

Content Development Roadmap

Next Step

- Product Team & IT to work on the technical built-up for the site
- At-Large staff & community to develop content strategy and curate written content
- We may reuse some of the existing content, but will need to rewrite and create other content
- At-Large community need to take ownership of the site & get more community members involved
- The Website Revamp Taskforce will lay the foundation for the content development phase:
 - Involve core communications staff
 - Develop two types of outlines
 - Broader outline that covers topics of each page
 - Detailed outline that describes each individual topic
 - Develop guidelines and templates for each individual topic
 - Create example pages
 - Critique existing content
- Form focused and selected editorial working group consisted of community members under the guidance of ICANN Comms Dept
- Finished product to be edited and polished by ICANN Comms Dept

Potential Workload

This table illustrates the potential workload for developing written content for the revamped At-Large website. The pages highlighted in yellow have most of the written work to do.

Page Title	Type of Content	Approximate Length
Homepage	Hero Text	1 - 2 sentences that reiterate the mission statement of At-Large in a catchy manner
	"Get Started" Buttons	1 short phrase that point newcomers to each must-read page
	Section Introduction	1 short phrase that introduces each section/row on the page; the sections include Policy Advice, Regional Activities, Outreach Activities, Capacity Building, Calendar, and Social Media
Topics	Page Introduction	1 paragraph (3-4 sentences) that introduces visitors to the policy topics matter to end-users and important to At-Large
	Section Introduction	1-2 sentences that gives a helicopter view of each policy topic and prompts visitors to 'read more'
Topic Details (need to develop 10-15 such pages)	Summary	Several paragraphs that explains the policy topic in a beginner friendly manner,
	Concrete Example	1-2 paragraphs, preferably with pictures or illustrations, that gives newcomers a concrete understanding about this policy topic
	Topic History	Several paragraphs that delineates the evolvement of this policy topic over time and highlights key milestones related to this topic
	End-User Interests	Several paragraphs that describes why end-users should care about this policy topic
Our Work	Page Introduction	1 paragraph (3-4 sentences) that reiterate the mission statement of At-Large and link to a summary of our areas of work
	Section Introduction	1 sentence that introduces each section/row on the page and prompt visitors to "Read More"; the sections include Policy Advice, Regional Activities, Outreach Activities, and Capacity Building
Our Work Details (need to develop 4 such pages)	Summary	1 paragraph that give visitors an overview on certain area of work
	Work Breakdown	Several paragraphs, preferably with pictures, illustrations and/or videos, that provide more details to each component of this area of work
	Impact Story	Several paragraphs that tell a story about how At-Large has made a difference and advocating for end-user interests by doing this area of work
Get Involved	Page Introduction	1 paragraph that serves the "call to action" purposes and urges visitors to get involved in At-Large
	Section Introduction	1 short phrase and/or 1 sentence that introduce each section/row on the page; the sections include Policy Advice, Regional Activities, Outreach, Capacity Building, Membership, Communications, ICANN Meeting Participation, and Vote & Election.

Get Involved Details (need to develop about 30 such pages)	Summary	1 paragraph that gives visitors an overview on how they can get involved in a specific component of At-Large work /activity (the components under each "section")
	"How To" Breakdown	Several paragraphs, with illustrations, pictures and/or videos, that explain each step for people to get involved in that component of work/acitivites
About	ICANN & At-Large	Several paragraphs that explains what is At-Large and At-Large's relations to ICANN
	Our Mission	1-2 paragraphs that explains the mission statement of At-Large
	At-Large History	Several paragraphs, with pictures, illustrations and/or videos, that delineate how At-Large has evolved overtime and highlight the key milestones of the community
*Community		