Web publishing implementation standard

1 Purpose
This Implementation Standard identifies the requirements to implement the Web publishing policy. It also identifies the responsibilities of individual positions in relation to these requirements.

2 Scope
2.1 Included
This policy applies to all Department of Health external-facing websites, and employees, contractors and consultants who publish to them.

It includes any Hospital and Health Service (HHS) publishing to the Health and Wellbeing franchise (www.qld.gov.au/health/), the Health Information Directory (access.health.qld.gov.au/hid/), and to sections of the Department of Health website that relate to statewide services.

2.2 Excluded
The Queensland Ambulance Service website (ambulance.qld.gov.au) and campaign sites are excluded from this policy.

3 Supporting documents
Authorising policy and standard/s:
Web publishing policy

4 Related documents
- Content Value Criteria (draft in development)
- Content Decision Tree (draft in development)
- Guidelines (draft in development)
- QGOV Online Web Writing and Style Guide (available on GovDex and in development on the Queensland Health intranet)
- Department of Health Information Security Policy
5 Requirements

5.1 Overview

This implementation standard builds on the role of subject matter experts embedded in the business, by introducing quality control steps, centralising architecture and maintaining strong governance.

5.2 Governance

Online Services, Marketing and Online Communication Unit, Office of the Director-General shall ensure that departmental websites comply with relevant regulations and legislation.

5.2.1 Domain management

Department of Health staff shall not arrange web hosting or establish a domain name or subdomain of an existing domain without first gaining approval from Online Services. This includes domains established solely for the purpose of redirecting traffic to another domain.

5.2.2 Site management

Online Services shall manage information architecture, design and branding for all departmental websites.

Any website or web application developed for the department shall be developed and implemented in consultation with Online Services.

5.2.3 Content management system

Online Services shall administer the department’s web content management system.

All content published to the department’s websites must be managed via the department’s content management system, unless an exception is granted by Online Services. Exceptions must be sought via a business case submitted to Online Services.
5.2.4 Content / architecture management

All publishing (adding content, changing existing content, and removing content) to the Department of Health’s sites must be checked for information architecture placement and/or editorial standards by an authorised staff member (see Responsibilities below) before it is published.

Content must link to authoritative sources where possible, rather than duplicating information. Australian federal, state and local government sources should be prioritised.

All staff involved in preparing and publishing content shall ensure that content is consistent with departmental messages and style, and is written appropriately for both the target audience and delivery via the web.

The Senior Director, Marketing and Online Communication Unit or Manager, Online Services, shall approve the removal or amendment of content on departmental sites where:

- the content has not been reviewed within three months of its scheduled review date
- the content may place the department at risk (reputation, legal, etc.)
- Content Approvers can no longer be identified, for example due to machinery-of-government changes or organisational restructure where there is no person or business area identifiable as being responsible for the content
- the content is clearly contrary to an endorsed departmental position or policy.

6 Review

This Standard is due for review on: April 2015

Date of Last Review: April 2014

Supersedes: New implementation standard

7 Business area contact

Manager

Online Services, Marketing and Online Communication Unit, Office of the Director-General

8 Responsibilities

The functions described below are not intended as new positions or additional resources, rather a clarification of existing responsibilities.

8.1 Online Services

- Ensures that departmental websites comply with relevant regulations and legislation.
- Administers the department’s web content management system (CMS).
- Manages information architecture for departmental websites.

8.2 Content Quality Coordinator

- Reviews, approves or rejects all content developed by Internet Content Editors (and their Content Producers) to ensure currency, relevancy, quality, consistency and compliance with Department of Health standards.
- Supports a consistent whole-of-department approach to content development.
- Reviews the quality and currency of metadata of content items.
- Develops and implements a review schedule for the pages they are responsible for coordinating.
- Maintains an excellent knowledge of the information architecture structures their content sits within.
- Participates in regular mandatory Content Quality Coordinator network meetings (run by Online Services) to discuss recent publishing, answer queries, disseminate changes to
Department of Health: Web publishing implementation standard

standards and processes, get feedback/ideas from Internet Content Editors and business areas, skill sharing and development forum etc.

