**VLN TEAM WORKFLOW FOR S.3 CONFIDENTIALS**

**S.3 RAW OF VIDEOS/TRANSCRIPTS AND MASTER SHEETS CONTENT:** [**https://drive.google.com/drive/u/0/folders/1XJliV6o54gDzwOVRgVwU1SjUbx6eAqbu**](https://drive.google.com/drive/u/0/folders/1XJliV6o54gDzwOVRgVwU1SjUbx6eAqbu)

**S.3 MASTER TEMPLATES FOR PRE-PRODUCTION OF EACH ASSETS:**

**https://drive.google.com/drive/u/0/folders/1J5pbR9PiqbwJasbI6ZHRFb2dhdJyS\_Y\_**

**S.3 Oranized on Airtable:** [**https://airtable.com/tblalchkNRZBkeKMj/viwT87pF5dxjmTxzA?blocks=hide**](https://airtable.com/tblalchkNRZBkeKMj/viwT87pF5dxjmTxzA?blocks=hide)

1. **TG-GUEST/TALENT OUTREACH**
	1. On via Dubsado to invite
	2. Using the canned email for one of our series
		* (SSB
		* NOURISH WELLNESS,
		* FOOD
		* BUSINESS
		* EXPERIENCE (PART 6.)
			1. Invitation
			2. Once agree they get logistics request- as they fulfill the request for each deliverable the next one is triggered
				1. EMAIL1

Appearance agreement

Overview how it works

* + - * 1. EMAIL 2

The interview blog intake questionnaire

* + - * 1. EMAIL 3

The mulit-media form to upload photos and their bio and social media

* + - * 1. EMAIL 4

Then they send b-roll of their everyday life

* + - * 1. EMAIL 5

We confirm WHEN their content will go live

* + - * 1. EMAIL 6

Then they schedule a zoom interview with TG OR they film a selfie where they tell their own 3-5 minute story.

* 1. Traciana has approve all blogs from global cultivators
		+ Traciana works with featured guests to upload their assets to dubsado and Traciana add to the guest profile

**TRACIANA ADDS** DATA MANAGER **TO GUEST PROJECTS (In-order to start downloads)**

DATA MANAGEMENT IS TRIGGERED:

**DATA MANAGER IS TRIGGERED CONTENT**

**(note we may be switching to Dropbox-- so new folders will need to be cloned/organized)**

1. Data manager approve and downloads each of these deliverables into the corresponding series folders Which include:
	* + Wellness Nourish Chronicle
		+ Business nourish Chronicle
		+ Food nourish Chronicle
		+ SSB Generations Chronicle
		+ SSB Business Chronicle
		+ SSB Wellness Chronicle
		+ Long Pour Global Cultivator
2. She/he/they adds a new main PRE-PRODUCTION folder named after the guest in the appropriate series. She creates a subfolder to add each of the following types of media
	1. Blogs
	2. Photos
	3. Video footage
	4. Bios-- we verify the contributors has complete this info on their blog and editing sheet- this info is added to INFUSIONSOFT and AIRTABLE
		* assets alongside

**WHERE:**

* + - organizing google drive or on dropbox
		- and airtable content-- NOT THE VLN SERVER AND NEW PLUGIN IS WHERE WE WILL ALSO INDEX AND STORE ALL OF OUR CONTENT-- AS MIGRATE OUT AIRTABLE. (this includes)
		- NOTE VLN WILL HAVE A PLUGIN THAT HAS THE WORKFLOW AND ASSIGNMENTS THE CONTENT DEVELOPMENT AND EACH TEAM MEMBER THAT WILL REPLACE - AIRTABLE

**WHAT:**

* + - Download the text that accompanies each photo
		- Add links to where output content is found (on dropbox/vln workflow)
		- Once the VIDEO INTERVIEW IS RECORDED:
			1. ZOEY TRANSCRIBES

