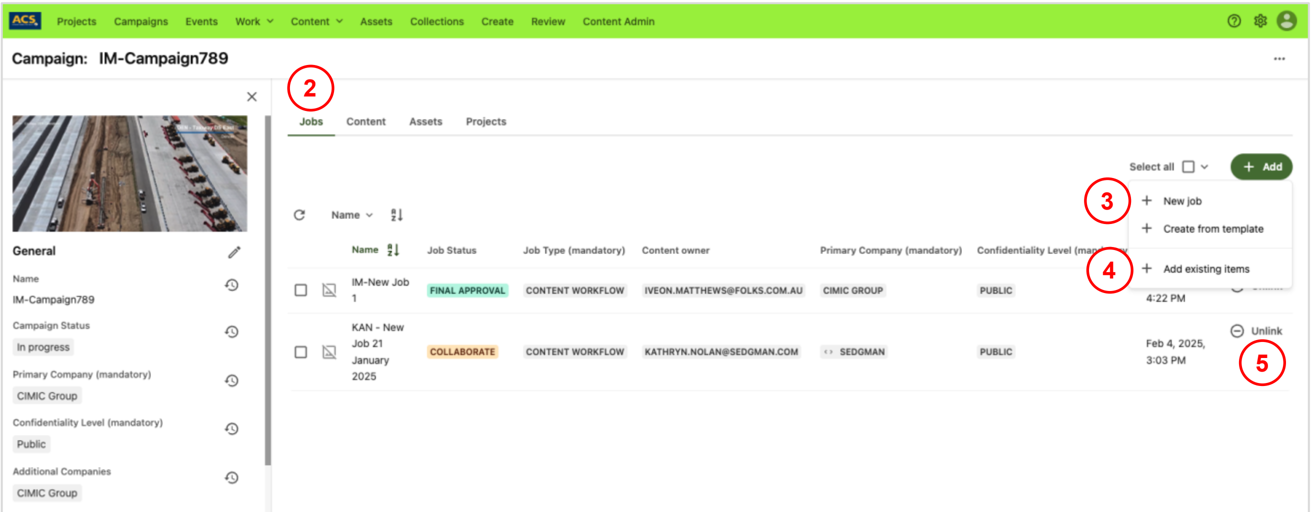
Note: Metadata added into the Project details will be automatically inherited into Jobs, Content and assets associated to the Project/Campaign.

Add Jobs to Campaigns

New Content needs to be added via a Job so that collaboration, review and approval workflows can be followed.

1. Open a Campaign to the Campaign details page - Go to Campaigns page from the menu toolbar, use search and filters to find a Campaign to edit, then click on it to open it on the Campaign details page.

2. Go to the Jobs tab - The Jobs Tab displays all Jobs currently related directly to the Campaign. Jobs are used to manage the workflow of new Content items.



3. **Add a new Job** - Click the **+ Add** button and select either [New Content Job] or New Content Job from Template. Both actions behave exactly as described in Content Creation, but the resulting Job is automatically assigned to the active Campaign.

4. **Add an existing Job** - To associate existing Jobs with a Campaign, click the **+ Add** button and select Add existing items. Use the filters and search bar to find the relevant Job, select it and click the Add button.

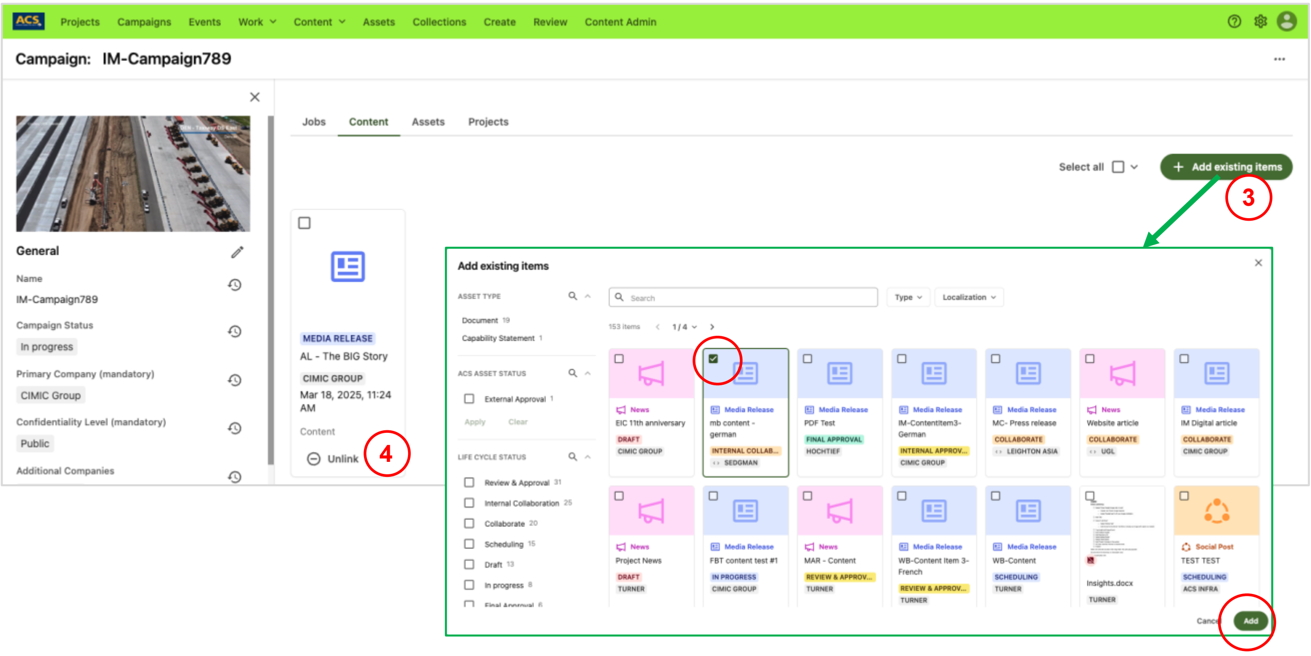
5. Remove a single Job from a Campaign - Click on the Unlink button ⊖ Unlink under each item. This does not delete the Job from the system, it only removes its relation to the Campaign.

6. Remove multiple Jobs from a Campaign - Select multiple Jobs with the selection boxes, then click the Unlink icon ⊖ in the top right of the screen.

Add Content to Campaigns

1. Go to the **Content tab -** The Content Tab displays all Content Items currently related directly to the Campaign. They can be either Digital Content items or Content-as-a-file.

2. Add new Content Items (via Job) - New Content needs to be added via a Job, which will be covered in the Jobs section later.



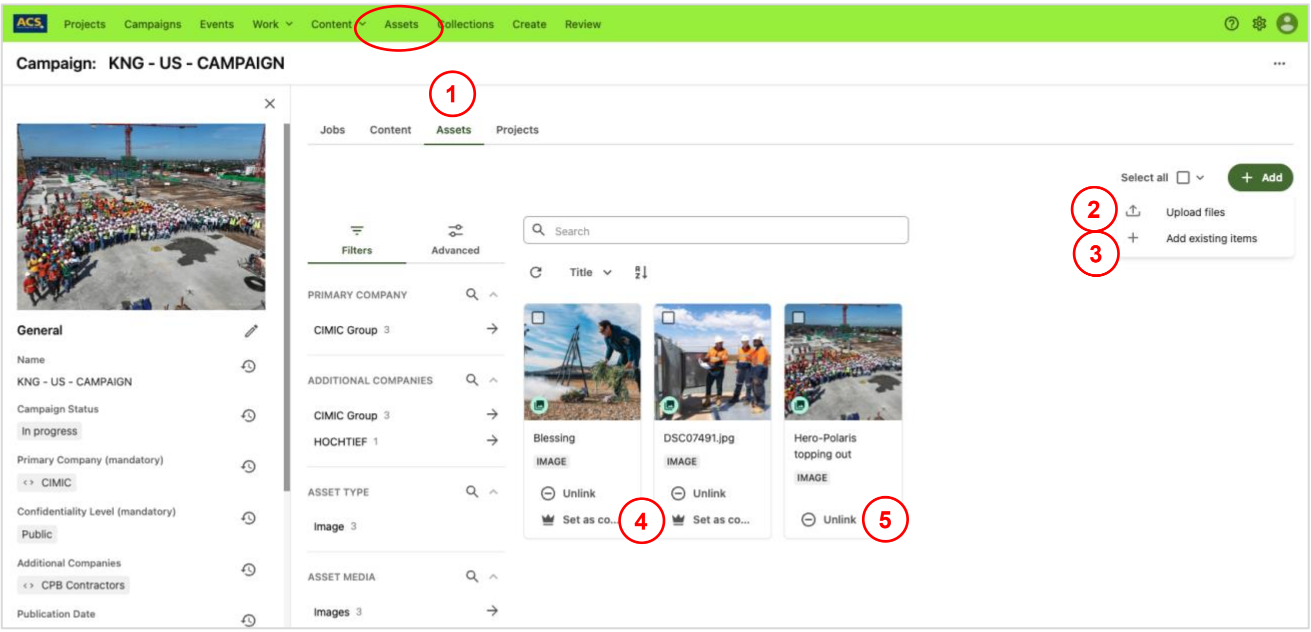
3. Add an existing Content item - To associate existing Content Items with a Campaign, click the **+ Add existing items** button. Use the filters and search bar to find the relevant Content (either Digital or file-based), select it and click the **Add** button.

4. Remove a single Content item from a Campaign - Click on the **Unlink** button ⊖ Unlink under each item. This does not delete the Content Item from the system, it only removes its relation to the Campaign.

5. Remove multiple Content items from a Campaign - Select multiple Content items with the selection box on each item's thumbnail picture, then click the Unlink icon ⊖ in the top right of the screen.

Add Assets to Campaigns

1. Go to the **Assets tab -** The Assets Tab displays all Assets currently related directly to the Campaign. These are typically Images and Videos, not [Content-as-a-file]() assets.



2. **Add new Assets -** Click the **+ Add** button and select **Upload files.** Drag-and-drop files into the upload dialog window or browse to local files by clicking the My Device button. Assets added this way are only visible from the Campaign, not from the main Assets page. They can be identified by a red icon that says "Not in DAM" when hovered over.

3. **Add an existing Asset -** To associate existing Assets with a Campaign, click the **+ Add** button and select **Add existing items.** Use the filters and search bar to find the relevant Assets, select them and click the **Add** button.

4. Set an Asset as the **Cover image** for the Campaign - Click on the **Set as cover** button Set as cover under the thumbnail of the Asset that should visually represent the Campaign inside Content Hub.

5. **Remove a single Asset** from a Campaign - Click on the **Unlink** button Unlink under each Asset. This does not delete the Asset from the system, it only removes its relation to the Campaign.

6. **Remove multiple Assets** from a Campaign - Select multiple Assets with the selection box on each item's thumbnail picture, then click the Unlink icon in the top right of the screen.

7. **Adding Metadata** for Assets - Assets with missing required metadata are identified with a pink “broken tag” icon on the thumbnail. Select the Asset you want to add metadata to, then click the [Mass Edit Table] button from the selection bar. Fill in the table and click Save and Close. *Note that some metadata is already inherited from the Campaign.


Asset mass edit table

English (United States) Apply Save Save and close

		Title * ↑	Type (mandatory) (*)	Primary Company (mandatory) (*)	Publication Type (mandatory) (*)	Confidentiality Level (mandatory) (*)	Language	Description	Tags	Expiry date	Publication Date	Additior
1		Blessing	Image	Pacific Partnerships		Public	English	Operational blessing			January 21, 2025 4:25 PM	EIC Acti
2		DSC07491.jpg	Image	Pacific Partnerships		Confidential	English	Description copy			January 21, 2025 4:40 PM	UGL | Pa
3		JS2.jpg	Image	Pacific Partnerships		Public	English	Description copy			January 21, 2025 4:40 PM	Leightor

Note: Metadata added into the Project details will be automatically inherited into Jobs, Content and assets associated to the Campaign.

Add Projects to Campaigns

1. **Open a Campaign** to the Campaign details page - Go to **Campaigns** page from the menu toolbar, use search and filters to find a Campaign to edit, then click on it to open it on the Campaign details page.

2. Go to the **Projects tab -** The Projects Tab displays all Projects currently related directly to the Campaign.

3. **Add a new Project -** Click the **+ Add** button and select **+Project**
The Project creation dialog is shown. It behaves exactly as described in the [Create a new Project] section, but the resulting Project is automatically assigned to the Campaign.

4. **Add an existing Project -** To associate existing Projects with a Campaign, click the **+ Add** button and select **Add existing items.** Use the filters and search bar to find the relevant Project, select it and click the Add button.

5. **Remove a single Project** from a Campaign - Click on the **Unlink** button ⊖ Unlink under each item. This does not delete the Job from the system, it only removes its relation to the Campaign.

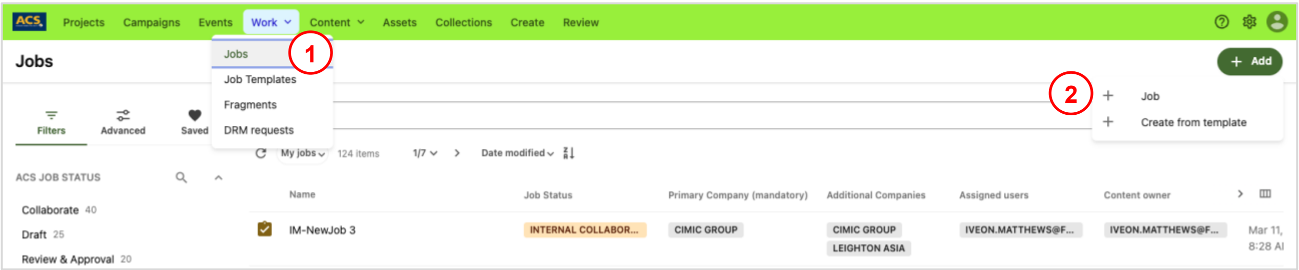
6. **Remove multiple Projects** from a Campaign - Select multiple Jobs with the selection boxes, then click the Unlink icon ⊖ in the top right of the screen

Create a Job

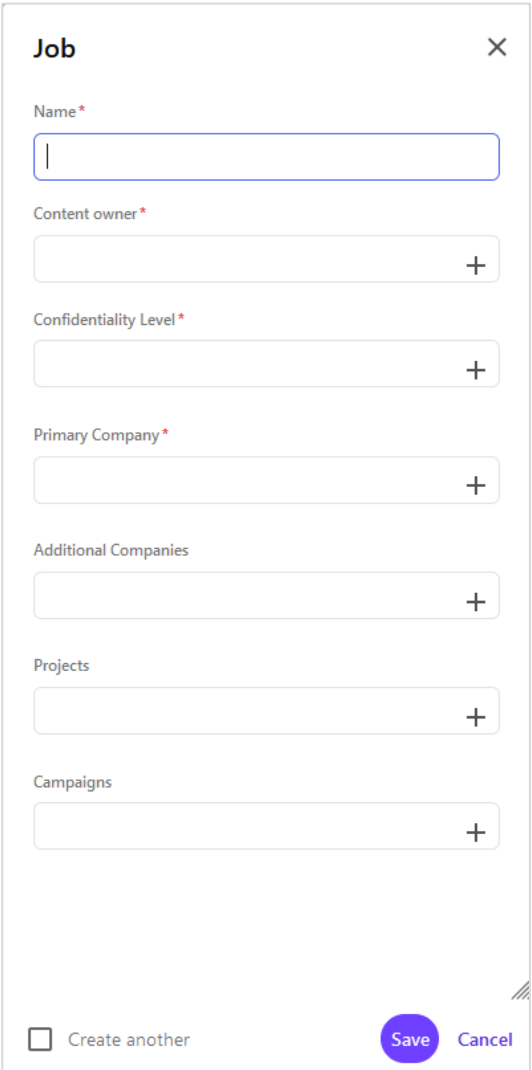
Create a new Job from Scratch

1. Go to **Work** → **Jobs** page and click **+ Add** → **Job**

This creates a new stand-alone job (i.e. not related to a Project or Campaign).
The Job is a collection of all content parts. It allows us to track job status and assign collaborators and approvers, so that they can perform tasks to progress the job in the workflow.



2. Fill in Job creation dialog and select **Save** when complete.



Name is mandatory, but can be changed later

Content Owner is the user who will manage the job and its content until publishing. Many workflow steps will be returned to the Content Owner as other users complete their tasks in the workflow.

Confidentiality Level is mandatory. See glossary for further detail

Primary Company is mandatory. All content editors in the primary company get edit rights to content in the job.

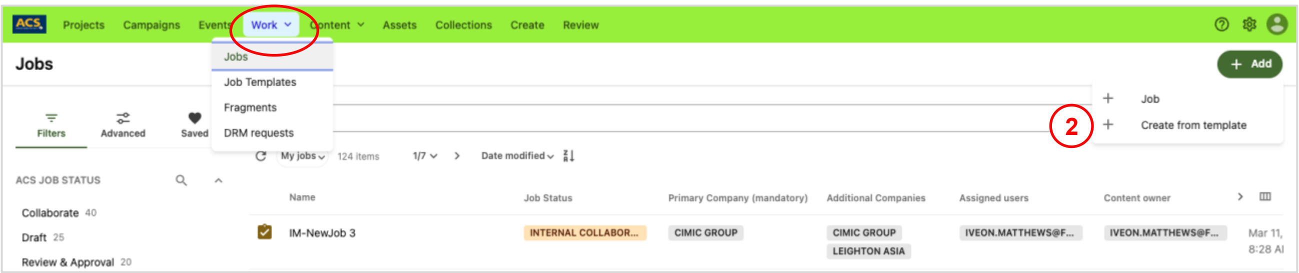
Additional Companies is optional and is just informational, it does not give the additional companies edit rights.

Projects is optional but should be filled in if the content is related to an existing Project. See also "Create a job from a Project"

Campaigns is optional but should be filled in if the content is related to an existing Campaign. See also "Create a job from a Campaign"

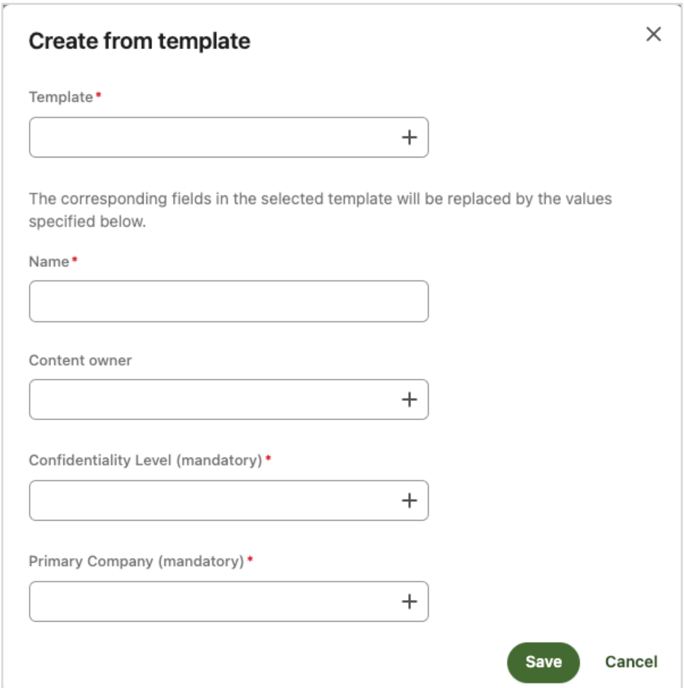
Create a Job from Template

1. Go to Work → Jobs page and click **+ Add** → Create from Template



2. Select a Job template - Search or browse for existing Job templates to use. Choose a template and **Save**.

   A Content Administrator user can create new and add more Job templates if required. See Managing Job Templates.



Template is mandatory. Search and select from existing Job Templates.

Name is mandatory but can be changed later.

Content Owner is the user who will manage the job and its content until publishing. Many workflow steps will be returned to the Content Owner as other users complete their tasks in the workflow.

Confidentiality Level is mandatory. See glossary for further detail

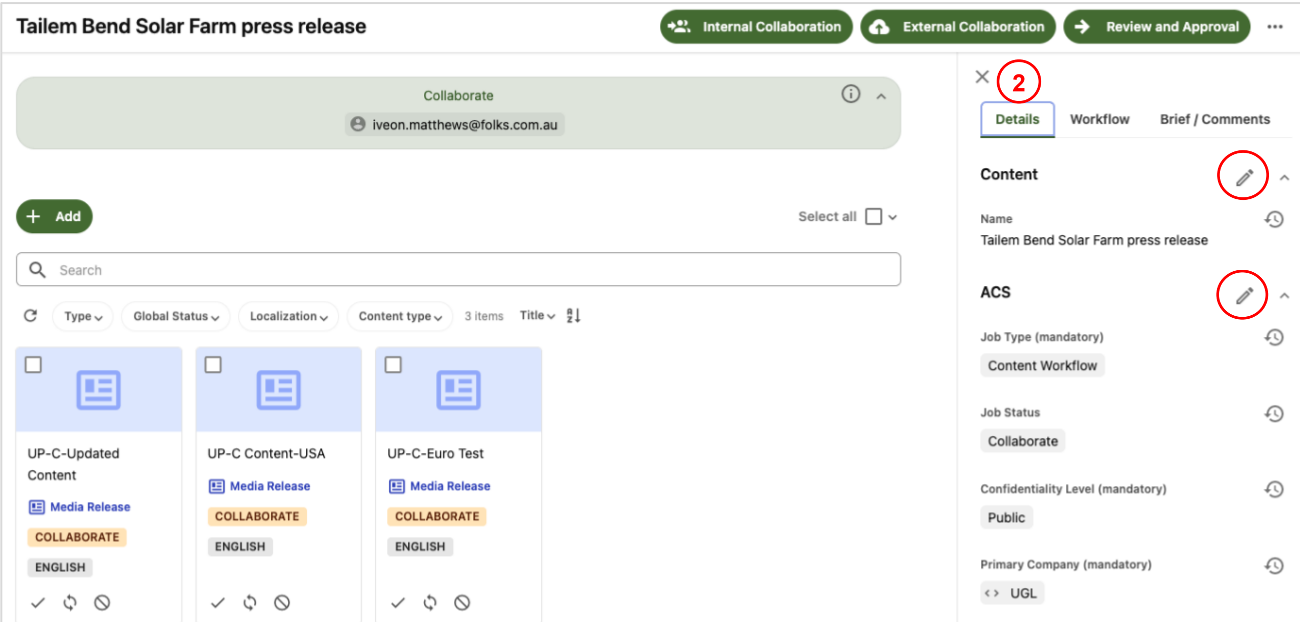
Primary Company is mandatory. All content editors in the primary company

Managing Jobs

Updating Job metadata

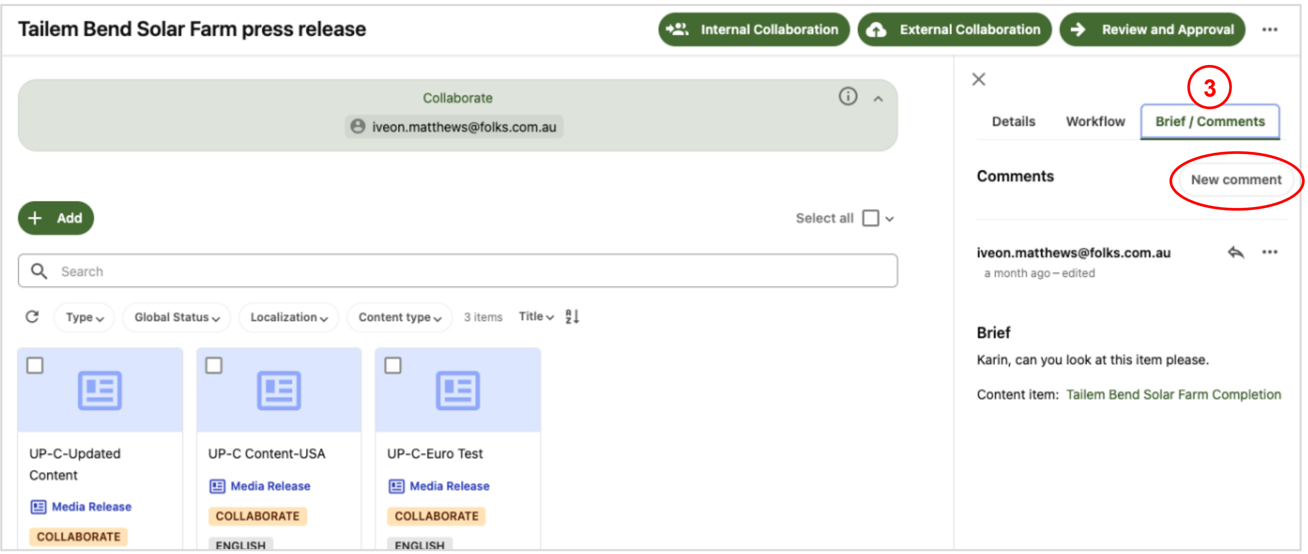
1. Open a Job will open the Job details page.

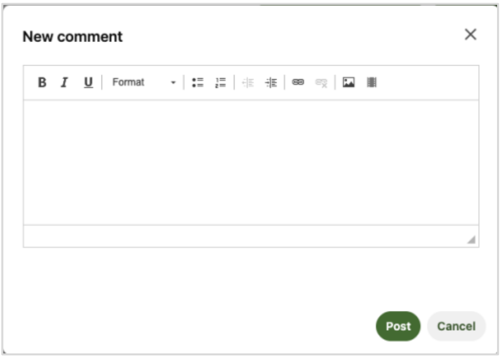
2. Update Job metadata by selecting the **Details** tab - In the right-hand sidebar you can view and update the metadata for a job, such as adding/removing additional Companies or relating the job to a Project. Select the pencil icon to edit the data.



3. Select the **Brief/Comment** tab - Comments allow you to create a brief for a content item or have a conversation about the job with other users in Content Hub. You can @-mention users, so they get a notification about the new comment, and reply to comment threads.

**This can be useful when there are several Content items within the Job and a separate brief can be made with a reference to the name of each content item.





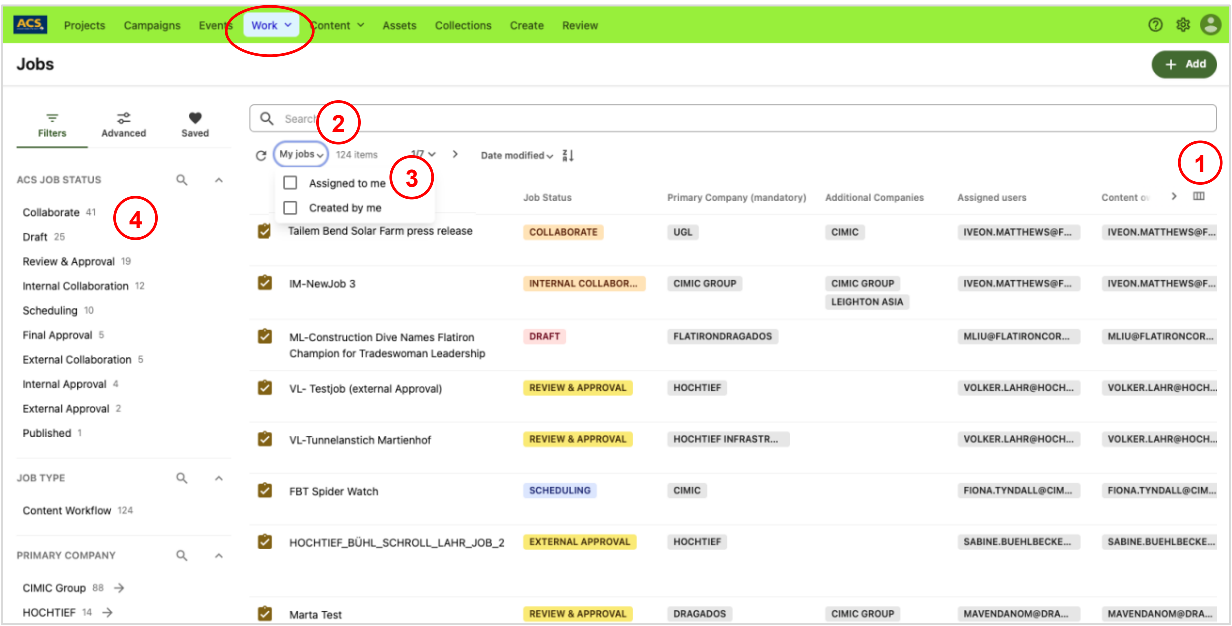
Select **New Comment** button to open the comment dialog and use the rich text editor to style and format the text, add images or URL links etc.

Users with permissions can edit or delete their own comments if required.

Searching for Jobs

Go to **Work** → **Jobs** page - This is the Job search page. It shows all Jobs that you have permission to view.

1. Review Job details in table view. All important job details are displayed in columns and any of these columns can be turned off or on as required per user by selecting the column icon. The user can open a job in a new browser tab via a right-click.



2. Free text search - Type any name or text related to your search. Result 'Hints' will appear after the first three characters.

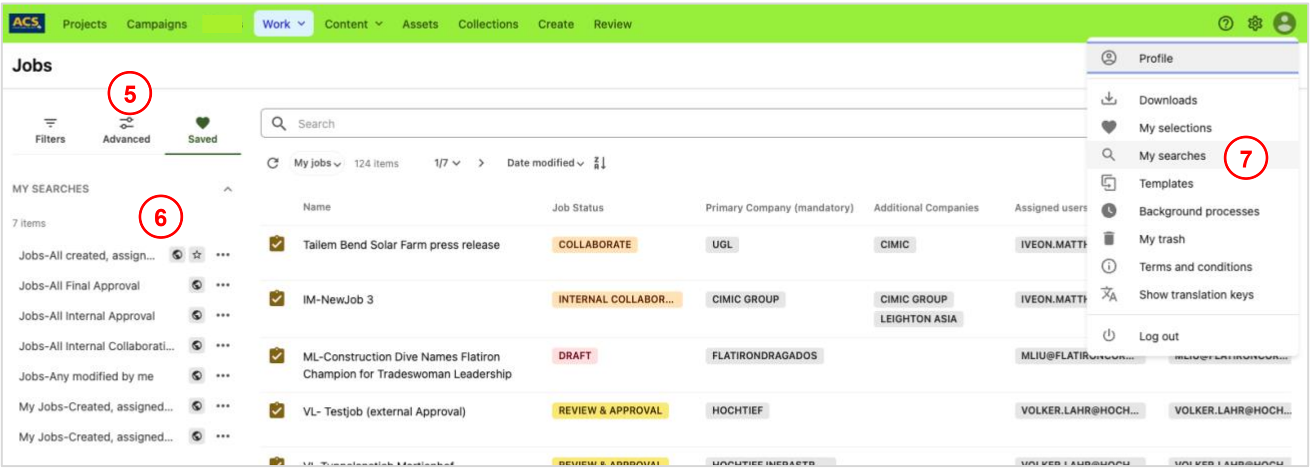
3. My Jobs filters - Select the **My Jobs** dropdown list to filter all jobs by Assigned to Me or Created by Me.

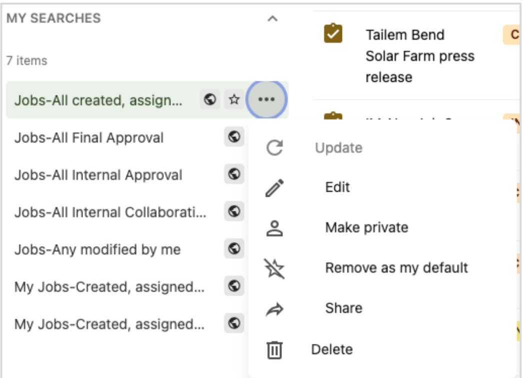
4. Filters and advanced search - Filters show all Jobs catagoriesd by various taxonomies. Select any filter to display Jobs only related to that filter.

5. Advanced filters allow searching by dates or names etc. by a single value or dynamically. Eg. A Date Modified dynamic filter can be set to Last 2 days, This Week, This Month or This Year.

Saved Searches

6. Any search filter can be saved and stored by the user for later use.

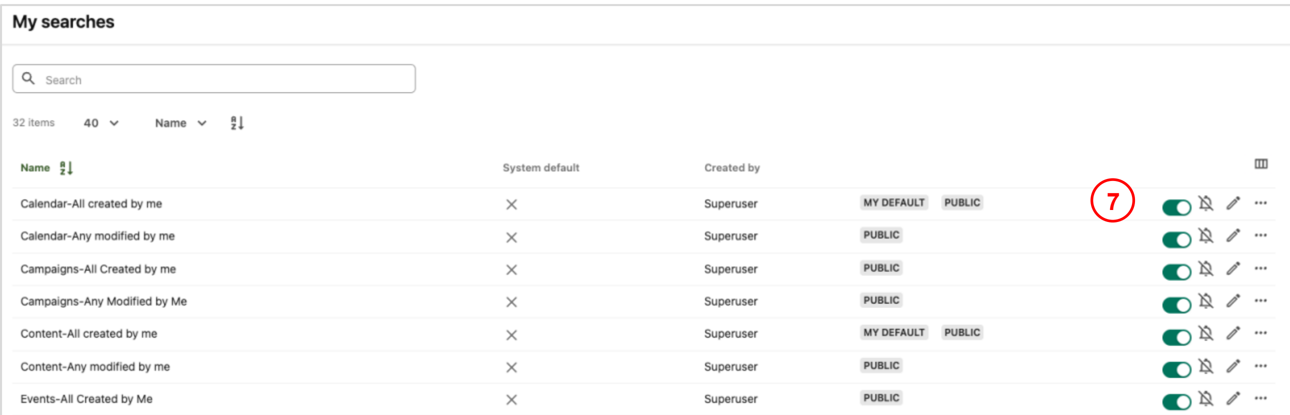




Select the 3 dot icon to display the options available.

- Select the **Make default** to make this filter the default view. Every time the page is selected or refreshed this Saved Search will auto display.
- Sharing, editing and make the search **Make private** are all available options.

7. Global Saved Searches can be found and turned on by selecting the user avatar at the top right. Select **My Searches** to open the page then slide the toggle the required saved search to turn it **ON.**

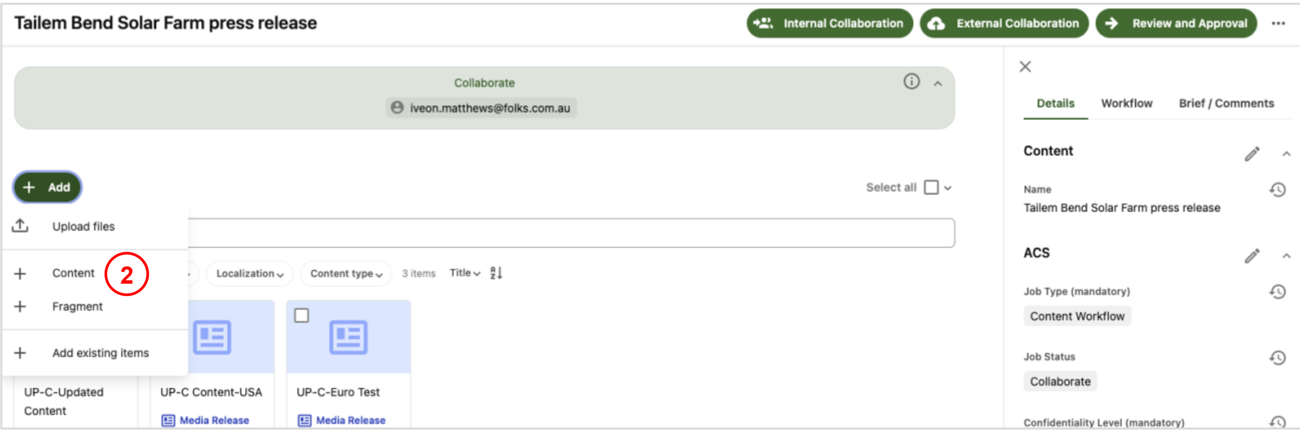


Create Content

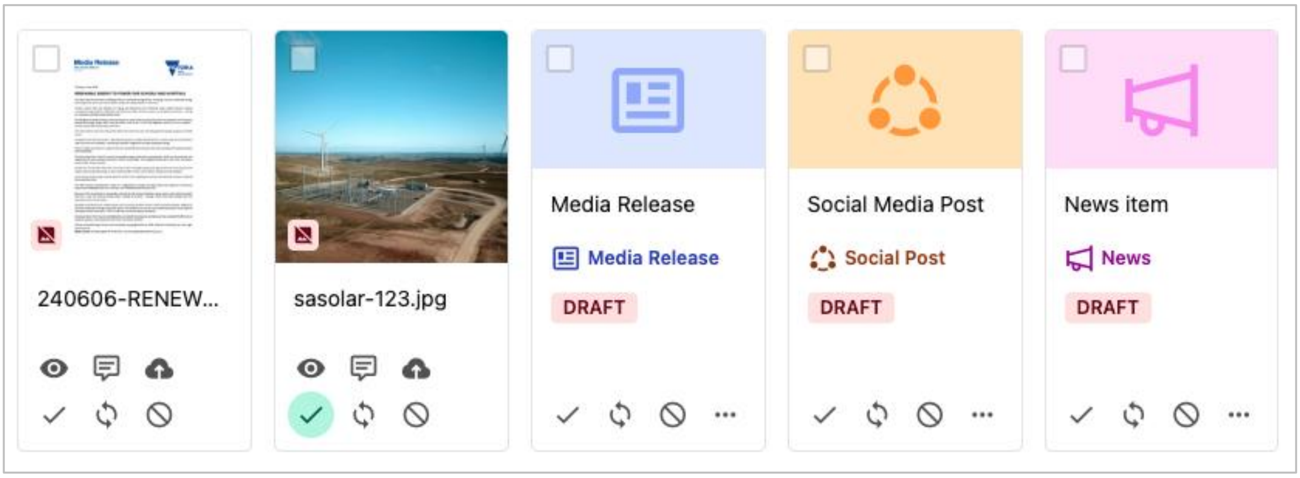
As a Content item (digital article)

1. Go to **Work** → **Jobs** page and user search/filters to find an existing Job or [Create a Job](#).

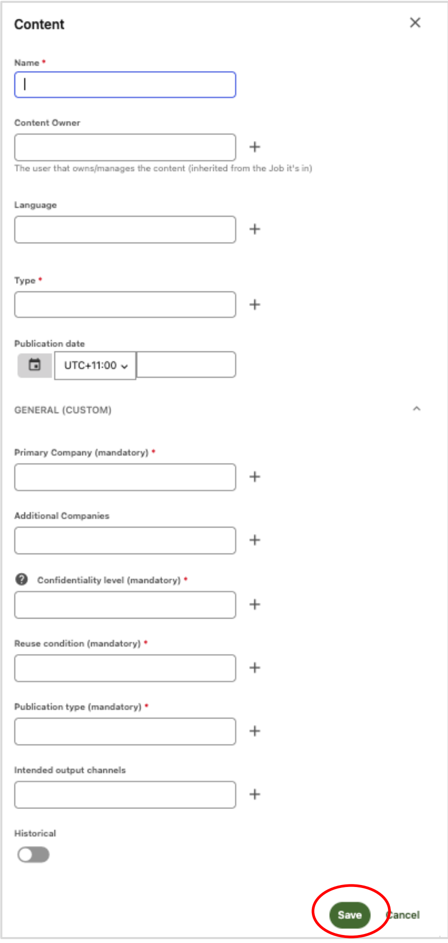
2. Click **+ Add** button and select **+ Content** to create a new Content item. This will create a new CMP Content item and add it to the Job. A content creation dialog will open.