8.3 Content Approver

- Approves the factual accuracy of content from a business area perspective.
- Confirms that the content has met any other necessary approvals for publication (e.g. clinical, legal, ethics).
- May choose to delegate checking to an expert within their team, who then provides advice to the Content Approver, but it is the Content Approver who signs off on the content.

8.4 Content Producer

- Responsible for currency and accuracy, and compliance with relevant Department of Health standards, of online content for their business area.
- Works with their Internet Content Editor and Content Approver to keep content current and accurate.
- Seeks and documents approval from the appropriate Content Approver.
- Reviews web content at least annually.

8.5 Internet Content Editor

- Maintains current and accurate web content by systematic and timely reviewing and publishing.
- Edits content on existing pages, but does not publish edits or create new pages.
- Adds metadata as required to content items.
- Seeks and documents approval from the appropriate Content Approver.
- Participates in Communities of Practice / networks as required.

9 Definitions of terms used in the policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tr>
<td>Campaign site</td>
<td>A website researched, designed, built and managed to support a specific Department of Health campaign. Campaign sites are either managed or approved by Marketing team in the Office of the Director-General.</td>
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<tr>
<td>Department of Health</td>
<td>The Office of the Director-General, Health Services and Clinical Innovation Division, System Support Services Division, System Policy and Performance Division, Health Services Support Agency, Health Services Information Agency.</td>
</tr>
<tr>
<td>Information Architecture</td>
<td>The structure of a website: the way information/content is grouped, the navigation methods and the terminology/naming used. It is alternatively referred to as navigation or site structure.</td>
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<tr>
<td>Publishing</td>
<td>Adding new content, changing existing content or removing content from a website.</td>
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10 Approval and implementation

Policy Custodian:

Senior Director – Marketing and Online Communication Unit

Responsible Executive Team Member:

Executive Director – Office of the Director-General

Approving Officer:

Executive Director – Office of the Director-General
Approval date: 31 March 2014
Effective from: 31 March 2014

Version control

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<th>Date</th>
<th>Prepared by</th>
<th>Comments</th>
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<tr>
<td>1</td>
<td>31 March 2014</td>
<td>Steven Kent</td>
<td>First release</td>
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11 Appendix 1: Training and resource requirements and recommendations

11.1 Content Producer

11.1.1 Training requirements
- Should complete Writing for the web training as delivered by Online Services

11.1.2 Resource requirements
- Each division/branch may have many Content Producers. Generally they are project officer / health promotion officer or similar, nominated by the Content Approver for that area.
- Content Producer is not a fulltime role, but the duties must be added to the position description when the role is next assessed through the JEMS process.

11.2 Content Quality Coordinator

11.2.1 Training requirements
Must be trained in and demonstrate their ability to apply:
- online publishing standards
- publishing policies, procedures, guidelines
- Writing for the web training as delivered by Online Services

11.2.2 Resource requirements
- There should be one Content Quality Coordinator per division or branch as necessary, not one per workarea (One Content Quality Coordinator for several Internet Content Editors)
- Content Quality Coordinators should be AO5 level or above
- The Content Quality Coordinator role may be added to an existing filled position and it is advantageous if the person is already trained in the CMS.
- It is expected that the Content Quality Coordinator duties would consume 50% of a fulltime role.

11.3 Internet Content Editor

11.3.1 Training requirements
- Must complete Writing for the web training as delivered by Online Services
- Must complete refresher publishing training related to the new publishing model
11.3.2 Resource requirements

- There may be more than one Internet Content Editor per branch.
- Publishing takes time and requires a high level of computer literacy. Therefore Internet Content Editors must be able to dedicate an appropriate amount of time to their tasks and have an appropriate skill set.
- Department of Health staff previously trained as editors and authors may, with additional training, become Internet Content Editors though they will no longer have access to publish to Department of Health internet sites.
- This is not necessarily a fulltime role, but the duties must be added to the position description when the role is next assessed through the JEMS process.