



Global Reach. Local Service.

Synergy Productivity Training Series

# SharePoint 2013 Content Manager

## Course Outline

The purpose of this day long course is to provide the basic skill set for the management and display of information using the Web Content Management features in SharePoint 2013. SharePoint 2013 provides a robust set of capabilities for controlling creating, formatting and publishing content. This control allows for the separation of content management and site management. A content manager can focus on ensuring accurate and timely display of information without the added responsibilities of managing sites. The Content Manager course puts in the hands of content managers the tools and capabilities to leverage the Web Content Management features of SharePoint 2013 and to align the flow and display of content with organizational requirements and business needs.

### Skills Gained

After completing the course students will:

- Understand the role of a content manager in the SharePoint 2013 context
- Be able to author and publish content using publishing features
- Understand metadata concepts, including content types and managed metadata
- Be able to use App Parts and Web Parts to craft content displays
- Know the social capabilities of SharePoint 2013 in regards to content management

### Target Audience

This class is targeted towards individuals tasked creating and publishing content in a SharePoint 2013 site. This class is also appropriate for individuals that work in other technical or business capacities related to SharePoint 2013 who wish to understand the aspects of content management.

### Prerequisites

The Content Manager course requires knowledge of SharePoint as an information worker. Functional capabilities for course entry include the understanding of how to: navigate within SharePoint 2013 and work with core SharePoint App functionality. In lieu of experience, students can attend Synergy's course SharePoint 2013: Information Worker to meet the prerequisite.



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### Course Outline

#### Chapter 1 – Introduction to Content Management

- Overview
- Enterprise Content Management
- Web Content Management
- Content Manager Role

#### Chapter 2 – Using Web Content Management

- SharePoint's View of WCM
- SharePoint Requirements and Site Settings for using WCM
- Understanding Master Pages
- Indexing/Searching Content
- Publishing vs Collaboration sites

#### Chapter 3 – Content Authoring (Publishing Pages)

- Publishing Pages, Wikis, and Blogs
- Publishing Life Cycle
- Page Storage
- Content Storage
- Page Layouts
- Page Controls
- Page Creation/Editing
- Cover Images
- Reusable Content
- Audiences

#### Chapter 4 – Content Publishing (Workflows)

- Page Publication Process
- Automating the Page Publication Process
- Workflow Concepts
- OOTB Workflows
- Creating a Publishing Approval Workflow
- Creating a Three State Workflow
- Custom Workflows with SharePoint Designer
- Workflow Management Tasks
- Publishing Wikis and Blogs



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### Chapter 5 – Working With Metadata

- Metadata
- Content Types
- Managed Metadata
- Metadata Navigation (Global Navigation)

### Chapter 6 – Working with App Parts and Web Parts

- App Parts and Web Parts
- Content Search Web Part
- Content query Web Part
- Identity Based Web Parts
- Filtering
- Media and Content

### Chapter 7 – Managing Social, SEO and Analytics

Need to add a final chapter on relevant material for a Content Manager's role.

- Social, Community, and Blog
- Building Community Sites
- Analytics
- Page Creation Task for SEO (Keywords and Meta-descriptions and Friendly URLs)
- Managing User Interests / Following User Interests ( sub topic of Analytics)