**DATA MANAGER AND TG IS TRIGGERED:**

1. **DATA MANAGER & TG**
	1. (THEN ) **THEY TAKE THE EXISTING RAW TRANSCRIPT AND ALL ASSETS (VIDEOS, TRANSCRIPTS, PHOTOS)- MORE DETAILED GUIDANCE IS BELOW**--ORGANIZE AND CREATE THE FOLLOWING A Detailed mastersheet guide that outlines :
		* VIDEO
		* PODCAST
		* SOCIAL MEDIA
2. WE TAG THE AVATARS **ASSIGNED PAGES** FOR A PIECE OF CONTENT -- it can be multiple avatars.
* PERFORMANCE
* LIVING
* CAMPUS
* (SSB)
* NOURISH FOOD WELLNESS
* NOURISH PERFORMANCE WELLNESS
* NOURISH CAMPUS WELLNESS
* NOURISH LIVING WELLNESS
1. WE ASSIGNED EDITORIAL THEMES INCLUDING OUR EXPERIENCES
2. If a piece is content is assigned for CAMPUS-- we will need to also determine which age demographics
	1. MED SCHOOL
	2. HIGHER ED
	3. HIGH SCHOOL
	4. MIDDLE SCHOOL
	5. ELEMENTARY
	6. PRE-SCHOOL
3. IF A GUEST HAS AN INSPIRATIONAL- SSB, NOURISH, ETC-- WE CREATE A MICRO STEP INTRODUCTION FROM THAT INTERVIEW-- AND THEN ASSIGN AN MICRO-STEP-- “HOW TO”
	1. NOTE WE CAN DO MULTIPLE AVATAR VERSIONS- FOR THE SAME STORY-- THESE WILL BE PUT ON VLN BUT THE ACTUAL STORIES WILL BE LINKED TO THE NOURISH /SSB PAGE THAT THEY BELONG TO

**BLOG MASTER SHEET AND DIRECTIONS**

* + - BLOG
			1. Take the rough blog that was submitted via Dubsado AND the transcript of the VIDEO that was transcribed.
			2. rough draft of a blog which include the pertinent part of the transcript and the guest bio
			3. We format and create rough blog
			4. Create the relevant Fearless Experiences/VLN editorial tags so that multiple social captions can be written for the same assets
			5. We determine the FORMAT SERIES of the content EACH TRANSCRIPT WILL BE DIVIDED AND REPURPOSED FOR THE FOLLOWING SERIES:
				1. SSB
				2. SSB Fearless Listening
				3. Long Pour
				4. Nourish,
				5. Convo Kindler etc..)
				6. Mini NOURISHES -- INSPIRED BY THE GUEST
			6. Format the rough Blogs and **Alert TG and HEATHER**
		- We add the guest/contributor to our email database based on their COHORT -- WE GIVE TO REX

**VIDEO MASTER SHEET AND DIRECTIONS**

* + - 1. Selection of WHICH SERIES-- so the format and soundtrack guides are clear.
			2. Directions are created from the transcript for videos are created along with
			3. Title
			4. (TG WILL DO A VOICE OVER /INTRO WHICH ADDED AFTER)
			5. **THIS TRIGGERS HEATHER APPROVE**
			6. We create the lower-thirds for the video via DUBSADO (**Alert David**)

 **PODCAST MASTER SHEET AND DIRECTIONS**

* + - 1. directions for podcasts are created along
			2. Selection of WHICH SERIES-- so the format and soundtrack guides are clear.
			3. (TG WILL DO A VOICE OVER /INTRO WHICH ADDED AFTER) (**Alert Rosevelt**)
			4. Title
			5. **THIS TRIGGERS HEATHER TO APPROVE**

 **SOCIAL MEDIA MASTER SHEET AND DIRECTIONS**

1. Text for the following
	1. Name of guest, role and title of video
	2. Name of guest, role and title of podcast
	3. 2 Memes quotes
	4. 2 infographic
	5. Tag the corresponding other shows/topics this content can be used for
	6. **THIS TRIGGERS HEATHER TO APPROVE**

**DATA MANAGER AND TG IS TRIGGERED: FOR POST PRODUCTION**

**DATA MANAGER & TG**

1. (THEN ) THEY ORGANIZE AND CREATE THE FOLLOWING CONTENT IN THE **POST--PRODUCTION** FOLDERS:
	1. Create Detailed mastersheet guide USING THE MASTER GUIDE TEMPLATE (note-- they also ensure that they add the links to where the content is found AND they also add the master guide to each corresponding folder:
		* all blogs
		* podcasts
		* Videos