There are three types of digital content items - Media release, Social Media Post or News item.



The other types of content are [Assets](#) and [content as a file](#) (Word, PowerPoint, PDF etc.) are covered in the following sections.



Complete the data and select **Save** when complete.

Title is mandatory but can be changed later.

Locale defines the language that the Content is written in.

Type is mandatory.

Publication date determines the date and time the content is scheduled to be published in the output channel. This should be set on creation to give visibility of planned content to other users and companies but can be changed at a later stage.

Primary Company is mandatory. All content editors in the primary company gets edit rights to content in the job.

Additional Companies is optional and is just informational, it does not give the additional companies edit rights. Confidentiality Level is mandatory.

Reuse condition is mandatory and defines if and how this content can be reused after publication.

Publication type is mandatory and classifies the content into different publication types.

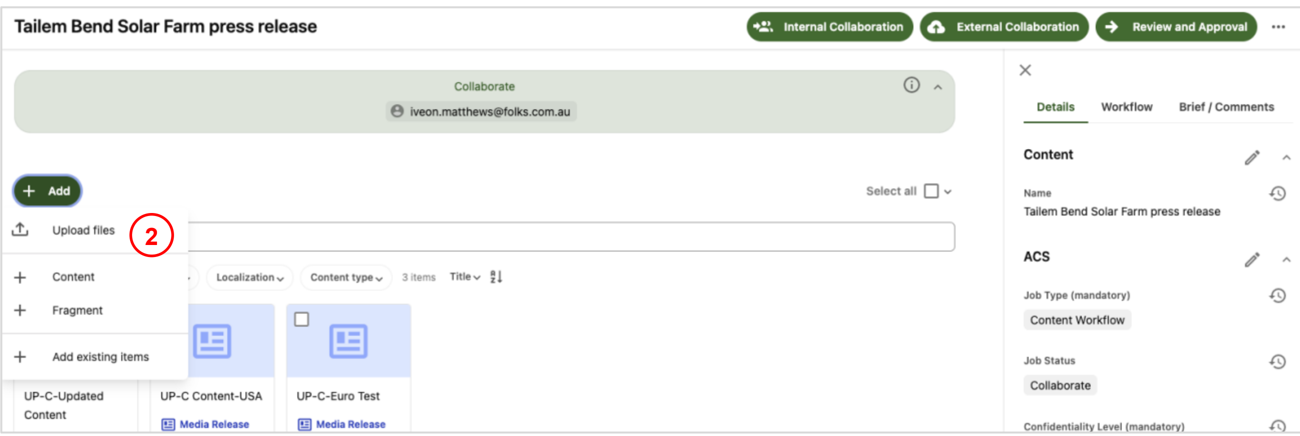
Intended output channels indicates where this content will be used/published.

Historical indicates historical content

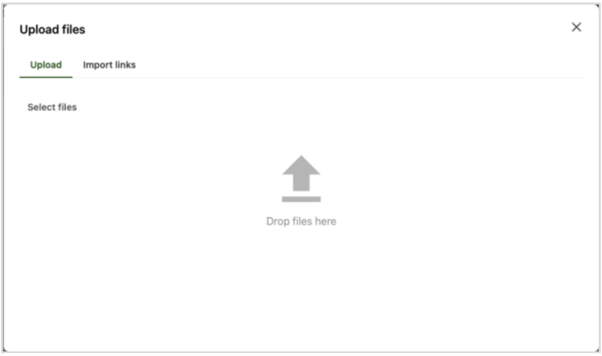
Content as a file

Go to **Work** → **Jobs** page and user search/filters to find an existing Job or see the [Create a Job] sections for details on how to create new Jobs for various scenarios.

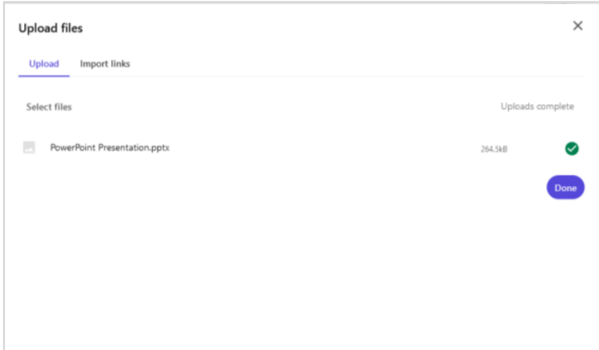
1. Click **+ Add** button and select **+ Upload files** to create a new Content item as a file (Word, PowerPoint etc.). This will add a new Content item as a file, e.g. Word or PowerPoint, to the Job. A file upload dialog will open.



2. Drag-and-drop an existing file into the upload dialog - The file is uploaded to Content Hub and added to the Job. Assets missing the required metadata will display this icon.

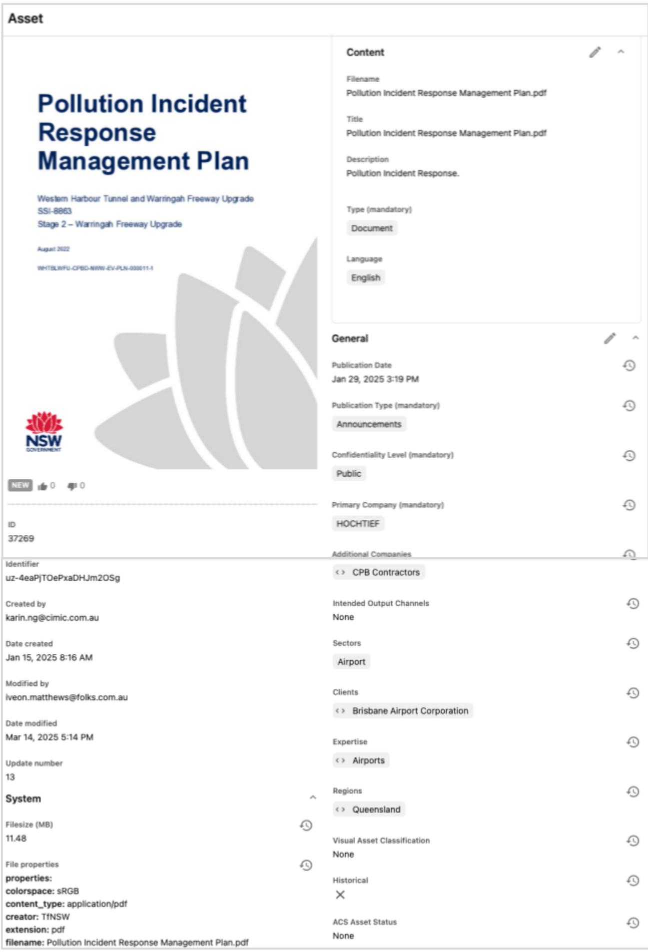


Drag and drop the file into the Upload Files window.



When the upload is complete select **Done**

3. Open the file details and add metadata - Click on the file thumbnail from the Job details page. Fill in the relevant metadata fields.



Title is mandatory but can be changed later.

Asset Type is mandatory. It's important to categorise the asset type for other use cases.

Locale defines the language that the Content is written in.

Publication date determines the date and time the content is scheduled to be published in the output channel. This should be set on creation to give visibility of planned content to other users and companies but can be changed at a later stage.

Publication type is mandatory and classifies the content into different publication types.

Confidentiality Level is mandatory.

Primary Company is mandatory. All content editors in the primary company gets edit rights to content in the job.

Additional Companies is optional and is just informational, it does not give the additional companies edit rights.

Intended output channels indicates where this content will be used/published.

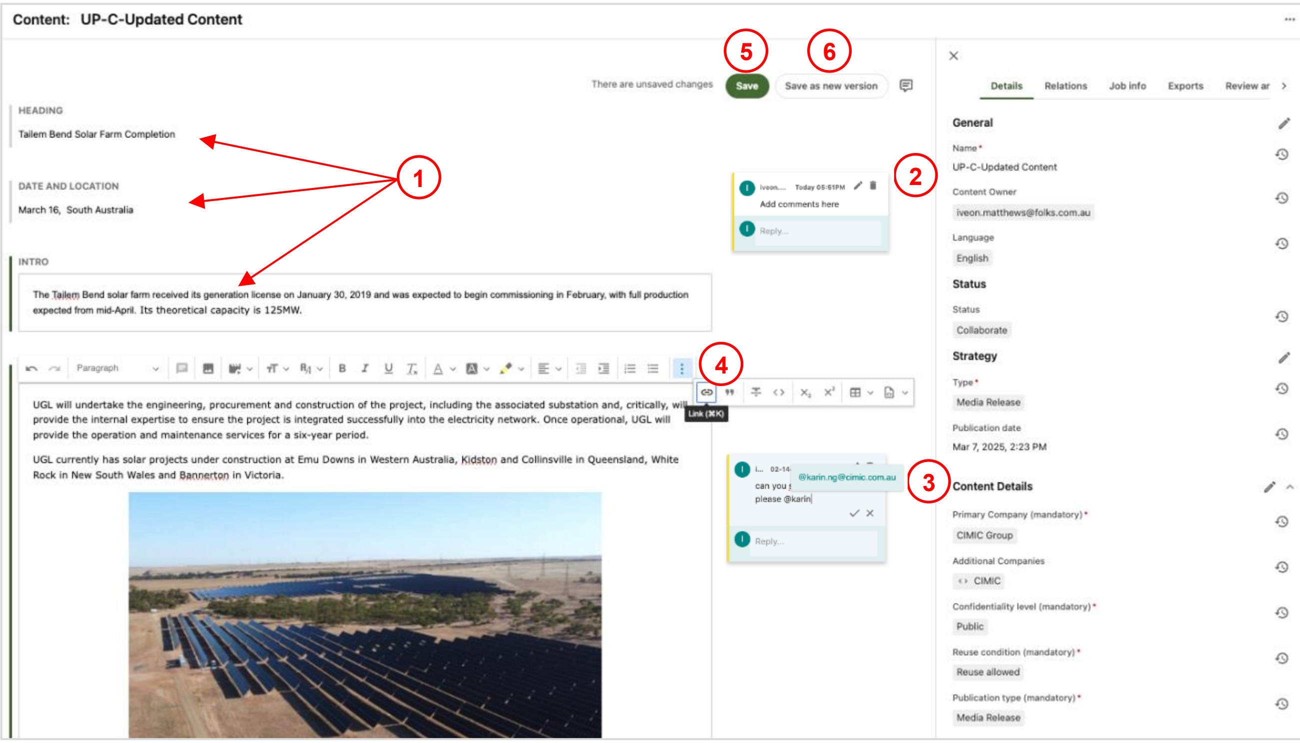
Reuse condition is mandatory and defines if and how this content can be reused after publication.

Historical indicates historical content

Edit and Format Content (digital item)

From a Jobs detail page, click on a Content item to edit it - The Content item opens in the built-in content editor.

1. Write or copy-paste text into the standard fields for the selected content type.
2. Add comments by selecting existing text or adding new text then select the Comment icon to open the comment dialog.
3. Comments can be replied to, using @mentions to notify specific users.
4. Some fields allow text styling. Select some text in the field and use the styling buttons that appear at the top of the field.



The rich text editor contains many text editing features. Hover over any item for a description.

	Generate with AI		
	Undo / Redo		Text Alignment
Paragraph	Paragraph styles dropdown list		Number list and Bullets
	Commenting		Comments Archive
	Insert asset		Links
	Insert Video		Strikethrough
	Text Format		Subscript & Superscript
	Text Colouring		Insert Table

5. Save as same version - Click the **Save** button to write your changes without creating a new version. This is useful when you will continue to work on the same content later but need to take a short break.

6. Save as new version - Click the **Save as new version** button to write your changes into a new version. This is useful when you want to visually compare changes in the version history dialog later.

AI-assisted content generation

The AI-assisted content generation feature lets you generate, refine, or improve text in specific fields. AI-generated content is tagged with a **Generated by AI** icon to notify you that AI assisted in the creation of the content.

When ACS has enabled the AI-assisted content generation feature, it can used to improve the content creation process. The user can either create original content or enhance existing content. Entering a prompt will generate an initial draft, which the user can refine by improving the prompt until you have a draft that you're happy with. Using AI lets you create content quicker and more efficiently while maintaining complete control over the text of every content item.

By clicking Generate with AI, the ACS user can use the AI features in Content Hub to:

a. Generate new content for single-line, multiple-line, and rich-text fields.
b. Refine content by making it shorter.
c. Enhance the quality of the content by expanding upon the existing text,
d. Summarize content for a more succinct message.
e. Change the tone of the content, such as making it more formal, casual, informative, friendly, or bold.
f. Check grammar and spelling.

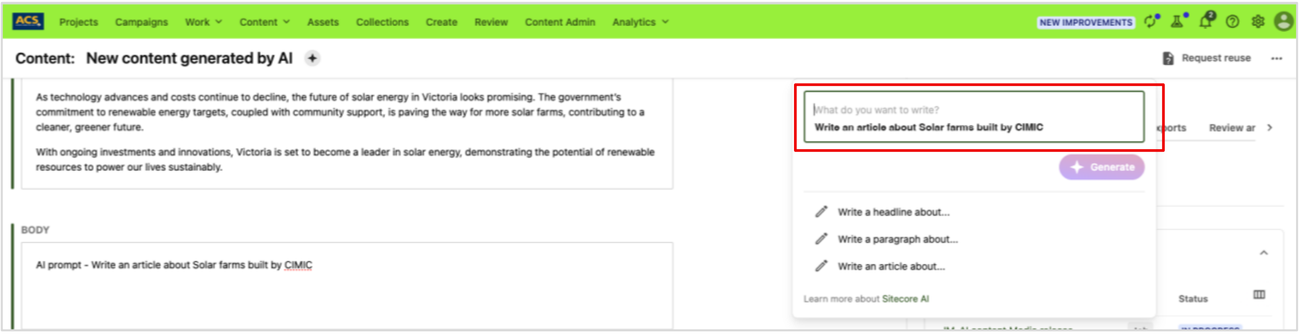
Generate new content for single-line, multiple-line, and rich-text fields.

Select the content field you want to generate the text content, then from the rich text editor select the **Generate with AI** icon .

Important. Generate new content by using clear and concise prompts. One or two sentences should be enough.

Be sure to specify the type of content you want (for example, Write step-by-step instructions on how to make a cheese and pepperoni pizza). Specify important keywords and constraints.

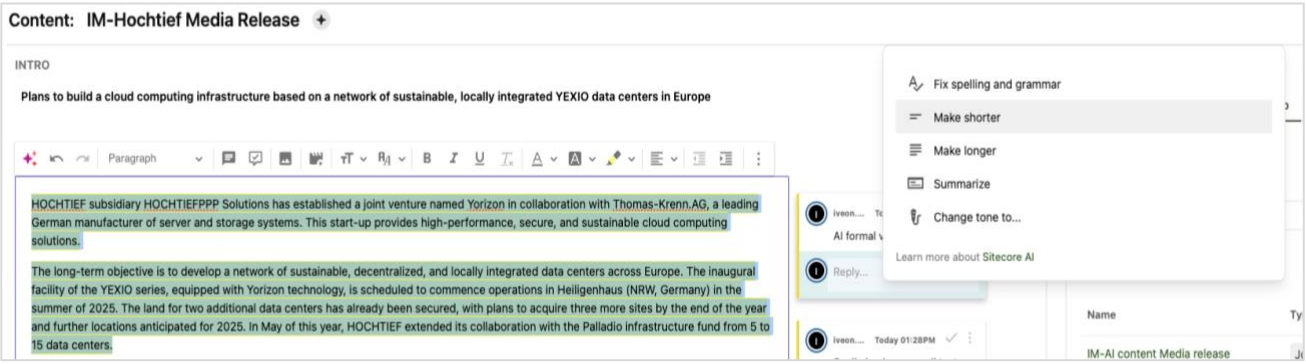
After writing the prompt, click **Generate** to create a first draft. If the text isn't quite what was expected, the user can refine the prompt and regenerate the content. When the user is satisfied with it, insert the text into the field. The user can continue to improve the text by selecting it and using the following AI tools.



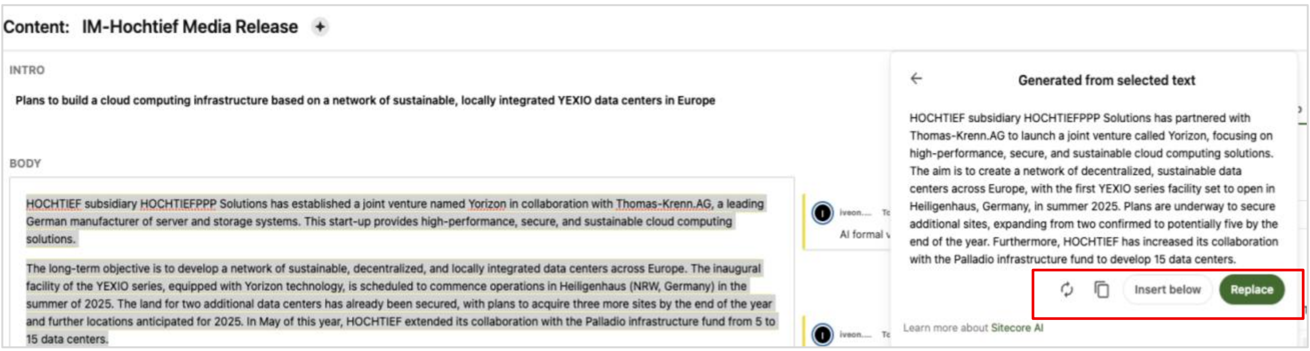
Update existing text content

b. Refine content by making it shorter.
c. Enhance the quality of the content by expanding upon the existing text,
d. Summarize content for a more succinct message.

To enhance existing copy, highlight the text and select **Make Shorter**, **Make longer** or **Summarise** and view the results.



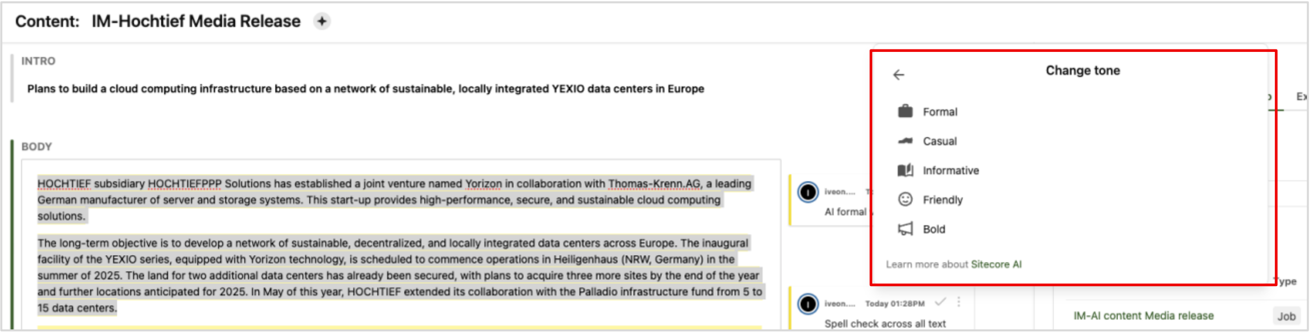
When the result has been generated by Content Hub AI, users can add this copy to the existing text by selecting **Insert below** or **Replace** the current text completely. Other options include Reworking the AI result to produce a different interpretation/version or copy it to the clipboard for repurposing.



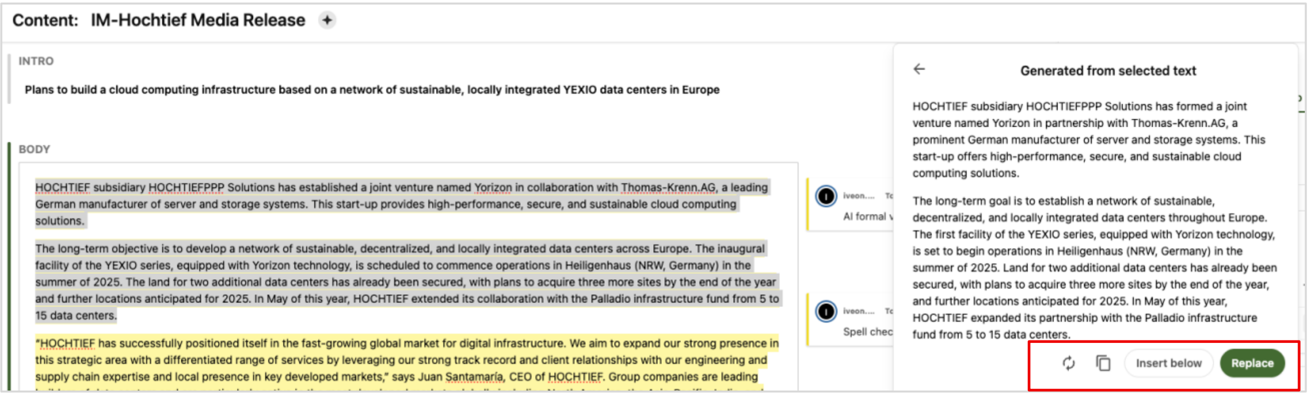
Important: When selecting text to refine or improve using AI, do not include embedded images. It's recommended you keep text selections short with minimal formatting included.

Change the tone of the content, such as making it more formal, casual, informative, friendly, or bold.

To enhance existing copy, highlight the text and select **Change tone to…** The menu changes to display the various tone options that can be used to change the structure of the text.

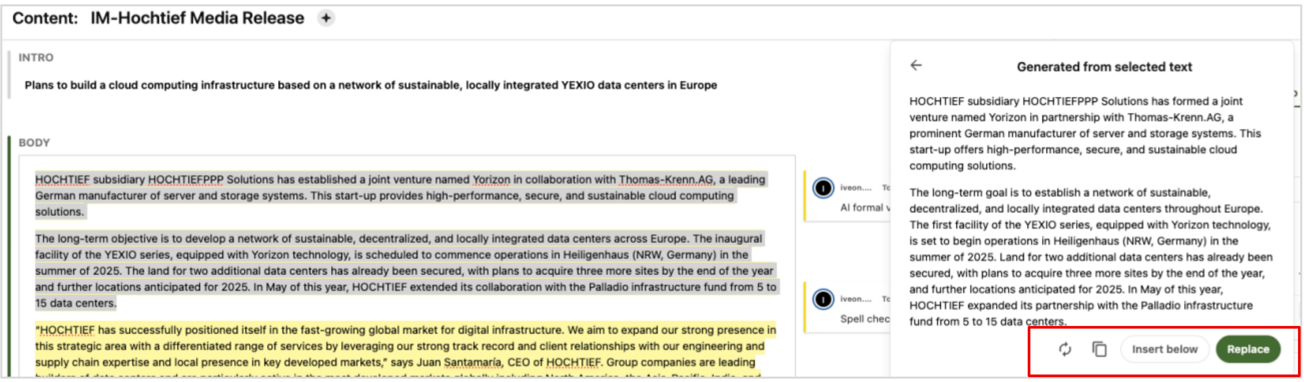


When the result has been generated by Content Hub AI, users can add this copy to the existing text by selecting **Insert below** or **Replace** the current text completely. Other options include Reworking the AI result to produce a different interpretation/version or copy it to the clipboard for repurposing.



Check grammar and spelling.

To check spelling and grammar of existing copy, highlight the text and select **Fix spelling and grammar.** When the result has been generated by Content Hub AI, users can add this copy to the existing text by selecting **Insert below** or **Replace** the current text completely.



Content Tabs panel

The **Details** Tab displays all information about the content item. The listed Jobs can be opened from the link assigned to the Job name.

- **General** includes Content name and owner
- **Status** is the current state of the content in the workflow
- **Strategy** displays the content type and publication date
- **Content details** display all company, client and other data.
- **Media Release Content Type** is a category data field
- **System** displays read only data.

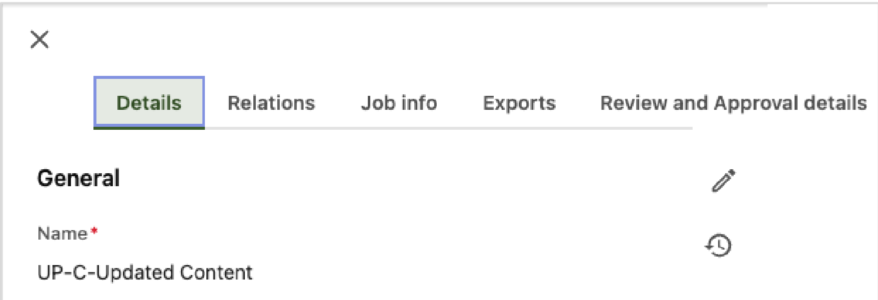
The **Relations** Tab displays all information about the Projects or Campaigns the content item is linked too. The listed Jobs can be opened from the link assigned to the Job name.

The **Job info** Tab displays where the content is being used. The listed Jobs can be opened from the link assigned to the Job name.

- **Used in content** displays which Jobs the content item is being used in.
- **Parallel reviews** display which Jobs are in review by multiple collaborators/approvers.
- **Used as attachment** lists which Jobs the content is used as an attachment.

The **Exports** Tab is used to produce Word or PDF files for external collaboration/approval

The **Review and Approval details** Tab displays the review and approval history of the content item and allows users to add extra notes when required.

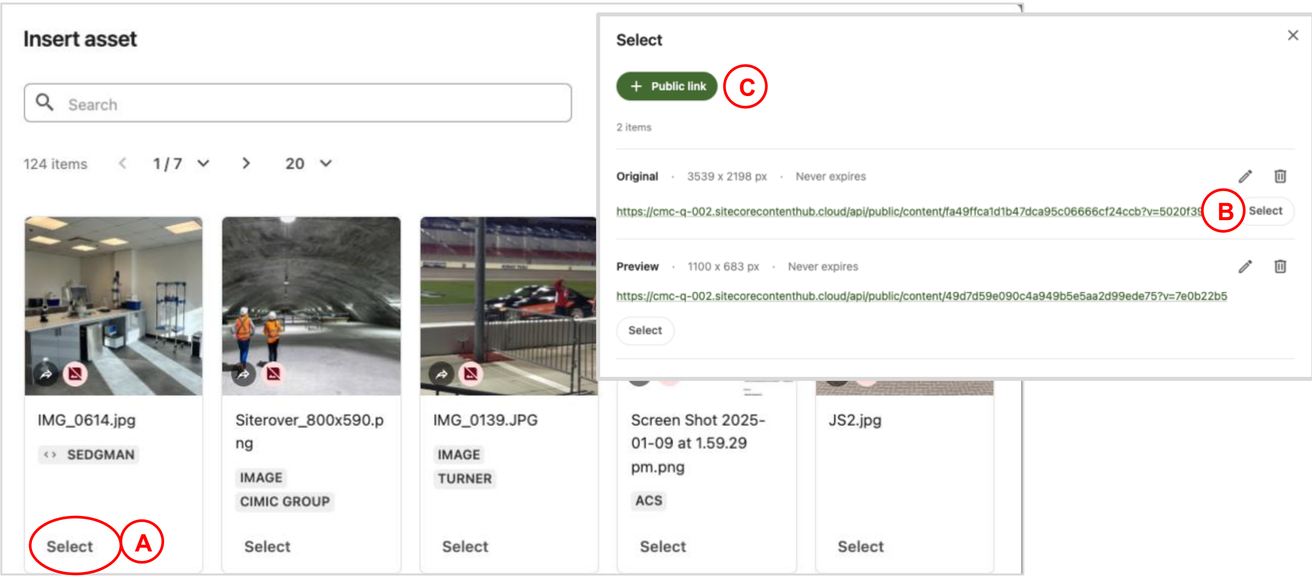


Embedding Images into Content (Renditions)

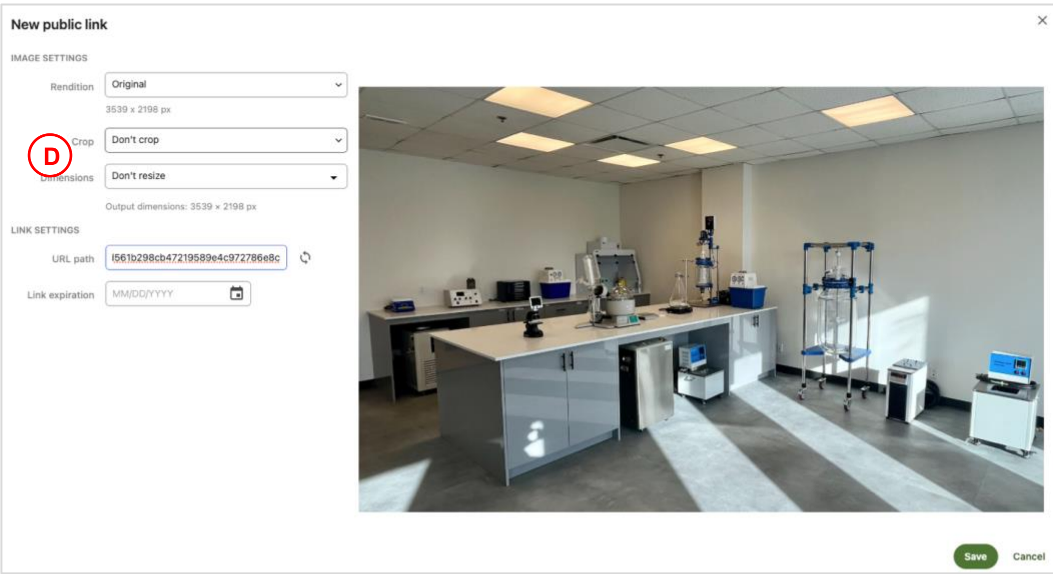
*Any assets that will be used within the Content item must be uploaded into the Job first, before embedding or attaching these assets into the content item.

Assets can be embedded into content fields by selecting '**Insert Image**' icon .

a. Choose an asset and choose image settings.
b. Find a suitable public link, then select it to embed it in the content field.



c. If the currently available public links are not suitable (eg. image size too large), select the **+ Public link** button to generate a new custom public link.



d. Choose a type of crop (eg. smart) then add custom pixel dimensions or select a predefined setting eg. Social. Select **Save** when complete.

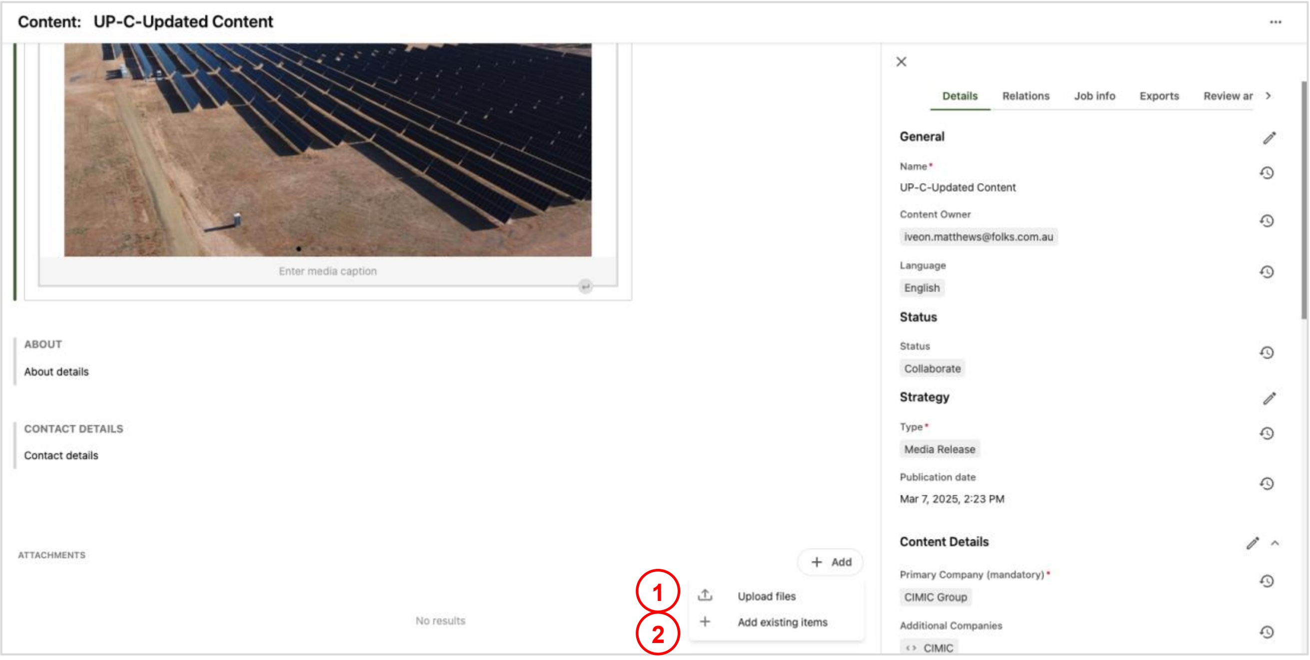
7. Embed videos into Content - Select the **'Insert Media'** button to insert a Media URL of the video. Select the 'tick' icon to Save and embed the video into the content item.

Upload new assets to Content as attachments

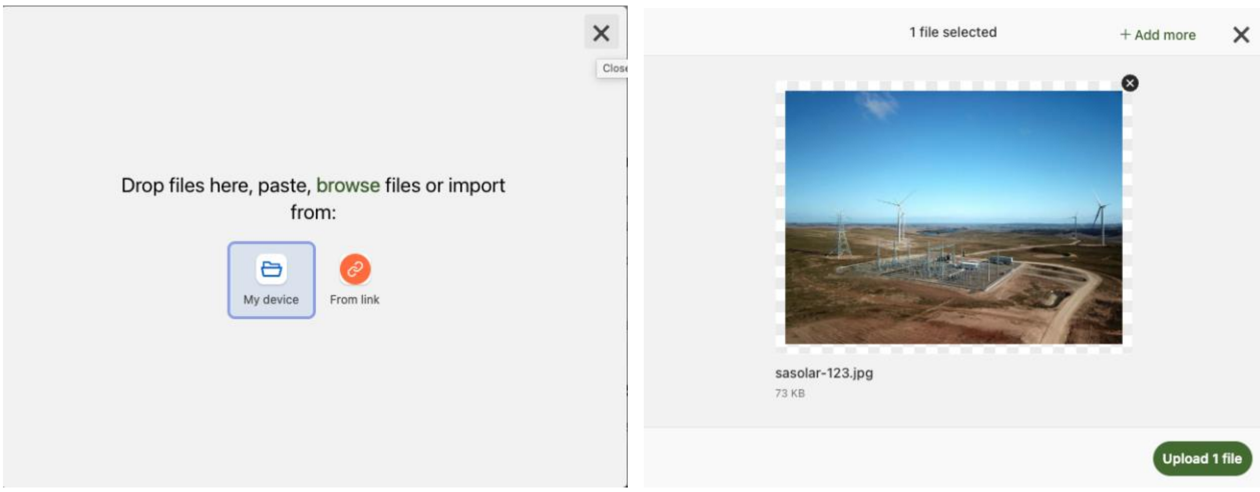
*Any assets that will be used within the Content item must be uploaded into the Job first, before embedding or attaching these assets into the content item.

Attaching assets to a content item can be useful for alternative image or document choices. It helps organise all components the content item saving time later. If not required, they will not be used within the content and can be unlinked at any time.

