



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

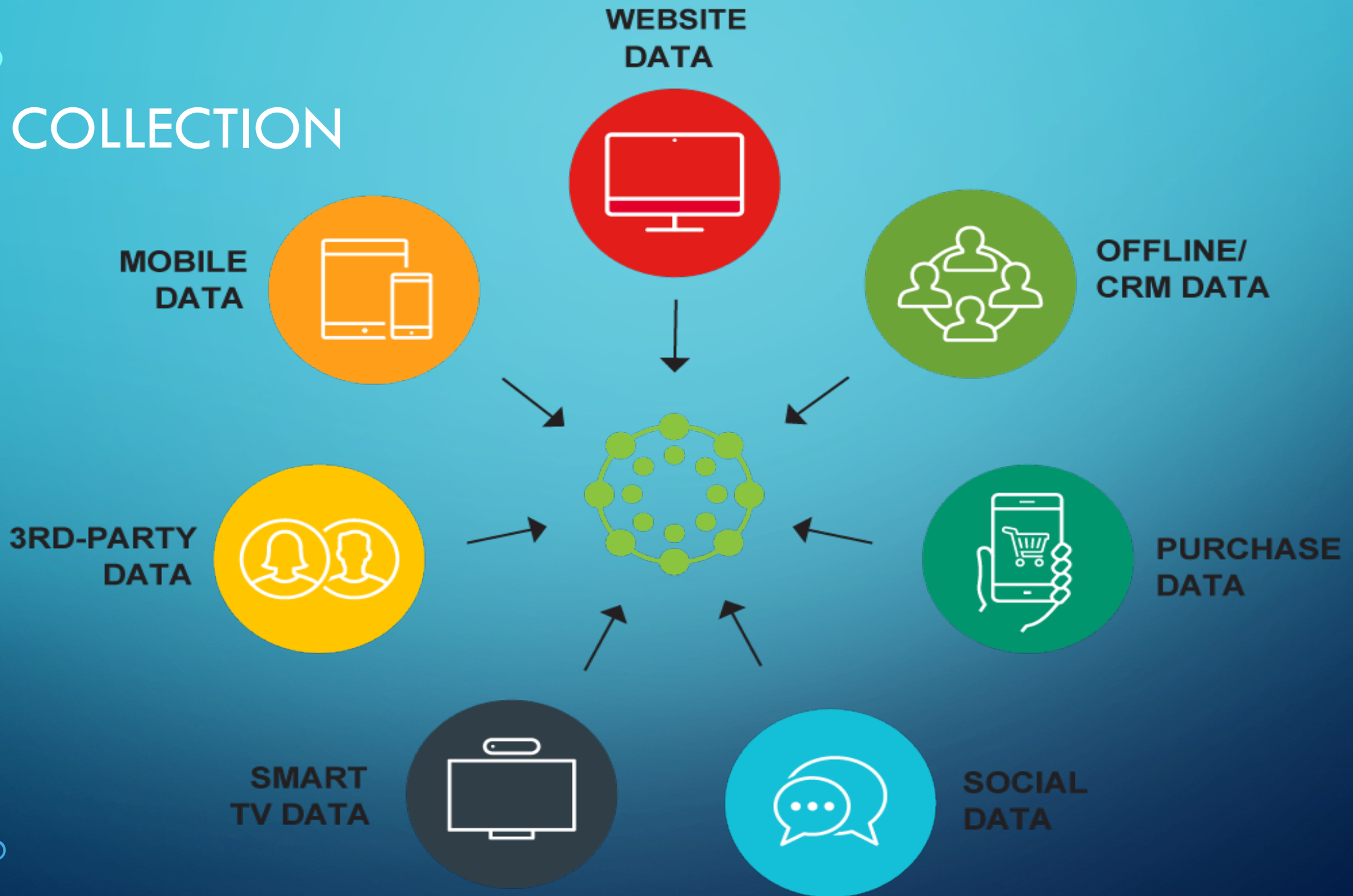
WHY IMPORTANT?

- 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

COLLECTION



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

The image features a blue gradient background with white circuit-like lines in the corners. These lines consist of straight paths that branch out and terminate in small circles, resembling a network or data flow diagram. The word "QUESTIONS" is centered in the upper left area.

QUESTIONS

REFERENCES

Gartner (2013). Gartner says the Internet of Things installed base will grow to 26 billion units by 2020. Retrieved from <https://www.gartner.com/newsroom/id/2636073>