**BLOG**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

 **USE THE MASTER GUIDE TEMPLATE TO:**

* + - take the rough blog that was submitted via Dubsado AND the transcript of the VIDEO that was transcribed.
		- rough draft of a blog which include the pertinent part of the transcript and the guest bio
		- We format and create rough blog
		- Create the relevant Fearless Experiences/VLN editorial tags so that multiple social captions can be written for the same assets
		- We determine the FORMAT SERIES of the content (SSB , Nourish, Convo Kindler etc..)
		- Format the rough Blogs and **Alert TG and HEATHER**

**LOGISTICS**

* + - We add the guest/contributor to our email database based on their COHORT -- WE GIVE TO REX

 **VIDEO**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

  **USE THE MASTER GUIDE TEMPLATE TO:** <https://drive.google.com/file/d/1xsxq1cpkEQrt9HzxTfiWMEKNuyIpx9Xt/view?usp=sharing>

* + - Directions are created from the transcript for videos are created along with
		- Add the title
		- (TG WILL DO A VOICE OVER /INTRO WHICH ADDED AFTER)
		- We create the lower-thirds for the video via DUBSADO (**Alert David**)

**PODCAST**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

  **USE THE MASTER GUIDE TEMPLATE TO:**

* + - directions for podcasts are created along
		- (TG WILL DO A VOICE OVER /INTRO WHICH ADDED AFTER) (**Alert Rosevelt**)

**WHEN ALL OF THE ABOVE IS DONE- HEATHER AND TG :**

**where and when are tags being uploaded from each team member? so that every asset can be easily found?**

**HEATHER & TG**

**ONCE HEATHER APPROVES THE FOLLOWING FROM THE MASTERSHEET DIRECTION:**

**BLOG**

* **USING THE BLOG MASTERSHEET AND ADDING THE DELIVERABLES IN THE POST PRODUCTION FOLDER**

**USING THE MASTERGUIDE THAT WAS STARTED FOR THE BLOG -- THEY ADD THE FOLLOWING DETAIL:**

HEATHER & TG make sure to highlight any text that links to a TRR or relevant/mentioned blog

Write Traciana Notes and titles for Blogs

Title

Tags

Relevant experiences

Add suggested curate content to the SUGGESTED CURATED CONTENT SECTION

TG & HEATHER IDENTIFY WHICH SHOW/SERIES INTRO IS ADDED TO EACH VIDEO , BLOG, PODCAST DESCRIPTION (for social and website)

Add links to where output content is found

* + **THEN JAQUINA IS TRIGGERED**
		- **THEY WILL ADD THEIR DELIVERABLES content in BLOG the POST-PRODUCTION folder!**
	+ **THEN GRAPHICS IS TRIGGERED**
		- **THEY WILL ADD THEIR DELIVERABLES content in BLOG GRAPHICS the POST-PRODUCTION folder!**

**PODCASTS**

**PODCASTS** (**Trigger Podcasting team**)

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

**USING THE MASTERGUIDE THAT WAS STARTED FOR THE PODCAST-- THEY ADD THE FOLLOWING DETAIL:**

Write titles

Write Tea with Traciana In English that accompanies each blog

Write Tea on the Go that accompany each blog

* 1. TG & HEATHER IDENTIFY WHICH SHOW/SERIES INTRO IS ADDED TO EACH VIDEO , BLOG, PODCAST DESCRIPTION (for social and website)
	+ **THEN ROOSEVELT IS TRIGGERED**
	+ **THEY WILL ADD THEIR DELIVERABLES content in PODCASTING the POST-PRODUCTION folder!**

**VIDEO**

**VIDEO** (**Trigger Video Team**)

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

**USING THE MASTERGUIDE THAT WAS STARTED FOR THE VIDEOS-- THEY ADD THE FOLLOWING DETAIL:**

Write Intro for videos that accompany each blog

TG & HEATHER IDENTIFY WHICH SHOW/SERIES INTRO IS ADDED TO EACH VIDEO , BLOG, PODCAST DESCRIPTION (for social and website)

1. TG & HEATHER IDENTIFY WHICH SHOW/SERIES INTRO IS ADDED TO EACH VIDEO , BLOG, PODCAST DESCRIPTION (for social and website)

