Is Your Content Working Hard Enough for Your Organization?

Content isn't just what you publish. It's how your organization communicates value across every channel, audience, and moment. This self-assessment helps marketing and communications teams evaluate whether their content ecosystem is aligned, intentional, and sustainable.

How to use this assessment

- Answer based on reality, not best intentions.

- Look for patterns, not perfection.

- Misalignment across channels is more important than individual gaps.

Rate each statement:

Yes, For Sure	Eh, Kinda	Absolutely Not
💯	😐	👎

Strategy & Alignment

Content without strategy becomes invisible work.

Goal: Understand whether content supports organizational priorities or operates independently of them.

		💯	😐	👎
1.	Our content efforts are guided by clearly defined organizational goals.			
2.	We have a documented strategic communications or content strategy.			
3.	Content priorities are set intentionally—not solely in response to requests.			
4.	Leadership understands how content supports business outcomes.			
5.	Our team can articulate how content drives value across departments.			

Notes:

Clarity & Messaging

Inconsistent messaging weakens trust and confuses both people and systems.

Goal: Assess whether messaging is clear, consistent, and audience-first across all channels.

		💯	😐	👎
6.	Our primary audiences are clearly defined and documented.			
7.	Core messages are consistent across channels (website, email, social, events, etc.).			
8.	Content is created with specific audience needs in mind—not internal assumptions.			
9.	Calls-to-action are intentional and aligned with goals.			
10.	Our value proposition is easy to understand, regardless of channel.			

Notes:

Section 3: Structure & Findability

A fragmented content ecosystem creates inefficiency and burnout.

Goal: Evaluate whether your content works together or exists in silos.

		💯	😐	👎
11.	We have visibility into all major content types we produce.			
12.	Roles and responsibilities for content creation are clearly defined.			
13.	Content is planned with reuse and adaptability in mind.			
14.	Similar content is not unnecessarily duplicated across channels.			
15.	We know which content is most critical to maintain and optimize.			

Notes:

Governance & Sustainability

Governance isn't bureaucracy, it's protection against chaos.

Goal: Determine whether your content operation is scalable or stressful.

		💯	😐	👎
16.	We have clear processes for creating, approving, and updating content.			
17.	Content ownership is defined, even as staff or priorities change.			
18.	We regularly review and retire outdated or low-value content.			
19.	Our team has time allocated for improvement, not just production.			
20.	Content decisions don't rely on institutional memory alone.			

Notes:

Section 5: Measurement & Impact

If the impact of content can't be shown, it will always be questioned.

Goal: Understand whether content performance is visible, measurable, and defensible.

		💯	😐	👎
21.	We track content success using metrics tied to organizational goals.			
22.	Content performance is reviewed consistently.			
23.	Data informs future content decisions.			
24.	We can demonstrate the impact of content to leadership.			
25.	Measurement supports resourcing and prioritization decisions.			

Notes:

Scoring & Interpretation

What Your Results Mean

Mostly 💯	Mostly 😐	Mostly 👎
Your strategic content foundation is strong	The foundation exists, but is fragile	Content is operating reactively without measurable returns
Content supports organizational goals across channels.	Good work is happening, but it is inconsistent.	Content is likely overwhelming the team with limited return.
You're positioned to scale, optimize, and adapt.	Clarifying priorities and systems will unlock progress.	Focus on alignment, governance, and clarity before expanding output.

What to Do Next?

You don't need more content. You need clearer priorities.

Start by:

- Mapping your major content types and owners
- Identifying which content directly supports top goals
- Improving consistency before increasing volume

Need help or have questions?

Reach out to Kelsey Mills at kelsey.mills@accella.net for help with an action plan.