Content Management Policy: Legal Aid NSW website and intranet

Department: Strategic Planning & Policy
Author: Sean O’Hagan, Web Content Manager
Responsible Manager: Pam King, Manager, Communication, Information, Education & Business Reporting
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This document is a version controlled document. All changes are recorded in the following version control table:

<table>
<thead>
<tr>
<th>Version</th>
<th>Details of changes/comments</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>First draft</td>
<td>18/12/2009</td>
</tr>
<tr>
<td>1.1</td>
<td>Changes to responsibilities; references to web content manager replaced with intranet/internet email group; removed section 3.2 Publishing; updated 2.7 Publishing translated materials</td>
<td>22/12/2009</td>
</tr>
<tr>
<td>1.2</td>
<td>Replaced ‘intranet/internet email group’ references with ‘helpdesk’; removed statement from section 3.1.2 re secure intranet sections</td>
<td>23/12/2009</td>
</tr>
<tr>
<td>1.3</td>
<td>Removed another reference to ‘intranet group’ from “Definitions” section; added ‘site section’ to “Definitions”, changed overall font to Arial 11</td>
<td>23/02/2010</td>
</tr>
<tr>
<td></td>
<td>Endorsed by IT Executive</td>
<td>24/02/2010</td>
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Purpose
This policy aims to:

- clearly explain the roles and responsibilities of all parties involved in online content management
- ensure best practice in content management and usability principles are established and adopted by Legal Aid NSW
- outline processes for online content review, maintenance and development on Legal Aid’s intranet and website.

Definitions
The following definitions apply throughout this policy:

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>accessibility</td>
<td>The degree to which the site is available to as many people as possible, including people with disabilities.</td>
</tr>
<tr>
<td>content author</td>
<td>The person responsible for entering content into the content management system and keeping it up to date.</td>
</tr>
<tr>
<td>content management system</td>
<td>A content management system (CMS) is an application that allows users to create, edit and manage online content, including html pages, documents and images.</td>
</tr>
<tr>
<td>web content manager</td>
<td>The person in SP&amp;P responsible for publishing and managing online content.</td>
</tr>
<tr>
<td>web support officer</td>
<td>The person in IT responsible for working with the web content manager and business units to monitor satisfaction with the currency, usefulness and ease of access to information.</td>
</tr>
<tr>
<td>content owner</td>
<td>The person or position that owns the content in question (often the content author).</td>
</tr>
<tr>
<td>information architecture</td>
<td>The structure of a site, including the organisation and labelling of content to support usability.</td>
</tr>
<tr>
<td>intranet</td>
<td>Legal Aid’s internal staff website, including search engine, bulletin board, discussion forums/blogs etc. Excludes other internal web-based applications such as Learning Management System, CLEMS, Library Catalogue, E-Diary, FAMIS, Grants Online, Panels, ESS Kiosk, Web Focus, ATLAS.</td>
</tr>
<tr>
<td>metadata</td>
<td>Information about content pages and files, used to describe and categorise content.</td>
</tr>
<tr>
<td>site section</td>
<td>A page or site sitting underneath a parent site e.g. About us &gt; Who we are &gt; Board…. ‘Board’ is a level 3 section.</td>
</tr>
<tr>
<td>section approver</td>
<td>The person in a section or division that has the authority to approve content created by their content author/s.</td>
</tr>
<tr>
<td>URL</td>
<td>URL stands for uniform resource locator – the unique address that identifies a page on the website.</td>
</tr>
<tr>
<td>usability</td>
<td>The extent to which users can use and interact with the site efficiently and affectively to achieve their goal.</td>
</tr>
<tr>
<td>website</td>
<td>Legal Aid NSW public website (<a href="http://www.legalaid.nsw.gov.au">www.legalaid.nsw.gov.au</a>), including search engine, Policy online, Publications online.</td>
</tr>
</tbody>
</table>
Policy

The web content manager, based in SP&P, works with content authors to manage the development and maintenance of online content on Legal Aid’s intranet and website, to ensure content remains current and of value to users.

Scope of policy

The scope of this policy includes:

- the responsibilities of content authors, content owners and content approvers
- editorial guidelines for online content
- content management procedures.

1 Responsibilities

1.1 Content authors

Content authors are responsible for creating and maintaining content relevant to their work area. Content authors must complete CMS training prior to being granted access to the system. The web content manager will provide these training sessions as required.