**VIDEO MASTERSHEET**

* + **THEN DAVID IS TRIGGERED**
	+ **THEY WILL ADD THEIR DELIVERABLES content in the VIDEO POST-PRODUCTION folder**

**SOCIAL MEDIA**

**SOCIAL MEDIA**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

**USING THE MASTERGUIDE THAT WAS STARTED FOR SOCIAL MEDIA-- THEY ADD THE FOLLOWING DETAIL:**

1. Create the relevant Fearless Experiences/VLN editorial tags so that multiple social captions can be written for the same assets
	1. **THEN GRAPHICS IS TRIGGERED**
		* **THEY WILL ADD THEIR DELIVERABLES content in SOCIAL MEDIA the POST-PRODUCTION folder!**

**WHEN ALL OF THE ABOVE IS DONE- TG :**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

1. **TG (USING THE MASTERGUIDE THAT WAS STARTED FOR THIS PIECE-- THEY ADD THE FOLLOWING DETAIL):**
	1. Record Tea with Traciana in English
	2. Record Tea with Traciana in French
	3. Record Tea on The Go
	4. Records Video Intros

**WHEN ALL IS DONE JAQUINA IS TRIGGERED**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

**EDITORIAL:** *JAQUINA,*

* 1. YOUTUBE DESCRIPTIONS | **USING THE MASTER GUIDE THAT WAS STARTED FOR VIDEO -- SHE ADD THE FOLLOWING DETAIL:**
		+ Descriptions for YouTube (external)
		+ Tags for YouTube (external)
		+ Tags for YouTube for Internal VLN use/site
		+ Descriptions for Internal VLN use/site
		+ Tags for YouTube for Internal VLN use/site
		+ TITLE FOR VIDEO
		+ Name of show/series/episode
	2. PODCAST***|* USING THE MASTERGUIDE THAT WAS STARTED FOR THE PODCAST -- SHE ADD THE FOLLOWING DETAIL:**
		+ Title
		+ Descriptions
		+ Tags
		+ Name of show/series/episode
	3. BLOG | **USING THE MASTERGUIDE THAT WAS STARTED FOR THE BLOG THEY ADD THE FOLLOWING DETAIL:**
		+ Finalize blog content including proofing and refinement
		+ Tags
		+ Titles
		+ Suggested content
		+ Jaquina to add the appropriate season and show intro to each block.
		+ Add suggested curate content to the SUGGESTED CURATED CONTENT SECTION
		+ If the blog has other translations-- the title stays the exact same as the english version BUT (the name of the language is added in parenthesis)
	4. SOCIAL MEDIA | **USING THE MASTERGUIDE THAT WAS STARTED FOR SOCIAL MEDIA, ADD THE FOLLOWING DETAIL:**
		+ Write TEXT that needs to be added to social media posts
		+ Create the relevant Fearless Experiences/VLN editorial tags so that multiple social captions can be written for the same assets

**HEATHER**

**NOTE: Please add all content in the POST-PRODUCTION folder!**

* + - Does social media captions
		- For each meme and corresponding versions of each caption for the appropriate tags

**GRAPHICS** - **Elton and Noreen**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

1. GRAPHICS FOR BLOGS
	1. Using the appropriate style templates
	2. Taking the photos that were identified
	3. Mock up of the blog-- so it is clear for the webmaster where to add the photos/.graphics
	4. GRAPHICS FOR SOCIAL FOR ALL RELEVANT VERSIONS-- BASED ON THE RELEVANT EXPERIENCES-- THERE MAY BE A GENERAL RED VLN BRANDED VERSION OF AN ASSET AND A CORRESPONDING ASSET COLOR/BRANDING FOR THE EXPERIENCE COLOR
		* Using the appropriate style templates
		* Taking the photos that were identified
		* sing the text that has been assigned to each asset from Heather/Editoria;
	5. GRAPHICS FOR VIDEO THUMBNAIL
		* Does video thumbnails
		* Using the appropriate style templates
		* Taking the photos that were identified
	6. GRAPHICS FOR PODCASTS THUMBNAIL
		* Using the appropriate style templates
		* Taking the photos that were identified

**PODCASTS-**Roosevelt

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

* + - * 1. Selects the appropriate sound design
				2. Take the directions created by Rex/TG
				3. Take the introduction recorded by TG
				4. Edits the final podcast
				5. Link final podcast
				6. Once this podcast is created as a podcast-DAVID IS TRIGGERED

