

Evaluate the success of editorial content

Overview

This Standard involves evaluating the success of editorial content and contributing to project reviews, offering and receiving constructive feedback.

It involves being clear about the criteria for success on which the editorial content is being judged, and learning from the review process.

This Standard applies to all those who evaluate the success of editorial content.

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Performance criteria

You must be able to:

1. evaluate editorial content against established criteria for success
2. make sure the reasons for your judgements are clear and justifiable
3. use relevant quantitative and qualitative data to assist in the review process
4. arrange for review of editorial content to be carried out using methods that encourage frank and open discussion,
5. contribute to reviews at appropriate times
6. give feedback to others about their contribution that is appropriate to the context and maintains their motivation to contribute to the output of the organisation
7. establish and participate in review processes for editorial content which provide information that can be used for future improvement
8. apply knowledge acquired from reviews which improves performance and avoids the repetition of mistakes in future work

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Knowledge and understanding

You need to know and understand:

1. the audience and editorial requirements against which any editorial content is to be assessed
2. how to develop criteria for judging the success of editorial content
3. methods of providing feedback and how to offer and receive constructive feedback
4. how to identify relevant quantitative data on audiences, marketing and sales
5. techniques for arranging discussion of feedback that encourage frank and open opinions to be expressed
6. when it is appropriate to contribute and how to express opinions in a constructive way without causing offence or demotivating others
7. sources of qualitative feedback from audiences, advertisers or other key stakeholders relevant to the editorial content
8. how to capture and disseminate knowledge gained from editorial content reviews
9. relevant laws, industry regulations and organisational editorial guidelines

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