1. Open a Content item and browse to the Attachments field. Select **+ Add** → Upload files

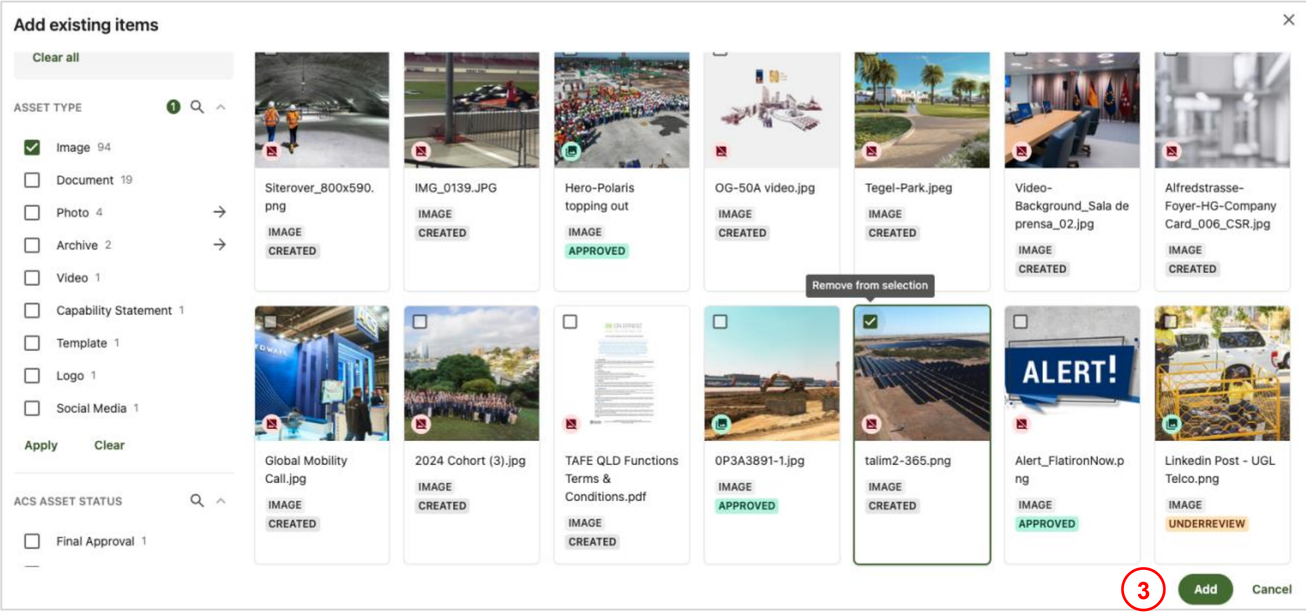


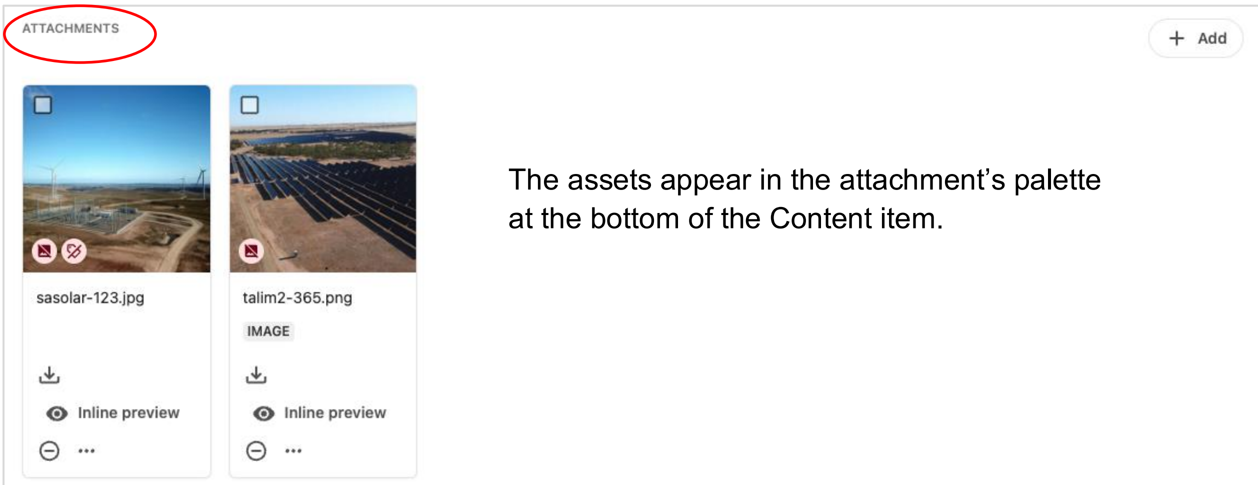
Drop new files into the menu, copy & paste, browse files on your device or import from a public URL. After the assets appear in the window, select **Upload xx files**



2. Add existing assets to Content - open a Content item and browse to the Attachments field. Select **+ Add** → **Add existing items**

3. Choose assets by selecting the check box at the top of the asset. When all assets are chosen, select **Add**.





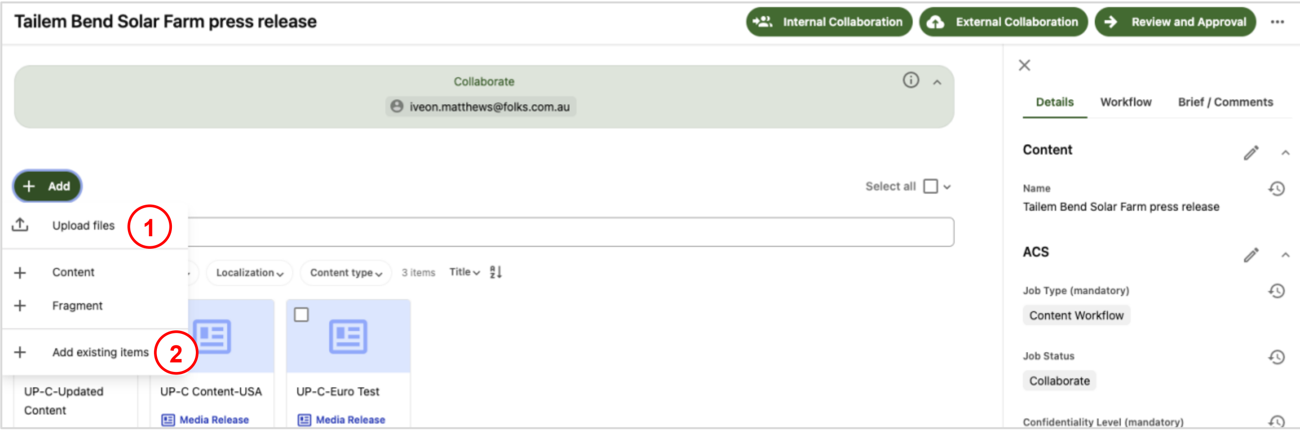
The assets appear in the attachment's palette at the bottom of the Content item.

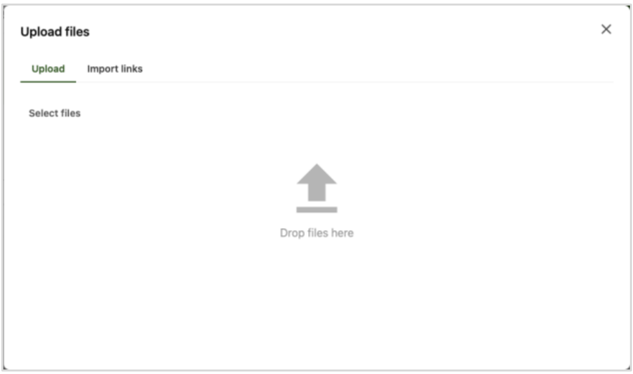
Select each asset and Add metadata.
Click on the file thumbnail from the Job details page. Fill in the relevant metadata fields:

- **Title** is mandatory, but can be changed later
- **Asset Type** is mandatory. It's important to categorise the asset type for other use cases.
- **Locale** defines the language of the Asset.
- **Primary Company** is mandatory. All content editors in the primary company gets edit rights to content in the job.
- **Additional Companies** is optional and is just informational, it does not give the additional companies edit rights.
- **Confidentiality Level** is mandatory. See glossary for further detail
- **Reuse condition** is mandatory and defines if and how this content can be reused after publication.

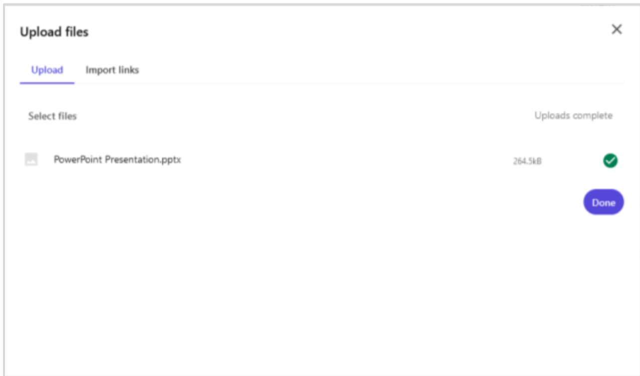
Adding assets to a Job

1. Adding Assets to a Job allows you to send them for review and approval by other teams like Legal or Safety. Upload new assets to a Job. Select **+ Add** → Upload files



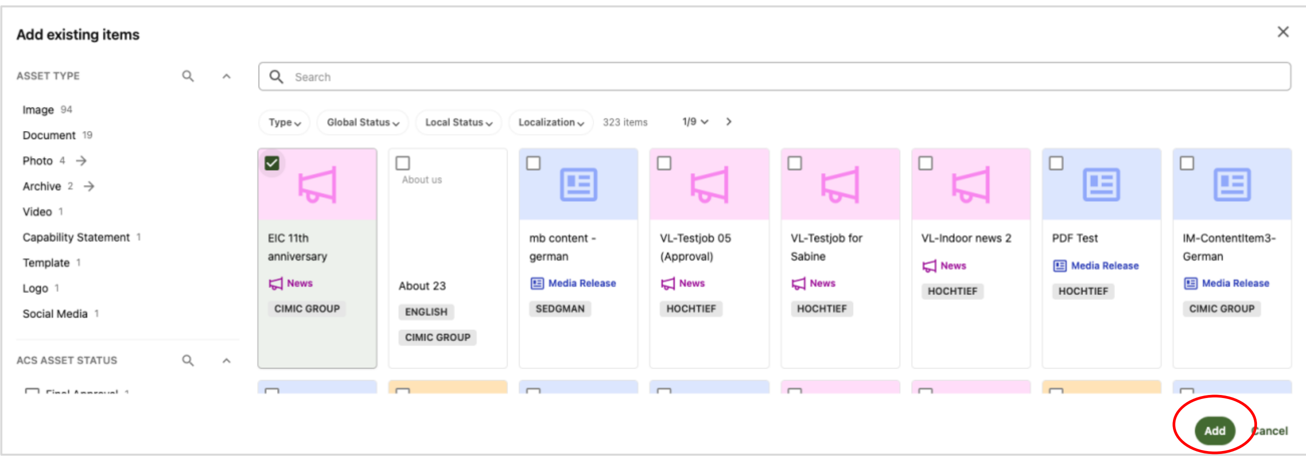


Drag and drop the file into the Upload Files window.



When the upload is complete select **Done**

2. Add existing assets to a Job. Select **+ Add** → **Add existing items.** Select the checkbox of all required assets and when complete, select **Add.**

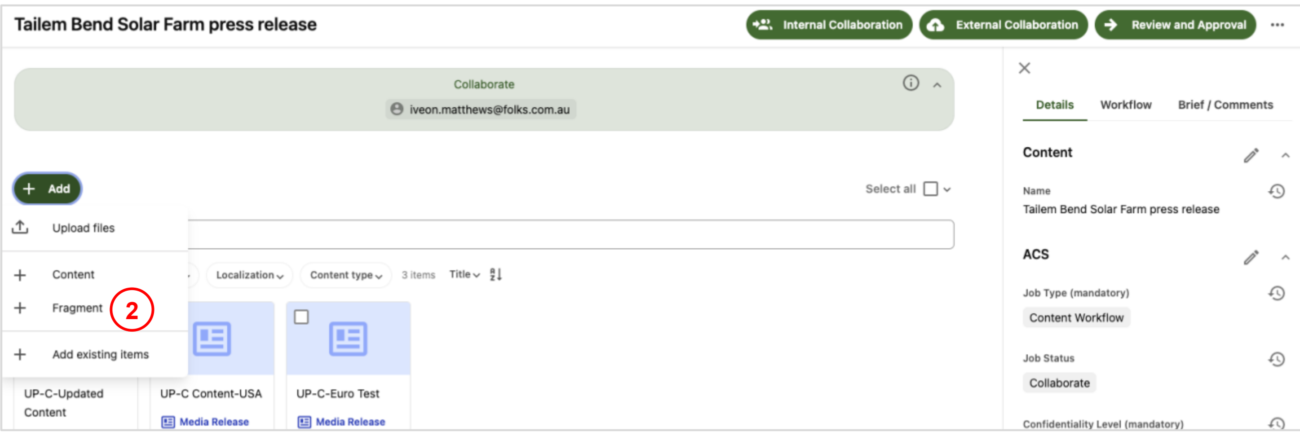


Select each asset and add metadata.
Click on the file thumbnail from the Job details page. Fill in the relevant metadata fields:

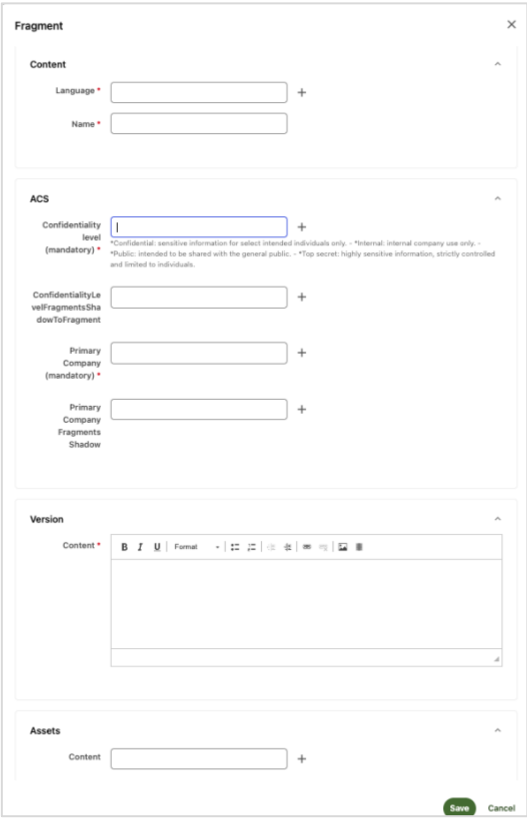
- **Title** is mandatory but can be changed later.
- **Asset Type** is mandatory. It's important to categorise the asset type for other use cases.
- **Locale** defines the language of the Asset.
- **Primary Company** is mandatory. All content editors in the primary company gets edit rights to content in the job.
- **Additional Companies** is optional and is just informational, it does not give the additional companies edit rights.
- **Confidentiality Level** is mandatory. See glossary for further detail
- **Reuse condition** is mandatory and defines if and how this content can be reused after publication.
- **Historical** indicates historical content.

Add Boilerplate Content

1. Open a Job from the **Work → Jobs** page. New Fragments are created from a Job, so they can be reviewed and approved using the standard workflow too.



2. Click **+ Add** and then Fragment - A Fragment is a reusable piece of content, also known as boilerplate content, that is written once and then re-used many times as a link to other jobs and content items. It consists of a Title and a single rich text field.



Add Fragment text and data.

Locale is mandatory and defines the language the fragment is written in.

Name is mandatory.

Confidentiality Level is mandatory

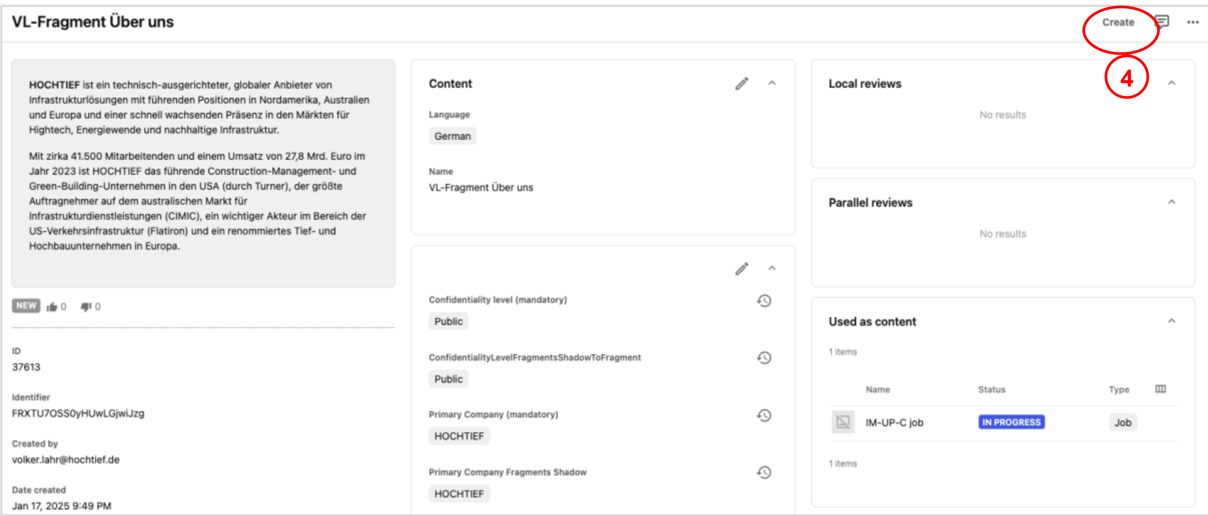
Primary Company is mandatory and defines the "owner" of the Fragment (affects permissions).

Content is also mandatory but can be edited later. This is the rich text formatted content that will be re-used for other jobs and content items.

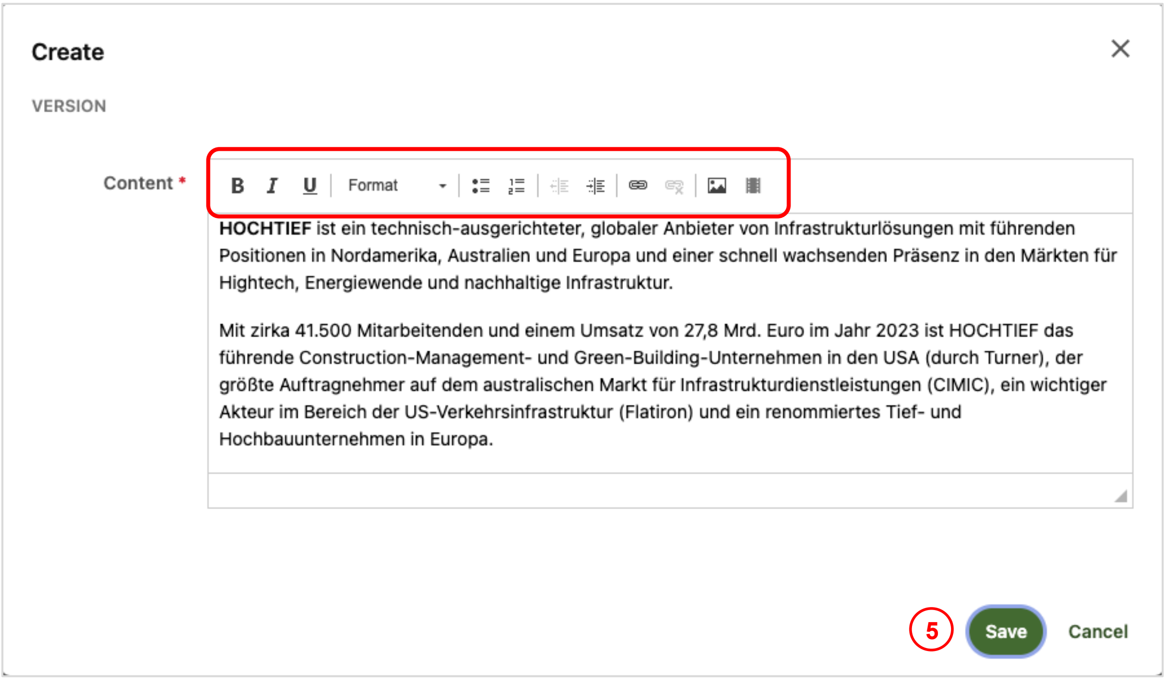
When all data has been entered, select **Save**

3. Edit a Fragment - Once the Fragment is part of the Job, it can be edited by clicking on it to open it in the Fragment details page.

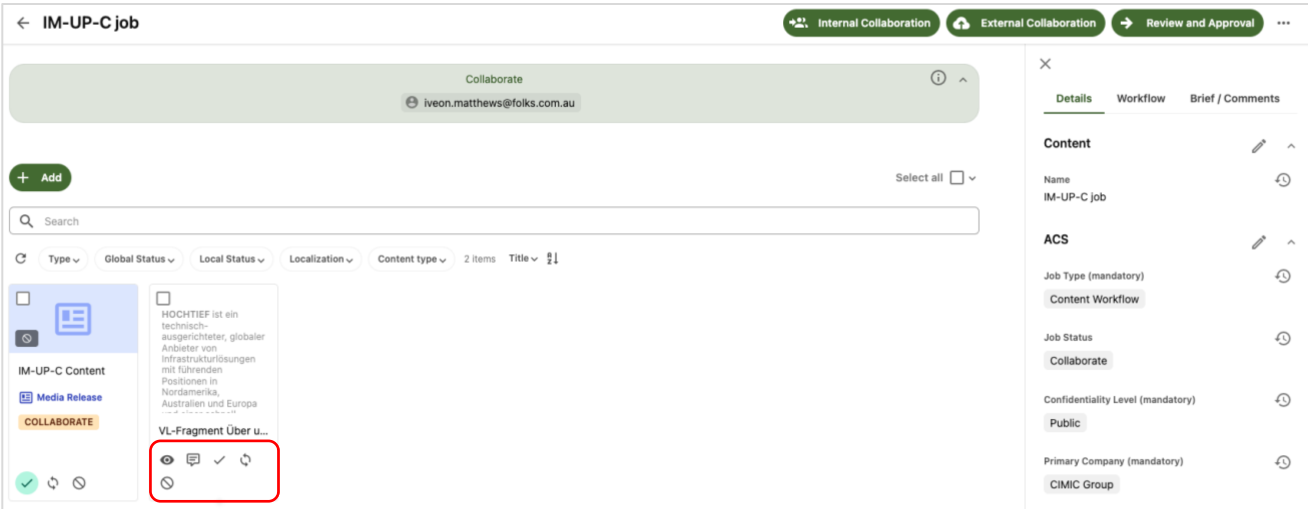
4. Use the **Create** button to edit the content of the Fragment and save it as a new version.



5. Use the rich text editor to style the Fragment text. When editing of the Fragment has been completed, select **Save.**



Review and approve a Fragment - Fragments can be reviewed, commented on and approved just like other Content and Assets that are part of a Job. Refer to Collaboration and Approval



Add existing boilerplate content to a Content item.
From the Attachments section, click **+ Add** and then **Add existing items**

A search dialog opens showing all Fragments and Assets that you have permission to see.

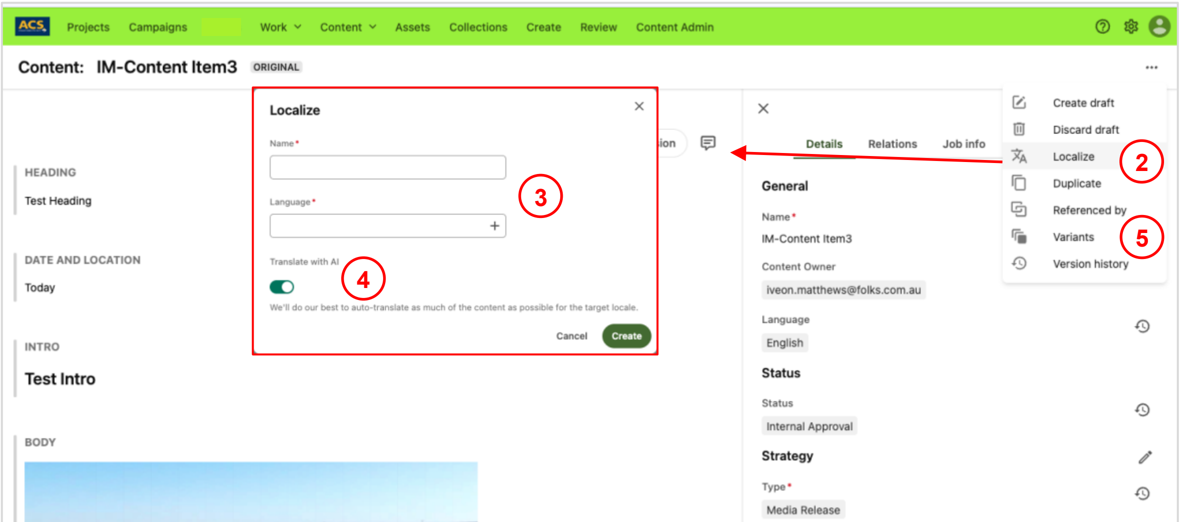
- Use the filters and search box to find relevant existing Fragments.
- The **Type** dropdown filter under the search box can be used show only Fragments.
- Select the Fragment you want and click on the Add button to add it as an attachment.

Create Translations of Content

Create a translation copy of existing Content

1. **Open existing Content -** open the Job containing the existing Content item that needs to be translated and click on the Content item to open it in the Content details page.

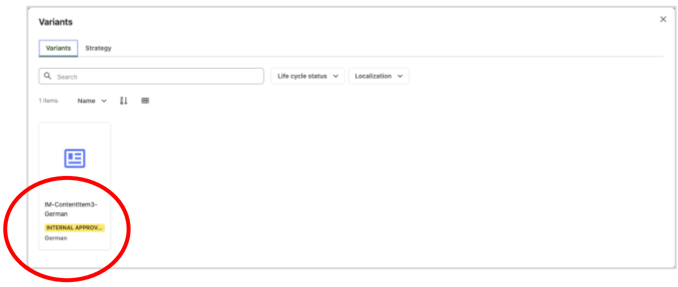
2. **Create language copy -** From the **operations menu in the top right corner** on the Content details page, select **Localize**



3. **Enter required fields -** Give the language copy a **new name** and **select the language** into which it is to be translated.
   A copy of the original Content is created in the same job as the original. The new language copy is opened in the Content details page for further editing.

4. **Translate content –** Enable the **Translate with AI** button to trigger Content Hubs AI translation function or use an external translation services (human or AI) to translate the text, then copy-paste the translations into the Content item fields.

5. **View related Language variants -** From the **operations menu in the top right corner** on the Content details page, select **Variants** to see all other language variants of the current content item.

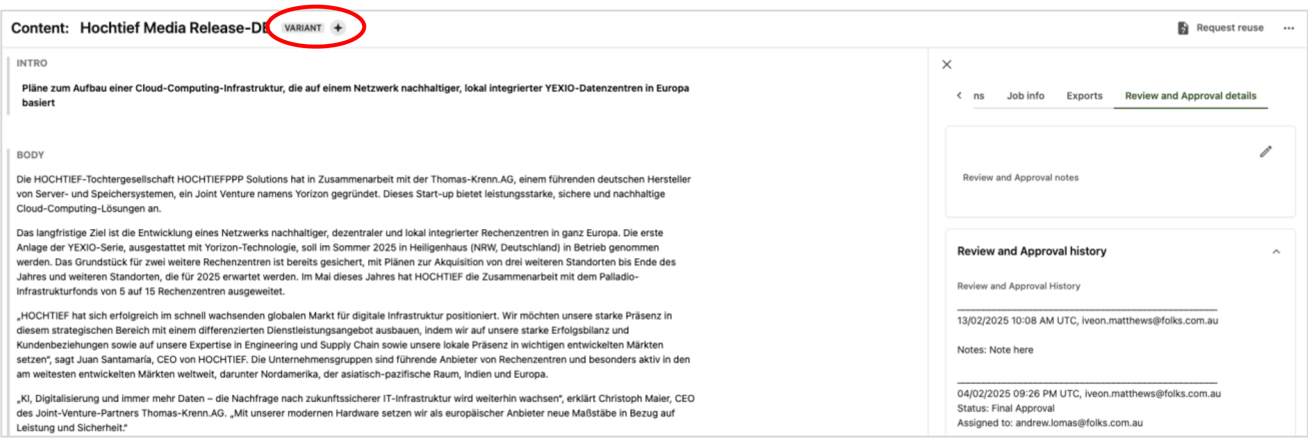


Review/approve translated content

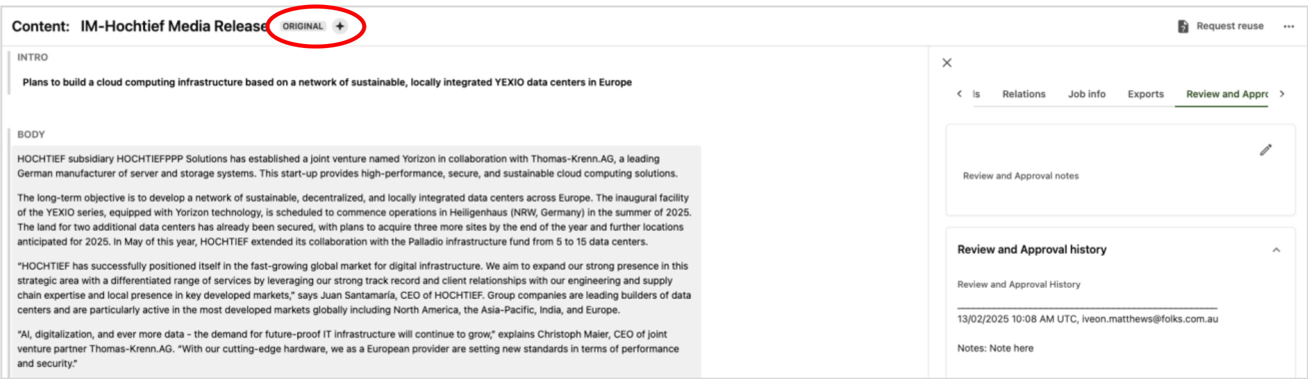
1. **Send the Language variant for Review and Approval -** Follow the standard steps in [Send Content for Review and Approval](#) processes using the Job.

AI-assisted Translation of content

With the AI-assisted content translation feature, ACS users can create content items for multiple languages. When you localize a content item, a new variant is created with a different locale (language). The AI-assisted content translation feature allows users to translate the content for each variant to the assigned locale. Variants are identified with a VARIANT label.



The content item from which a variant is created has the label ORIGINAL. A content item variant has the same fields and structure as the original content item, but has its own unique ID. The original content item and the variants can be worked on and published independently.



Content Metadata

This is a full list of the Content metadata fields - The Details tab contains all of these fields, and it is recommended that as much data be entered as possible to improve system functionality.

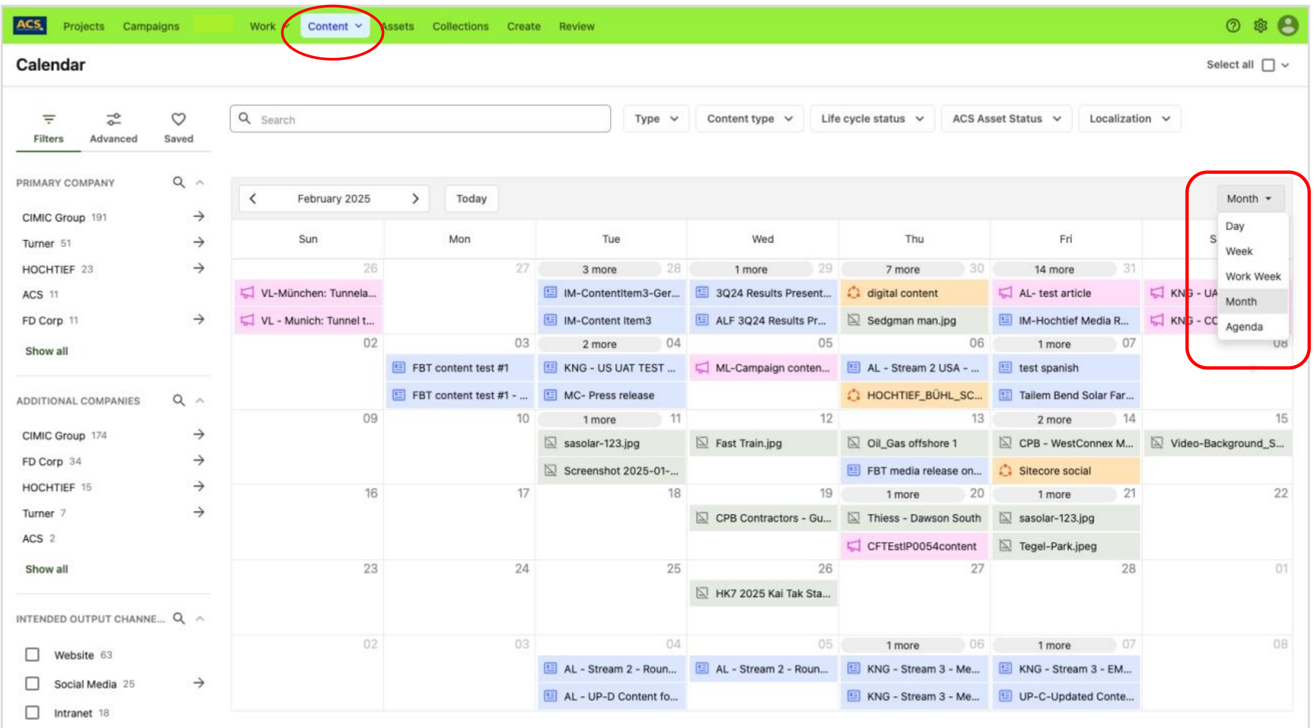
Name	Mandatory. Should describe what the content is about. Used in free text searches.
Content Owner	The user that is responsible for the content creation, review, publishing and reuse requests. Often inherited form the Job the content item is created from but can be overridden here.
Locale	Defines the language that the Content is written in.
Status	Shows where the content is up to in the workflow. Automatically updates to be in sync with the workflow status of the Job the content is part of.
Type	Mandatory. Defines the content fields that are available to editors.
Publication date	Determines the date and time the content is scheduled to be published to the output channel. This should be set on creation to give visibility of planned content to other users and companies but can be changed at a later stage.
Primary Company	Mandatory. All content editors in the primary company get edit rights to the content.
Additional Companies	Optional. It is only informational; it does not give the additional companies edit rights. But it can be used for searching and filtering.
Confidentiality level	Mandatory. Controls permissions to see and edit the content based on the sensitivity of the content itself. See glossary for further detail
Reuse conditions	Mandatory. Defines if and how the content can be reused after publishing.
Publication type	Mandatory. Classifies the content into one of many predefined categories. Used for search and filtering.
Intended output channels	Indicates where the content will be published.
Clients	The specific clients that are related to the content. Inherited from Projects.
Sectors	The specific industries or market segments that are related to the content. Inherited from Projects.
Expertise	The company's specialised knowledge, skills and competencies that are related to the content. Inherited from Projects.
Regions	The specific geographical locations that are related to the content. Inherited from Projects.
Historical	Marks content as historical.
Media release categories	Conditional. Only shown when the Content Type is News or Media Release. Defines the sub-type of those two.

The Relations tab

Projects	Projects directly related to the Content.
Campaigns	Campaigns directly related to the Content.

Scheduling and Planning

Go to **Content** → **Calendar** page. All content planned for the current month is displayed.



Select Day, Week, Month etc. from top-right drop-down.

1. The Calendar page provides an overview of content for a specific period of time. You can add content to the calendar and view calendar details by:

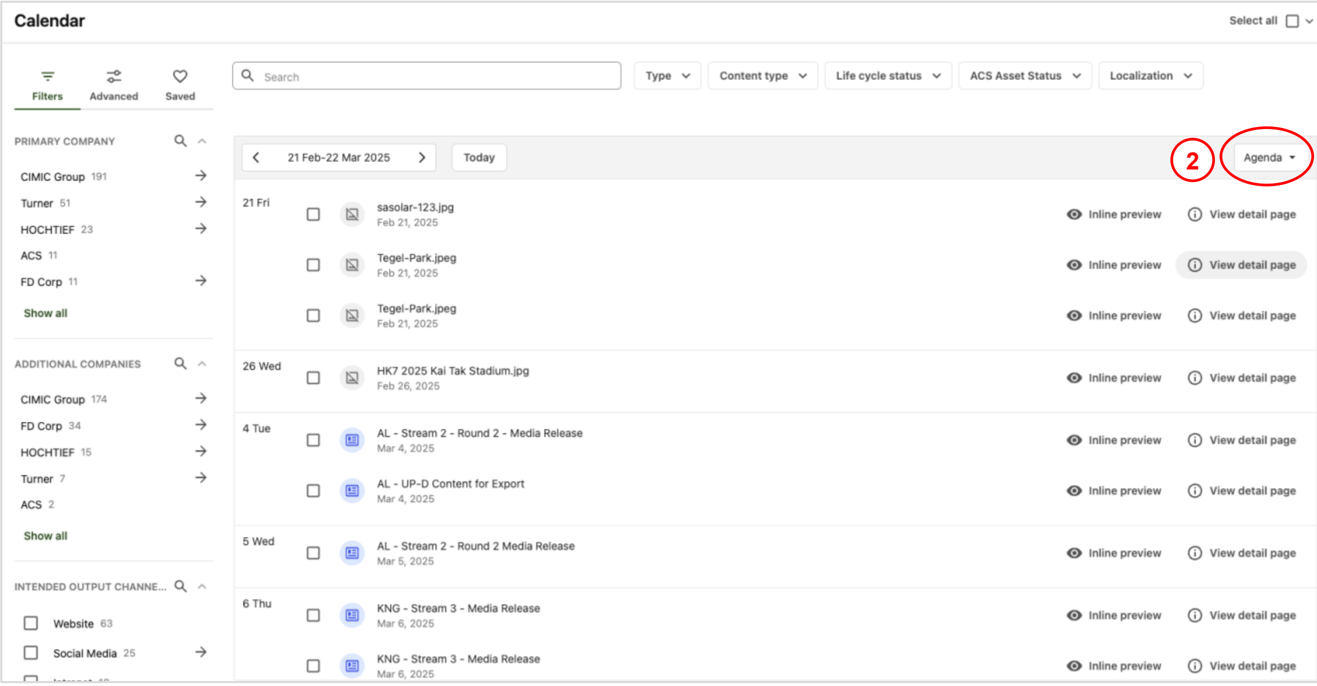
   - Day - where information is broken down into hourly segments for a deep overview of the published content planned for the day. By default, the day view displays today's information. You can use the arrows to navigate to another day.

   - Week - where published content is displayed for a 7-day week. This view shows the status and content type for each entry in the calendar.