Creating content

Content authors:

- co-ordinate the development of content
- use the content management system to create and update content
- ensure content complies with the Online writing style guide, Legal Aid style guide and writing for the web conventions
- assign appropriate metadata to content items
- ensure material has been cleared for copyright and legality, where necessary
- submit content through the workflow for approval by the section approver

Maintaining content

Content authors:

- maintain content in a timely manner, as needed and as per Appendix A: Content review checklist
- advise the helpdesk of materials requiring archiving or deletion. (This will be managed in conjunction the Records Management policy)

1.2 Section approvers

Section approvers are responsible for authorising the publication of content that is relevant to their section/division.

Section approvers:

- ensure that content created or edited by their content author/s is accurate and up-to-date
- ensure that content is appropriate to be made available to intranet or website users
- advise authors of any changes required to content before it is suitable for publication
submit content through the workflow for approval and publication by the web content manager
Section approvers will be added to the content management workflow incrementally, as they are nominated by their section/division.

1.3 Content owners
Content owners are the custodians of the content. Quite often they are also the content author. Content owners are responsible for the ongoing review of intranet and internet content.

2 Editorial guidelines and standards

2.1 Content criteria
The criteria below have been established to ensure that content on the Legal Aid website and intranet continues to be relevant and appropriate for the medium and the audience. All content must be approved by the section approver (or as defined in the section workflow – some pages may not have a workflow e.g. the publication of job vacancies) as being appropriate for the intended audience before it is submitted to the web content manager for approval and publication.

2.1.1 Legal Aid website
Website content must align with at least one of these criteria before it will be approved and published:

- minimum information provision, as per the NSW Government Website Directive – for example, ‘About us’ information, service information, contact details
- delivers a key message to the target audience
- provides a cost benefit – for example, reducing costs associated with printing and posting publications; reducing staff time required to answer queries; enabling user self-service, such as downloading forms or publications
- stakeholder support – for example, providing information for people who cannot reasonably access this information in other ways, such as people with disabilities.

2.1.2 Intranet
Intranet content must align with at least one of these criteria before it will be approved and published:

- delivers a key message to staff
- makes key information available to staff – for example, policy documents, practice resources
- provides a cost benefit – for example, reducing staff time required to answer queries; enabling staff self-service, such as downloading forms or manuals
- increases efficiency or productivity – for example, providing links to selected online research sites
- supports internal communications and collaboration.

2.1.3 News articles
News articles will only be published on the website or intranet if they:
• are timely and relevant
• will assist users/Legal Staff, or keep them informed of recent events

2.2 Style guide compliance

Content must comply with the standards set out in the *Online writing style guide* (incorporating the *NSW Government Style Guide Directive*) for:

• online writing
• accessibility, including documents and images
• structure
• metadata
• online presentation

Content must also comply with the general writing principles in the *Legal Aid writing style guide*, where applicable.

2.3 Homepage content

Requests for material to appear on the homepage of the website or intranet (other than news articles) should be directed to the web content manager.

Content will only be considered for placement on the homepage if it:

• is aligned with overall intranet/website direction
• is relevant to either the majority of users or an important target audience
• focuses on the user
• addresses an immediate need to communicate information to users
2.4 Quick links

Requests for content to appear under the ‘Quick links’ menu should be directed to the helpdesk.

Content will only be considered as a Quick link if it:

- is deemed a popular page (based on visitor sessions)
- is permanent content (not temporary in nature – for example, a news article or event)
- is aligned to organisational priorities or projects
- is not available in the top level navigation
- is not appropriate to highlight/communicate the information in another way.

2.5 Adding or moving a section or landing page

Requests for a new level two or level three section of the website or intranet, or for sections at this level to be moved in the navigation, must be directed to the helpdesk.

Requests will only be considered if adding or moving the section/landing page:

- is of demonstrated benefit to users – for example, improving the discoverability of information
- is aligned to organisational priorities.

If adding or moving content at this level affects any other content, the owner/s of that content must be consulted. Usability testing may also be required, to ensure that the proposed change is of benefit to users.

2.6 Publishing images

Images will only be published on the intranet or website if they:

- are optimised for the web
- are relevant, compelling and add value
- comply with accessibility standards
- do not infringe copyright.

More information is available in the Online writing style guide.

2.7 Publishing translated materials

Requests for translated materials to be published on the website should be directed to the helpdesk.
2.8 Linking to external websites

It is best practice to provide links to external websites to avoid duplication of information, and to provide access to the most accurate source of information.

External websites must only be linked to where:

- valuable content is being offered
- the information provided is relevant, credible and accurate
- the information provided does not conflict with information or advice published on the Legal Aid NSW intranet or website.

In general, links to the following are acceptable:

- educational institutions (.edu/edu.au)
- government organisations and institutions (.gov.au)
- some non-profit organisations (.org/org.au) (however these will be reviewed in terms of appropriateness and relevancy)
- legislation and case law.

