Introduction

Here are the top six digital content management strategies that provide the best results in making enterprise content relevant, useful and interesting for the millennial workforce.

Source: http://searchitchannel.techtarget.com/tip/Six-digital-content-management-tips-from-an-IT-consultant

1. Unstructured

It is best to let the machines figure out how data is going to be stored and retrieved. Humans should focus only on what is interesting. Additionally, an intelligent search assistant can sift through volumes of data and present the user with what is relevant -- the most desirable feature of a successful content management solution. Search assistants must take very little input -- keywords or voice commands, for example -- from the user. They must then combine these little pieces of input with implicit attributes like context, location, language, sentiment, trends and personal preferences. The assistant must then search through all available data and provide the most relevant results to the user in a jiffy..
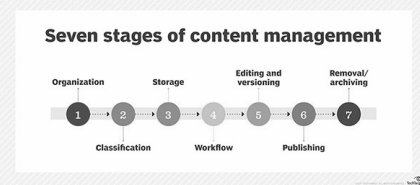
2.Fragments

The time has come for agile development of content. Long and descriptive articles of information that can be printed out into readable books are no longer considered interesting. It is hence a better approach to build content in fragments. In summary, a fragment is a self-contained building block of information which is short, simple and captivating. The fragment approach paves the way for bottom-up development of enterprise content. Content publishers will write fragments, instead of full-page articles. The content management system then will assemble different fragments dynami-cally and present the most relevant article or page to the user..

3. Tagging

Tagging is the ability to add annotations to content fragments. Content publishers can tag the fragments through social collabora-tion, user feedback and machine learning. The traditional approach to content writing enforces the locking or deactivation of the entire document while portions of it are being changed. As tagging is done on fragments, locking and deactivation get restricted to fragments, instead of whole documents

Content Management

Seven stages of content management

Organization   Storage   Editing and versioning   Removal/ archiving
1 2 3 4 5 6 7
Classification   Workflow   Publishing

4. Cognition

Traditionally, content presentation has been driven by the intuition of content designers regarding what kind of content might appeal the best to the end user. A better approach would be to present content based on the cognition of the end user. Additionally, cognitive presentation facilitates the display of a "Live Dashboard" of content, which is unique to every user, and becomes more relevant with every visit.

5. Marketplace

In a multi-proprietor approach to digital content management -- termed the "marketplace" -- content can come from different providers in the form of fragments or APIs. The employer's content management system facilitates the marketplace of content providers, which allows the employees to choose the best content from the best vendor. Marketplace also helps improve employee engagement, while reducing the administrative overhead for the employer

6. Gamification

Leaderboards, badges, likes, pools and reviews not only provide unmatchable incentives, but also improve the overall participation and contribution from users. The gamification of content is surely one of the best ways to impress millennials considering it helps drive healthy competition and employee engagement. It also helps easily recognize and celebrate achievements and role model performances across the enterprise.