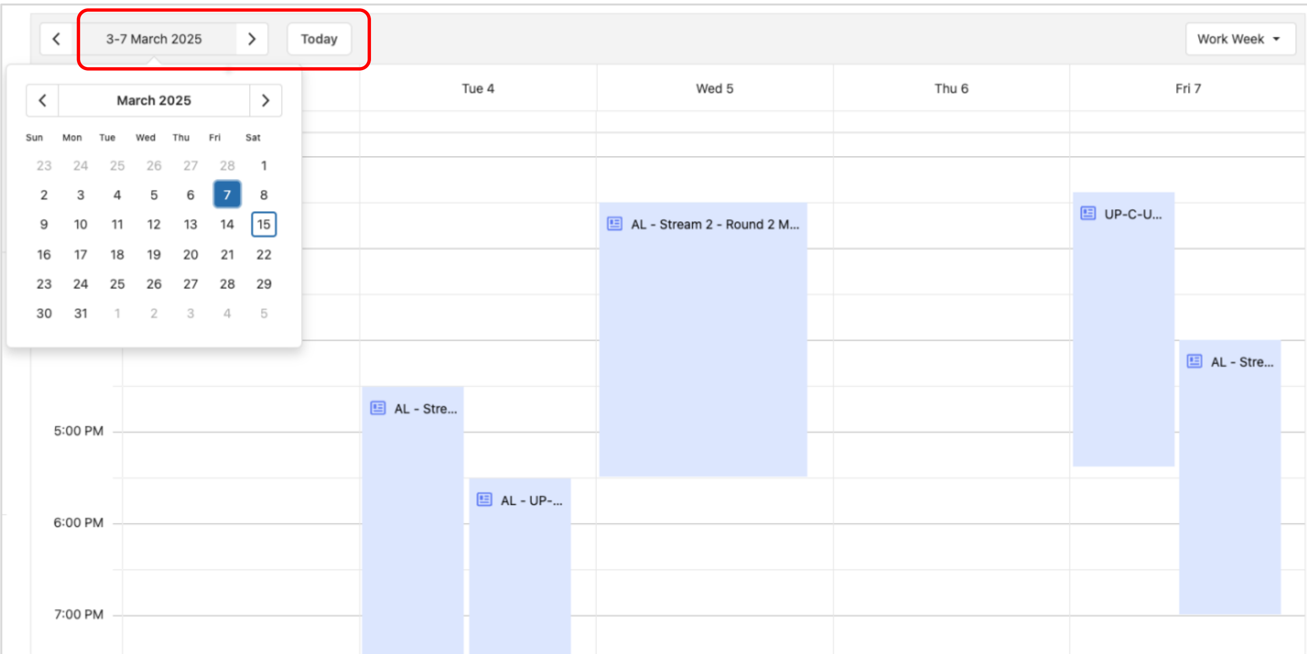
   - Work week - where published content is displayed for the Monday to Friday work week.

   - Month - where published content is displayed for the month. This is the default view.

2. To display detailed calendar content in a vertical view, use the **Agenda** view. In the following example, the calendar display is by month.



3. Select a date from the date picker or “today” button in top left section of the calendar view

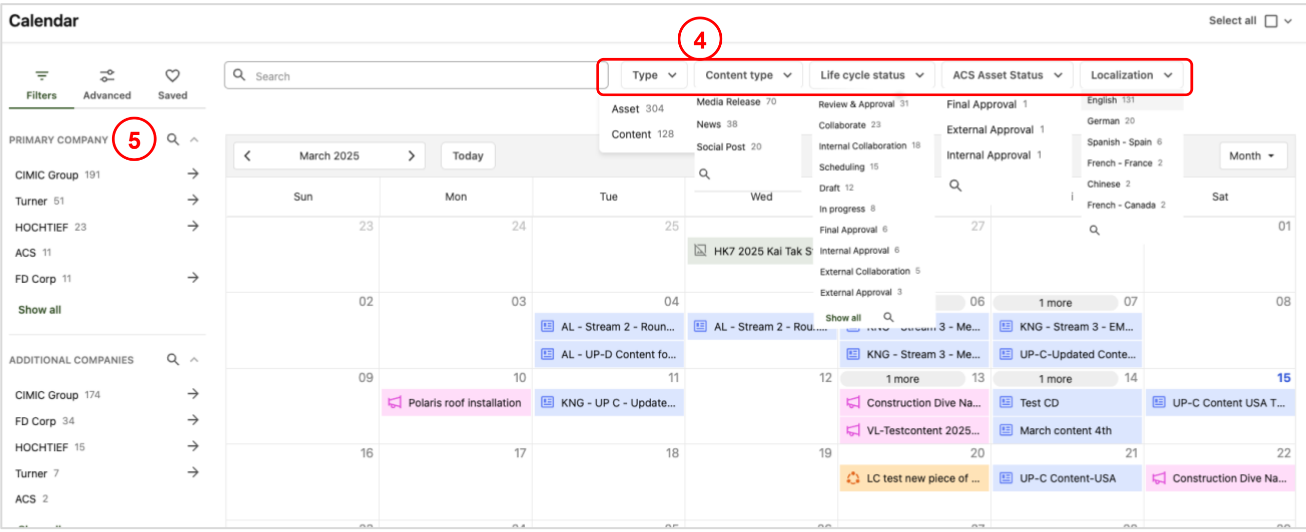


4. Use the filter options to the right of the search bar.

You can use the facets above the calendar to filter the information displayed on the calendar. By default, the following facets are available:

- **Type –** the type of entity; asset or content etc.
- **Content type** - displays published content of the selected type (for example, only the *Blog* type or only the *Social media* type).
- **Life cycle status** - displays published content for the selected life cycle state (for example, *InProgress*, *Idea*, *Final*).
- **Localization** - displays published content for the selected display by locale (for example, *en-US*, *nl-BE*).
- **ACS Asset Status** – the state/stage of the job workflow.

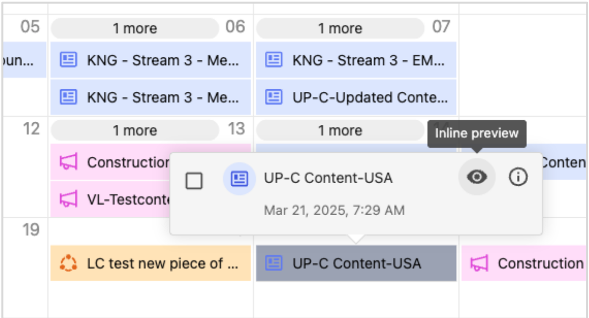
You can select any combination of facets (for example, content type of *News*, life cycle status of *Final*, and localization of *English*).



5. Filter by Company and other taxonomies - Use left-side filters to only show content for a particular Company, Publications Type, Intended Output Channel etc.

Set and update publication dates

Permission determines if the publication is editable. Only editors in the Primary Company's Comms Team will be able to change it, as well as users who are invited as Collaborators or Approvers for the Job that contains the Content.

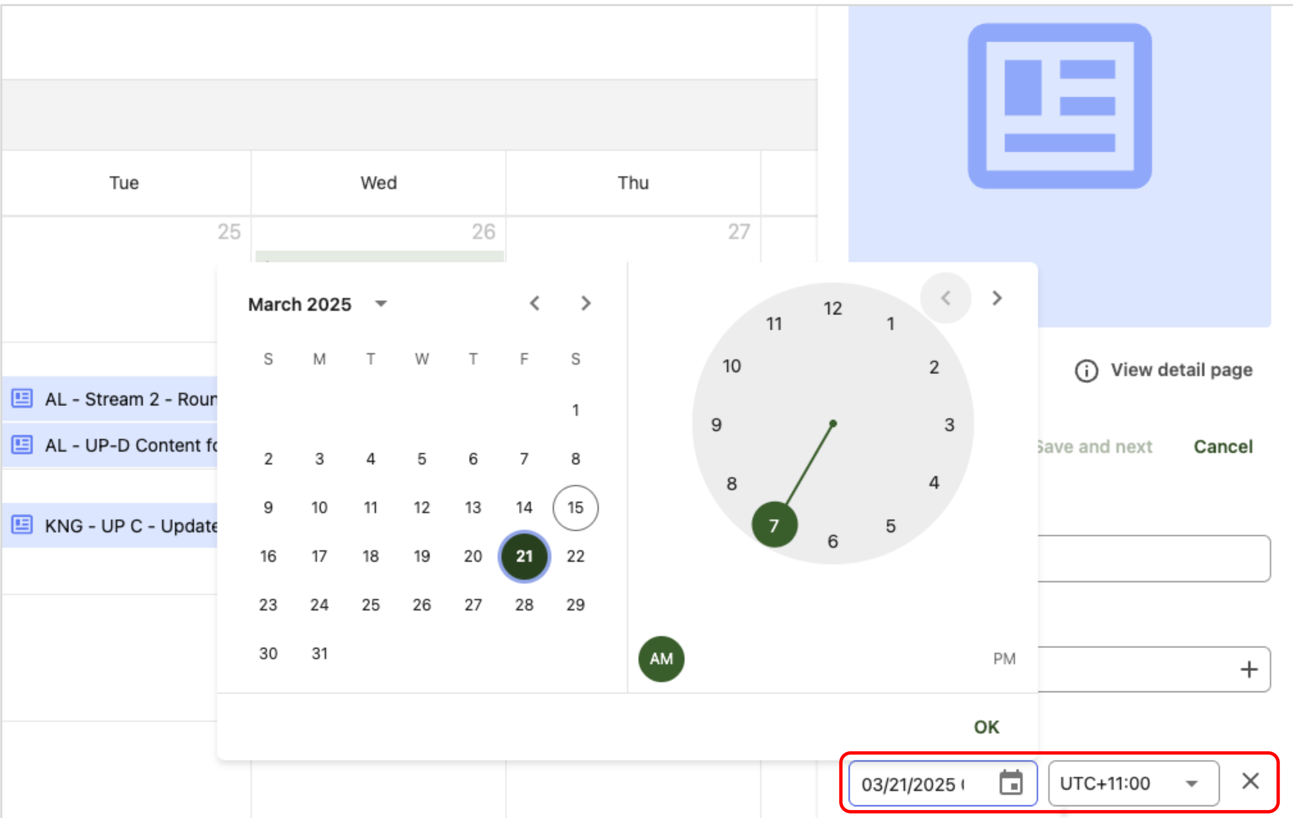


Select one item from the Calendar and then click on the **Inline Preview** icon.

This will open a preview version of the details page where the date can be changed.

Change publication date for digital Content - Click on the Content in the Calendar view and select **View detail page** ⓘ to open the detail page in a new browser tab.

Click the pen icon next to the **Strategy** section in the sidebar and change the **Publication Date** field. When complete select the **OK** button.

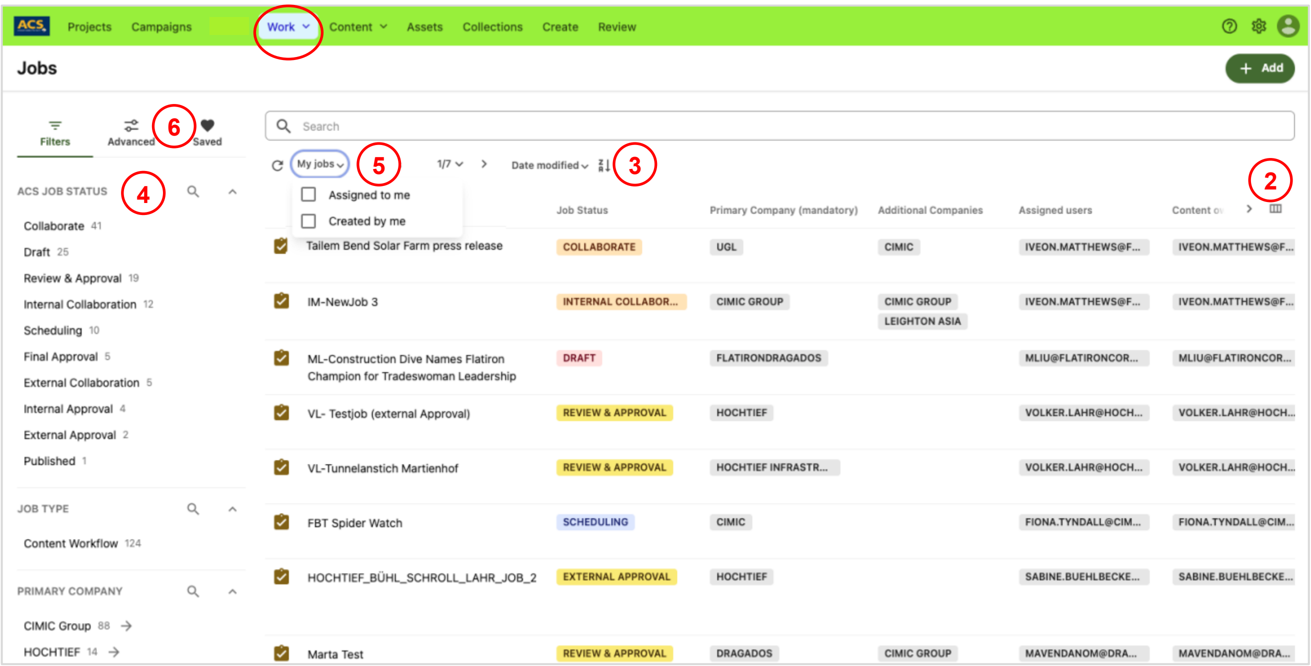


Tracking and Oversight

View the state of workflow across all "work in progress" Jobs

1. View all Work In Progress (WIP) Jobs **-** Go to **Work** → **Jobs** page to see ALL jobs in the system that you have permission to see.
    - View permissions are based on the Primary Company, Confidentiality Level and Status of the Job.
    - If you are invited to a Job as a Collaborator or Approver, you will see that Job as well.

2. Review workflow status and other information - On the Jobs page, use the columns to visually inspect Job Status and assigned users, as well as collaboration and approval deadlines.
    - Use the **Column selector** to hide/show different columns to suit your needs.



3. Use **sorting** options - Select a sorting option from the **sorting drop-down** and optionally change the **sort order**. 

   Alternatively, click on the column header of a text or date field to sort by that column.

4. Use the **filters** in the sidebar to narrow down the list of Jobs - Filters are available for:

   Job Status - only show Jobs at a specific state

   Primary Company - only show Jobs for your team (or wider team using a Group Company)

   Project, Campaign - show Jobs related to a specific Project or Campaign.

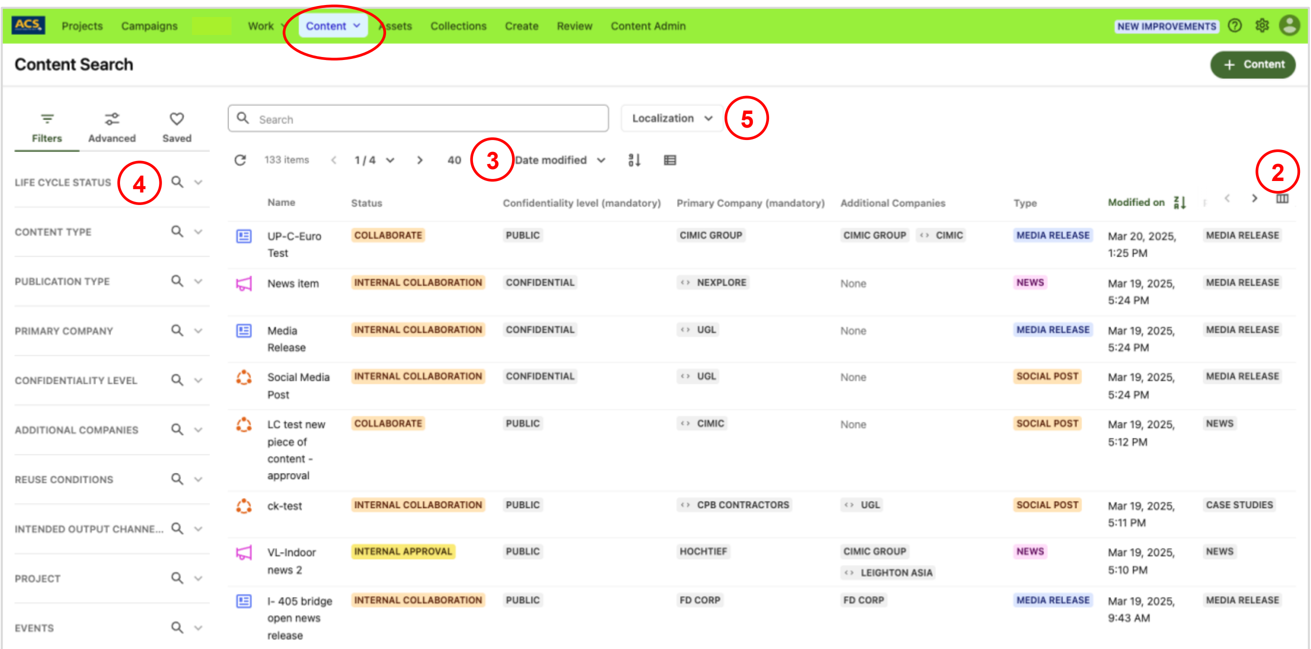
5. Use the **My Jobs filter** under the search bar to narrow down the list of Jobs –
   The **My Jobs filter** has two options:
   a. **Assigned to me -** only show Jobs that are currently assigned to me to action. Consider this the **Jobs Inbox**. *Note that you can save a browser bookmark for the search page with this filter enabled to quickly come back to it.
   b. **Created by me** - only show Jobs created by you.

6. Use Job filters and Advanced filters to create Saved searches by user or use the prepared global versions. Refer to Saved Searches

View the state of workflow across all "work in progress" Content

1. **View all Work In Progress (WIP) Content -** Go to **Content** → **Search** page to see ALL Content in the system that you have permission to see.
   - View permissions are based on the Primary Company, Confidentiality Level and Status of the Content.
   - If you are invited to a Job as a Collaborator or Approver, you will see the Content that is part of that Job as well.

2. Review **content status** and other information - On the Content Search page, use the **columns to visually inspect** Content Status and other information.
   - Use the **Column selector** to hide/show different columns to suit your needs.



3. Use **sorting** options - Select a sorting option from the sorting drop-down and optionally change the **sort order**. 

   - Alternatively, click on the column header of a text or date field to sort by that column.

4. Use the **filters** in the sidebar to narrow down the list of Content.
   These filters are similar to the ones for Jobs, but with these additions:

   - **Content Type** and **Publication type -** can be used in combination to find specific types of Content.
   - **Reuse conditions** - only show Content that can be reused for specific conditions.
   - **Intended Output channel** - only show Content for a specific channel.
   - **Client, Sectors, Expertise and Regions** - offers more options to finetune the search.

5. Use the **Localization filter** next to the search bar to show Content in a specific Language.

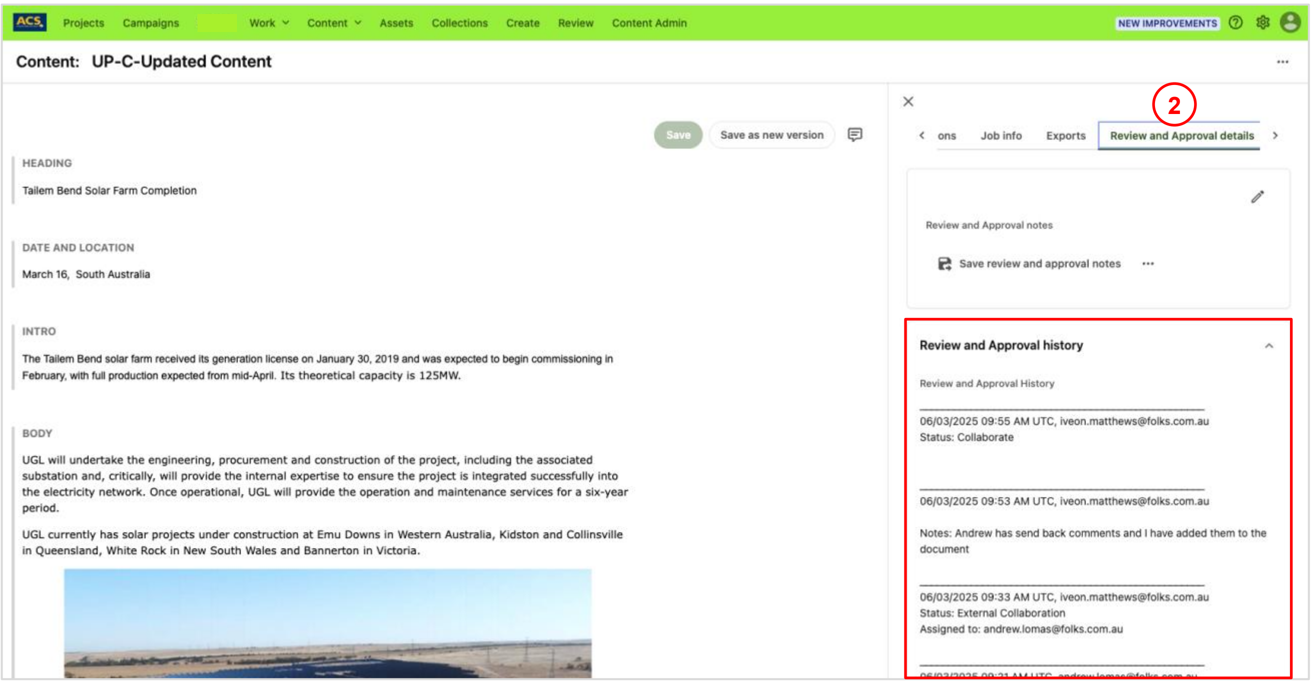
6. Calendar view for Content – refer to Scheduling and Planning.

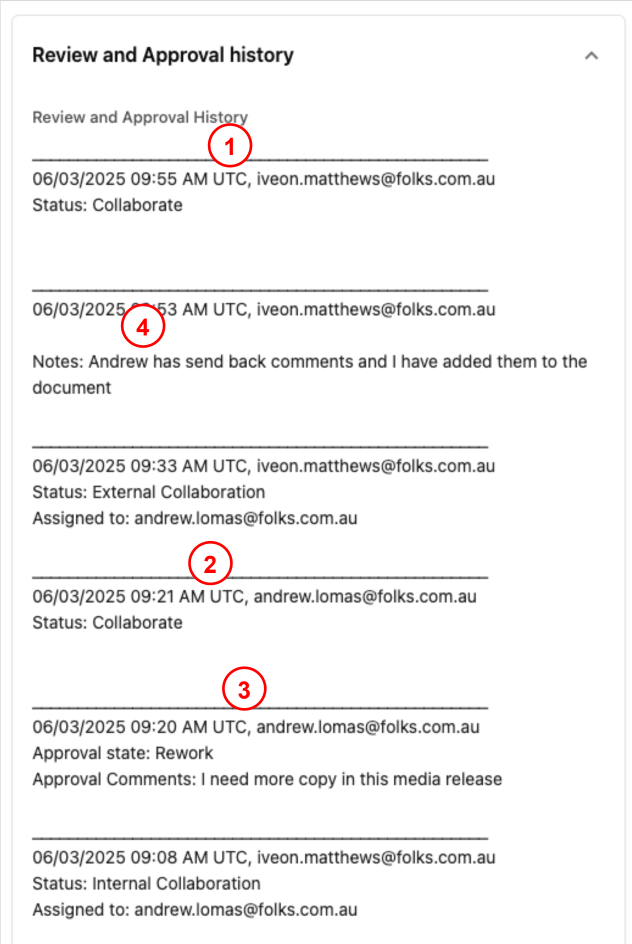
Version control and tracking

View collaboration and approval history

1. Open a **Content item** from a Job - On the Content details page, go to the **Review and Approval details** tab in the sidebar.

2. **Review and Approval History -** The Review and Approval history section in the sidebar lists all events related to collaboration, reviews and approvals, in chronological order with the newest events at the top.





1. History event structure - Each event is listed with a date and time stamp (in UTC +0 time zone) followed by the user that initiated the event.

2. **Status changes** - When the status changes for a Content item (i.e. when the job has progressed in the workflow) the event is listed as “Status” with the new status and the user that the Job was assigned to (excluding the content Owner).

3. **Approval events -** When an “Approval button” is used on a Content item (i.e. Approved, Rework or Rejected is clicked under the thumbnail), the event is listed as “Approval state”
with details of which button was clicked and any additional comments submitted at the time.

4. **Review and Approval notes on behalf of others -** When adding Review and Approval notes on behalf of other users – refer to Collaboration outside Content Hub

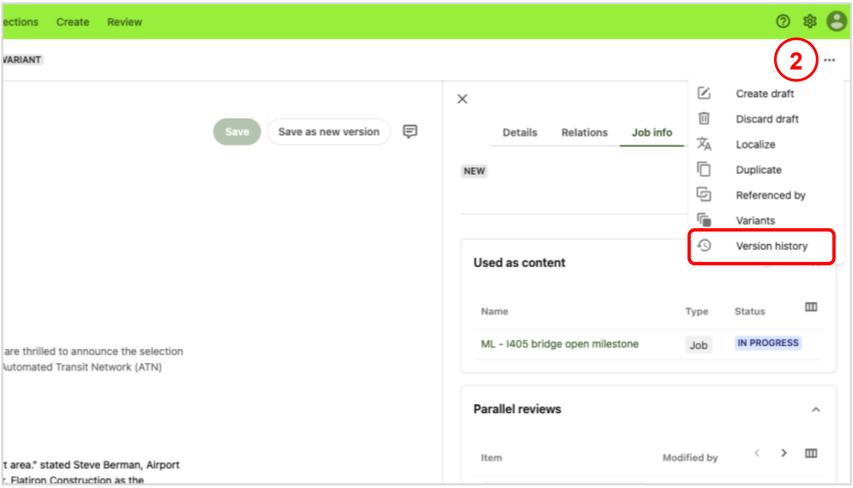
Comparing versions of content to see changes made

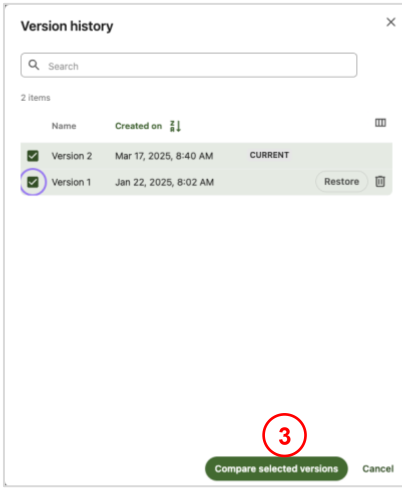
1. Make an edit to any content field and click the **Save as new version** button.

The system retains a copy of both the old and new versions, which can be visually compared at any stage.

2. Open **Version History** dialog - From the dropdown menu in the top right corner of the Content Details page, select ‘Version History’.

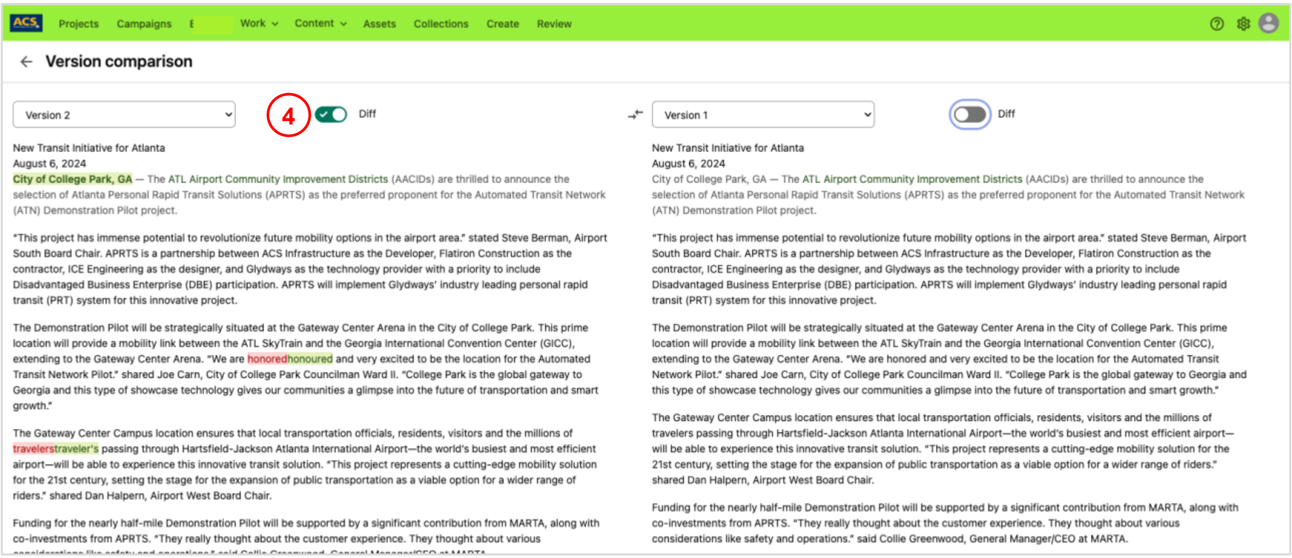
3. Select **versions to compare -** Select two versions and click **Compare selected versions.**





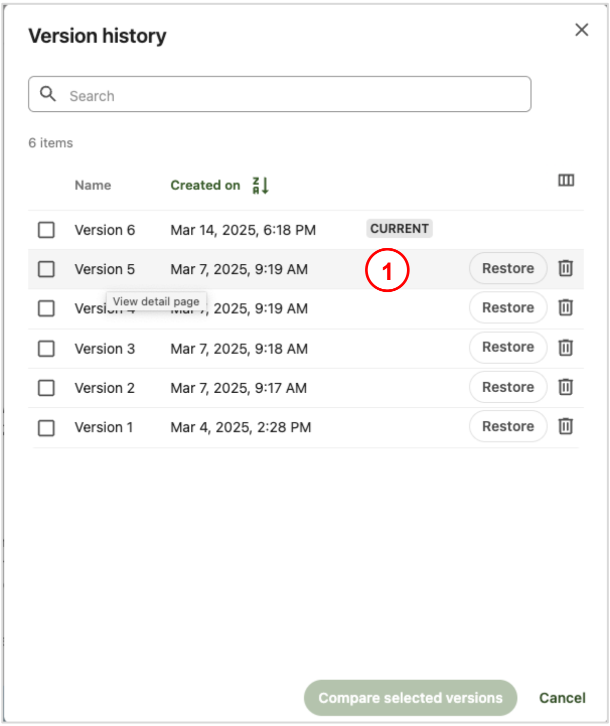
4. **View differences -** Enable the **Diff** toggle on either version to visually see what was changed between the two versions.

Removed text is highlighted in red
Added text is highlighted in green
You can dynamically select other versions to compare while in the dialog

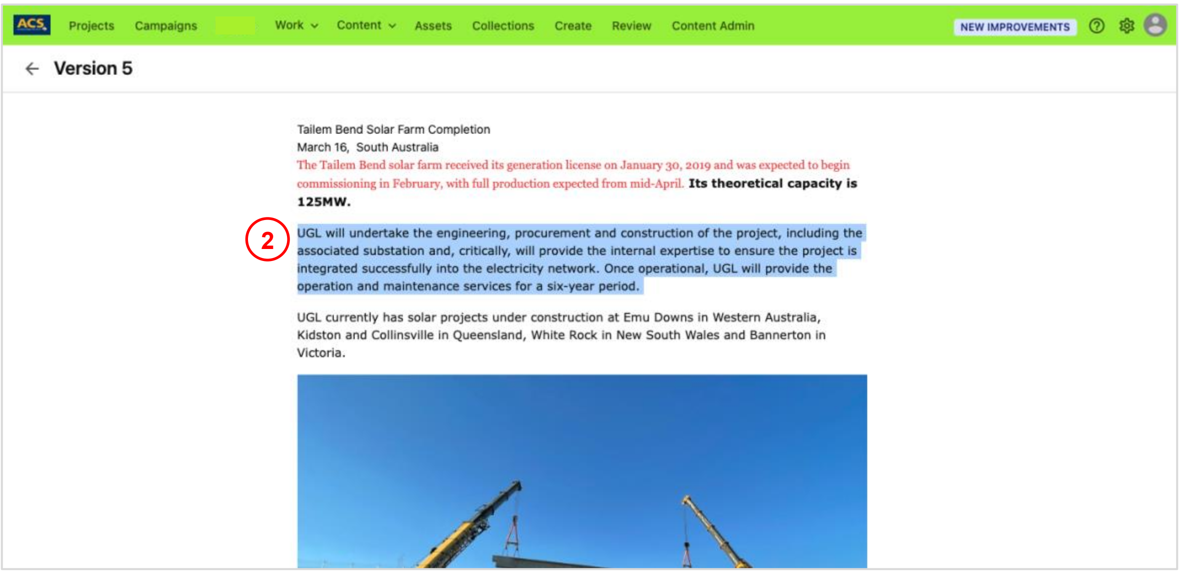


Reverting to a previous version of content

1. Open **Version History** dialog and copy relevant text - Open the Version history dialogue with the version you want to restore from.



2. Copy the text you want to restore to the computer clipboard.

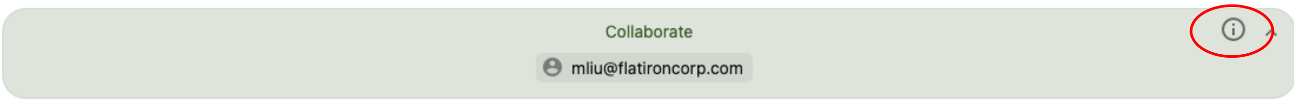


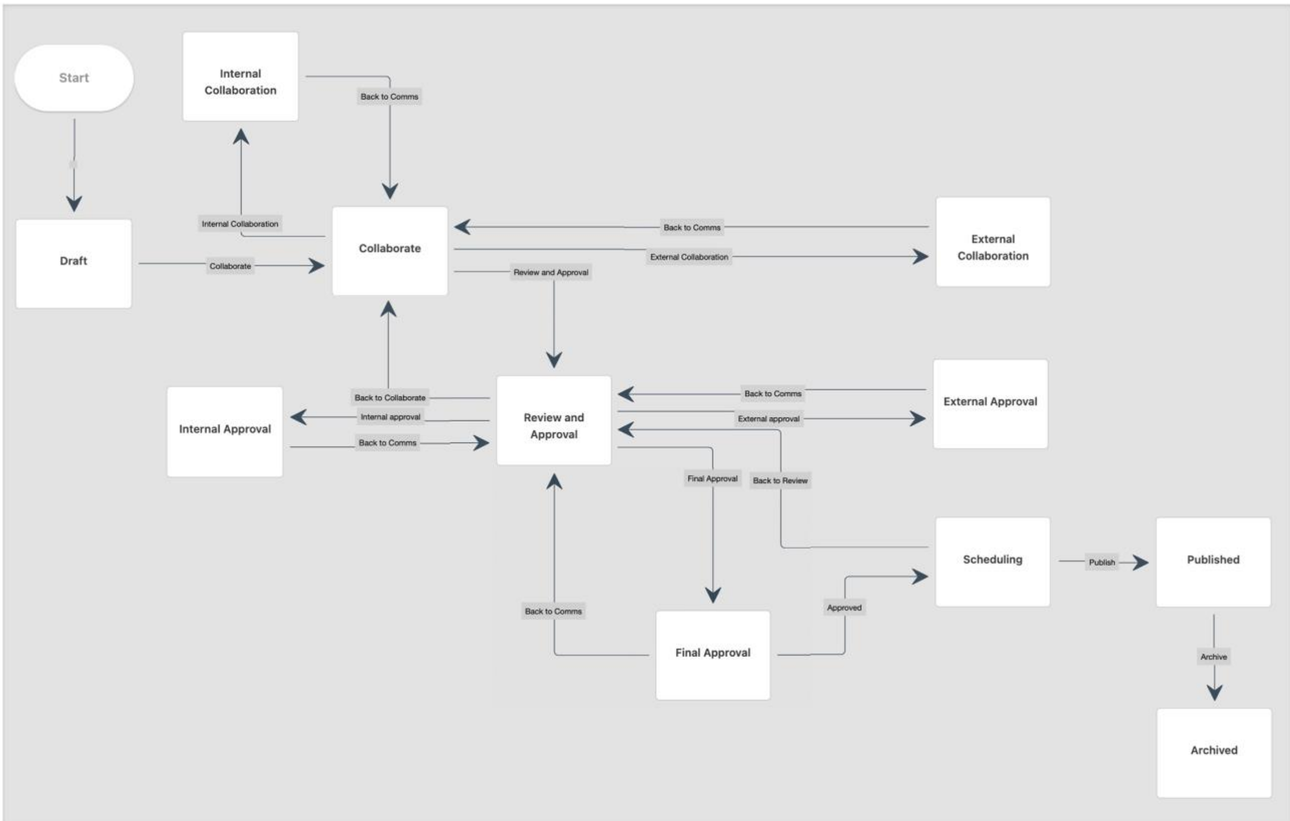
3. Edit current version and paste the text - Close the Version History dialog and paste the copied text into the relevant field of the current version in the content editor.
   Save the edits with **Save as new version**

Collaboration and Approval (Internal)

Collaboration and Review/Approval workflows are managed at the Job level, for all items within the Job, such as Content or Assets.
The processes described here apply to “Internal collaboration and approval” for users with a Content Hub login.

This workflow shows the stages a Job will go through from Start to Publish. It can be viewed at any time from within a **Job**. Select the information icon at the right to open the workflow diagram.





1. Assign collaborators to a Job and send for collaboration

Play

1. Open a **Job t**hat you are managing from the Works page - Advance the **Job workflow** to the “**Collaborate**” state. Refer to SOP

If the Job is currently in **Draft** state, click on the **Collaborate** button in the top left corner.
The “Collaborate” state is assigned to the Content owner and used to prepare a Job before sending for collaboration, or to review changes submitted by a Collaborator.