Links to commercial websites may be considered in rare circumstances if they are a credible and valuable source of information.

Further to this:

- Legal Aid NSW does not enter into reciprocal linking arrangements
- Legal Aid NSW reserves the right to deny or remove links if it determines that any website contains false or misleading information.
- Commercial links should be approved by Manager, Communication, Information, Education & Business Reporting

2.9 Standards

2.9.1 Accessibility

Content must comply with accessibility standards.

As a minimum:

- ‘AA’ compliance* is required for all website content. (For more information about conformance and WCAG, see section 3. Accessibility in the NSW Government Website Style Directive Explanatory Notes.)

2.9.2 Metadata

Metadata must be correctly and appropriately assigned to all content pages, including a title and description at the least.

2.9.3 Document availability

- All material published on the Legal Aid NSW website must be available to all users, therefore no password protection or limiting access of documents is permitted.
- PDF documents should not have inbuilt security applied to prevent content copying unless there is a strong and valid business need. (Applying such security reduces the efficacy of the search facility).
3 Procedures

3.1 Content approval process

All content must go through a quality review and approval process before it is published. This process is managed by the workflow in the CMS, as documented below.

In cases where it is agreed by the web content manager and all affected content authors and section approvers, the workflow may be removed from a section of the site to enable content authors to release and publish pages themselves to ensure timely updating of content.

Content (with the exception of urgent items such as news items) will be reviewed by the web content manager within two working days of receipt via the workflow. If there is a need for content to be reviewed in less than two days of being submitted, the content author must contact the helpdesk to request that it be processed more quickly.

Content authors receive an electronic notification when their content is either approved or rejected by the web content manager.

3.1.1 Approval

All material published on the intranet/website must:

- adhere to the *Online writing style guide*, Legal Aid writing style guide and any other relevant organisational policies
- be approved by a section approver, if required
be submitted to the CMS workflow for publishing.

3.1.2 Rejection

The web content manager may decline content submitted via the CMS to the content author for correction if it does not comply with the editorial guidelines and standards. The web content manager will advise the content author of changes required. The content author can re-submit the content to the workflow once these changes have been made.

3.2 Content review and maintenance

Content owners must undertake a regular review process to ensure that website and intranet content is kept up to date, accurate, and relevant.

Content which is not maintained by the owner in line with the content review process (refer to Appendix A: Content review checklist) may be removed from the site and archived.

3.2.1 Roles

The web content manager manages the content review process by:

- assigning an owner to every page of the site(s)
- notifying the content owner when content is due for review
- providing support throughout the review process.

Content owners are responsible for reviewing the content in each of their pages, using the criteria outlined below to update, create or archive pages as required, by the given deadline.

3.2.2 Content review criteria

Content will be reviewed against the criteria in the Content review checklist (refer to Appendix A: Content review checklist). Consideration should be given to content's:

- currency
- accuracy
- adherence to Legal Aid NSW general and online-specific style guidelines
- continuing value to users.

3.2.3 Archiving content

Material that is no longer relevant or has been superseded should be archived, in line with the Legal Aid NSW Records Management Policy.

There are two methods of archiving material, the intranet/website archive and the CMS archive.

Material should be moved to the intranet/website archive where it:

- is a news article or content of a historical nature
- is required to be found via the search engine.

Material should be moved to the CMS archive if it should no longer be publicly available on the site.

Requests to archive pages must be made to the helpdesk.

3.2.4 Deleting content

Material will only be deleted from the CMS if it is:

- still in draft form (has never been published)
• a test page
• an error.

Requests to delete published pages must be made to the helpdesk.

4 Feedback

4.1 Feedback about policy and processes

Feedback on any of the processes involved in becoming a content author or conducting a review should be directed to the helpdesk.

4.2 Technical feedback

Technical feedback such as broken links, pages not loading or formatted incorrectly should be directed to the helpdesk.

4.3 Feedback about content

Feedback about specific content on the intranet or website should be directed to the content owner in the first instance or the helpdesk if the content owner is unknown.

5 References

• Online writing style guide
• Legal Aid NSW style guide
• Content review toolkit (attached pages 13-15)
• Records Management Policy
• W3C Web Content Accessibility guidelines (available at http://www.w3.org/)
Content Review Toolkit

- Online content review flowchart
- Content review checklist – content authors/owners
Online content review flowchart

View published page

Content still relevant/needed?

YES

Review page against Content review checklist criteria

Make necessary changes

Update 'Last reviewed' date, set 'Update modified date' to 'Yes'

Submit to workflow

NO

Archive (In accordance with the RM Policy)

Updates/corrections needed?