**VIDEO TEAM**

 **NOTE: Please add all content in the POST-PRODUCTION folder!**

**Videos**

* + - * 1. Selects the appropriate video graphic templates and sound designs
				2. Adds the lower thirds that were created
				3. Take the directions created by Rex/TG
				4. Take the introduction recorded by TG
				5. Edit video
				6. Link the final video

**Videos out of Podcasts**

* 1. Use the template to create video --
	2. Uses title
	3. Name of guest in the template
	4. THEN TRIGGERS

**DATA MANAGER**

 **NOTE: Please FIND all content in the POST-PRODUCTION folder!**

1. UPLOAD SOCIAL MEDIA TO HOOTSUITE
	1. Uploads all social to hootsuite using the relevant captions and images
	2. Adds the content in draft mode so **Heather is TRIGGERED** TO APPROVE FINAL URLS and
2. UPLOAD VIDEOS TO YOUTUBE
	1. Uploads videos and corresponding thumbnails to Youtube and Buzzsprout
	2. Add the final urls needed to be embedded in the blogs
	3. She use the appropriate playlist
	4. She adds the tags
	5. She adds the title
	6. She adds the feature thumbnails created by Graphics
	7. Ensuring that the videos that have been added to the VIDEO HUB PLAYLIST ARE TAGGED IN APPROPRIATE CATEGORIES TO FOR THE VLN VIDEO HUB PLUGIN
3. UPLOAD VIDEOS MADE OUT OF PODCAST
	1. Uploads videos and corresponding thumbnails to Youtube and Buzzsprout
	2. Add the final urls needed to be embedded in the blogs
	3. She use the appropriate playlist
	4. She adds the tags
	5. She adds the title
	6. She adds the feature thumbnails created by Graphics
4. UPLOADS PODCASTS TO VLN & BUZZSPROUT
	1. Uploads podcast and corresponding thumbnails to Youtube and Buzzsprout
	2. Add the final urls needed to be embedded in the blogs
	3. She use the appropriate playlist
	4. She adds the tags
	5. She adds the title
	6. She adds the feature thumbnails created by Graphics

**WEBMASTER TEAM UPLOADS TO VLN**

 **NOTE: Please find all content in the POST-PRODUCTION folder!**

* 1. Uploads the podcasts
		1. (which they get from Rosevelt)-- or adding the link from Buzzsprout
		2. Use the tags from **Jaquina to add to VLN**
		3. They have add to the appropriate pages on VLN for each podcast series and the TEA ROOM COLLECTION PAGE(assigned by Heather and TG)
	2. Uploads the blogs
		1. Update any photos as determined by the graphics
		2. If there is a bilingual blog version they add the blog with same artwork
		3. She add the appropriate URL (assigned by Jaquina ) and she has to embed the URL assigned by zoey
		4. She has to select the appropriate BLOG templates assigned by the graphics.
		5. Add appropriate tags
		6. **NOTIFY JAQUINA TO APPROVE COPY- SHARE THE APPROPRIATE URLS ON AIRTABLE**
		7. **NOTIFY GRAPHICS TO APPROVE THE LAYOUT SHARE THE APPROPRIATE URLS ON AIRTABLE**
	3. Uploads the content to the appropriate Fearless Experiences

**JAQUINA**

* 1. WHEN TRIGGERED BY WEBMASTER
	2. GOES TO THE WEBSITE URLS
	3. Need to proof/approve editorial content on
	4. Heather is triggered to approve URL on social hootsuite

**GRAPHICS**

* 1. WHEN TRIGGERED BY WEBMASTER- **GOES TO THE APPROPRIATE URLS ON AIRTABLE**
	2. Heather is triggered to approve URL on social hootsuite
	3. **NEEDS TO APPROVE GRAPHICS ON VLN of the way the blog has been laid out on VLN**

**HEATHER**

* 1. She reviews the social text that has been created by Laniege and refines is needed--
	2. She reviews the URLS that were approved by:
		1. Jaquina
		2. Graphics
	3. REVIEW THE SOCIAL MEDIA UPLOADS THAT HAVE BEEN UPLOADED BY ZOEY -- so you can review URL and LINKS and scheduling dates