



# 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

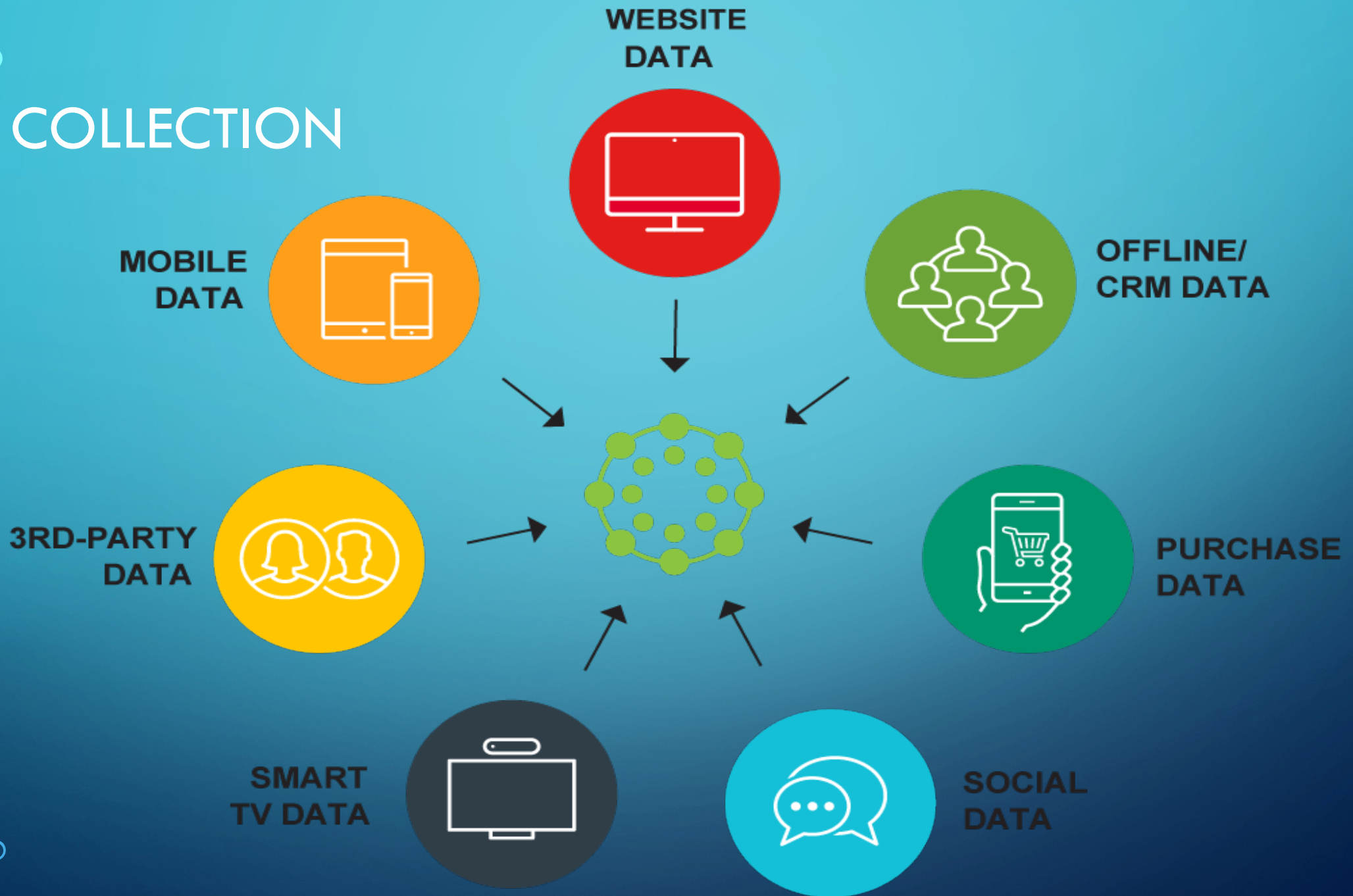
## WHY IMPORTANT?

- 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 background is a blue gradient with white circuit-like lines in the corners. 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>