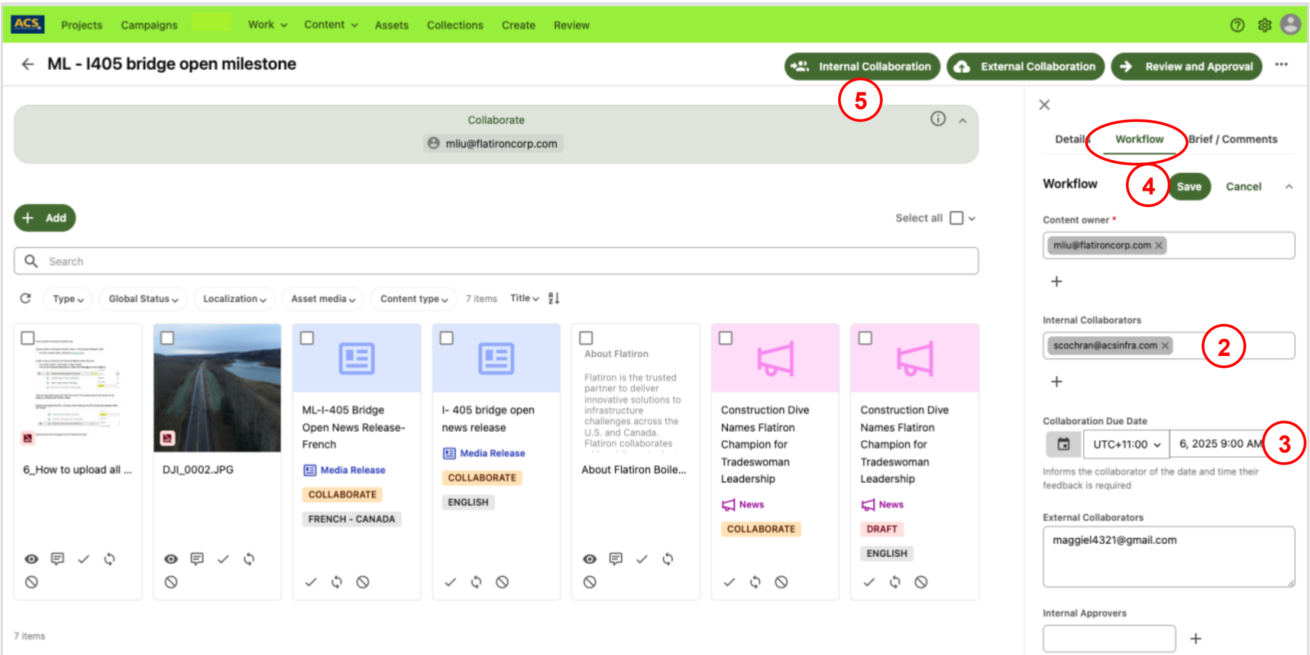
Once the Job is in **Collaborate** state, it becomes visible to the users (depending on the Primary Company and Confidentiality Level) and is now ready to be assigned to Collaborators.

2. Open the **Workflow** tab in the sidebar and Add users to the **Internal Collaborators** field.

    - Add required users by starting to type their email address and then selecting the relevant user from the search results.

    - Adding more than one collaborator will allow all of them to edit the content at the same time in the next step.

If the required user does not exist in the system yet, contact your company's IT department to organize the new user account.



3. Set Collaboration Due Date (Optional) - Edit the Collaboration Due Date field to set a date and time to inform the Collaborator when their feedback is required.

    This is an optional, informational field only. It does not trigger notifications, re-assignments or workflow changes.

4. When complete **Save** the data of the Workflow tab.

5. Send the Job for collaboration - Click on the **Internal Collaboration** button in the top right corner. The Job is assigned to all users selected in the "Internal Collaborators" field, and those users will receive an email notification about the assignment.

Reminder: The collaborator will not see any assets that are used within the Content item if they have not been uploaded into the Job first, before embedding or attaching these assets into the content item.

2. Accessing Jobs and Content as collaborators

1. The collaborator receives an email notification from Content Hub that you have been assigned to a Job. Click on the "**View Work**" link in the email notification. Refer to SOP

2. Alternatively, display all assigned Jobs from Jobs search page - go to the **Work** → **Jobs** page and use the "**My jobs** → **Assigned to me**" filter to see all assigned jobs.

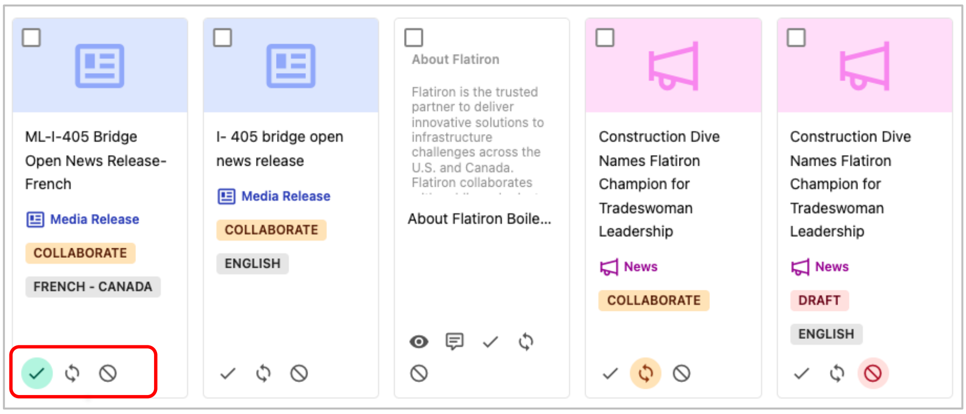
   Use the **Collaboration Due Date** sorting option to show Jobs in order of urgency or the Saved search for this page.

3. **Edit and comment on Content -** Click on an assigned Job to open it.
   a. Click on a Content item in the Job to open it in the Content Editor.
   b. Click into content fields to edit them or select text to leave a comment. Refer to Edit and Format Content for further details on how to edit content.

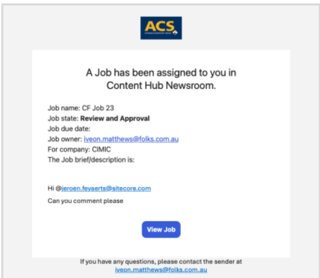
   When editing is complete, click **Save** on the workflow tab.

4. **Set Content feedback**: Approved, Rework or Rejected - Click one of the "Approval" buttons under the Content thumbnail in the Job to register feedback:

   - Approved
   - Rework - add additional comments
   - Rejected - add additional comments (Note, this option is mostly used for image selections, not Content items)



This will trigger the send of a custom email to the Content Owner informing them of your decision and /or comments.



4. **Do Not** click on the Back to Comms button in the top right corner when finished. The Content Owner will select this button when the whole collaboration round is completed. Edit rights for all collaborators will be revoked, and the Job unassigned from them.

3. Collaborate on Content as Content Owners

1. Receive **notification** about Job assignment - Click on the **View Comment** link in the email notification. Refer to SOP

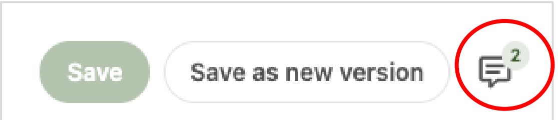
   Alternatively, go to the Work → Jobs page and use the "**My jobs → Assigned to me**" and "**ACS Job Status = Collaborate**" filters to see all assigned jobs in the Collaborate state. Then click on a Job to open it.

2. **Review Content feedback**: Approved, Rework or Rejected - Review state of "approval buttons" under the content thumbnail for a quick overview of collaborator feedback.

3. **Review edits and comments on Content -** Click on a Content item in the Job to open it in the Content Editor.

4. View **Version History -** Select Version History from the menu in the top right corner. Refer Version History

5. View **Comments on the Content item -** Click the **Comments icon** next to the Save buttons to open all content fields with comments and show those comments.

   Comments can be replied to using @-mentions to notify specific users.
   Refer to Edit & format Content

6. **Resend Job** for collaboration - After review of edits and comments, and the content has been updated based on that review, the Job should be moved on in the workflow via one of four options:
   a. Send back to the same collaborator - Update the **Collaborator Due Date** and click "**Internal Collaboration**" button to reassign it to the current collaborator.

   b. Send to a new collaborator - Update the **Internal Collaborators** and **Collaborator Due Date** fields under the Workflow tab, then click the "Internal Collaboration" button to assign the Job to the new collaborator

   c. Send for External Collaboration - Refer to Collaboration outside Content Hub

   d. Progress Job to Review and Approval Stage - If no further Collaboration is required, follow the steps in the next section - **Send Content for Review and Approval**.

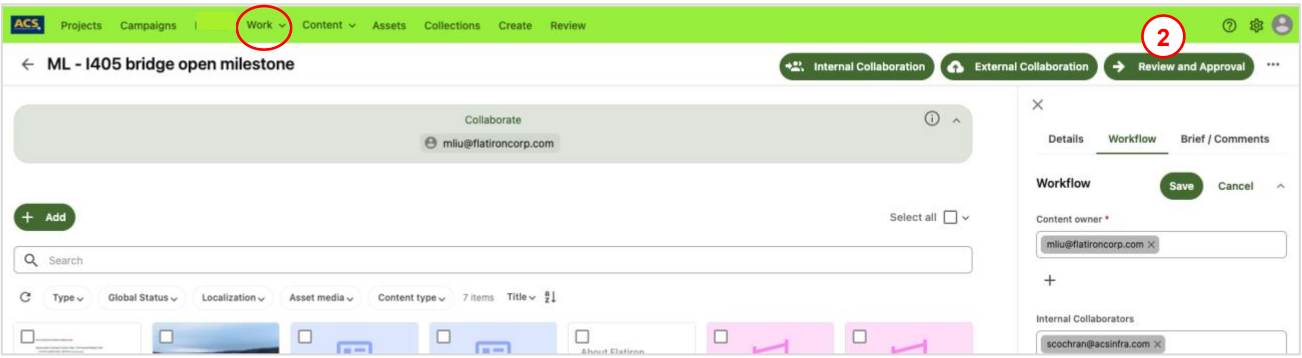
4. Send Content for Review and Approval

Play

1. Open a **Job t**hat you are managing from the Works page - Use “My jobs” filter or other search/filter functions to find the relevant job. Refer to SOP

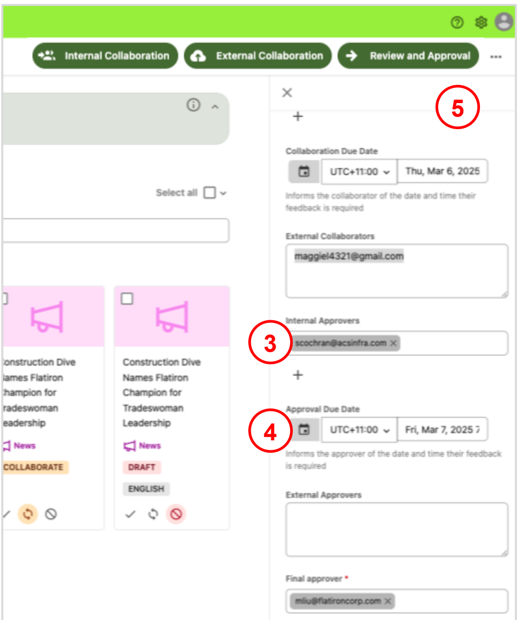
2. Advance the **Job workflow** to the “Review and Approval” state - If the Job is currently in “Draft” or “Collaborate” state, click on the **Review and Approval** button in the top left corner.

   The “Review and Approval” state is assigned to the Content owner and used to prepare a Job before sending for review, or to review comments submitted by an approver.



3. Open the **Workflow tab** in the sidebar and **Add users** to the **Internal Approvers** field - Add required users by starting to type their email address and then selecting the relevant user from the search results.

   - Adding more than one approver will allow all of them to edit the content at the same time in the next step.
   - If the required user does not exist in the system yet, refer to the process Add new users as approvers.



4. Set **Approval Due Date** (Optional) – Edit the Approval Due Date field to set a date and time to inform the Approver when their feedback is required.
   This is an optional, informational field only. It does not trigger notifications, re-assignments or workflow changes.

5. **Send** the Job for Approval - Click on the **Review and Approval** button in the top right corner.
   The Job is assigned to all users selected in the “Internal Approvers” field, and those users will receive an email notification about the assignment.

5. Review and Approve Jobs and Content as Approvers

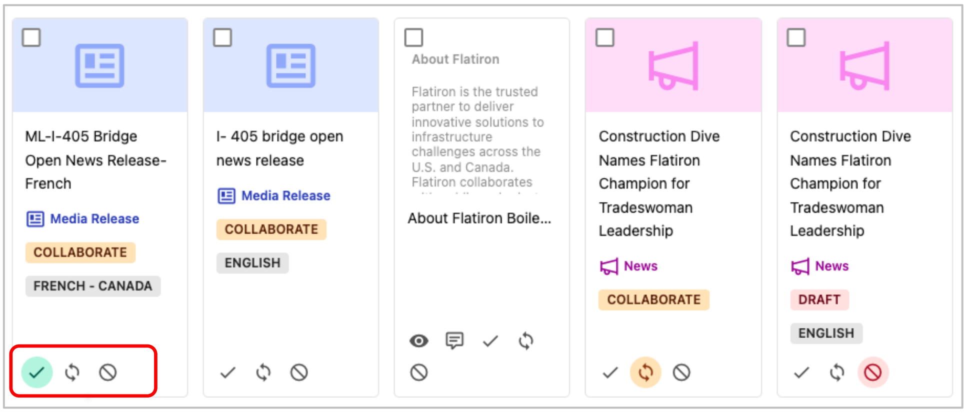
1. Receive an email notification about a Job assignment - Click on the **View Comment** link in the email notification. Refer to SOP

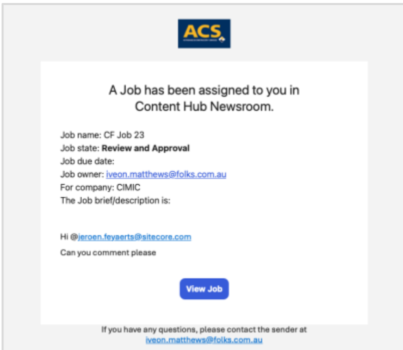
   Alternatively, display all assigned Jobs from Jobs search page – Login to Content Hub, go to the **Work** → **Jobs** page and use the “**My jobs** → **Assigned to me**” filter to see all assigned jobs.

   Use the **Approval Due Date sorting** option to show Jobs in order of urgency.

2. **Set Content feedback**: Approved, Rework or Rejected - Click one of the “Quick Job Actions” buttons under the Content thumbnail in the Job to register feedback back to the content owner:
   - Approved
   - Rework - add additional comments
   - Rejected - add additional comments (Note, this option is mostly used for image selections, not Content items)



This will trigger the send of a custom email to the Content Owner informing them of your decision and /or comments.



5. **Do Not** click on the Back to Comms button in the top right corner when finished. The Content Owner will select this button when the whole approval round is completed. Edit rights for all collaborators will be revoked, and the Job unassigned from them.

6. Review and Approve Content as Content Owners

1. Receive **notification** about Job assignment - Click on the **View Comment** link in the email notification. [Refer to SOP]

   Alternatively, go to the **Work** → **Jobs** page and use the "**My jobs** → **Assigned to me**" and **"ACS Job Status = Review and Approval"** filters to see all assigned jobs in the Review and Approval state. Then click on a Job to open it.

2. Resend Job for review and approval - After review of edits and comments, and after the content has been updated based on that review, the Job should be moved on in the workflow via one of four options:

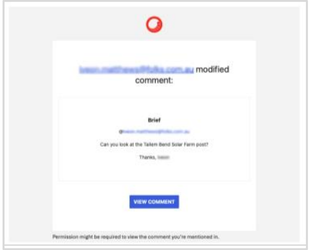
   a. Send back to the same approver - Update the **Approval Due Date** and click **Internal Approval** button to reassign it to the current approver.

   b. Send to a new approver - Update the Internal Approvers and Approval Due Date fields under the Workflow tab, then click the **Internal Approval** button to assign the Job to the new collaborator.

   c. Send for External Approval - Refer to [Collaboration outside Content Hub]

   d. Progress Job to Final Approval Stage - If no further review is required, follow the steps in the [Send Content for Final Approval] section.

7. Send Content for Final Approval



1. Receive notification about Job assignment - Click on the **View Comment** link in the email notification. Refer to SOP

   Alternatively, go to the **Work** → **Jobs** page and use the "**My jobs** → **Assigned to me**" and **"ACS Job Status = Review and Approval"** filters to see all assigned jobs in the Review and Approval state. Then click on a Job to open it.

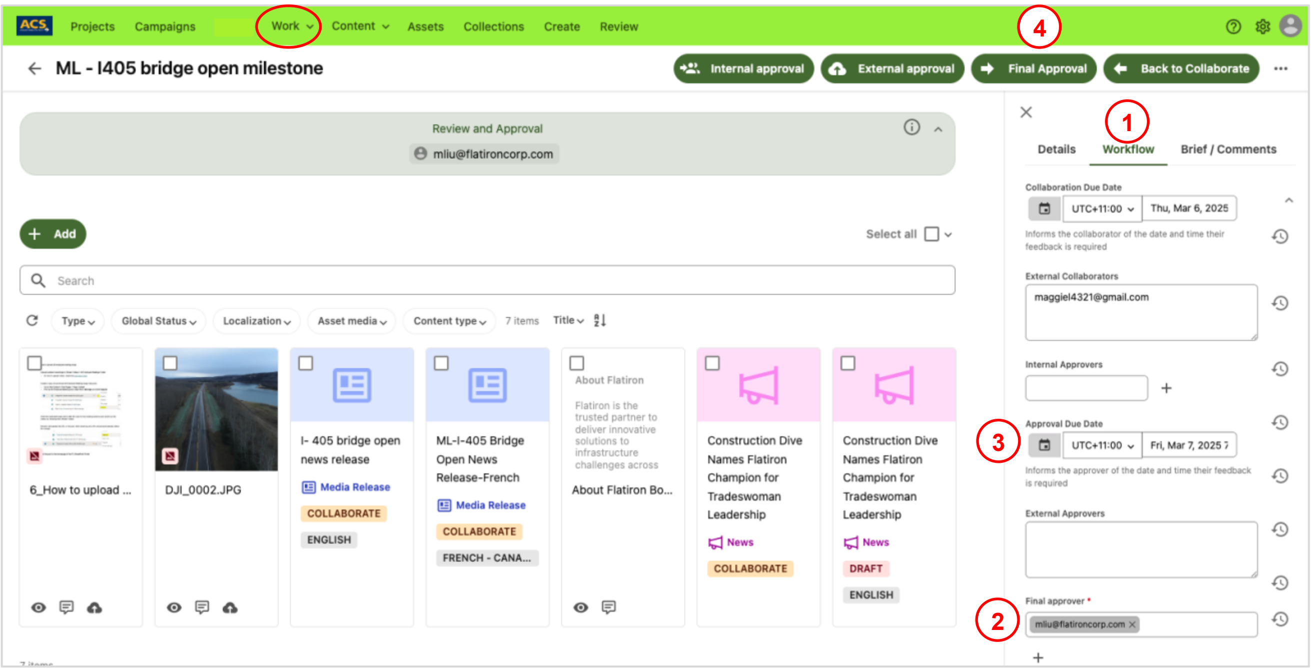
2. Open the Workflow tab in the sidebar - Add users to the **Final Approver** field. Add required users by starting to type their email address and then selecting the relevant user from the search results.

   Adding more than one approver will allow all of them to edit the content at the same time in the next step. If the required user does not exist in the system yet, refer to the process Add new users as approvers.

3. Set **Approval Due Date** (Optional) - Edit the Approval Due Date field to set a date and time to inform the Approver when their feedback is required.

   This is an optional, informational field only. It does not trigger notifications, re-assignments or workflow changes. When editing is complete, click **Save** on the workflow tab**.**

4. **Send the Job for Final Approval** - Click on the **Final Approval** button in the top right corner. The Job is assigned to all users selected in the "Final Approver" field, and those users will receive an email notification about the assignment.
   *NB – The workflow will not proceed forward if a Final Approver is not selected.



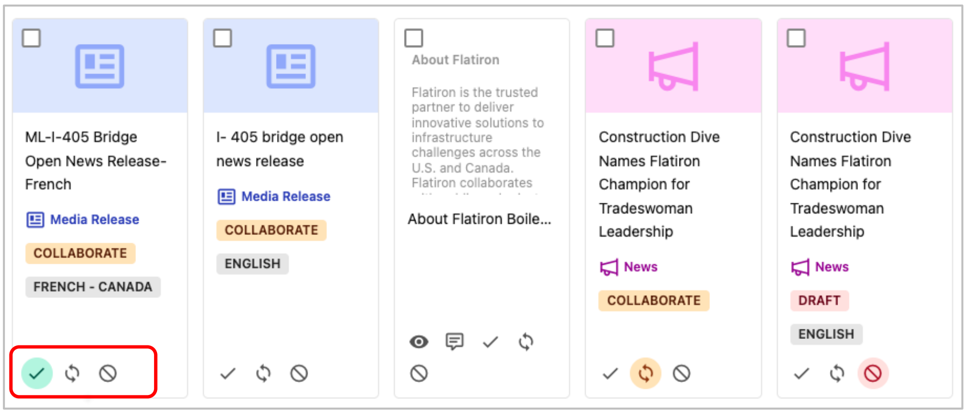
Reminder: The final approver will not see any assets that are used within the Content item if they have not been uploaded into the Job first, before embedding or attaching these assets into the content item.

8. Review and Approve Jobs and Content as Final Approver

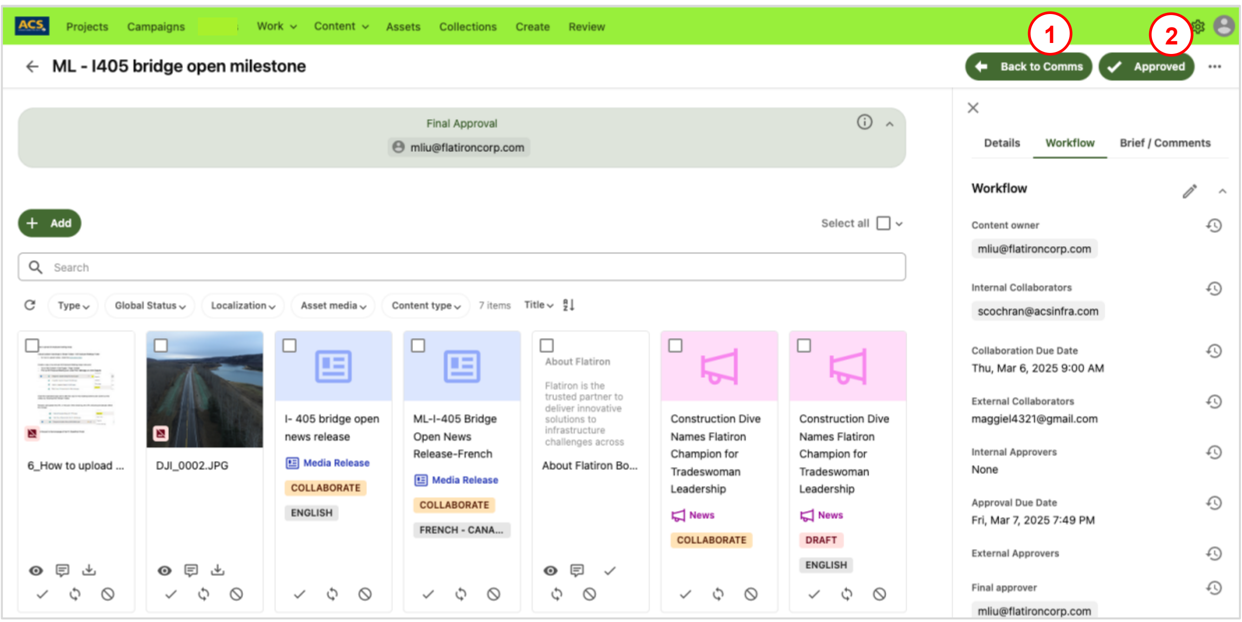
1. **Send Job back to Content Owner** - Click on the **Back to Comms** button in the top right corner to finish the review and request changes. Refer to SOP

   The Job state changes back to "**Final Approval**" and is assigned to the Content Owner who will receive an email notification. Edit rights for all final approvers will be revoked, and the Job unassigned from them.

2. **Set Content feedback**: Approved, Rework or Rejected - Click one of the "Quick Job Actions" buttons under the Content thumbnail in the Job to register feedback back to content owner:
   - Approved
   - Rework - add additional comments
   - Rejected - add additional comments (Note, this option is mostly used for image selections, not Content items)



3. **Approve Content for Publishing -** Click on the **Approved** button in the top right corner to approve the content for publishing.

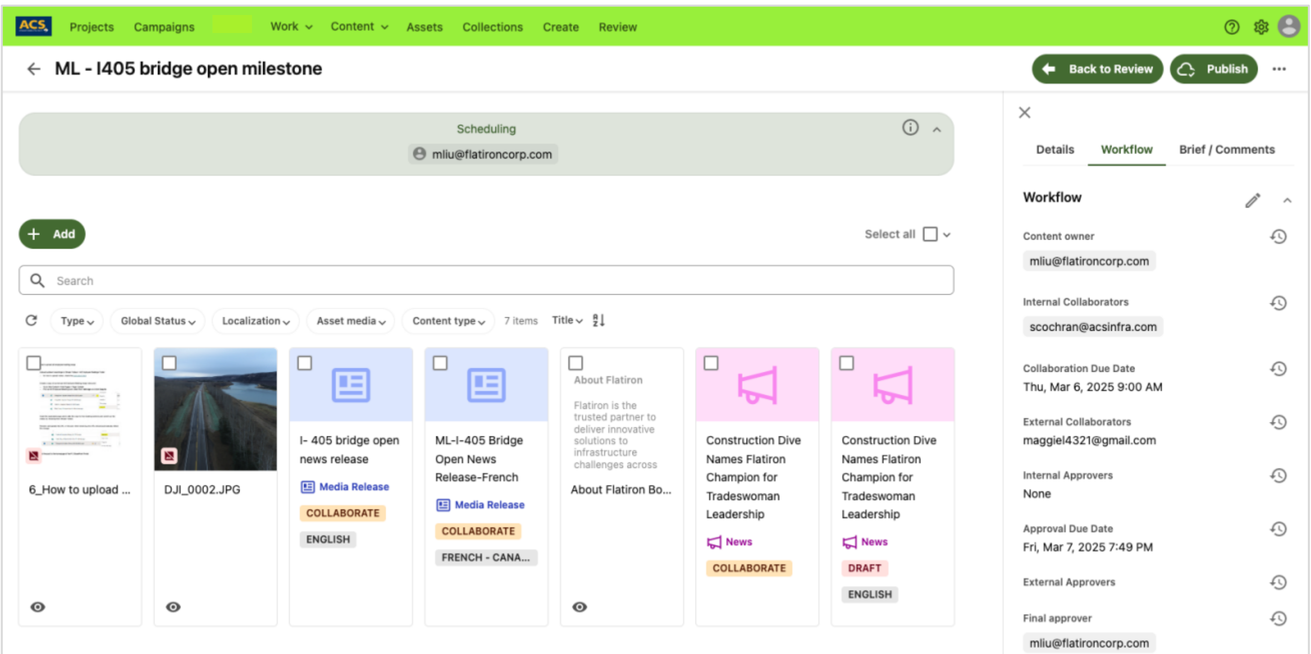


9. Final Approval of Content as Content Owners

1. Receive an email notification about Job assignment – Click on the **View Comment** link in the email notification.

   Alternatively, go to the **Work** → **Jobs** page and use the "**My jobs** → **Assigned to me**" and **"ACS Job Status = Final Approval"** filters to see all assigned jobs in the Final Approval state. Then click on a Job to open it. Refer to SOP

2. Review and send the Job - After reviewing the edits and comments, and after the content has been updated based on that review, the Job should be moved on in the workflow via one of these options:
   a. Send back to the same approver - Update the **Approval Due Date** and click **Final Approval** button to reassign it to the Final approver.
   b. Approve content on behalf of Final Approver and progress Job to the Scheduling stage - Remove the Final Approver user and the Approval Due Date and click **Final Approval** button to advance the workflow without assigning it to the Final Approver.



On completion of this stage, proceed to the calendar view to show all Content organised by its publication date.

10. Send Assets for review by internal team (e.g. Safety)

Assets that are part of a Content item will be implicitly reviewed and approved at the same time as the Content item by the normal content workflow. Refer to SOP
The sections below relate to new Assets uploaded directly to a Job.

The process uses the "Internal Collaboration" steps, but it is envisaged that the Asset upload and approval happens BEFORE content is added to the same Job, or that the Asset approval is done via a separate Job to the content.

1. Send Assets for review - Upload new Assets to the Job. Click the **+Add** button and select **Upload files.** Drag-and-drop files onto the dialog or browse the filesystem for file using the Select Files button.

2. Add assets from an existing Project or Campaign - Click the +Add button and select **Add Existing items**. Use Project, Campaign filters in the left sidebar to find and add existing Assets.

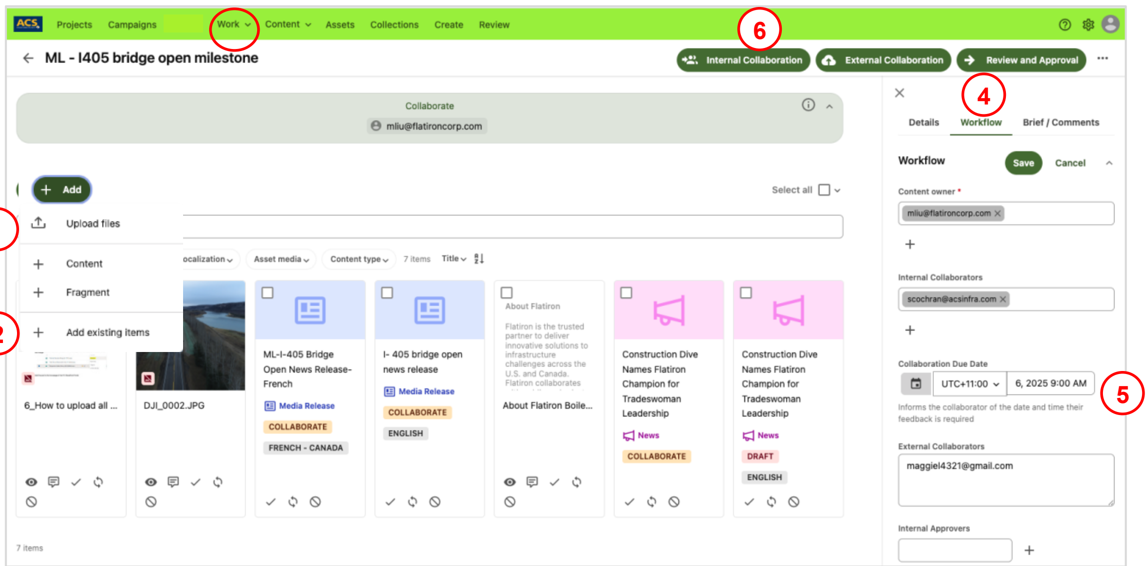
3. Advance the **Job workflow** to the Collaborate state - If the Job is currently in "Draft" state, click on the "Collaborate" button in the top left corner.

4. Open the **Workflow tab** in the sidebar and Add users to the **Internal Collaborators** field - Add required users by starting to type their email address and then selecting the relevant user from the search results.

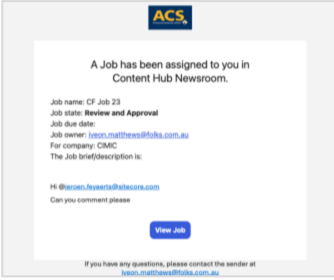
5. Set **Collaboration Due Date** (Optional) - Edit the Collaboration Due Date field to set a date and time to inform the Collaborator when their feedback is required.

   This is an optional, informational field only. It does not trigger notifications, re-assignments or workflow changes.

6. **Send** the Job for collaboration - Click on the Internal Collaboration button in the top right corner. The Job is assigned to all users selected in the "Internal Collaborators" field, and those users will receive an email notification about the assignment.



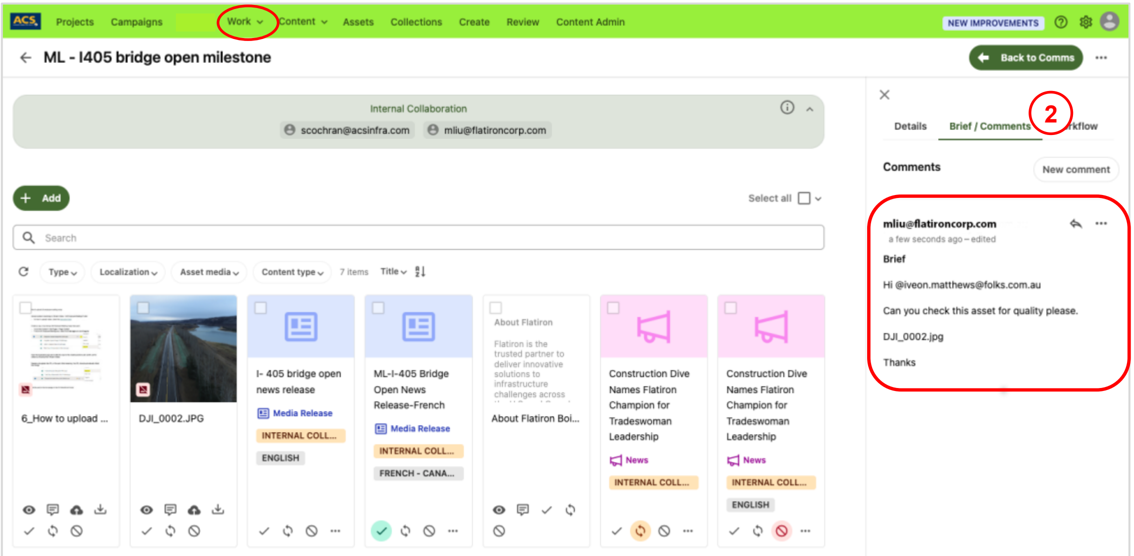
11. Review and Approve or Reject Assets



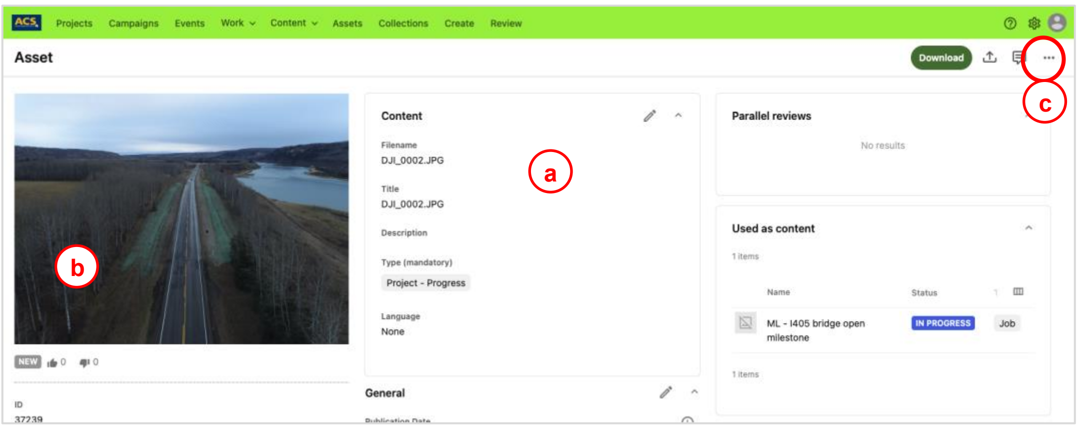
1. Receive email notification from Content Hub that you have been assigned to a Job. Click on the **View Comment** link in the email notification. Refer to SOP

   Alternatively, display all assigned Jobs from Jobs search page. Login to Content Hub, go to the **Work → Jobs** page and use the “**My jobs → Assigned to me**” filter to see all assigned jobs.
   Use the Collaboration Due Date sorting option to show Jobs in order of urgency.

2. Select the **Brief / Comments** tab to view the asset brief from the content owner. This identifies the name the content owner, the name of the content item to work on and any instructions or comments on what needs to be addressed.

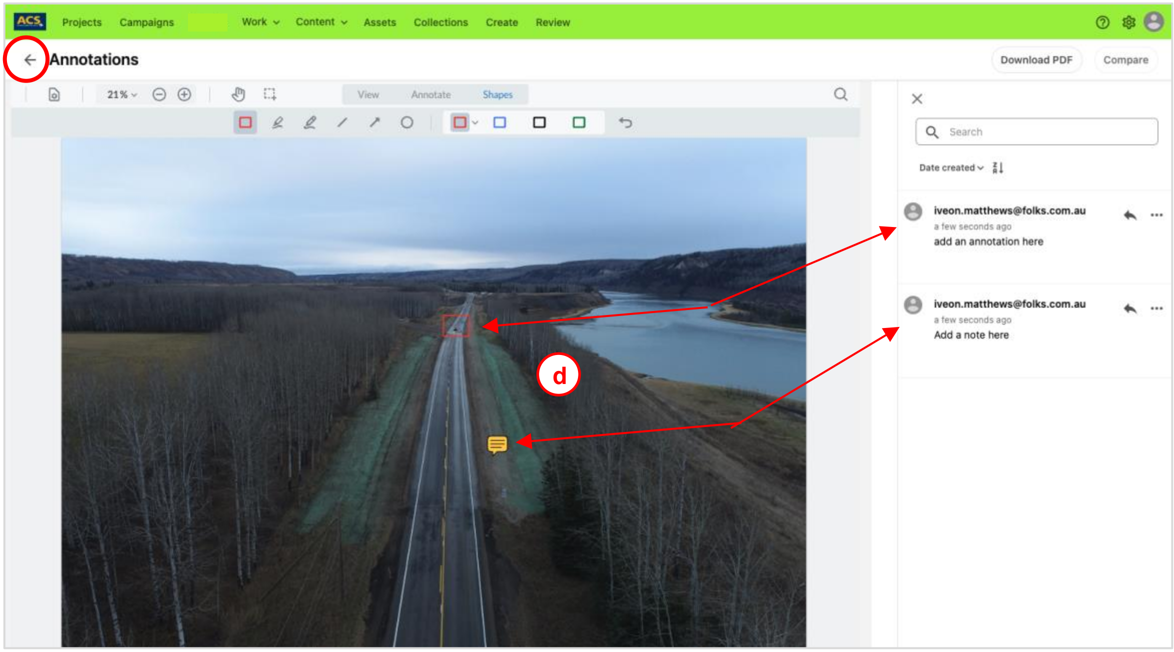


3. Review the Assets attached to the Job
   a. Click on an Asset thumbnail to view details and add mandatory metadata.
   b. Click on it again on the new page to see a larger preview.



   c. Use the **annotation tool** for detailed rework instructions - Click the “Comment” icon in the top right corner of the Asset Detail page to open the annotation tool.

d. Use sticky notes and other annotation tools to give instructions, including @mentions in comments. Click the back arrow when done.