YES

NO
# Appendix A: Content review checklist

<table>
<thead>
<tr>
<th>Content review checklist – content authors/owners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actions</strong></td>
</tr>
<tr>
<td>● Check each page against the checklist below.</td>
</tr>
<tr>
<td>● If the content is still relevant and should remain on the site:</td>
</tr>
<tr>
<td>o make any changes necessary to update, correct or enhance the page content</td>
</tr>
<tr>
<td>o update the reviewed date</td>
</tr>
<tr>
<td>o update the modified date, if any changes have been made</td>
</tr>
<tr>
<td>o detail any changes made in the page Notes</td>
</tr>
<tr>
<td>o submit to workflow.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Currency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the content up to date?</td>
</tr>
<tr>
<td>Is there more information that should now be included?</td>
</tr>
<tr>
<td>Does the content still provide information that people have a use for? (If not, archive.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Archival information</th>
</tr>
</thead>
<tbody>
<tr>
<td>If content is no longer needed, send an email to the helpdesk saying <strong>why</strong> it should be archived and requesting:</td>
</tr>
<tr>
<td>□ either that the page be archived within the site (still available via site search or an archives page)</td>
</tr>
<tr>
<td>□ or that the page be removed from the site and archived for records management purposes (in accordance with the Records management Policy)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
</tr>
<tr>
<td>□ Are all facts, dates and other details accurate?</td>
</tr>
<tr>
<td>□ Are there spelling or grammatical errors?</td>
</tr>
<tr>
<td>□ Are headings and bulleted lists used to break up long blocks of text?</td>
</tr>
<tr>
<td>□ Are acronyms spelt out the first time they are used?</td>
</tr>
<tr>
<td>□ Is contact information up to date and correct?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Do all links work, and go to the expected pages/sites?</td>
</tr>
<tr>
<td>□ Does link text describe where the link is going? (ie, no 'Click here')</td>
</tr>
<tr>
<td>□ Does link text tell users when they are going to an external website? (ie icon and '(new window)')</td>
</tr>
<tr>
<td>□ Are all legislation links going to the most recent version of the Act/s?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Do all images have appropriate alt text?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Download lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Is the most recent version of all documents used?</td>
</tr>
<tr>
<td>□ Does the description/title of each document still make sense?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metadata</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Are keywords used in the heading, description and keywords fields?</td>
</tr>
<tr>
<td>□ Does the description need to be updated to reflect content updates?</td>
</tr>
<tr>
<td>□ Does the page rank highly in search results? (To check, run searches using the keywords you think your target audience will use.)</td>
</tr>
</tbody>
</table>
Appendix B: Personal Content

The staff community noticeboard on the Legal Aid NSW Intranet provides an opportunity for staff to post advertisements and responses to a range of business and non-business purposes. This includes specific programs such as change management programs to selling personal items and promoting social groups / activities.

Content must fall within the acceptable content and published material parameters. Appendix 1 provides details of the type of personal content that will be considered. Specific approval would need to be sought for any items not included in the appendix. All requests must be submitted to the Web Content Manager. Personal content may not be used to solicit or conduct non-Legal Aid NSW business for personal gain.

<table>
<thead>
<tr>
<th>Content type</th>
<th>Allowed</th>
<th>Approval level needed</th>
<th>Appropriate intranet area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community groups or information e.g. volunteers</td>
<td>Allowed – must have an expiry date</td>
<td>Web Content Manager</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Footy tipping</td>
<td>Allowed – must have an expiry date</td>
<td>Web Content Manager</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Social clubs/events</td>
<td>Allowed – must have an expiry date</td>
<td>Web Content Manager</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>For Sale</td>
<td>Allowed – must have an expiry date</td>
<td>None as long as user is authenticated and follows appropriate posting process</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Recommendations for tradesmen etc. Does anyone know of a good plumber? Etc. Not to advertise services directly</td>
<td>Allowed – must have an expiry date</td>
<td>None as long as user is authenticated and follows appropriate posting process</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Amway/Tupperware etc ads for services or home businesses etc.</td>
<td><strong>Not allowed</strong> – any home business, sales, party plans etc not permitted on the Legal Aid NSW intranet site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunchtime fitness groups eg, yoga, walking, running clubs</td>
<td>Allowed – must have an expiry date</td>
<td>None as long as user is authenticated and follows appropriate posting process</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Pictures from social events</td>
<td>Must have permission of photo subjects and specific photos</td>
<td>Web Content Manager</td>
<td>Staff notice board</td>
</tr>
<tr>
<td>Charity events</td>
<td>Allowed – must have an expiry date</td>
<td>Web Content Manager</td>
<td>Staff notice board</td>
</tr>
</tbody>
</table>