

Journey of a Post: The TIS Gap Map

Capture



Snapped in 60 seconds



Underline or highlight
how YOU felt doing
this task



01

Content Custodian/s

Who is your TIS Content Custodian/s?

Who is the backup custodian if they're away?

Our content submission deadline is?

Underline or highlight how you
think TIS staff feel at this stage of
the journey



02

Approval/Scheduling

- ☐ As posts come in
- ☐ Batch approvals in advance
- ☐ Approvals are same day
- ☐ Several people know how to schedule
- ☐ Approvals can take days / weeks
- ☐ Scheduling is done by content custodian

Underline or highlight how you
think TIS staff feel at this stage of
the journey



03

Reporting

Circle which applies

Content performance is shared with TIS teams.

Often
Sometimes
Rarely

Social is optimised for algorithm changes

Often
Sometimes
Rarely

Underline or highlight
how you think TIS staff
feel at this stage of the
journey



04

