Smartsheet Content Plan

We use Smartsheet to maintain our Content Plan, which is the primary communication document for the event schedule and publishing assignments. Our sheets are created and live within the SEC Digital Network workspace. To grant edit or admin permissions, add/remove users in the workspace view. New hires must create Smartsheet accounts and be approved by ESPN during their onboarding.

IMPORTANT NOTE - Unlike Google docs, Smartsheet does not auto-save or live update. If multiple people are working in the sheet simultaneously, you may be notified to refresh when someone else saves their work.

Content Plan Management

Parent-Child Hierarchy

The Content Plan is composed of rows, organized by date and broken down by content type (studio show, sport, miscellaneous, etc.)

Every row is a parent, a child, or both, meaning that the row is nested within a hierarchy of other rows.

	December			
12/01/20	Tuesday, 12/1			
	Studio Shows			
12/01/20	SECN: The Paul Finebaum Show (3pm)	3pm	SECN	
12/01/20	ESPN: CFP Top 25 Rankings show (7pm)	7pm	ESPN	Text Label: 30424414
				Confirm watch link
12/01/20	SECN: SEC Now (8 pm)	8pm	SECN	Watch Hub: 15609067
	Football			
12/01/20	NCF Press Conferences			Watch Hub: 20417964
	Vanderbilt Press Conference (11am)	11am	SECN+	Text Label: 30422955
				Confirm watch link

Here is an example of the parent-child relationship in this image:

- Month
  - Date
    - Studio Shows
      - Show A
      - Show B
        - Show B instructions
      - Show C

Every "parent" row that has "children" will be denoted with a clickable +/- symbol, used to expand or hide the row tree. The parent-child relationship is essentially limitless, space permitting.

Rows are nested by using the Indent and Outdent commands in Smartsheet -- indenting creates parents/children and outdenting eliminates them.

		Grid View ▾	Filter Off ▾	
Priority	Date	Schedule		
■		September		

Conditional Formatting

Rules can be created in Smartsheet that will auto-populate formatting for certain types of content entries. New and existing rules can be edited in the Conditional Formatting menu.

To add a new rule, you will need to set a condition based on one of the columns in the sheet, choose a format, and pick an area of the sheet to apply it to:

For the Football rule pictured above:

- **Condition:** if the Schedule column *is equal to* Football
- **Format:** Bold font and dark green background
- **Apply to:** the entire row

NOTE: It is possible to create contradictory rules. If so, Smartsheet will favor the higher value rule. Prioritize rules by dragging and reordering them in the Conditional Formatting menu.

Grid View vs. Calendar View

The Grid View resembles an Excel sheet and is the most commonly used format for our team. However, Calendar View is a useful way to look ahead in the Content Plan as well.

This view gives a snapshot of the entire event calendar and is particularly helpful for management when staff scheduling and content planning.

To ensure that the Calendar View is accurate, every event added to the Grid View must be assigned the correct date.

		⊟ **November**			
⚑	11/01/20	⊟ **Sunday, 11/1**			
		⊟ Soccer			
	11/01/20	⊟ WSOC: Kentucky at Missouri (1pm)	1pm	SECN	
		⊟ Volleyball			
	11/01/20	⊟ WVOL: Ole Miss at Arkansas (3pm)	3pm	SECN	

NOTE: The only rows that need to be dated are the events themselves and the main parent row for the Date. Content-based children and instructional rows should not be dated.

Workflow Functions

Smartsheet allows us to add team members to the sheet, assign out tasks and track their progress and completion. The following workflow functions are in place:

Assigned To/Publisher columns - These columns allow us to assign the tasks of a specific row or cell to anyone in our Smartsheet workspace

- Team members must be added/removed in both columns (via Edit Column Properties); they are constrained to the values we set for them
- *NOTE: New hires will not be available until their Smartsheet account is created and approved by ESPN*

Assignment Filters - Each team member can filter the grid to show only their assignments and the parents/children of their assigned rows

- New filters can be added by creating name-based conditional rules for the "Assigned To" and "Publisher" columns