Set up your team and collaborate

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Effective collaboration among your content creation team will **speed up the creation process**, give a better overview of the team performance, and decrease the onboarding time for new hires. When setting up Kontent, revise the way you work with content to achieve these benefits.

Kontent isn't just software where you can structure content and create your content model.
Your content strategy isn't really in place until you **create a suitable collaboration environment** too. With Kontent's team collaboration features, you can ensure that everyone will have access to what they should, will understand their place in the process, and will work towards the strategic goals.

The following chapters will help you set up the team collaboration in a way that your content is created without any hiccups.

1. Establish which roles work with your content

Content is rarely created within one team only with no outside participants. There might be a team or department that is the main creator of content, yet such team most likely consults, collaborates, or reports the content to another team.

Even within one creative team, there are different roles – writers, graphic designers, proofreaders, editors, and others. **Every group of people should be mapped and given a specific role** within Kontent so that they can access what they work and decrease the friction in the content creation process.

ESTABLISH ROLES

2. Create workflows for an effective content strategy

Workflows are useful for tracking in which state every piece of content currently is. Properly defined and kept **workflows are one of the signs that collaboration stays productive.**

Different roles can move items from and to different workflow steps based on their permissions. Ensure that everyone works on the steps they should be responsible for by setting up the workflow steps transitions.

With the help of the editorial calendar, editors and managers can always see an overview of the current content status and act accordingly.

CREATE A WORKFLOW

3. Think through translated or regional content

For many companies, working globally means having the content translated. To **offer personalized content for each market**, content is not just translated but you're often telling a different story. That can mean, for example, that you want different webpage layout in different regions.

Regardless of whether you intend to have your content translated or just modified for different regions, think about how such content fits within your strategy and creation process. In some cases, you need to accommodate your roles and workflows to reflect your translation process.

INCORPORATE TRANSLATED OR REGIONAL CONTENT

4. Set up your content creation process

After you prepare the roles and workflows, it's time to **come up with a suitable collaboration environment.** Your content creators will work in that environment when they're working with content.

Take your previous experience with your content creation processes, and build one that makes communication and collaboration among your content creators effective. Kontent offers you everything you need for setting up a successful creative process.

SET UP A CONTENT CREATION PROCESS

What's next?

- Check out an [example of a collaboration environment](#) set up according to the described practices.
- Continue setting up Kontent by [importing your existing content](#).