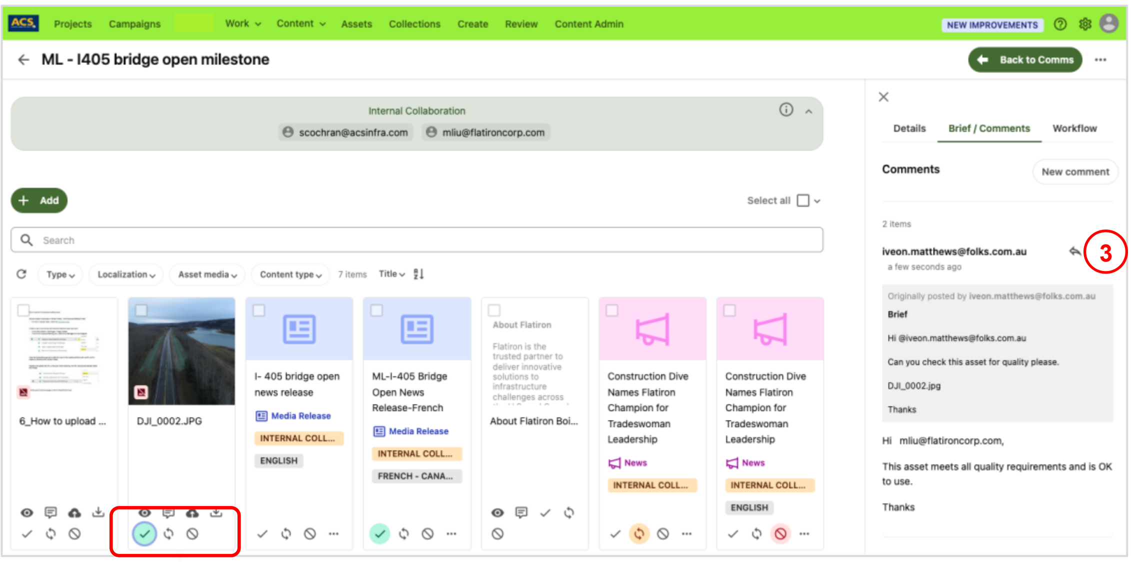


4. Set Asset feedback - Approved, Rework or Rejected - Click one of the "Quick Job Actions" buttons under the Asset thumbnails in the Job to register the content item feedback:

- Approved
- Rework - add additional comments on what should be changed to get it approved. Just reference the Annotation tool if that has been used.
- Rejected - add additional comments of why it's rejected.

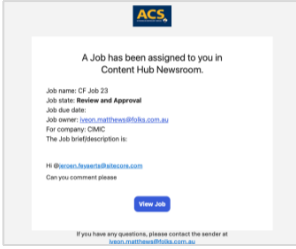
Navigate to the Brief / Comments tab in the Job (3) and reply with comments.

- Use the @mention function to directly notify the content owner.



NOTE : Do **not** select the Back to Comms button if there are multiple contributors assigned to the job. This is the responsibility of the Content owner.

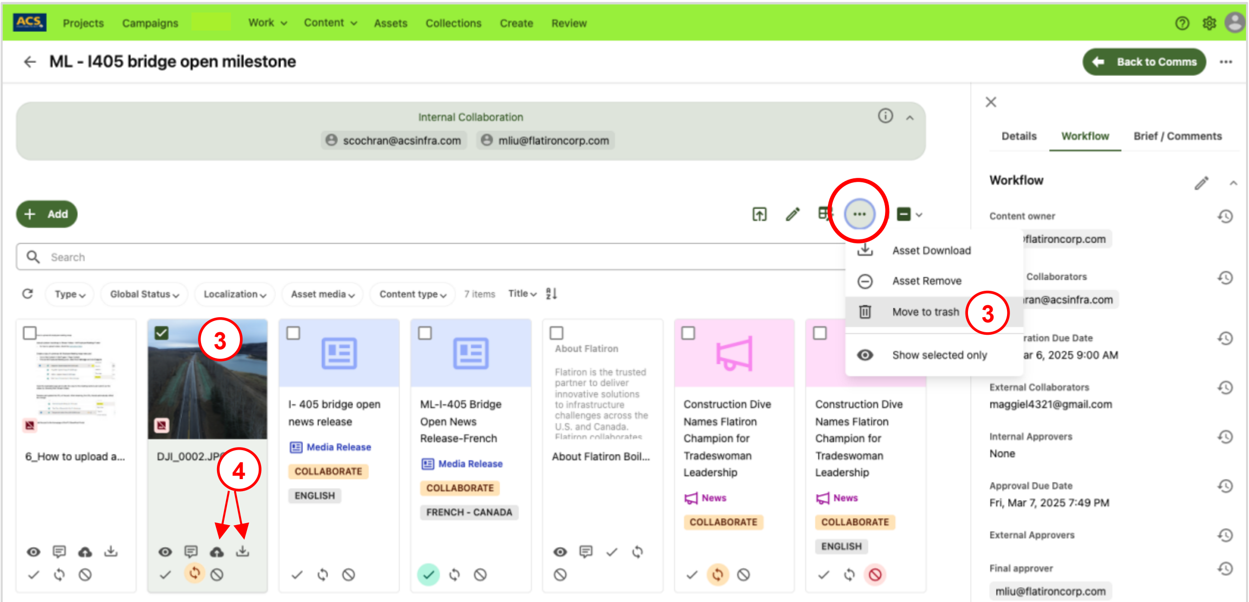
12. Review Asset feedback as the Content Owner



1. Receive notification about Job assignment - Click on the **View Comment** link in the email notification. [Refer to SOP](#)
   Alternatively, go to The **Work → Jobs** page and use the "**My jobs → Assigned to me**" and "**ACS Job Status = Collaborate**" filters to see all assigned jobs in the Collaborate state.
   Then click on a Job to open it.

2. Review Asset feedback - Approved, Rework or Rejected - Review state of "approval buttons" under the Asset thumbnail for collaborator feedback.

3. Delete Rejected Assets - Select all **Rejected Assets** and use the **"Move to Trash"** button under the selection menu to delete the Assets.



4. Optional: upload new version of the asset marked for **Rework -** Review comments and annotations for all Assets marked for **Rework**.

- Download each asset using the **Download button** under the thumbnail.
- Edit the downloaded file in a desktop application like Photoshop, then re-upload the new file as a new version using the **Upload asset button** under the thumbnail.
- Send the Job back for re-review by the same Collaborator.

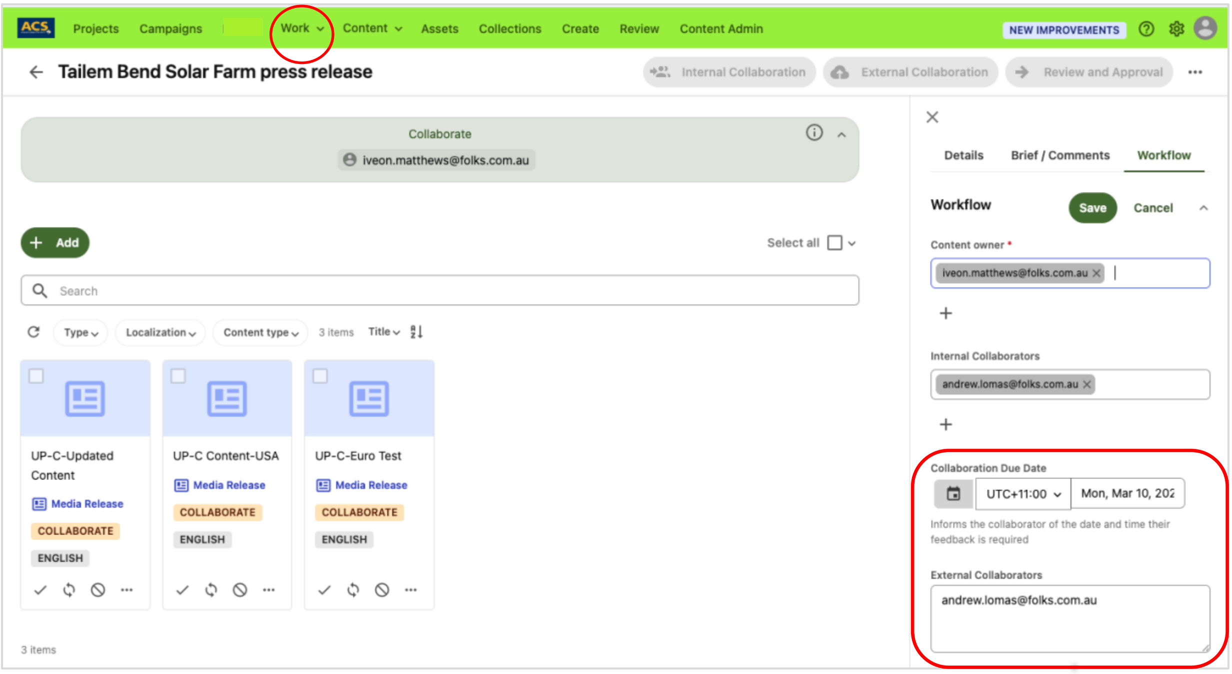
5. **Progress Job to Approved -** Once all remaining assets have been approved, follow the steps in the [Send Content for Review and Approval](#) section.

Collaboration outside Content Hub (External)

Update Job for External Collaboration

Play

1. Open a **Job** that contains content that is ready for external collaboration and in the **Collaborate state** where you are the Content Owner. Refer to SOP
2. Go to the Workflow tab and:
   - type in the name or email address of the external user(s) in the **External Collaborators** field. Set a **Collaboration Due Date.**



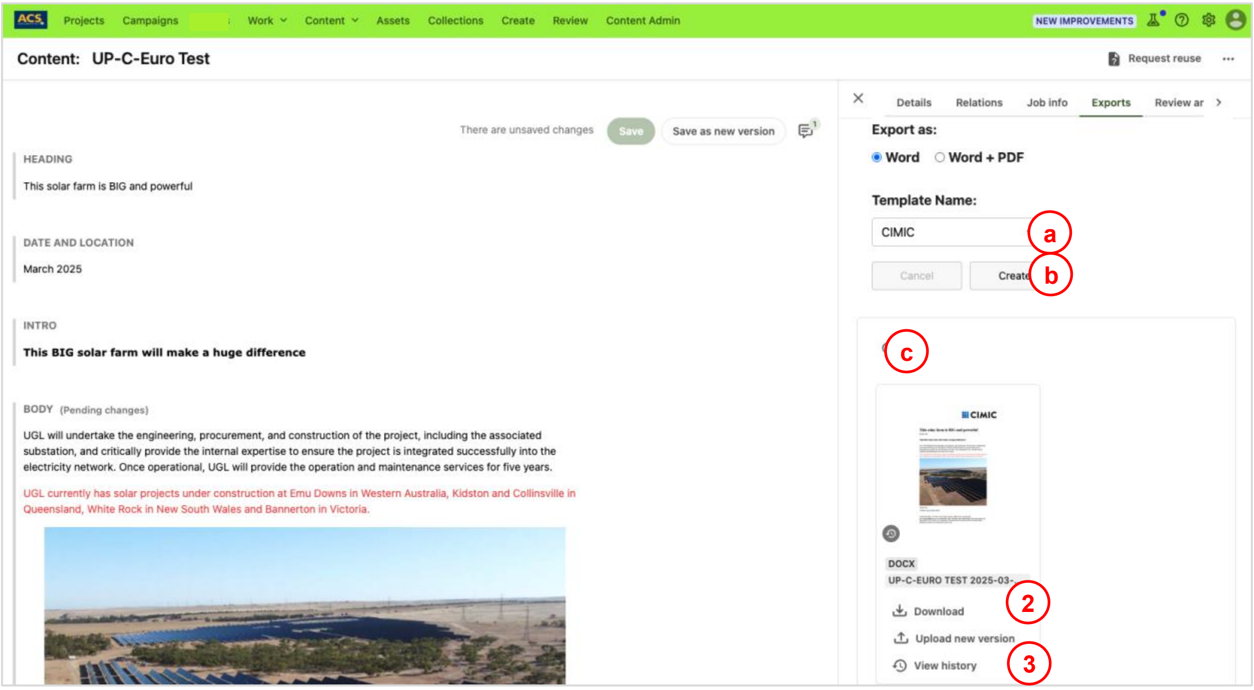
Generate a Word document for sharing

1. Open a Content item and select the Exports tab in the right-hand sidebar. - Choose the **Export format**, either Word only, or Word and PDF.

   a. Select a **Company template**. This controls which header and footer are used in the exported Word doc.

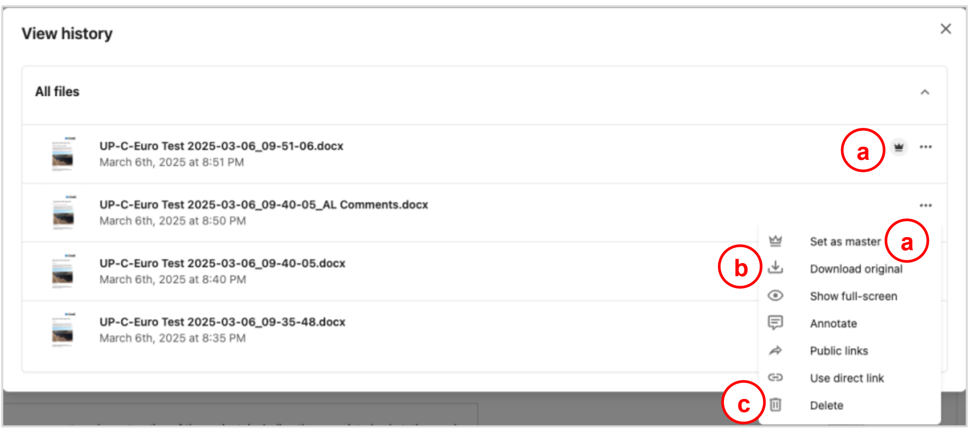
   b. Click **Create** button to start the export.

   c. File creation takes a few seconds, click the **Refresh** button until the file appears.



2. Download the Exported file. Once a file is generated, it will appear in the “download” section. Word and PDF files are shown as separate files next to each other.
   - **Labels** under the thumbnail identify the **file format** and the **file name** including the date and time it was generated (UTC +0 time zone).
   - Click the **Download** button under the thumbnail to download the current version.
   - The Word document is auto set to ‘Track Changes’ for reviewing by collaborators.

3. View file history if another Word or PDF file is generated at a later stage, the new file will override the existing file as a new version.
   - To see older versions, click the **View history** button under the thumbnail.
   - Use the **drop-down menu** to the right of any version to **download the older file** if required.



a. The latest version is the Master and identified by the Crown icon .
b. Download any version by selecting the ‘Download original’ button.
c. Delete any version by selecting the ‘Delete’ button.

Send Word document and wait for feedback

1. Send the downloaded file to the external collaborator - For Word documents, open the downloaded file in Word and enable track changes.

   Attach the file to an email and send it to the External Collaborator, with instructions and expectations.

2. Advance the Job workflow to the External Collaboration state **-** Click the External Collaboration button in the top right corner of the Jobs details page.

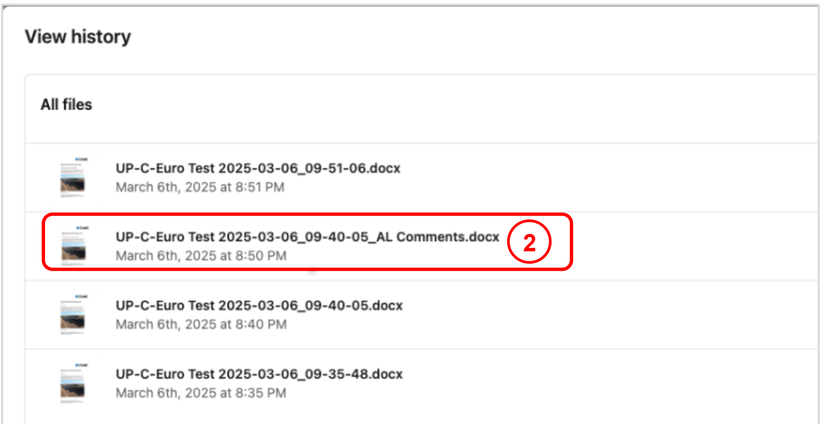
   The Jobs should remain in this state until feedback is received back from the External Collaborator.

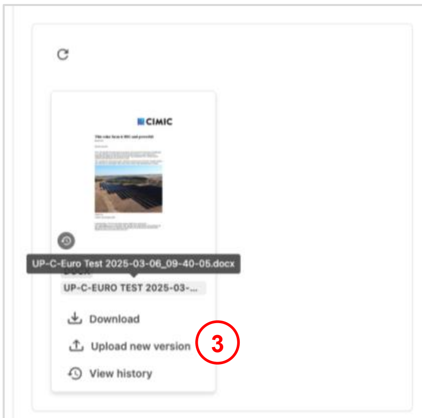
Consolidate changes back into Content Hub

1. Receive feedback from Collaborator - Use email and other tools (OneDrive, Teams etc.) to interact with the Collaborator. Once the feedback is finalised, prepare to add the changes to content item within Content Hub.

2. Receive changes in edited Word doc or PDF - Edit the file name of the received Word doc or PDF to include the new date and time, and the collaborator's name.

3. Open the Content Item in Content Hub. From the **Exports** tab, use the **Upload new version** button under the relevant file thumbnail to add the received file as the current version (for version history purposes).



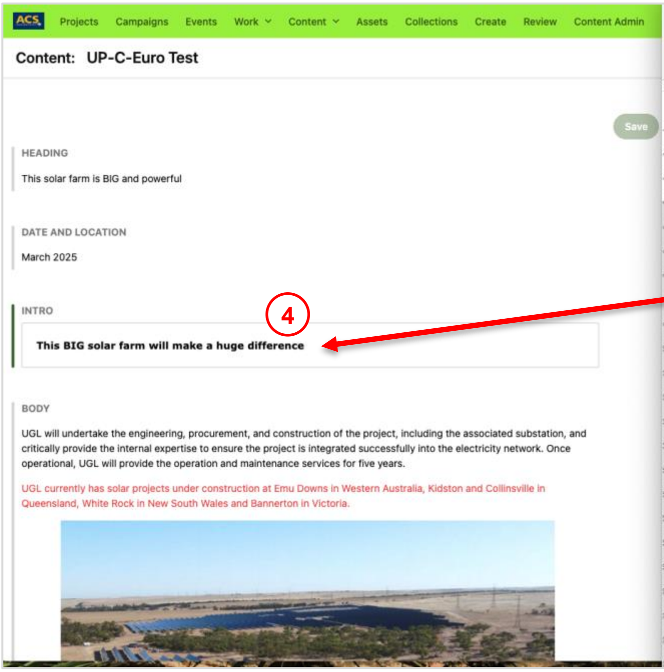


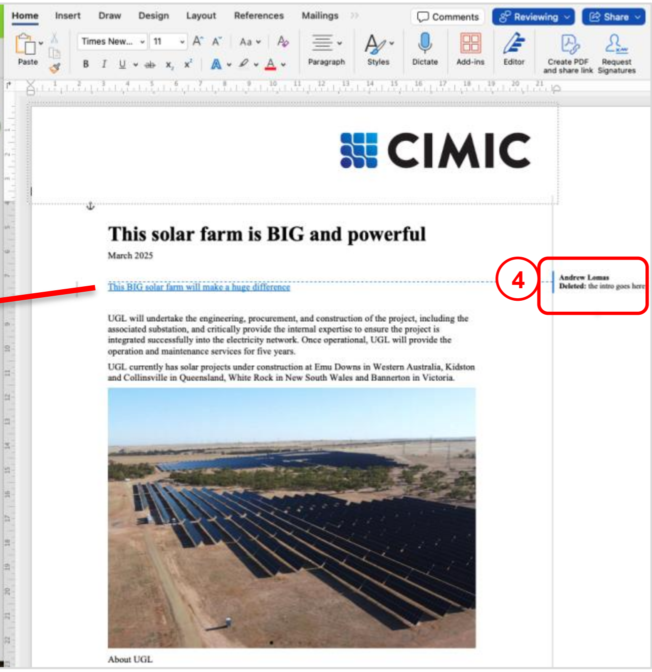
Auditing procedures for content items

- Uploading the returned Word document into the history is a valuable process in maintaining accurate auditing of the content item when collaborating with external parties.

- This works together with the [Review and Approval history] process in recording notes from or about the interaction with external users.

4. Receive changes from email comments - Open the Content Item in Content Hub.
   Update / edit the Content fields to align with changes and comments from the Collaborator.



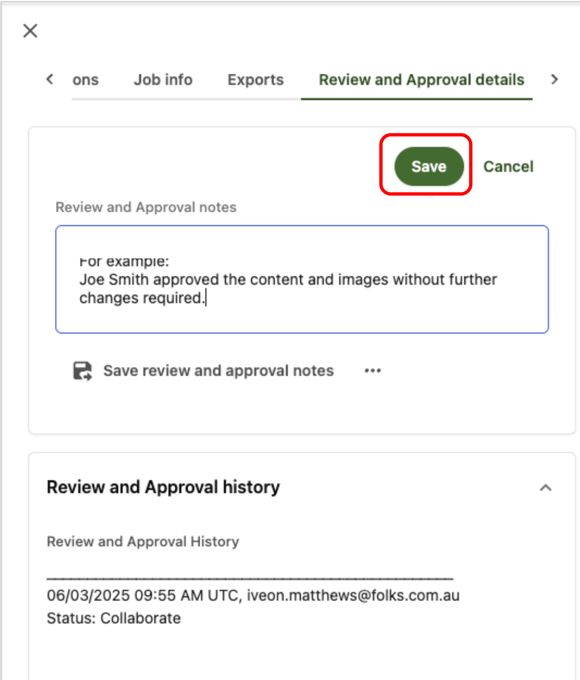


Content Hub digital content item – copy and paste changes into the content item field or adjust existing copy as recommended by the external collaborator.	MS Word comments from external collaborator. Track changes has recorded the edits and suggested comments of the external collaborator.

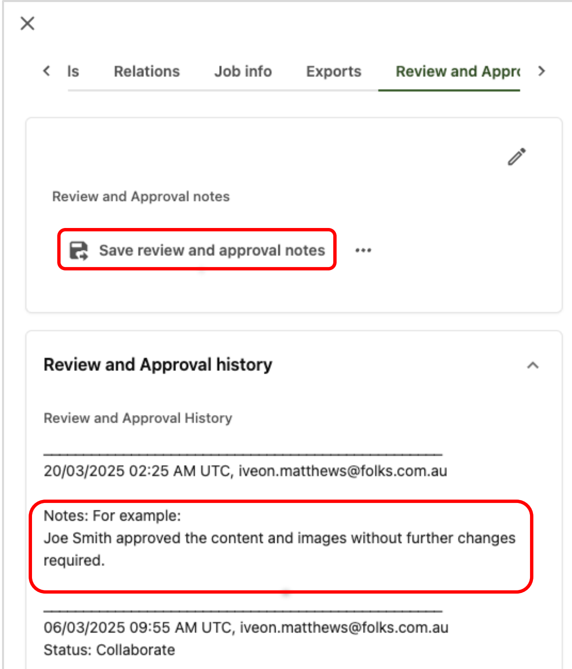
Mark approval on behalf of external collaborator

1. Mark approval on behalf of external collaborator - Once content updates have been done, go to the **Review and Approval details** tab to record the change/approval history on behalf of the Collaborator.

2. Fill in Review and Approval notes - Click the **Pen icon** to edit the **Review and Approval notes** field. Add details about the feedback and from who it was received. Then click the **Save** button.
   For example: Joe Smith approved the content and images without further changes required.



Click the **Pen icon** to edit the **Review and Approval notes** field. Add details about the feedback and from who it was received.
Then click the **Save** button.



Click the **Save review and approval notes** button to commit the details to the Approval history.
Refresh the page to see the new note in the **Review and Approval history** section.

Progress workflow

1. Return to Collaborate state - Open the **Job** containing the Content item and click the **Back to Comms** button in the top right corner.

2. Progress to next state - Choose to send to another external collaborator by following the same steps again.

   Alternatively, advance to Internal Collaboration or Review and Approval state (refer to Collaboration and Approval).

3. External Approval - The processes for sending content for **External Approval** are exactly the same as for External Collaboration, apart from the Job workflow statuses used and the fields used to define the external user.

Content re-use request and approval

Play

Request to re-use content from other companies, with processes to allow request and approval of re-use. This workflow formalises the process of request and approval of the content and allows tractability and oversite of all components. Refer to SOP

Requestor:

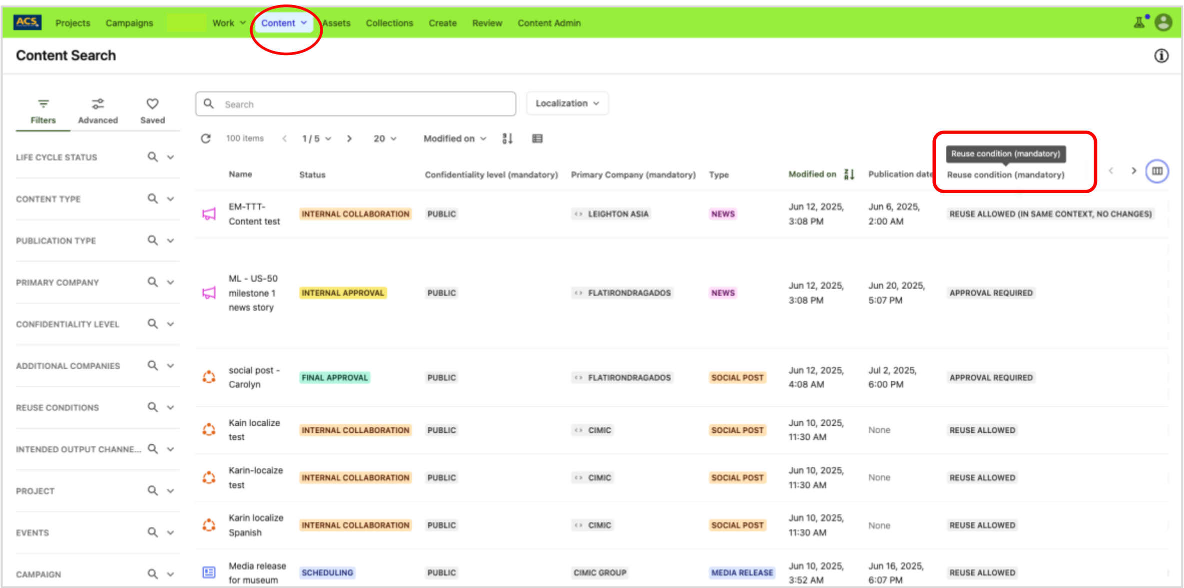
- Requesting re-use approval for content
- (optional) Adding Approver to the approval process for the new content

Approver:

- Reviewing and approving content re-use requests

Viewing re-use conditions

Go to **Content / Content Search** page from the menu bar and select the **Table** view.
Review the **Reuse condition** column.



The Reuse condition can also be viewed by opening a Content item, go to the **Details tab** in the right-hand sidebar and review the **Reuse condition** field.

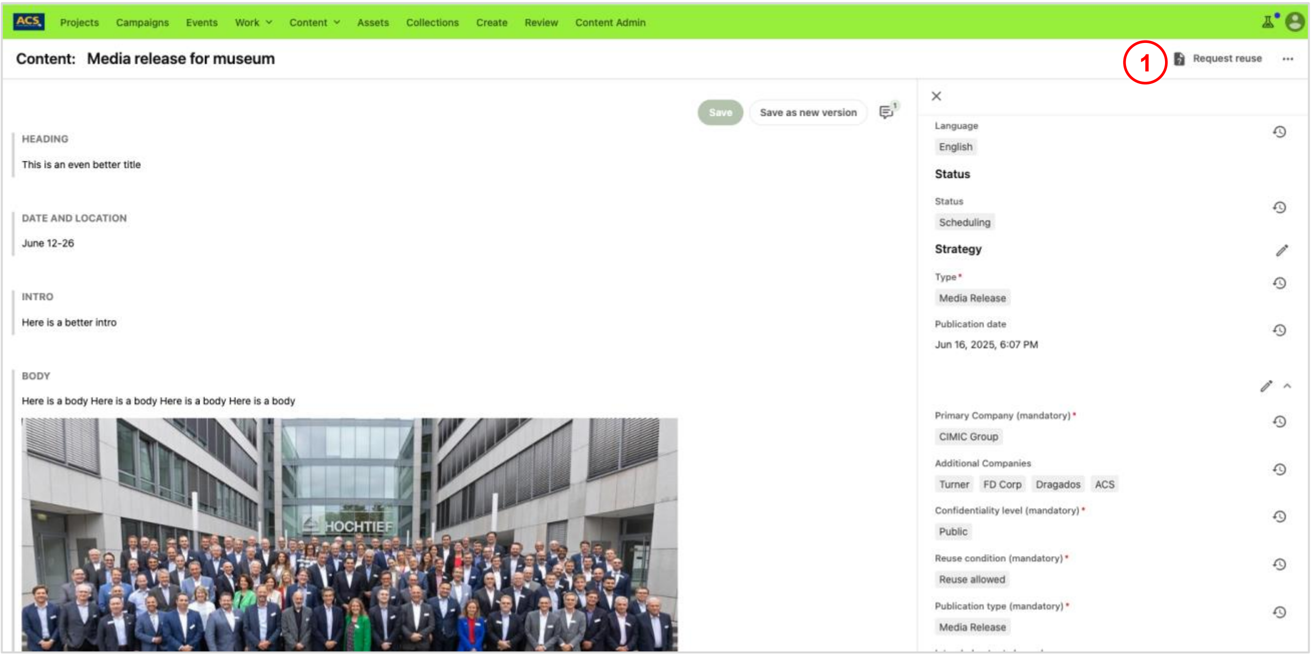
Reuse condition explanation

- **Reuse allowed** - Can be reused without restrictions, doesn't need approval
- **Reuse allowed (in same context, no changes)** - Can be reused without approval if the content and context remain the same as the original. Translation does not count as a change.
- **Time limited** - Can be reused without approval until the date defined in the field **Reuse end date**
- **Approval required** - Always requires approval before reuse is allowed.
- **No reuse** - Can't be reused, ever.

Requesting re-use approval for content

Open a Content item that needs reuse approval.

1. On the Content Details page, click the Request reuse button in the top right corner.



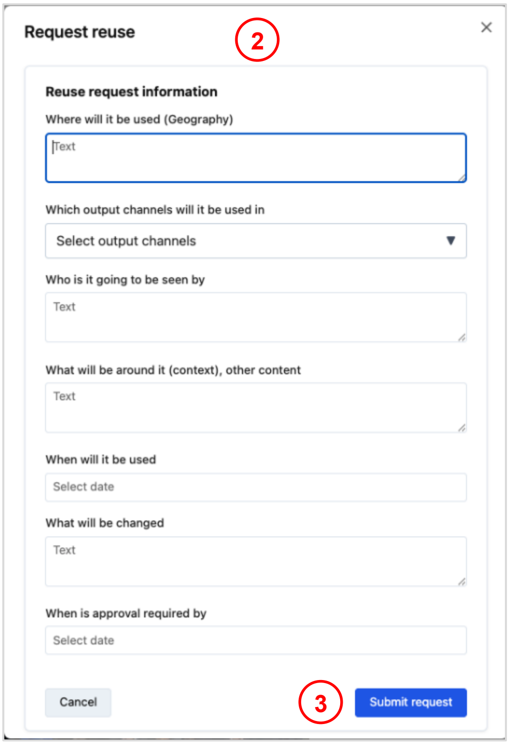
2. The Request Reuse creation form opens.

Complete all the details for:

   1. Where will it be used (Geography)
   2. Which output channels will it be used in
   3. Who is it going to be seen by
   4. What will be around it (context), other content
   5. When will it be used
   6. What will be changed
   7. When approval is required by (Date)

3. Click on Submit request.
   This creates a new Reuse request Job and assigns it to the content owner of the content item.

   NB. The Reuse request job will not be created if any fields have not been completed.

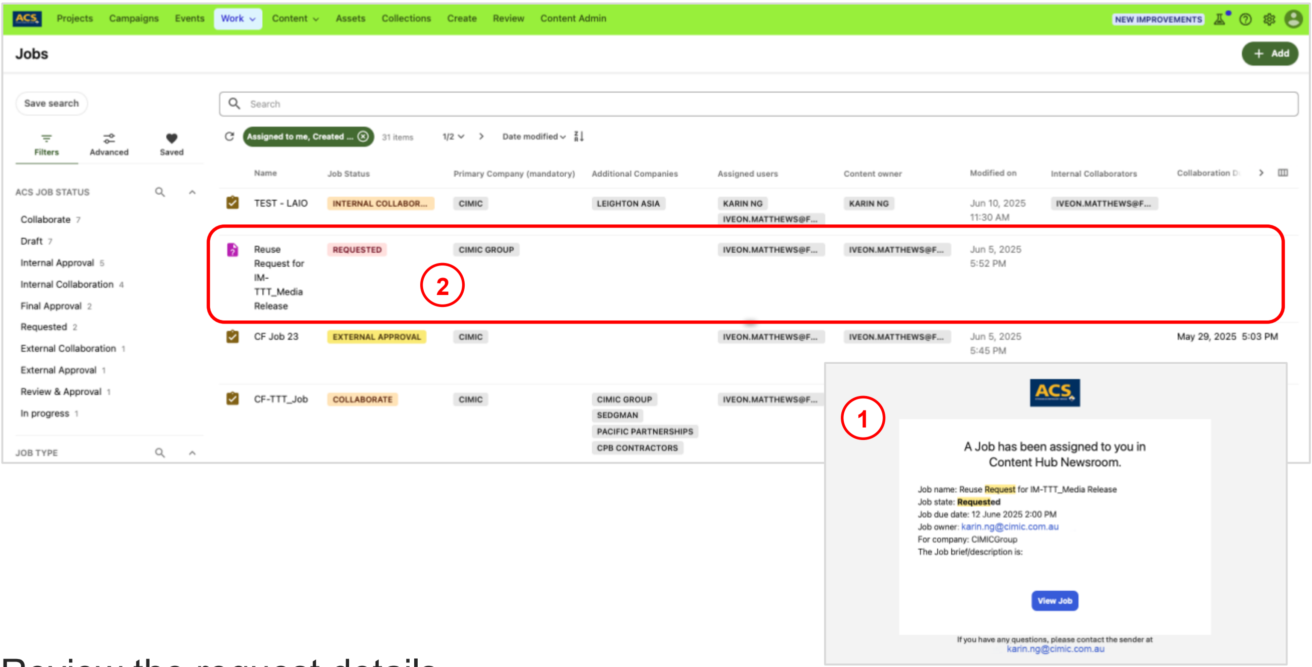


4. The progress of the request can be followed from the **Work/Jobs** page, using the filters for **Job type = Reuse request** and/or **My jobs/created by me**

Reviewing and approving content re-use requests as the Content Owner

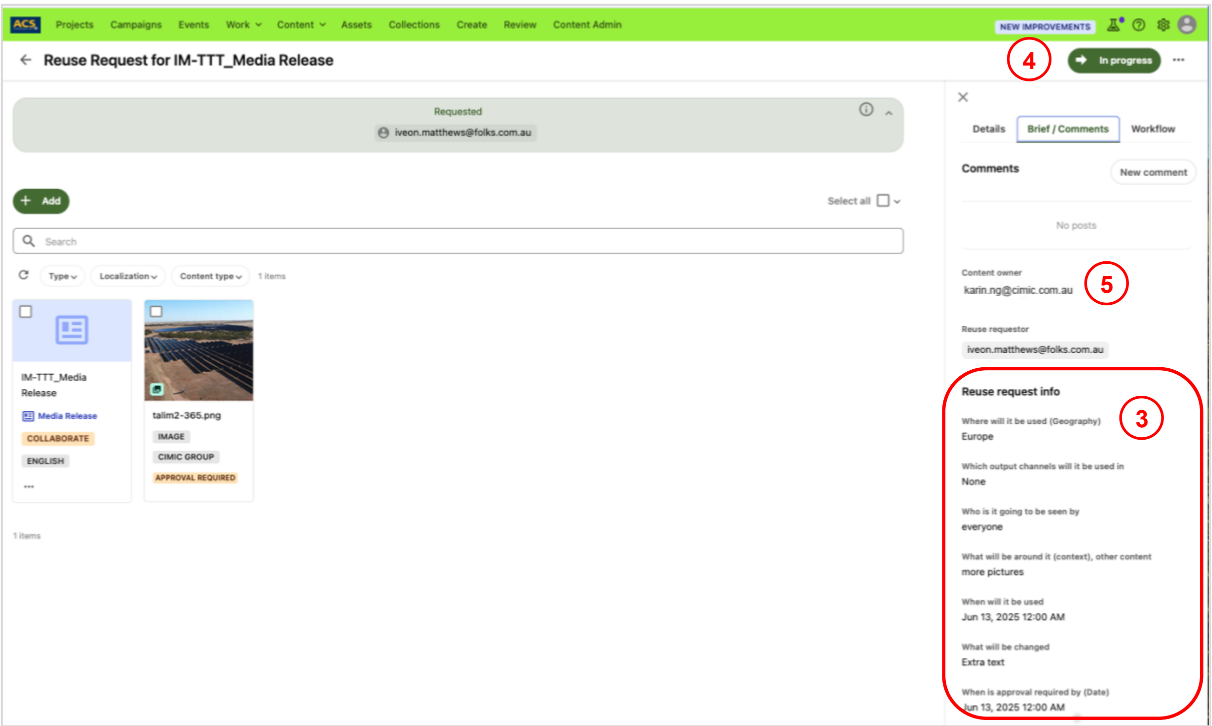
All new Reuse request Jobs are assigned to the Content Owner.

