

Briefing process and lead times for the Digital Content & Engagement team

All content and creative briefs should be submitted to us via [Workfront](#) and all further communication or assets/ copy should be kept within the brief on Workfront. If you don't have a log-in, Maureen Jeffers can help to set you up.

Please consider our lead times when briefing, and note that the lead times start from the moment you submit the full brief and we can start working on it (i.e. not when mentioning you're planning a campaign). We will, of course, remain flexible with anything that is reactive, i.e. news or crisis-related, and will aim to action it within 24 hours.

Social Media lead times (see [here](#)):

Tier 1: Several standalone social posts or development of quick social engagements. Also, briefing in paid social ads moderation*: 2 weeks

Tier 2: Social content development including asset creation to support an upcoming campaign; also activations such as social media competitions, planning a UGC campaign or social media quizzes: 6 weeks

Tier 3: Social to support an integrated, multi-channel campaign; also an influencers campaign planning (bloggers and vloggers, i.e. micro-influencers and not VIP/ Celebrities engagement): 12 weeks

Reactive standalone content, related to crisis management or current news: within 24 hours

*Please note that if there isn't capacity available within our team, we may need your teams to monitor your ads and provide draft responses for any queries that need actioning to our team.

Website content lead times (see [here](#))

Tier 1: Quick copy amends and pdfs ready to upload; 1-3 pages amends – at least 1 week

Tier 2: Copy amends 4+ pages or creating 1-4 new pages: at least 2 weeks

Tier 3: Page development 5+ pages: at least 5 weeks

Tier 4: Large scale projects/hubs: at least 12 weeks

Reactive content

For crisis management or current news: 24 hours

Podcast production lead times (see [here](#))

1 episode: 4 weeks from concept approval and contributor confirmation

2-3 episodes: 2-3 months from concept approval and contributor confirmation

4-6 episodes: 4-6 months from concept approval and contributor confirmation

Note: Before we can commence production, we need to know who the contributors you're suggesting are, and a full risk assessment needs to be completed.

Video editing and production lead times (see [here](#)):

Tier 1: Repurposing existing content - 2 weeks

Tier 2: Editing footage provided by stakeholders. - 3-4 weeks, depending how much raw footage there is

Tier 3: Small scale campaign videos (for example, a 2-min version + 30-sec version) - 5 weeks

Tier 4: Large scale project/campaign (3 stage production process) - 6-8 weeks