

DIGITAL MISTAKE CHECKLIST

How to fix a mistake in the digital age.



1. TAKE A DEEP BREATH

Don't panic. Take a second to calm down.

It is easy to make more mistakes when caught off guard and flustered. Take a moment to breath and focus on the fix.

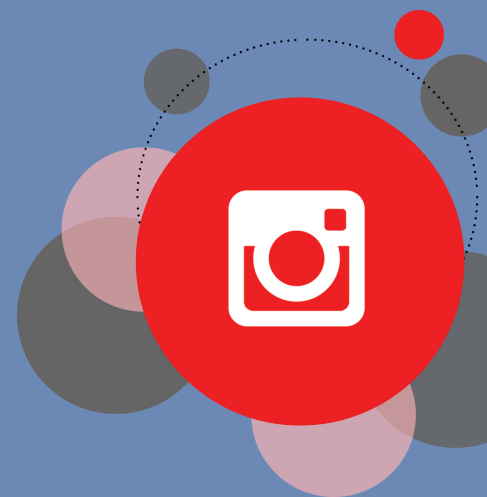
2. IDENTIFY THE ERROR

Look over affected content carefully in order to identify any additional errors. Make note of all error(s) found.



3. LOCALIZE ERROR

Often one error can affect multiple locations, platforms, content pieces, etc. Make sure to identify all affected locations.



4. MAKE A PLAN

Think holistically.

Now is the time to think through what it will take to fix the mistake. Keep in mind any automation, cross affects, and triggers your one edit might have.

5. MAKE THE FIX!

Don't cut corners. Fix it all at once!

It's important to follow your plan in order to avoid making more mistakes in the process of fixing the first one. Be efficient, calm, and confident.



REMEMBER, WE ALL MAKE MISTAKES. IT'S HOW WE DEAL WITH THEM THAT SAYS THE MOST.