

## Overview

This Standard is about creating content for use on multiple platforms.

It is about designing and creating content, combining text and audio with other digital assets such as video, photographs, infographics, data or graphics to engage audiences across all platforms and devices - to complement, support and promote editorial content.

It involves identifying target audiences - and the platforms and devices on which the content may be consumed. It is about specifying resources, and working within agreed budgets and timescales.

This Standard applies to all those who produce multiplatform content.

## Create multi-platform content for editorial use

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### Performance criteria

*You must be able to:*

1. use relevant audience information to identify the relative importance of available platforms and devices for delivering multimedia content
2. identify the characteristics, behaviour and expectations of target audiences from relevant editorial information
3. specify sufficient resources to maintain the multimedia content throughout its duration
4. work within agreed budgets and timescales
5. provide content for online, social media and other use in a format which can be understood and meets the needs of target audiences
6. use appropriate software to prepare audio and visual content for online and other media platform uses
7. upload editorial content and make it available to relevant people
8. source, select or commission relevant visual material to support online content
9. prepare visual images and video so that they are ready for online use
10. monitor the work of others to ensure that any multimedia content produced meets production requirements
11. verify that material is authentic, accurate and suitable for its purpose
12. confirm that any required releases and permissions have been sought and granted
13. record authorisation for use of the material across multiple platforms in organisational systems
14. store material in line with organisational procedures
15. keep accurate records of the material used, including details about the editing of material, and copyright.

## Knowledge and understanding

*You need to know and understand:*

1. the relevant available technology, its practical uses and creative potential
2. the context and purpose of the multimedia content for multi-platform use
3. how to ascertain and evaluate different audiences for multimedia content, and their expectations
4. how to write content for online use
5. how to use audio and visual encoding software, and upload audio and video content
6. the additional assets which could form part of the content including audio and video clips, photographs, infographics, data or graphics to supplement text
7. how content is to be sourced, whether existing content is to be adapted or new material to be created
8. what licenses, clearances and permissions are required, and how to obtain them
9. media regulation, guidelines and codes of conduct and guidelines including that relating to data protection
10. why it is important to classify and record the movement of materials
11. the access and usage levels appropriate to the content stored, including commercial, legal, and government restrictions

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**Originating Organisation** Screen Skills (formerly Creative Skillset)

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**Relevant Occupations** Media and communication; Media Associate Professionals

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**Suite** Journalism

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