

CONTENT CURATION BRIEF TEMPLATE

Use this template to put together a brief for your content curators and streamline your workflow, while also ensuring that you have the most relevant learning laylists. Find the full guide on how to use this template [here >](#)

Playlist Name	Write a dynamic title for your playlist for better appeal. It can be skill-based, role-based or task-based. Be specific and nuanced - what's the main focus of this playlist, and what are your learners to achieve?
Playlist Description	Define the skill/role/task. What's important about it and why?
Audience	Explain who your target audience is. What industry/department do they work in? How senior are they? What are their learning needs or skill gaps?
Proficiency Level	Beginner, Intermediate, Advanced - pick the best match. It can also be a range, e.g. Beginner to intermediate.
Duration	<p>Prioritise your audience learning needs by time and utility. Think about the overall duration of the pathway, and make it appropriate for your audience and the intended benefit.</p> <p>Take into account how much time your audience has to learn, e.g. should there only be micro-learning assets?</p>
Considerations	
Recency	Consider the topic, how recent should the content be? Can you go back to 2020 or stick with resources from the past 12 months only?
Providers	Define authors and websites that your audience knows, trusts and has access to.
Formats	<p>Different formats gives the curators more choice and encourages a more diverse and effective playlist.</p> <p>Note: Are there additional considerations to be mindful of? For example, should this pathway be designed with only audio content for the sight impaired?</p>
Wider Business Context	If your curators are external, it might be beneficial to them to understand why you need certain pathways. Share those additional insights for the best possible results.