



Content Honeycomb

The Content Honeycomb is the framework we use here at Colony to ensure we hit the markers of quality content with everything we create.

The Content Honeycomb works on the basis that to create quality content, it should possess at least three (if not all) of these key characteristics.

It should be engaging, useful, actionable, accessible, consistent and trustworthy.

Use the Content Honeycomb framework as a tool to generate ideas, assess which are worth pursuing and how you can further optimise content for success.

