KINSON VISUALS

The Content System Audit

10 questions to find where your content workflow is leaking time - before adding more AI, tools or people.

HOW TO USE IT

Tick every statement that is consistently true. Anything left blank is an opportunity to improve, change process or automate.

- [ ] 1 **One source of truth**
  Ideas, briefs, source material and status live in one place - not across DMs, inboxes and people's heads.

- [ ] 2 **Defined content pillars**
  Your team knows the recurring themes you want to own, so ideation is constrained rather than starting from zero.

- [ ] 3 **Repeatable formats**
  You have a small library of formats that can be reused: expert POV, case study, myth vs fact, breakdown, short video, carousel, etc.

- [ ] 4 **Clear sourcing workflow**
  There is a predictable way to collect expertise from SMEs, sales calls, reports, customer questions and existing assets.

- [ ] 5 **Named owners**
  Every stage has an owner: input, draft, design/edit, review, approval, publishing and reporting.

- [ ] 6 **Review rules**
  Feedback has one route, one deadline and clear approval criteria. No forwarding chains or contradictory comments.

- [ ] 7 **Reuse built in**
  Every strong source asset is checked for repurposing opportunities before new content is commissioned.

- [ ] 8 **Automation where useful**
  Notifications, handoffs, transcription, tagging, reminders and repetitive admin are automated where they do not require judgment.

- [ ] 9 **Performance loop**
  You review what earns attention, saves, clicks, enquiries or qualified conversations - and feed that back into planning.

- [ ] 10 **Archive that compounds**
  Winning hooks, formats, proof points, examples and source material are searchable so the system gets smarter over time.

A lean content system

You do not need a giant automation stack. You need a clear operating model first, then automate the repetitive parts.

1. STRATEGY	Define business goal, audience, content pillars and 3–5 repeatable formats.
2. SOURCE	Capture ideas and expertise from call transcripts, internal documentation, reports, customer questions and existing website content.
3. PRODUCE	Use templates, clear briefs and AI assistance to accelerate drafts without outsourcing judgment.
4. REVIEW	Route feedback to one place. Assign approvers, deadlines and notification rules.
5. DISTRIBUTE	Adapt the same core idea to the channels and formats where it has a job to do.
6. LEARN	Track performance by purpose. Save winning patterns. Kill formats that consume time without creating value.

Your next move

If you left 3+ boxes unticked, do not add another content tool yet. Fix the workflow layer first. Then use AI agents and automations to remove repetitive coordination - not to replace strategy, taste or expertise.