

The Brand Journalism Checklist

Discovery and organization

1. Audit of current channels
2. Analysis of audiences
3. Assessment of news team
 - a. Newsroom structure
 - b. Skills and training needs
 - c. Roles and responsibilities
4. News Desk set up
 - a. Monthly, Weekly & Daily participants
 - b. Collaboration with marketing and internal comms

Editorial process and policy

1. Assignments, deadlines and editors
2. Editorial standards and guidelines
3. Freelancers
4. Approvals and workflow

Training and execution

1. Practice, practice, practice
 - a. But with real stories
2. Writing and editing training
3. Video training
4. Infographics
5. Measurement

News platform

1. Concept and design
2. Features and navigation (including a name)
3. News Feed
4. Integration with other channels
5. Revised pitching strategy

Testing, marketing and launch

1. User testing
2. Marketing plan
3. Soft launch internally
4. Full launch