

How to Write Effective Content for Your Knowledge Management Tool

Ask yourself what question this content is answering

Insurance professionals spend far too much time sifting through internal drives, portals, and intranets to find the documents they need. So if the content you're thinking of writing doesn't answer a specific question, then there is no need for it.

Give your content a clear and concise title

Give your content a title that plainly explains what to expect in the document. That way, they won't have to scroll through endless page results to find what they're looking for.

Make sure your document only covers one topic

Your team will be seeking out this content to solve one specific problem. For example, if you are creating a job aid for [call center agents](#), don't get into the weeds about other departments in your company. Stick to content that's only relevant for a call center agent to succeed.

Highlight the most important ideas

Draw the reader's eye to the most important part of your document. Create content with proper sections and certain text highlighted or bolded. That way, search technology will be able to find specific lines of text more easily.

Make content skimmable

You can achieve this by breaking up blocks of text with headlines and bulleted lists. For example, an underwriting manual will be much easier to digest if there are clearly-marked headers that distinguish different topics.



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Don't make assumptions

People are searching for articles because they're trying to learn about a client, policy, or internal process. Write your content like the reader doesn't know anything about the subject. This will be especially helpful to new underwriters, brokers, adjusters, and call center agents alike.

Link to other documents

Give your team members all the resources they need to learn. Uploading a policy wording to your [insurance knowledge management tool](#)? Link relevant job aids to help underwriters along in the process.

Use screenshots when possible

Cater to visual learners and include screenshots when possible. For example, if you're explaining how to access a certain file, use screenshots that explain every step of locating the asset.

Include real-life examples

Help your team members learn better by including real-life examples. Onboarding a new adjuster? Refer to previous cases to help them learn more about your company's internal processes.



Take your content to the next level and learn how to keep your documents streamlined and organized with our [Insurance Knowledge Management Guide](#).