1. The Content Owner receives the **New work** email, but the job can also be found on the **Work/Jobs** page.
2. Open the Job from the email, or the Jobs page.



Review the request details

3. Go to the **Brief/Comments tab** in the sidebar to see Details about the requester and how the content is intended to be reused.



Accept or re-assign the Job

4. To accept the Job and assign it to yourself, click the **In Progress** button.

5. Optional: To assign the Job to another team member, go to the **Workflow Tab**, change the **Content Owner** to the relevant user, then click the **In Progress** button to assign it to the other user.

Reject or Approve the request

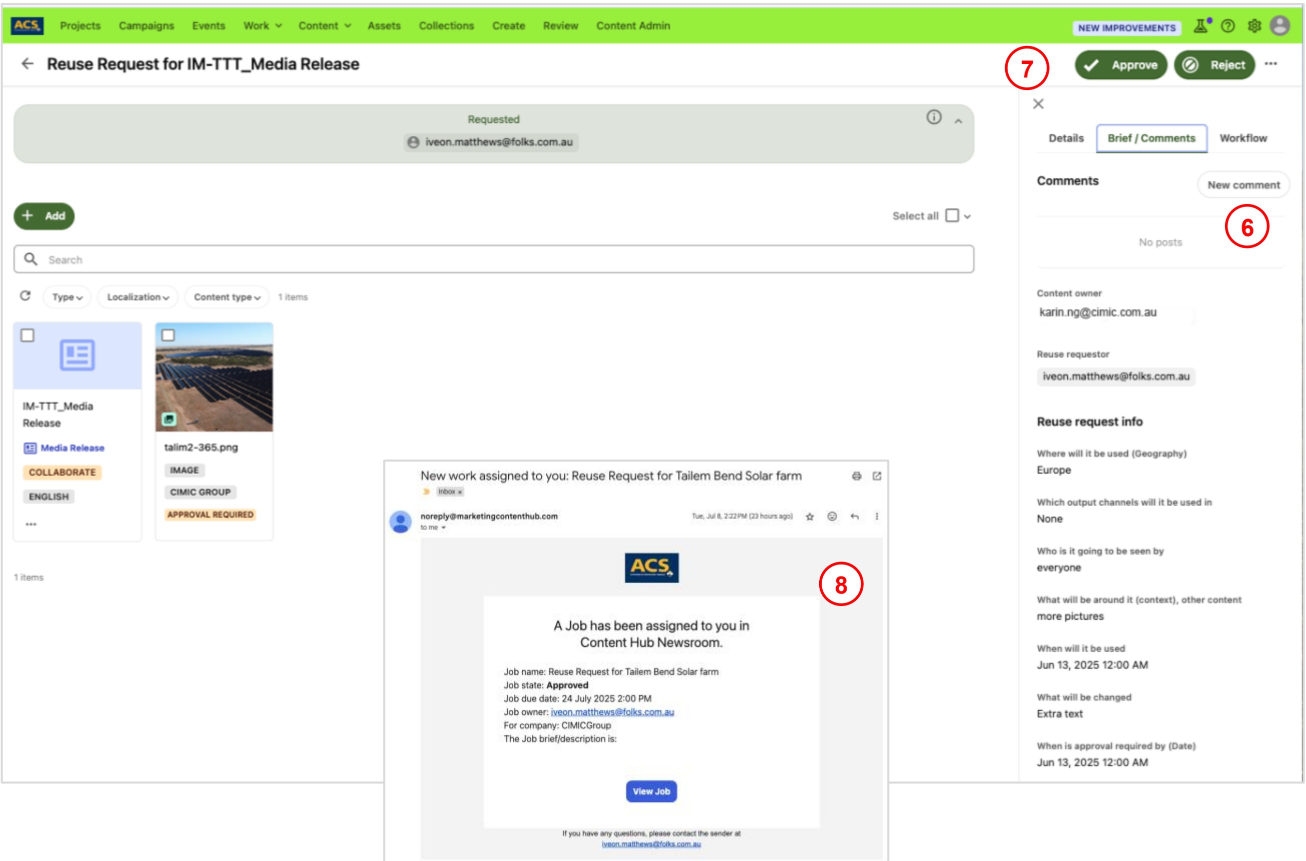
Review the content and request details to decide if the request should be approved. This might involve contacting external stakeholders via email or other means.

6. Use the **Brief/Comments** field and **@mentions** to discuss the request or clarify details with other users within Content Hub.

   Use the Comments field to clarify why a request is rejected, if that's the case.

7. When a decision is made, click the **Reject** or **Approve** button to assign the job back to the requester and to let them know the outcome.

8. An email notification is sent to the requestor when either option is selected.



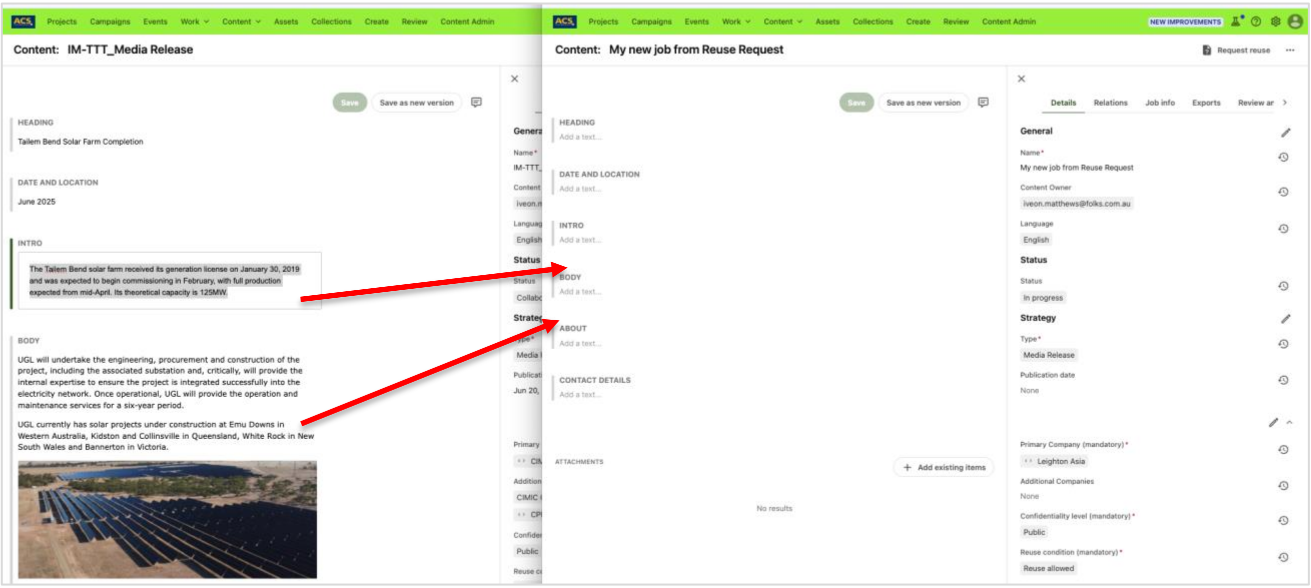
Re-using pre-approved or approved content

Open the Request Job (from the Email notification, or Jobs page), confirm the Job Status is Approved, then open the Content item inside the Job.

Copy content parts

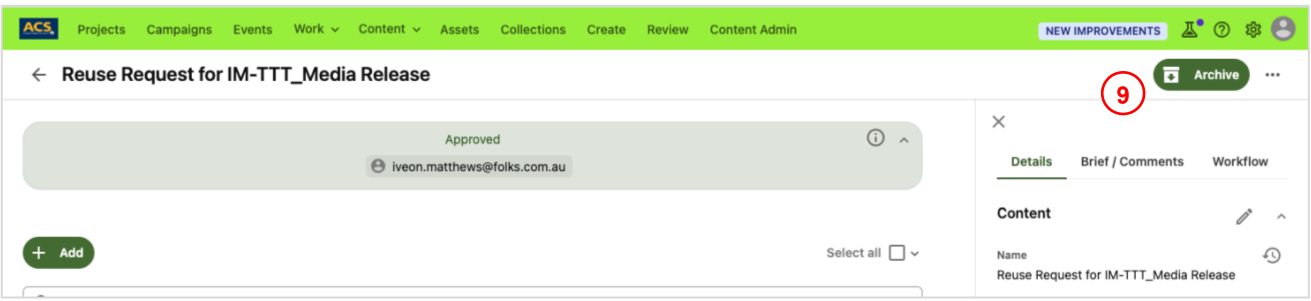
From the **Content details** page, select the text to reuse and copy it.

9. Create a new **Job** (or open an existing Job), create a new Content item, then **paste the text** from the original content item into the new one.



Archive request job as the Content Owner

10. After the relevant content has been copied to the new Content item, the Content Owner selects the **Archive button** in the Request job to close it off.
    This will change the status of the Job to **Archive**

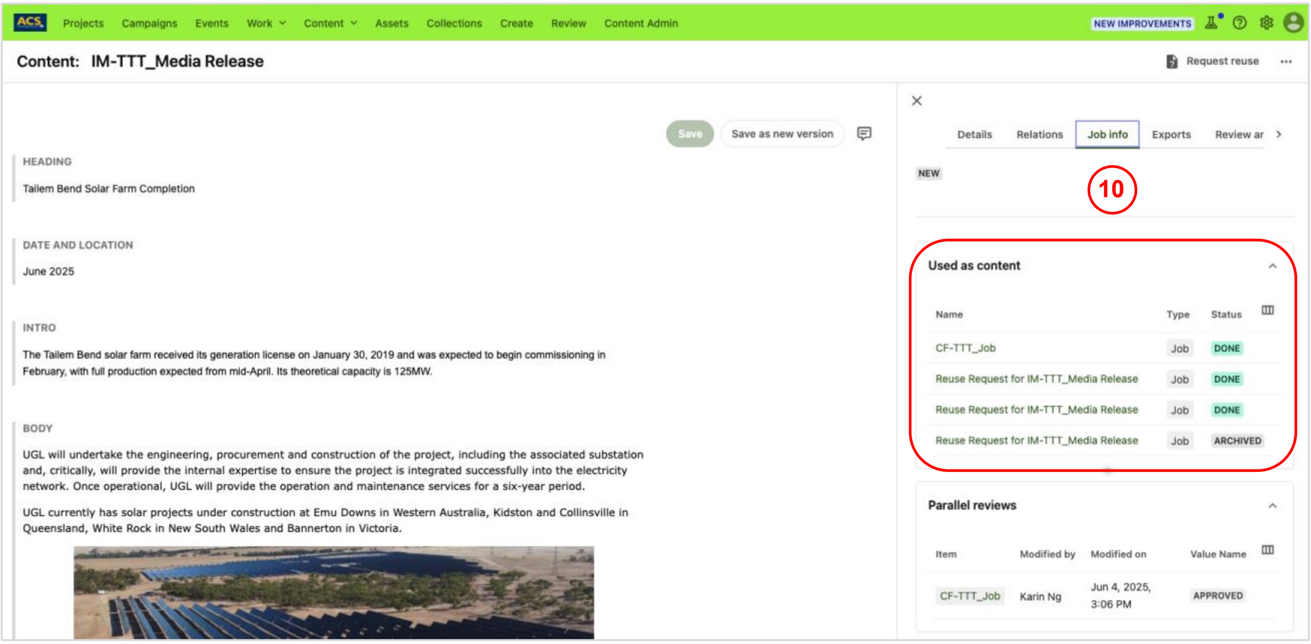


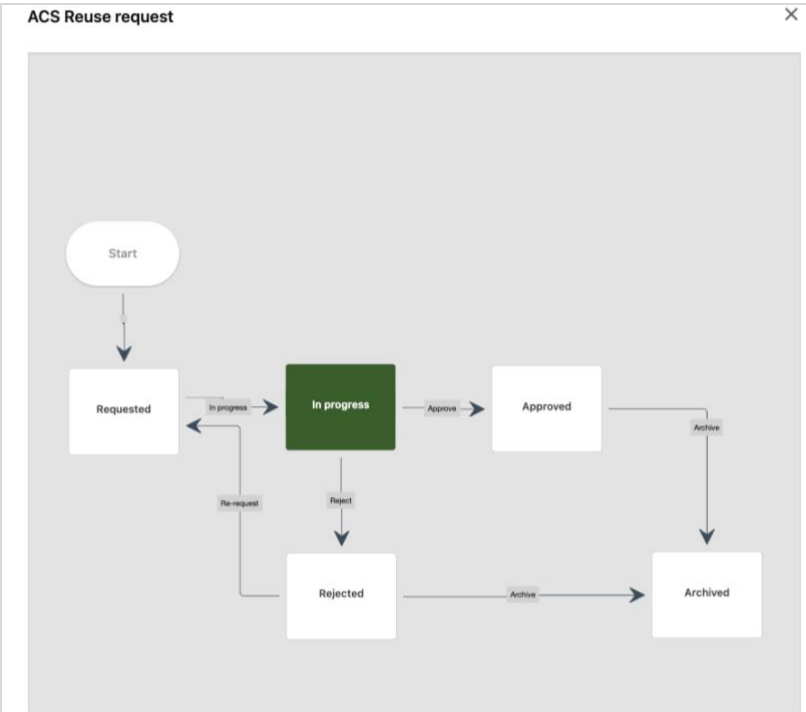
Viewing where content is being re-used

Viewing reuse request for a Content item as the Content Owner

Open a Content item and go to the **Job Info tab** in the sidebar.

11. Review the **Used as content panel** for Reuse request jobs. Click on a request job to open it and see where it was intended to be reused, using the Brief/Comments tab in the sidebar.





Reuse workflow diagram

Requesting Assets for Reuse

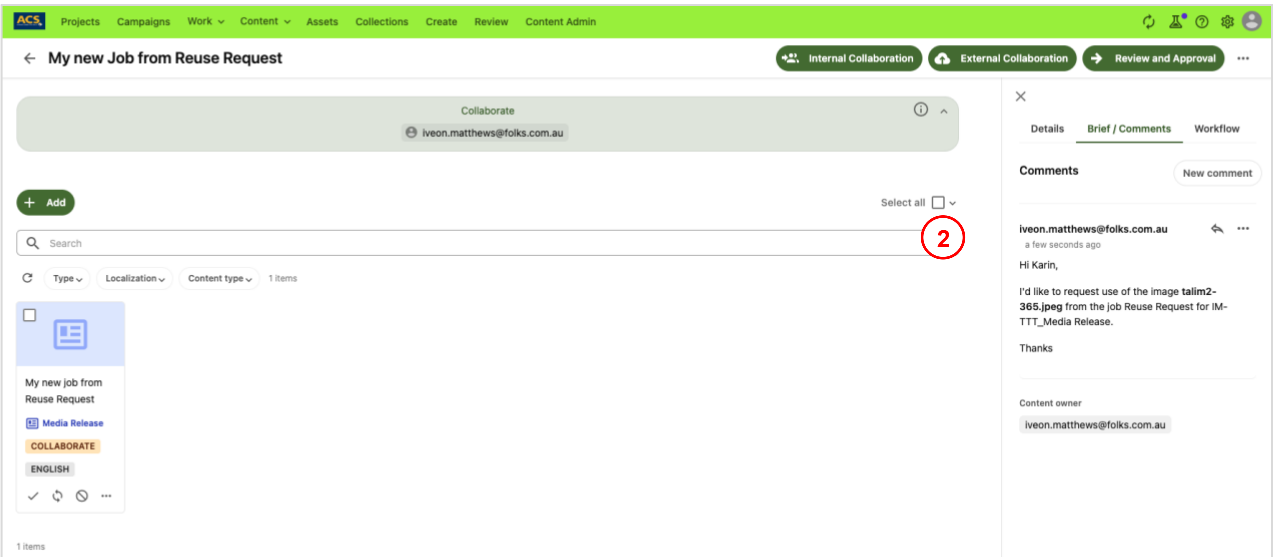
Request to re-use assets used in content items from other companies, with processes to allow request and collaboration of asset re-use. This workflow formalises the process of request and approval of the asset and allows tractability and oversite of all components.

The Requestor asks the approver for permission to reuse an asset

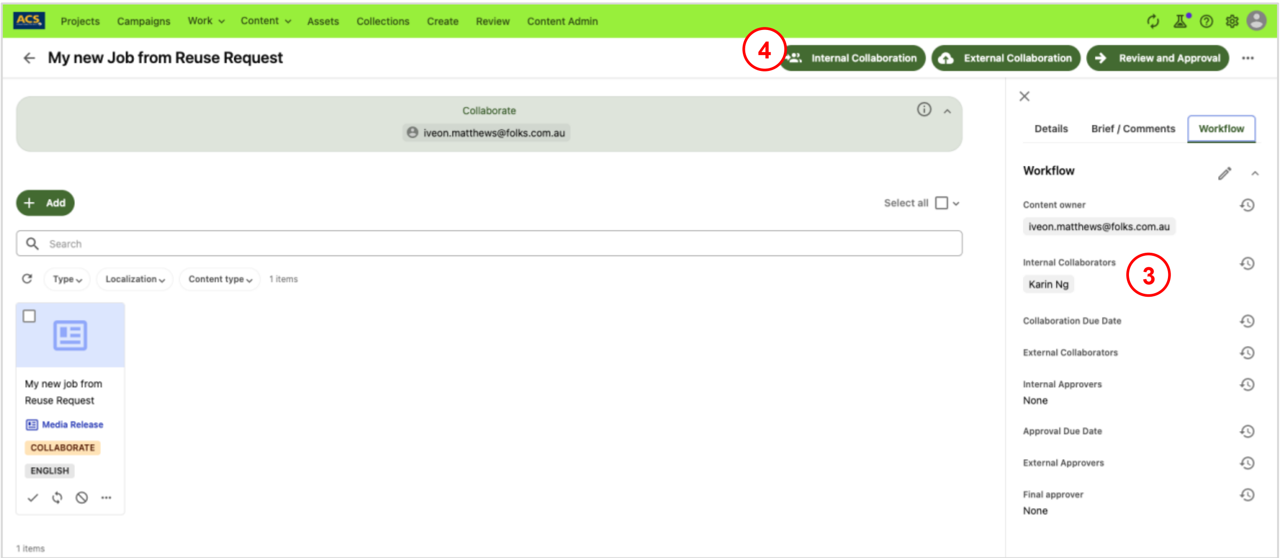
After the text content has been copied and pasted into the new content item, save the content item and browse back to the Job that contains the content item.

1. Check the status of the asset Rights field if the asset can be used in other content.
    a. **Pre-approved** - Can be used (downloaded) by anyone, without approval.
    b. **Approval required** - Requires approval by the asset owner before reuse. This might include secondary approvals, e.g. from people depicted in the image etc.
    c. **Expired** - License rights have expired and needs to be repurchased if it is to be published again.
    d. **No reuse allowed** - No reuse allowed, e.g. single-use rights purchased/licensed from an agency for one-off publication only.

2. Add a brief to the Brief/Comments tab requesting the approver to add the named asset to the requestors job.



3. Add the approver username to the internal collaborator list of the Job.

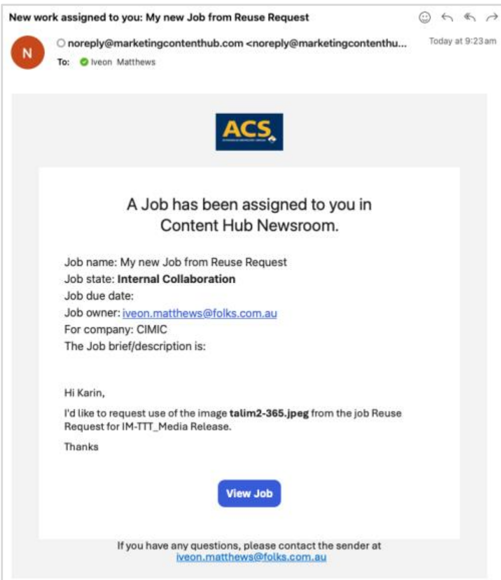


4. The requestor progresses the workflow to the internal collaborators stage that will generate an email notification to the approver.

Using the collaboration workflow gives the approver the appropriate permissions to add the asset to the Job.

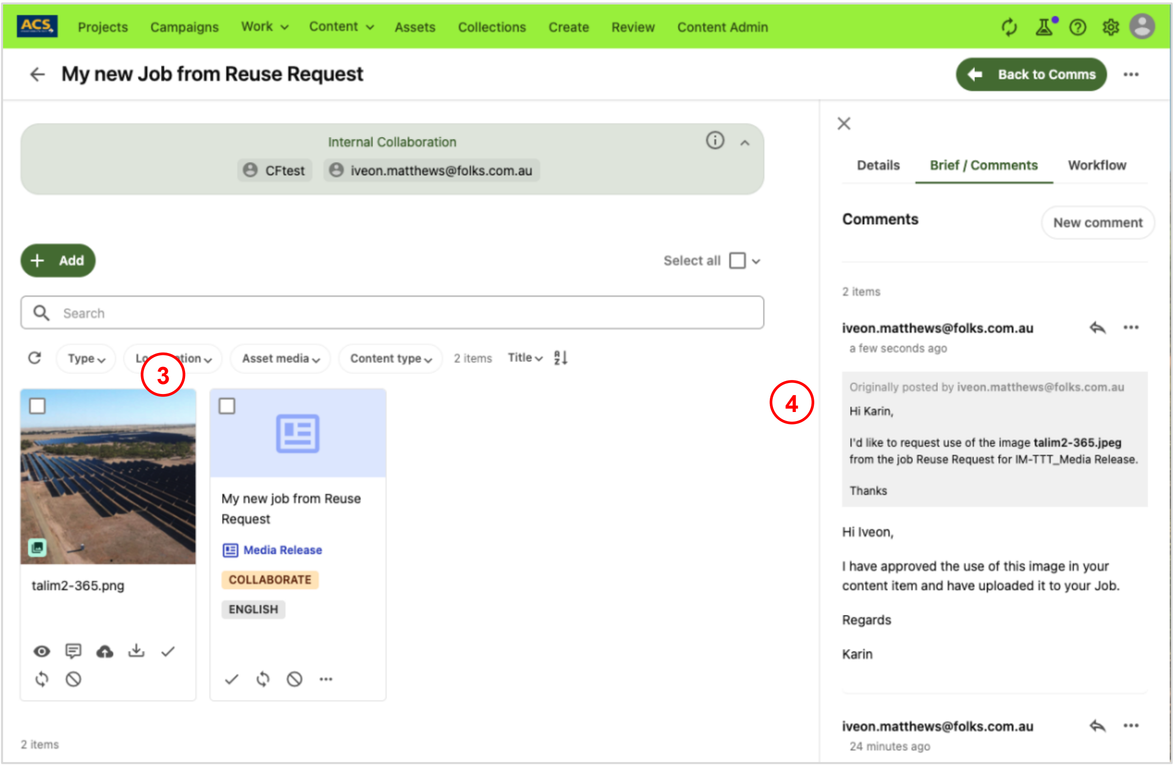
The Approver adds the asset to the requestors job

1. The approver receives an email requesting they add an asset to the requestors job.



2. The approver searches for the requested asset found in the comment and verifies it is appropriate to use for another company.

3. If appropriate, the approver grants permission by adding the asset to the requestors Job.



4. After the asset has been added to the job, the approver replies to the comment by @mentioning the requestor and indicating the asset has been added to the Job.

5. The request is completed.

The Requestor completes the Content item

1. The requestor receives an email notification from the reuse approver informing them the asset has been added to the new Job (from the @mention used in the comment).

2. The requestor uses the asset as required and the Content item is completed.

3. The requestor progresses the workflow state to close this collaboration stage.

Content Publishing

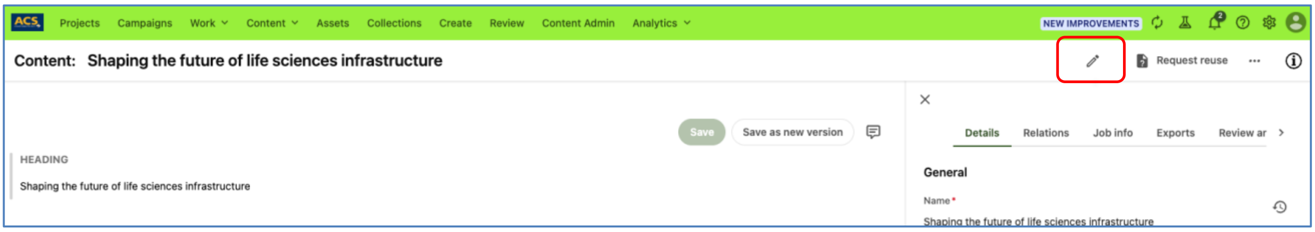
Publish to XM Cloud

Publishing of approved content from Sitecore Content Hub to Sitecore XM Cloud Web CMS (XMC). Utilising the connector provided by Sitecore to push content (text and associated assets) to XMC, ready for publishing. Refer to SOP

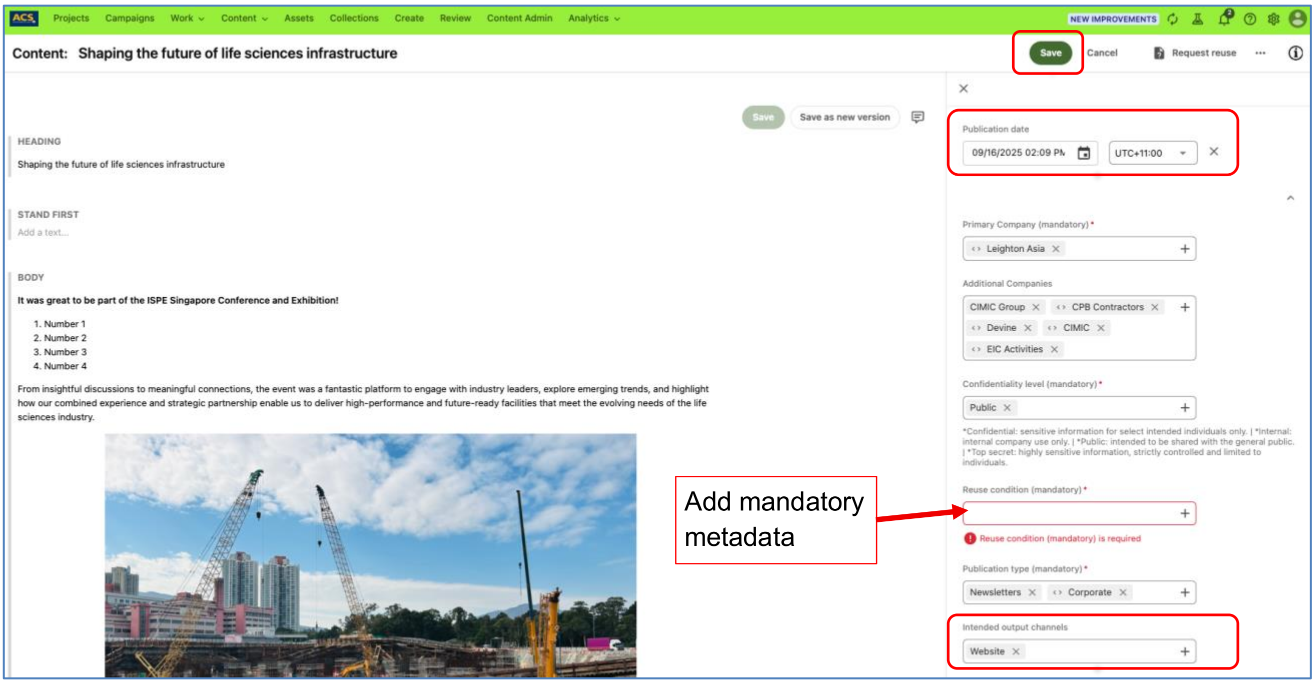
Content Edit with metadata enforcement

1. Open a Content item that does not have **Publication date** and **Intended output channel** filled in. Make a content edit and click the Save button. The system prevents save and alerts that mandatory metadata is missing.

2. Enable the Full page edit feature. This allows you to edit metadata from separate metadata groups in one view without having to edit and save each group individually.

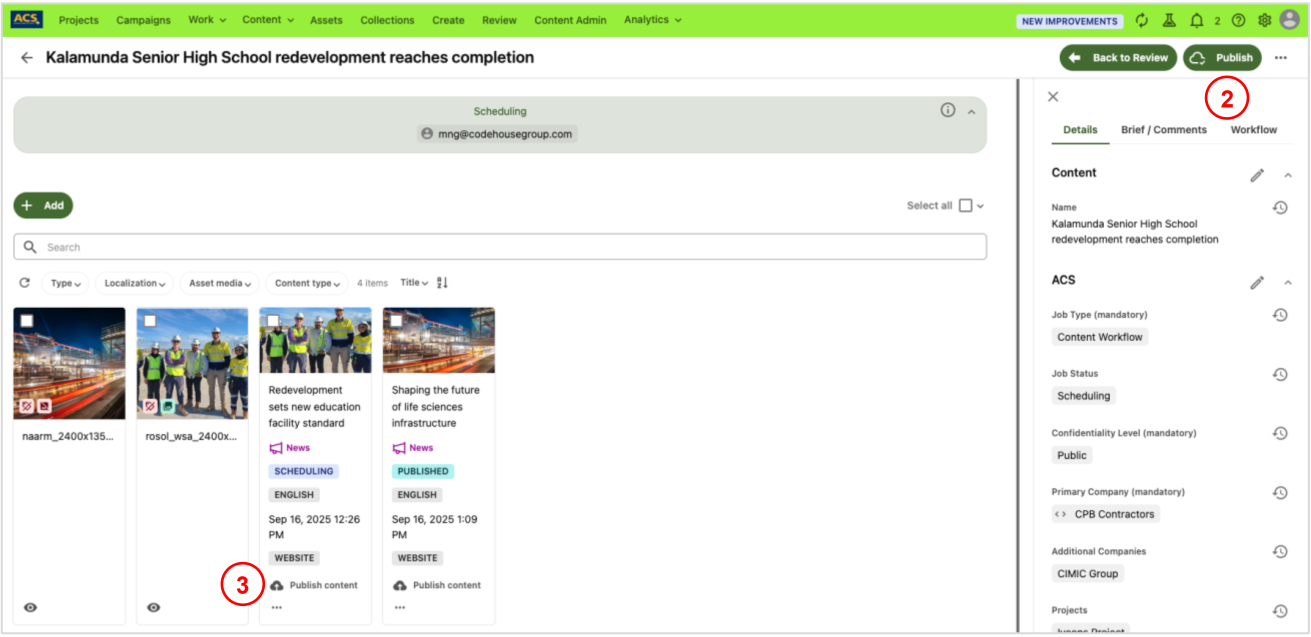


3. Add data to the **Publication date** and **Intended output channel** fields then select the **Save** button. If these fields are not completed Content Hub prevents the save and alerts that mandatory metadata is missing. Fill in the two mandatory fields and **Save** again.



Publish to XM Cloud

1. Go to Work → Jobs page and open a Job in Scheduling status. Jobs in Scheduling status contain content items that have all been approved for publishing. Decide if you want to publish all contained items in a single action, or publish individual items separately, potentially at different times.



2. Publish all content item inside the Job. Click the Publish button from the Job menu bar. The status of the Job and all Content items within are changed to Published, which triggers the push of the content items to XM Cloud.

3. Publish individual content items inside the Job. Click the **Publish content** button on a Content item within a Job. The status of that Content item is changed to Published, which triggers the push of the content item to XM Cloud.

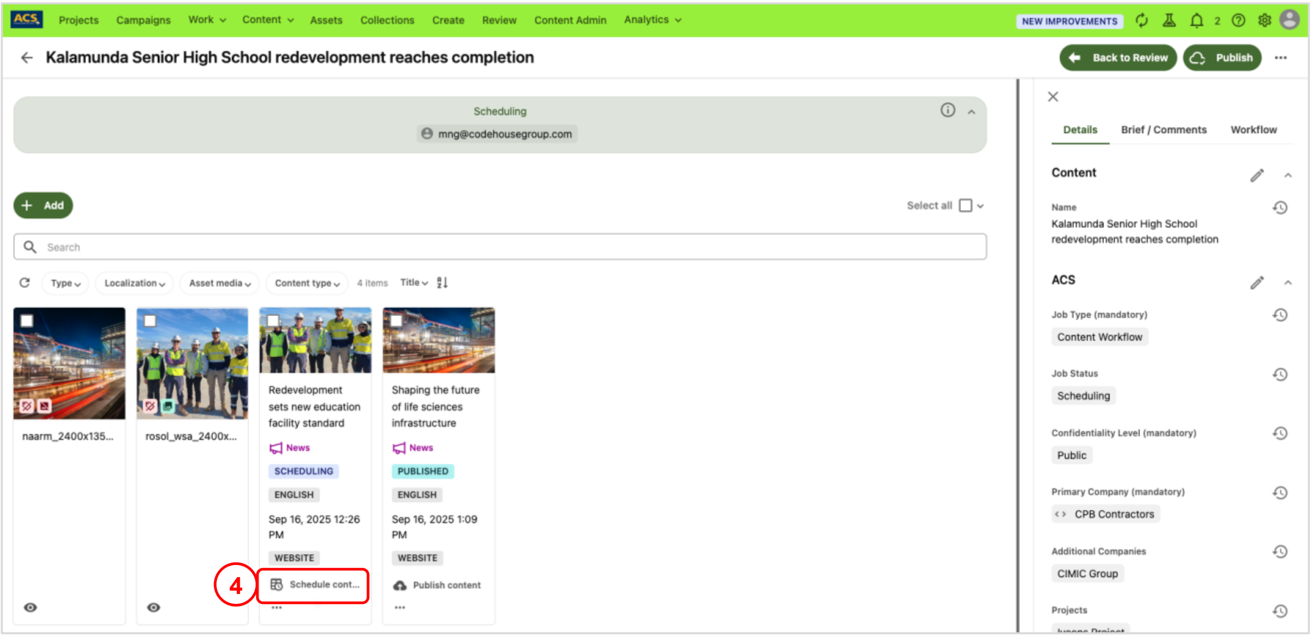
4. Go to XM Cloud and locate the new Article. Publish the Article with the normal XMC tools and confirm it's live on the web site

Update content that has already been published

1. Locate a Job in Published status that needs updating and determine if the edit needs a review and approval process or not.

2. Update Content without re-approval. Open the Content item for Edit, make the updates and **Save** the item. The updates are automatically synced to XMC within 10 minutes.

3. Update Content with re-approval of **all** content item inside the Job. Click the **Back to Review** button from the Job menu bar. The Content item is taken back in the workflow and syncing with XMC stops. Make edits and go through normal Job process to review/approve the edits. Then follow the Publish to XM Cloud process again. Once the Job is in Published status again, the sync to XMC starts again.



4. Update Content with re-approval of **individual** content items inside the Job. Click the **Schedule content** button Schedule cont... on a Content item within a Job. The status of that Content item is changed to Scheduling, and syncing with XMC stops for that item only.

Un-publish content from XMC

1. Locate the Article in XM Cloud and Un-publish and delete the article in XMC.

2. Stop syncing to XMC for **all** content item inside the Job. If the content is not expected to be re-published later, click on or **Archive** button to stop the sync to XMC. If the content will be re-published later, click the **Back to Review** button from the Job menu bar.

The Content item is taken back in the workflow and syncing with XMC stops. Make edits and go through normal Job process to review/approve the edits and **Publish** to XM Cloud again.

3. Stop syncing to XMC for **individual** content items inside the Job. Click the **Schedule content** button Schedule cont... on a Content item within a Job. The status of that Content item is changed to **Scheduling**, and syncing with XMC stops for that item only.

Manual publishing to non-XMC channels

Publishing of content to output channels that are not integrated with Content Hub for automatic publishing.

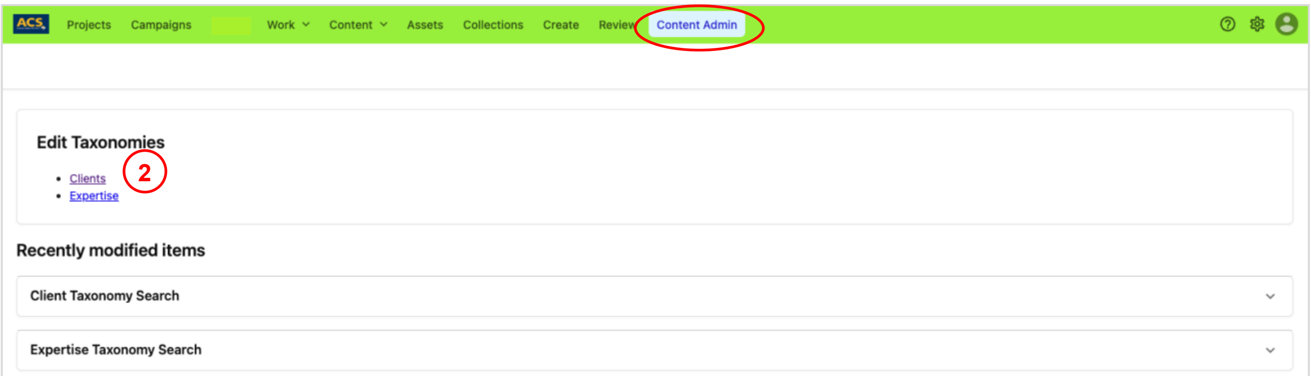
1. Copy and paste data from within a Content Hub digital content item (text and associated assets) to the external platform (web CMS).
2. Create a public link of an asset, copy the link and paste it into the CMS of the website or social post

Ability to download content as a Word document using a company specific template for distribution to output channels.

