

Content Audit Guide for L&D

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A content audit is crucial for keeping your learning and development (L&D) resources effective, relevant, and engaging. This streamlined process will help you evaluate your existing content inventory systematically, using just a simple spreadsheet and a few well-defined steps.

By following these steps, you can conduct a comprehensive content audit using just a spreadsheet and a structured approach. This process not only ensures your L&D resources remain relevant and effective but also aligns your content strategy with the evolving needs of your learners and organization. Remember, the goal of a content audit is continuous improvement, driving the success of your L&D initiatives through strategic content management.

Step 1:

Identify All Learning Content, Content Types, and Channels

- **Inventory Your Content:** Create an Excel spreadsheet and start listing the names of all your L&D materials. Add learning and performance objectives, target audience, maintenance data, and metadata.
- **Determine Content Types:** Next, categorize these materials by type. For example, classify them as video, eLearning, PDF guides, job aids, to blog posts.
- **List Distribution Channels:** Identify where each content piece is shared or accessed by learners. Channels might include your LMS, intranet, social/collaboration platforms, or email newsletters.

⚡ **Tip:** The spreadsheet might include additional information important to your organization that we didn't list here.

Step 2:

Create Rubrics and Categorize Everything by Relevance

- **Develop Evaluation Rubrics:** Create criteria for assessing the relevance of your content and align them to current L&D objectives. Consider factors like topic relevance, learner engagement, and applicability to current job roles, etc.
- **Categorize Content:** Using your rubrics, categorize each content piece as 'Highly Relevant,' 'Somewhat Relevant,' or 'Not Relevant.' This will help prioritize the content that aligns best with your current L&D goals.

⚡ **Tip:** Your spreadsheet can be expanded to include columns for relevance categories and notes on why a piece was categorized in a particular way.

Step 3:

Evaluate Everything for Accuracy, Engagement, and Alignment with Current Needs

- **Assess Content Quality:** Review each content piece for factual accuracy, clarity, and whether it incorporates modern L&D practices. Also, consider the learner engagement level—does it encourage interaction or reflection?
- **Check Alignment:** Ensure each piece aligns with your current L&D objectives and learner needs. This involves considering whether the content supports your organization's current goals and the learners' career paths.

⚡ **Tip:** Update your spreadsheet with a quality and alignment score based on your criteria, adding specific feedback or observations that justify these scores.

Step 4:

Identify Outdated or Irrelevant Content for Updating, Repurposing, or Retirement

- **Decide on Action:** Based on your evaluations, decide whether each content piece should be updated, repurposed, or retired. Consider updating content that is mostly relevant but contains outdated examples or statistics. Repurpose content that is valuable but misaligned with current channels or formats. Retire content that no longer serves your L&D objectives.
- **Plan Updates and Revisions:** For content slated for updating or repurposing, outline the specific changes needed. This may include updating statistics, changing content format, or adjusting the content to better align with current learner needs.

⚡ **Tip:** Your spreadsheet now becomes an action plan. Add columns to document the decided action for each content piece, along with any notes on the changes needed or the reasoning behind retiring content.

Mastering the Art of Content Repurposing

Repurposing content is a strategic way to extend the life and reach of your original content, helping to maximize your content marketing efforts. Here are some of the many ways to repurpose content effectively.

Infographics: Condense information from research, documentation, or reports into infographics that highlight the key takeaways and are easily shareable.

Animated Explainers: Create short animated explainer videos to illustrate complex concepts from your content, making them more accessible.

Email Courses: Existing content from eLearning, videos, etc., can be adapted and repackaged into an educational email course, providing a new way for your audience to learn.

Email Newsletters: Compile and summarize your recent blog posts or content into an email newsletter format to engage your audience..

E-books: Gather a series of related content pieces and compile them into an e-book that you can offer as a self-directed learning resource.

Webinars: Use the content from your detailed guides or tutorials to host webinars that can deepen engagement with your audience.

Slide Decks: Convert your content into slide decks for presentations or for use in webinars.

Online Courses: Package your comprehensive guides, tutorials, and related content into modules for an online course.

Quizzes and Assessments: Create quizzes or assessments based on your content for interactive engagement, ideal for educational content.

Interactive Content: Transform your content into interactive formats like quizzes, calculators, or interactive video.

Forums and Q&A Sites: Share your expertise by repurposing content for answers on forums like Quora or Reddit, linking back to your full articles.

PDF Guides: Convert your comprehensive posts or series of related articles into downloadable PDF guides.

FAQ Pages: Compile frequently asked questions related to your content topics and answer them in detail on a dedicated FAQ page.

Testimonials and Reviews into Content Pieces: Use customer testimonials and reviews to create case studies, blog posts, or social proof content.

Interviews into Multiple Formats:

Repurpose interviews by creating blog posts, podcasts, and video segments from the original content.

Content Roundups: Create roundups of your most popular content on specific topics, offering a comprehensive resource for your audience.

Templates or Checklists: Convert actionable advice or steps from your content into downloadable templates or checklists.

Discussion Prompts for Online

Communities: Use your content as a basis for discussion prompts in online communities related to your niche.

Memes or GIFs: For lighter content, create relevant memes or GIFs summarizing key points or reactions to your content, shareable on social platforms.

Text-to-Speech Versions: Offer a text-to-speech version of your content for accessibility, allowing users to listen to written content.

Data Visualizations: Turn data or research from your content into interactive data visualizations or graphs.

Behind-the-Scenes Content: Share the process of creating your original content, including research, drafting, and production insights, to humanize your brand.

Expert Roundups: Incorporate expert opinions or quotes from your content into a comprehensive roundup post on a specific topic.

Microsites: Develop microsites focusing on specific themes from your main content, providing a deep dive into those subjects.

Create a Content Library: Organize your repurposed content into a searchable library or resource hub on your website.

Whitepapers or Case Studies: Develop whitepapers or detailed case studies from your original research, blog posts, or customer success stories.

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