# Customer-facing content

## Binary content

All binary content (PPTX and DOCX) must be reviewed and edited prior to being published in our proprietary content management system on the release date (or earlier whenever possible). English content is published first, followed by localized content 3-4 weeks later.

Review the submitted content for voice and style using the approved style guidelines and mark items for review with stakeholders in review comments.

## Review checklist

At a minimum, ensure that the following items have been reviewed and addressed:

### *PowerPoint slides*

- Perform a qualitative editorial pass review with the following in mind:
  - Do the slides make sense in terms of subject matter and intended audience?
  - Does the slide order make sense and flow well?
  - Does the content address the intended objectives desired by the stakeholders?
- Ensure:
  - Consistent use of the template across all slides (like colors, text sizes, layout, and use of same section slides).
  - All slide titles are consistent in font, font size, font color, position, and structure.
  - All slide content boxes are consistent in position, font, and structure.
  - All bullets are consistent across all slides (including size, bullet type, color, and punctuation).
  - All slides are reviewed for typos, grammar, spelling, proper word use, and clear, concise sentences.
  - All review comments and notes addressed and removed.
  - All images are clear and readable.
  - All links are checked for functionality and accuracy.
- Check for:
  - Consistent use of punctuation (like use of periods for bullets and single spacing between sentences).
  - Use of jargon, colloquialisms, and other language that won't localize clearly or effectively. Remove or change accordingly.
- Remove any unused template text including subtitles and extraneous slides.
- Use Microsoft-approved images to ensure they are consistent with Microsoft standards.

### *Documents*

- Perform a qualitative editorial pass on all pages/documents:
  - Does the content make sense in terms of subject matter and intended audience?
  - Does the content order make sense?
  - Does the content layout make sense?

- Ensure:
  - All pages/documents are reviewed for typos, grammar, spelling, proper word use, and clear, concise sentences.
  - All links are checked for functionality and accuracy.
  - All images are clear and readable.
  - All product names are validated in Term Studio.
- Check for:
  - Consistent use of punctuation (like use of periods for bullets and single spacing between sentences).
  - Consistent template usage consistently applied (including colors, fonts, text sizes, and layout).
  - Consistent header and footer usage across all pages.
  - Consistent bullet usage (including size, bullet type, and color).

### *Accessibility*

- Ensure:
  - Text and images are clear and readable.
  - Text and smaller images can be magnified.
  - Color contrasts meet standards.
  - Color isn't used as the only method of communicating a concept.
  - Images all have alt text.

### *Security and privacy*

- Ensure:
  - Personally identifiable information (PII), organizational identifiable information (OII), and end-user identifiable information (EUII) have been blurred or removed.
  - The stakeholders validate content with Microsoft Legal as needed.
  - Customer-specific content has been blurred or removed.
  - Internal, pre-release product references are removed.

### *Confirm the amount and projected publication date of the content*

- Ensure:
  - There's one task per each deliverable item.
  - The stakeholders provide a change log if the content is an update and not net-new.
    - A change log isn't required if the content is net-new.
  - The projected publication date in the task is accurate.
- If the content isn't handed off 10 business days ahead of the projected publication date:
  - Confirm with the stakeholders if the projected date should be changed to the next iterative cycle.
  - Communicate with senior team leadership that the content in question is late.

## Localization

FastTrack works with Lionbridge to localize customer-facing content. There is a weekly sync with Lionbridge on Mondays. In this meeting, Lionbridge and the Steyer Learn Team discuss content where scope includes localization. The Steyer Learn Team provides the associated tracking numbers and release dates to the Lionbridge team during this call.

Prior to the Learn Team review, the content is submitted to Lionbridge for a quote. Quote costs and invoices are tracked in the localization spreadsheet.

## Hand off content to Lionbridge

- If the content size is less than 15 MB, send it by email to the Lionbridge representatives.
- If the content size is larger than 15 MB, upload to the Lionbridge portal.
- Include a Localization Change List when handing off the final version (ask the Lionbridge representatives for the latest version if needed).
- If the scope of content is substantial (20 net-new slides or greater), post the original versions to the Lionbridge representatives at the portal for estimates at the point of handoff from the Microsoft stakeholders. If the number of slides exceeds 20 and/or the estimate is over $3000, raise this with the Steyer Learn Team PM who will then escalate to senior team leadership.
- Once content is handed off to Lionbridge for review, let the stakeholders know the ETA for return from Lionbridge.