mimecast

Resource Library

View the Mimecast Resource Library at https://www.mimecast.com/resources/.

In addition to managing the Cyber Resilience Insights Blog, I have also been tasked with managing the Resource Library. While posting to the Resource Library is less frequent, it still entails a good deal of planning, project management, and digital copywriting. Some of the items that are posted to the Resource Library are identified as part of a marketing and/or content plan long before they are published. Some items are posted in reaction to industry trends or news, including analyst reports. Still other items are requested from other teams within the organization, including the Sales team, Social Media team, Product Management team, or the Technical and Threat Research teams.

Requests for items to be included in the Resource Library are fielded on a case-by-case basis. We want to ensure that the Resource Library is offering the resources that both external readers and people within the organization need in order to accomplish their work and meet their goals, but we also need to be mindful of not flooding the Resource Library with pet projects or items that are not going to be used by a broad audience, thus cluttering up the page.

This can be a fine line and a delicate balancing act, but by just spending a little time vetting requests and meeting with stakeholders, the Resource Library can remain a very practical, functioning part of the organization's continued growth and expanstion.

This process entails meeting with stakeholders, reviewing requests with management as needed, and ultimately, upon approval, writing the copy needed to properly promote the asset to site visitors, and posting resources in a timely manner that aligns with any related marketing or content plans.