3. Copy and paste from approved Word document (text and associated assets) to another Company template (Word or other).

Management Tasks

Management of shared Taxonomy values to allow extension and updating over time, ensuring that all companies agree on changes and new values can be translated into applicable languages.



Updating taxonomies

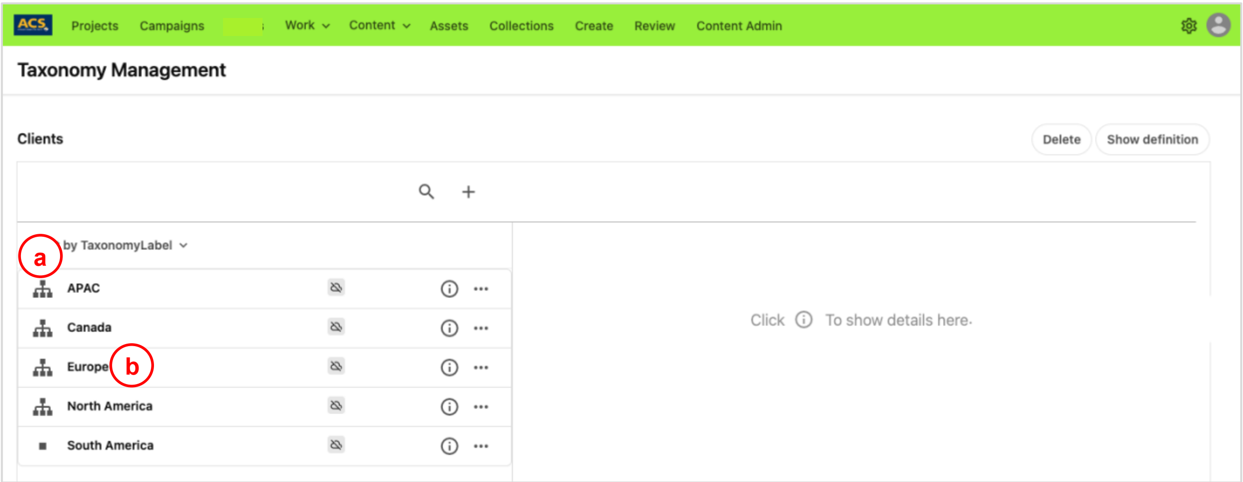
Add new taxonomy item

1. Open the Content Admin page in the menu bar.

2. Select Taxonomy to edit - Review the available Taxonomies in the **Edit taxonomy** section and click on one to open it for edit.
Note: Some taxonomies are not available for edit due to complex intra-dependencies with user permissions.

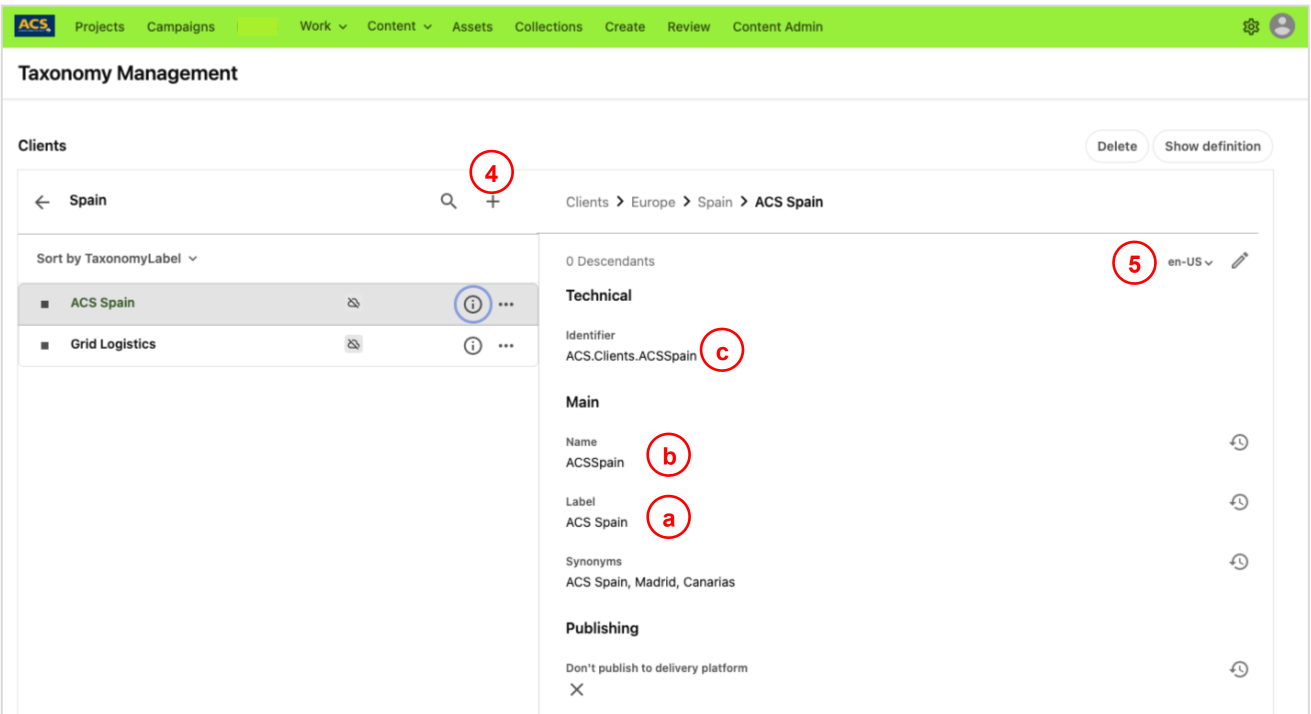
3. Navigate the Taxonomy hierarchy - Navigate to the required part of the hierarchy where a new item will be created.

a. The “four dots” icon identifies the presence of child items, click to navigate one level deeper.
b. Click on the parent item where you want to create the new item.



4. Create new item - Click the plus icon to create a new item at the current hierarchy level.

5. Add required data into the Descendants panel by selecting the pencil icon. The initial setup is always done in English (en-US)
    a. Type in a **Label** in English language.
    b. Type in a **Name**. This should be the same as the Label, but without spaces and only using alphanumeric characters.
    c. The **identifier** is automatically updated to align with the Name. Do **not** manually edit it.

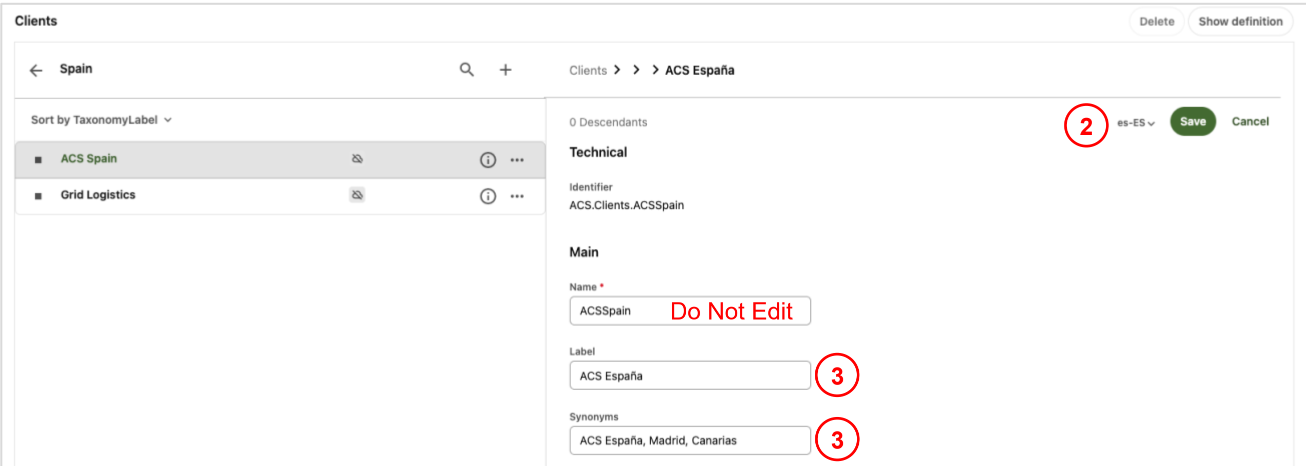


6. Add optional data - Fill in the **Synonyms** field with other names, phrases or acronyms that apply to the item. These are used for searches. Use English language.

   The description field is typically left empty but is also used for searches and should contain longer sentences if used. Click **Save**

Translate taxonomy item

1. Edit a Taxonomy item - Navigate to a Taxonomy item to translate. Click on the ⓘ **icon** to see its details, then click the **pen icon** to open it for editing.



2. Select language - Pick a language code in the top right corner to translate into that language.

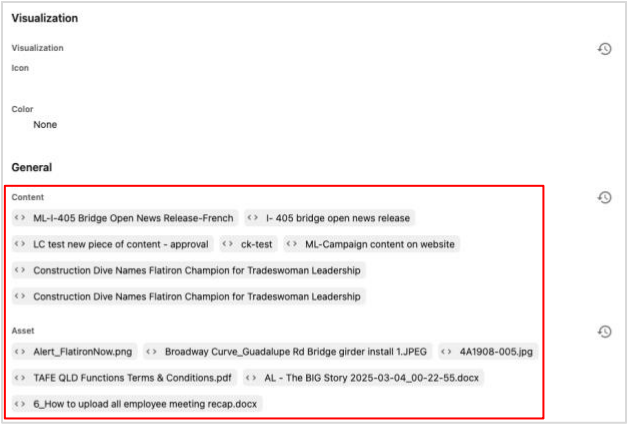
3. Add translated content - Edit the **Label** and **Synonyms** fields with the translation of the original English item.

   DO NOT edit the **Name** field as it will change for all languages.

Delete taxonomy items

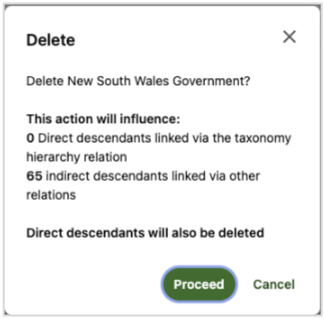
1. Edit a Taxonomy item - Navigate to a Taxonomy item to translate. Click on the **icon** to see its details, then click the **pen icon** to open it for editing.

2. Review usage - Review the Projects, Content and Asset sections to determine if the item is used by any other objects. If it is, <u>re-assign those objects to another item in the hierarchy before deleting.</u>



3. Delete item - Click on the 3-dot drop-down menu next to the icon and select **Delete**

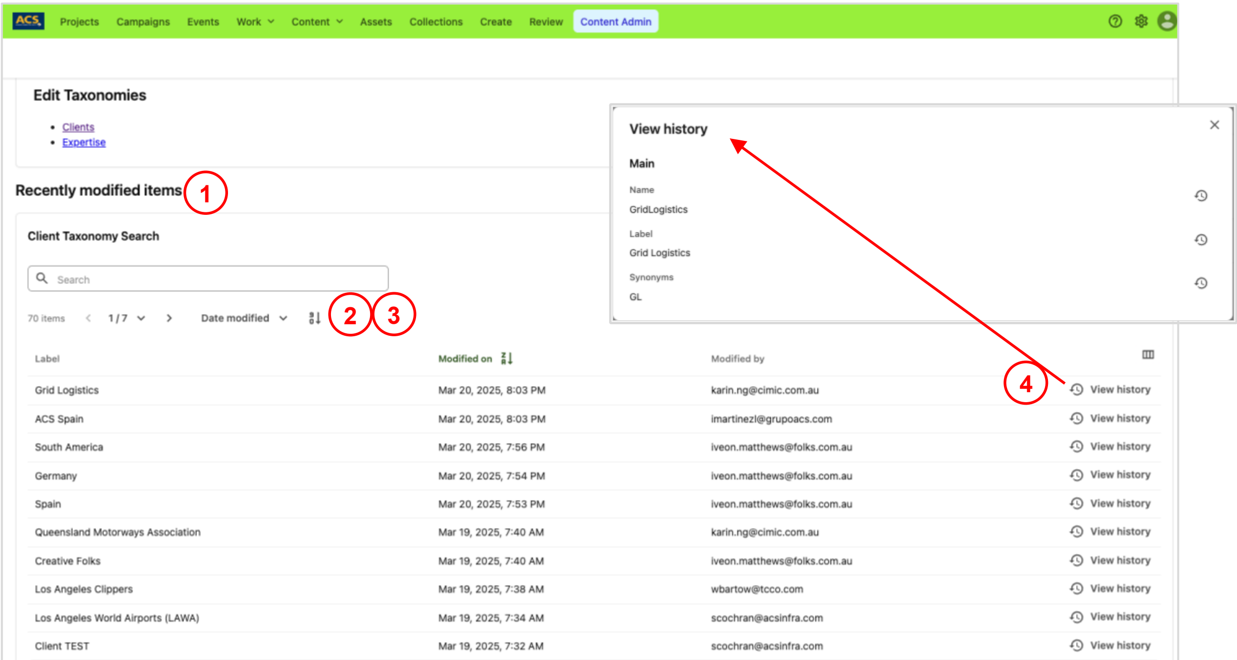
If the item has child items (shown above), is assigned to other objects or used by permission rules, a dialog displays a warning.
If you still want to delete the item, click Proceed.
Note, this cannot be undone.



See a report of recently added taxonomy items

1. Select Taxonomy to review - Click on the relevant Taxonomy heading under the **Recently modified items** section to expand a search table of all items in the Taxonomy.

2. Sort the results by Modified date - Select **Date modified** sort option to show the most recently edited items at the top. Use paging tools to review more than the first 10 items



3. Sort the results by Created date - Select **Date created** sort option to show the most recently created items at the top.

4. View edit history - Click on **View history** for an item to see an audit list for each field by selecting the history icon This shows who changed it, what they changed and when the change was made.

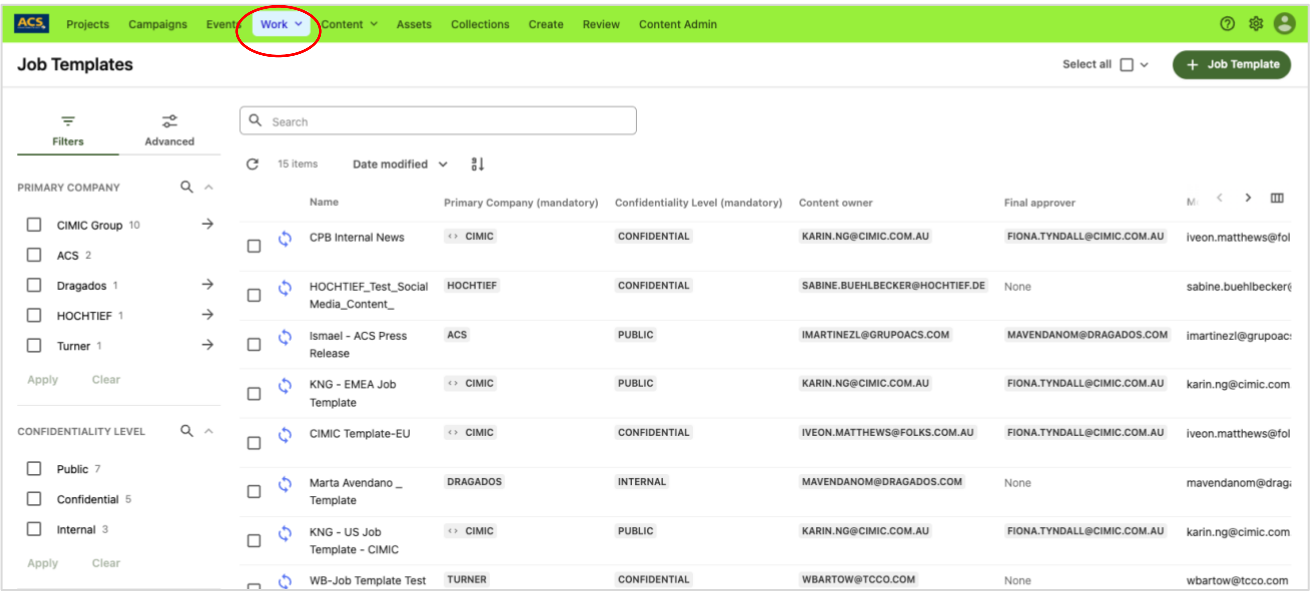
Update restricted Taxonomies

Some Taxonomies are used for permissions and other dependent functions in the systems and must be updated with extreme care. Only support (super-users) should be able to make these changes, after considering all consequences on the full solution.
Contact Creative Folks - For any Taxonomy that is not listed on the Content Admin page, e.g. Primary Companies or Confidentiality Level, please contact Creative Folks support to update them. Editing those Taxonomies will affect permissions rules and internal scripts and need to be performed by someone who understands all additional updates that need to happen in the system.

Manage Job templates

The advantage of saving a template is to pre-set the workflow Final approvers, collaborators or approvers, add additional companies and advance a new job into the Collaborate stage.

1. Create new Job template - Go to **Work → Job templates** in the menu bar, then click on **+ Job templates** button to create a new Job Template.



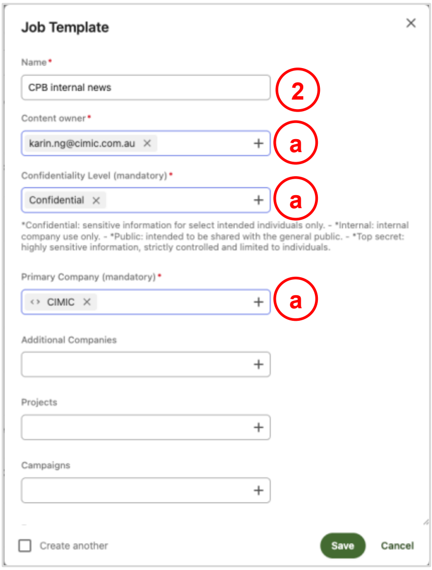
2. Fill out mandatory details - Give the new Job a **meaningful name** to reflect the use case for the template, e.g. “CPB internal news”.

   a. Then fill in the Content Owner, Confidentiality level and Primary Company.

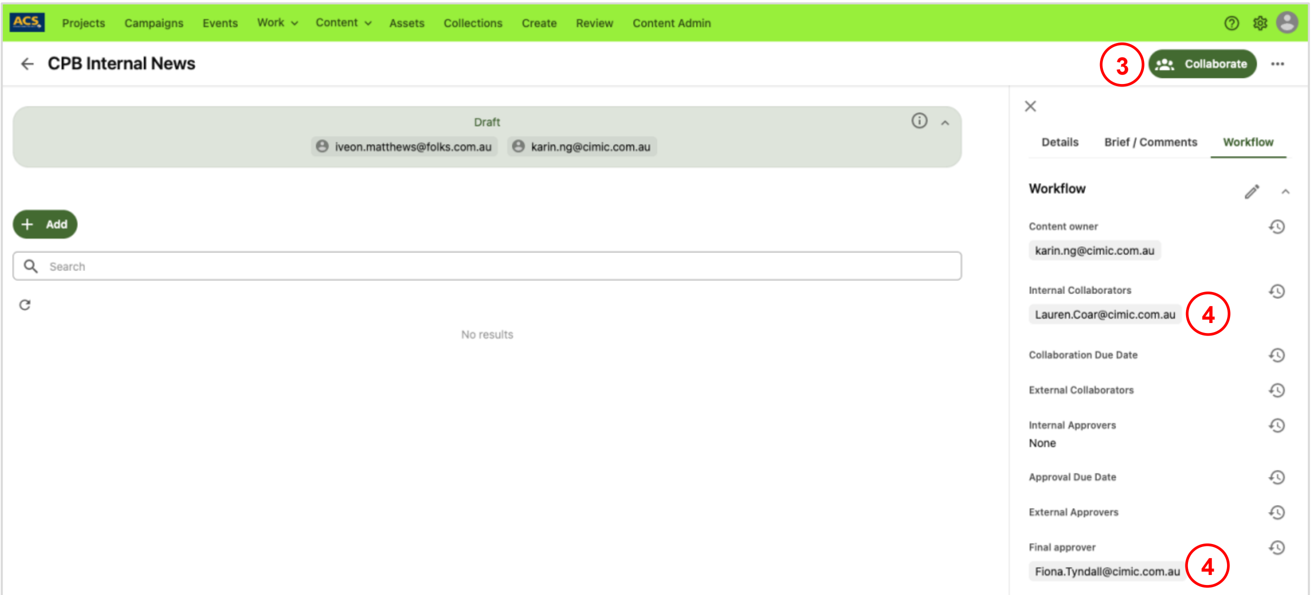
   b. Do not fill in any other fields.

   c. Click **Save**.

   d. The new template opens in the standard Job editor page.



3. Advance the state to Collaborate - Click on the **Collaborate** button to advance the Job state and make the template visible and usable to all other users in the primary company.



4. Optional: set default approvers - Go to the Workflow tab and set **Internal Collaborators, Internal Approvers** and **Final Approver** as required to reflect the default collaborators/approvers for the Job template.

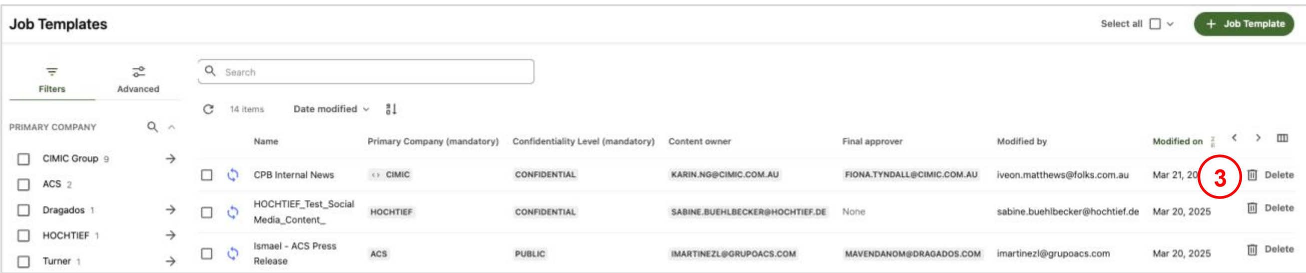
Edit existing Job templates

1. Find and open a template - Go to **Work** → **Job templates** in the menu bar.

   Use search and filters to find a template then click on it to open it for edit.

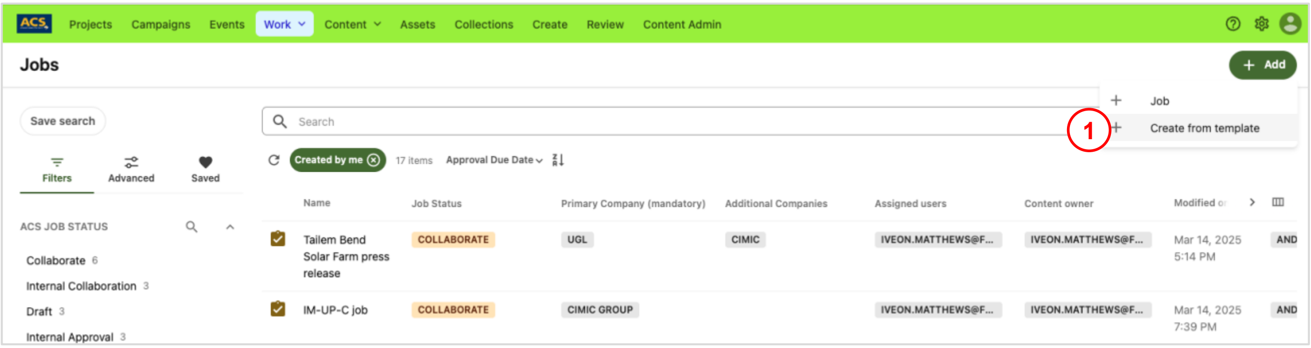
2. Edit template - Use the Details and Workflow tabs to edit the fields used in the “Create new Job template” section.

3. Delete template - From the **Job templates** search page, click on the **Delete** button next to a template to delete it. NOTE: <u>This cannot be undone.</u>

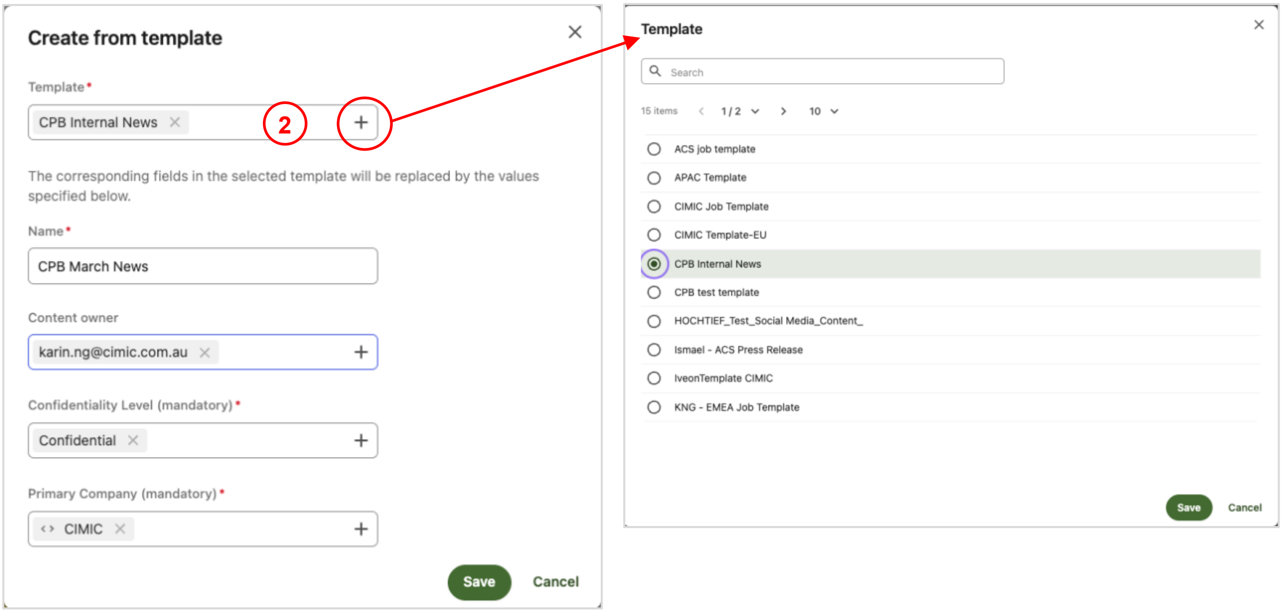


Use a Job template to create a new Job

1. Create new Job from Jobs page - Go to **Work** → **Jobs** in the menu bar, then click on **+ Add** button and select **+ Create from template.**



2. Fill out Job details - Give the new Job a **meaningful** name.
Then fill in the **Content Owner**, **Confidentiality level**, **Primary Company** and any other optional fields as required. For further details see [Create Job from Template](#).
Click **Save**



System access and login

Add new users as collaborators

1. Identify a missing user - If a specific user is not available for selection in the Internal Collaborators field, they need to be added to the system.

2. Request a user addition from the IT department - **Contact your IT department** by the normal IT support process, and request that the missing user is added to the Entra ID group: **<company>_PROD_Read-only.** For example, CIMIC_PROD_Read-only.

3. Wait for user to be added by IT - Assumption: IT will send a notification once the request is completed.

4. Contact the new user and ask them to log into Content Hub - The new user is only created in Content Hub on the first login. Before this, they cannot be selected in the Internal Collaborators field on the Job.

5. Wait for user to log into Content Hub - Once the user confirms they have logged in, follow the steps in “Add existing users as collaborators”

Add new users as approvers

1. Identify a missing user - If a specific user is not available for selection in the Internal Approvers field, they need to be added to the system.

2. Request a user addition from the IT department - Contact your IT department by the normal IT support process, and request that the missing user is added to the Entra ID group that matches their role: <company>_PROD_<role>. For example:
    - CIMIC_PROD_Read-only
    - CIMIC_PROD_Final Approver
    - CIMIC_PROD_Content Editor
    - CIMIC_PROD_Content Admin

    The roles are defined as follows:

    - **Read-Only:** Users with this role can view content but are not permitted to make any changes or edits. They have access to all relevant information but cannot modify it in any way. UNLESS they are invited as a collaborator to a specific content item. (To be able to be invited as a collaborator, the user needs a read-only role as a minimum).

    - **Final Approver:** Users in this role are responsible for reviewing and approving content before it is published or finalised. They ensure that all content meets the necessary standards and guidelines.

- **Content Editor:** Users assigned to this role can create, edit, and update content. They are responsible for producing and maintaining the content within the platform, making sure it is accurate and up to date.

- **Content Admin:** This role has the highest level of access and control. Content Admins can manage content settings, configure user permissions, oversee the content creation and approval process, and ensure the smooth operation of the content management system.

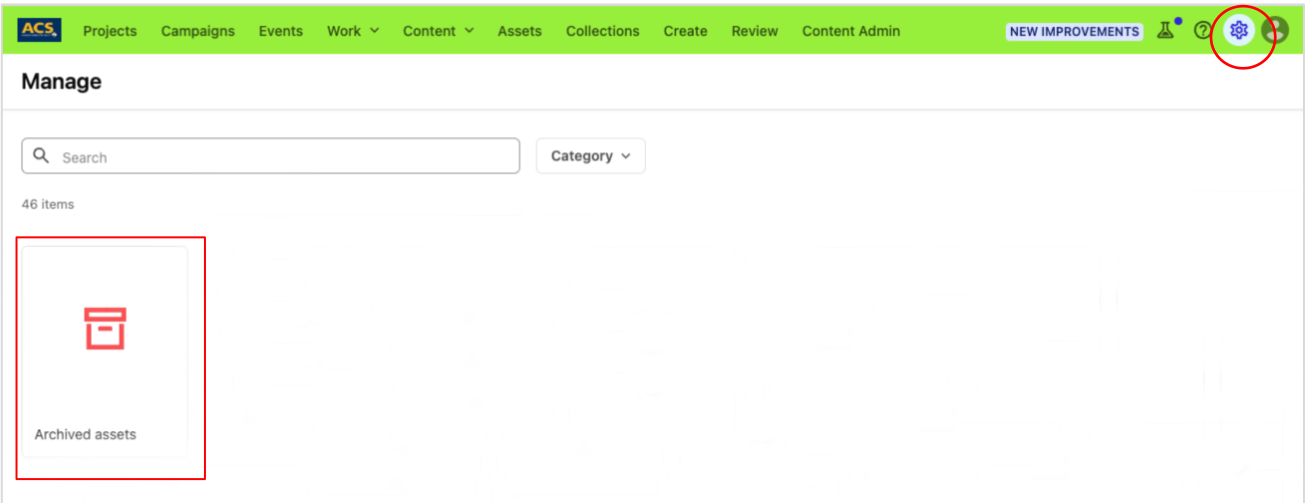
3. Wait for user to be added by IT - Assumption: IT will send a notification once the request is completed.

4. Contact the new user and ask them to login to Content Hub - The new user is only created in Content Hub on the first login. Before this, they cannot be selected in the Internal Approvers field on the Job.

5. Wait for user to login to Content Hub - Once the user confirms they have logged in, follow the steps in Send Content for Review and Approval.

Archived Assets

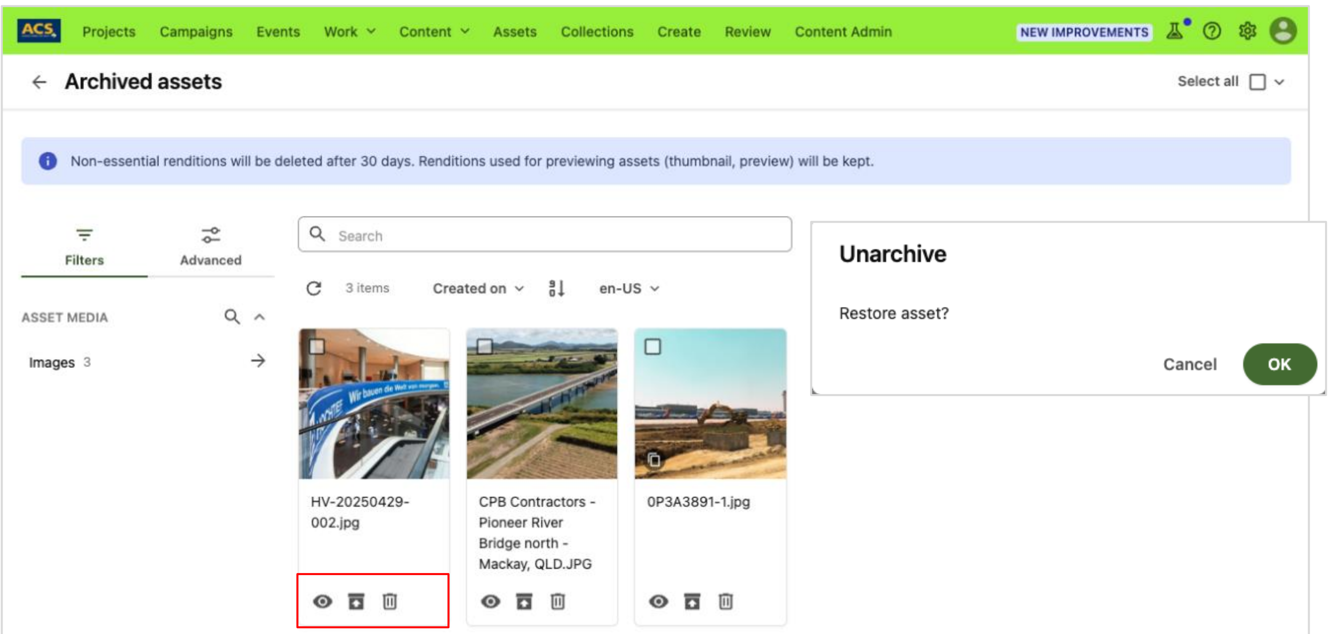
1. Select the cog button from the top right menu adjacent to the Profile button.
2. Select the **Archived assets** icon.



The Archived assets details page opens to display all archived assets.

Use the filters in the left panel to search and find the required assets.
Choose the function required from the icons beneath the asset.

- Preview the asset in the asset details page to see all metadata etc.
- Restore the asset in all instances where the asset was being used. The user will be required to verify the restoration (see below).
- Permanently delete the asset. The user will be required to verify the deletion.



Glossary of Terms

Annotations - you can use annotations to review assets, provide feedback, and collaborate with others. You can add annotations to images and documents (such as PDFs, Word files, or PowerPoint files). Annotation types include text, shapes and notations (sticky notes).

Assets - digital files such as images, videos, and Word documents, that have been enriched with metadata for searchability, classification and permission management.

Campaigns - collections of all items related to that particular Campaign. It allows us to define Campaign attributes such as the start and end date and a campaign description. It also allows us to enter Campaign information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.

Content - the digital articles that contains text and images intended for publishing. It also allows us to add metadata about the content, such as the status, the intended output channel, who needs to approve it etc.

Confidentiality Level - the level of Job visibility within Content Hub combined with the Primary Company to control view/edit permissions of a user or group.
Confidential: sensitive information for select intended individuals only. eg.the content owner and any workflow assignees, no one else.
Internal: internal company use only. eg. only users within the same Primary company
Public: intended to be shared with the public.

DAM - Digital Asset Management.

Public links - create public links to share assets with people who do not have permission to download assets from Content Hub. This functionality provides an unsigned public link to any pre-generated file rendition of an asset. Search engines index public links. They collect, parse, and store data to make information retrieval fast and accurate.

Filters and advanced search - Filters show all Jobs categories by various taxonomies. Select any filter to display Jobs only related to that filter.

Fragments (boilerplate)- reusable snippets of content that doesn't change much over time but is included in many Content items over and over. Typically appears at the end of a media/press release or other official documents and provides essential background information about the company.

Jobs - used to manage the workflow for new content, approval of new assets, and re-use of existing content/assets. They act as a container (or virtual folder) for moving related content and assets through the collaboration and approval processes.

Mandatory Metadata – is a data field that must contain relevant information within the field before the entity can progress in the next stage of its workflow.

Metadata - means "data about data". Metadata is defined as the data providing information about one or more entities within Content Hub. See full list

Mass Edit table – a table of information about selected entities that has an 'Excel like' features allowing copying of data from one cell to another, the ability to choose data from a list and more.

Projects - collections of all items related to a particular "real life" project, e.g. a construction project. It allows us to define Project attributes such as name, region, project code etc. and to track project status. It also allows us to enter project information in one place, and have the same information applied to related content and assets for better searchability without any extra work from users.

Public links - allow users to share assets with external people who do not have permission to download the assets.

Saved Search - Any search filter can be saved and stored by the user for later use.

Taxonomy - is used to classify data. It is useful when you are organizing assets for use with filters, or you need to add security. For example, you can use taxonomies to organize assets by brand name so that when users search for an asset, they can filter the search by brand name. Taxonomies can have many hierarchical values represented in a tree structure.

Standard Operating Procedures

Standard Operating Procedures	Other documents
Content Hub - SOP - Content Owner	Photo_Usage_Rights_Australia_29_05_2025 - CIMIC Group
Content Hub - SOP - Internal Collaborator	Photo_Usage_Rights_Germany_08_05_2025
Content Hub - SOP - External Collaborator	
Content Hub - SOP - Internal Approver	
Content Hub - SOP - External Approver	
Content Hub - SOP - Final Approver	
Content Hub - SOP - Content Planning (reuse request)	
Content Hub - SOP - Asset Admin	
Content Hub - SOP - Asset Manager	
Content Hub - SOP - Asset Consumer	
Sitecore XMC - SOP - Publishing content from Content Hub	