



# Understanding Content Policies

## What Are Content Policies?

Content Policies are simply rules that guide the day-to-day work of your web team.

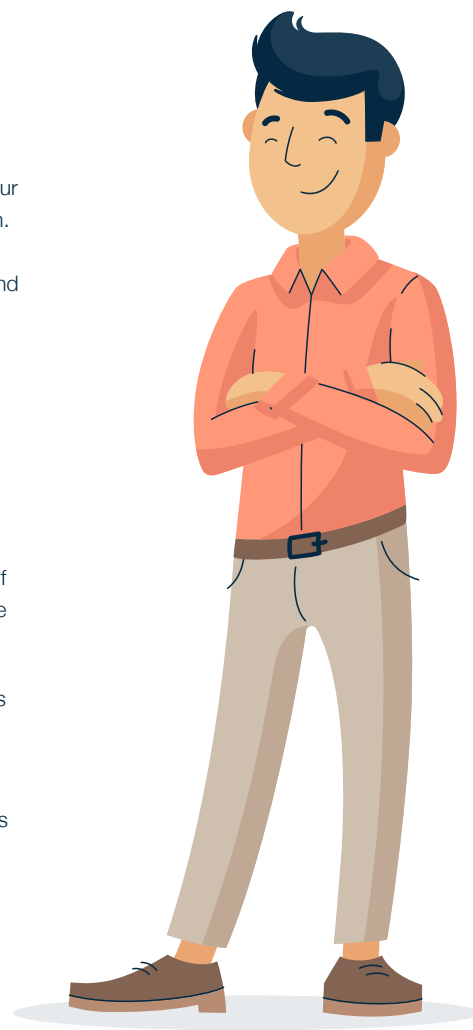
Having consistent content policies in place is an effective way to optimize your online presence and ensure you are adhering to any laws governing your websites.

Policies allow you to take control of your content and stay alert to potential issues like guideline violations or outdated content that may harm your website. You can choose relevant policies from our preset library or create your own unique policies that reflect the particular needs of your organization.

Monsido's Policies module can be used to manage brand guides, style guides, regulatory guides, and much more.

Use Policies to:

- Ensure Consistent Branding.** E.g. Create a policy to ensure your organization's name is always written the same way and always in capital letters.
- Ensure Style Guide Rules Are Adhered To.** E.g. Create a policy to ensure that the term "total" is always used instead of "aggregated," or the term "about" is always used instead of "approximately" in order to ensure that the language used on your site is consistently simple and understandable.
- Ensure Compliance with Industry Regulations.** E.g. Create a policy to ensure the terms used across your domains are consistent or to keep track of where all of your important documents sit.
- Keep Track of Current and Former Employees.** E.g. Create a policy to identify mentions of staff members who are no longer with your organization.



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## About Monsido

Monsido is a fast-growing software company founded in 2014 that provides a one-stop web governance solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. This enables them to optimize their online presence and ensure compliance with legal requirements. Monsido has offices in the United States, United Kingdom, Australia, and Denmark. For more information, visit [www.monsido.com](http://www.monsido.com)

## What Type of Organizations Can Benefit from Content Policies?

Content Policies are extremely useful for many different organization types, including:



**Financial Organizations** - Financial organizations can use policies to ensure compliance with industry regulations. E.g. A policy might be created to ensure that a banking license number appears at the bottom of the site and on every page.



**Schools/Universities** - Schools and Universities can create policies to keep track of their online materials and information, including maintaining an accurate record of both current and former staff members.



**Legal Firms** - Legal Firms can create policies to check that they are meeting with industry standards, such as ensuring that legal disclaimers feature in key areas across their domains.



**Government Organizations** - Local, State or Federal Government departments and agencies can create policies to ensure compliance to government specific style guides.



**Local Governments** - Local Governments and Cities can create policies to find old content, such as previous mayors and councillors, and well as other information that is subject to change.

Policies help your organization to enforce specific rules, meet with industry standards, and to locate and track specific online content for review at the click of a button.

