CONTENT MANAGEMENT LIFECYCLE

THERE IS NO DELETE BUTTON

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WHAT IS CONTENT?

• Content
  • Published and Digital
  • Structured and Unstructured
  • Created with/without user’s knowledge

• Communication Channels for Content
  • Social Media Sites
    • LinkedIn, Facebook, Snapchat, Instagram, Google+
  • Applications
  • Chat Rooms
  • Blogs
  • Dating Websites
  • Amazon
  • Google
TECHNOLOGICAL ADVANCEMENTS

• Smarter Devices and Computers
• Social Media
• Data Collection Software Improvements
• Data Analysis Software Enhancements
• Big Data
• Internet of Things (IoT)
INTERNET OF THINGS (IoT)

• Huge network of connected devices
  • Relationships between people and web-enabled devices
  • Devices includes tablets, cellphones, refrigerators, headphones, wearable devices, jet engines, and the like

• Gartner has predicted there will be over 26 billion connected devices by 2020 (Gartner, 2013)

• IoT produces an enormous amount of data that poses security and privacy risks
DIGITAL FOOTPRINT

• A unique set of digital activities

• Passive Footprint
  • Time-based
  • Logged in to complete a specific activity
  • Examples: Amazon, Macys

• Active Footprint
  • Continuous
  • Logged in continuously; not necessarily to complete a specific activity
  • Examples: Facebook, Twitter, LinkedIn, SnapChat, eHarmony, Blogs, YouTube, Email

WHY IMPORTANT?

• Used for
  • Employment
  • Used for some colleges
  • Security Clearances
CONTENT MANAGEMENT LIFECYCLE

• Content has a life cycle
  • Begins when data is created
  • Ends with destruction (from original source of collection) or permanent storage (where no longer used)

• Content Management Lifecycle 5 Phases
  • Collection
  • Management
  • Storage
  • Delivery
  • Preservation
MANAGEMENT

• Content Management is **YOUR** responsibility
  • Be S.U.R.E.

• Personally Identifiable Information

• Before providing information online, find out
  • What information is collected
  • Why the information is being collected
  • How information is shared
  • Who will have access to your information

S. – (Know the Source)

U. – (Understand what private information is being collected)

R. – (Research what, why, how, & who)

E. – (Evaluate if you need to provide your private information)
STORAGE

• Computer
• CD/DVD
• Database/Data Warehouse
• Cloud
• Server
• Mobile and Portable Storage Devices
DELIVERY

- Paper
- Internet
- Intranet
- Email
- Mobile Devices
- Fax
- Portal
- E-Statements
PRESERVE

- Archive
- Backup
- Paper
WHERE IS YOUR INFORMATION
PROTECTING YOUR INFORMATION

• Secure Information Offline
  • Keep personal information in safe place
  • Limit what you carry
  • Lock and password protect your computers
  • Safe disposal of computer and mobile devices

• Secure Information Online
  • Encrypt data
  • Use strong passwords and keep private
  • Limit personal information shared on social media
  • Two-Factor Authentication
PROTECTING YOUR INFORMATION

• Secure Devices
  • Keeps devices on your person and password protected
  • Use security software
  • Avoid Phishing Emails
  • Verify mobile apps before installing
  • Secure Laptops, mobile devices, and portable devices
  • Read privacy policies
  • Limit use of public Wi-Fi
REFERENCES