

## 1. Statement

The Department of Health takes a consistent, appropriately governed and rigorous approach to website development and management to ensure our internet presence appropriately represents departmental image, values and objectives.

This standard identifies the requirements to implement the Department of Health's *Web publishing policy* and the responsibilities of individual positions in relation to these requirements.

## 2. Scope

This standard applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units who publish to Department of Health external-facing websites. It includes Hospital and Health Services (HHS) who publish to the Health and Wellbeing franchise ([www.qld.gov.au/health/](http://www.qld.gov.au/health/)), the Health Conditions Directory ([conditions.health.qld.gov.au](http://conditions.health.qld.gov.au)), and to sections of the Department of Health website that relate to statewide services.

The Queensland Ambulance Service website ([ambulance.qld.gov.au](http://ambulance.qld.gov.au)) and campaign sites are excluded from this standard.

## 3. Content

Integrated Communication's Online Services governs the management and publishing of Department of Health internet content as well as domain management, site management (systems and structure), and content management and approval processes.

### 3.1 Requirements

#### 3.1.1 Overview

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

#### 3.1.2 Governance

Online Services must ensure that departmental websites comply with relevant regulations and legislation.

#### 3.1.3 Domain management

Department of Health staff must 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.

### 3.1.4 Management

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

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

### 3.1.5 Content management system

Online Services must administer the department's content management system (CMS). All content published to the department's websites must be managed via the department's CMS, unless an exception is granted by Online Services. Exceptions must be sought via a business case submitted to the Online Services' Manager via [online@health.qld.gov.au](mailto:online@health.qld.gov.au)

### 3.1.6 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 must 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 Integrated Communication's Senior Director or the Online Services' Manager must 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.

## 3.2 Responsibilities

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

### **3.2.1 Online Services**

- Ensures departmental websites comply with relevant regulations and legislation.
- Administers the department's CMS.
- Manages information architecture for departmental websites.

### **3.2.2 Content quality coordinator**

- Reviews, approves or rejects all content developed by content producers and their internet content editors 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 standards and processes, get feedback/ideas from internet content editors and business areas, skill sharing and development forum etc.

### **3.2.3 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.

### **3.2.4 Content producer**

- Responsible for preparing content for their business area that will be published online.
- Ensures content currency, accuracy, and compliance with relevant Department of Health standards.
- Works with a relevant content quality coordinator, 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.

### 3.2.5 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.

## 4. Related legislation and documents

- Queensland Government Consistent User Experience Standard
- Queensland Government Standard – Information Security IS18
- Queensland Government Standard – Internet IS26
- Queensland Government Standard – Retention and Disposal of Public Records IS31
- Queensland Government Standard – Information Access and Use Policy IS33
- Queensland Government Standard – Metadata IS34
- Queensland Government Standard – Domain Names IS39
- QGOV Online Web Writing and Style Guide
- Queensland Health editorial style guide
- Queensland Health Online Publishing Standards
- Department of Health Information security policy
- Queensland Health Integrated risk management policy
- Queensland Health Intellectual property policy
- Department of Health Use of ICT services policy
- Internet web publishing guideline
- Non-HTML document web publishing guideline

## 5. Definitions

Term	Definition
Campaign site	A website researched, designed, built and managed to support a specific Queensland Health campaign. Campaign sites are either managed or approved by the Integrated Communication's Marketing Unit within the Office of the Director-General.
Department of Health	The Department of Health includes: the Office of the Director-General, Health Services and Clinical Innovation, System Support Services, Health Commissioning Queensland, Health Support Queensland, Health Services Information Agency and Queensland Ambulance Service.
Information Architecture	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.
Publishing	Adding new content, changing existing content or removing content from a website.

## Version control

Version	Date	Comments
1	2012	Electronic Publishing Implementation Standard
2	31 March 2014	Review - Supersedes Electronic Publishing Implementation Standard
3	11 May 2015	Web publishing standard

# Appendix 1: Training and resource requirements

## Content producer

### Training requirements

- Should complete *Writing content for the web* training delivered by Online Services.

### Resource requirements

- Each division/branch may have many content producers. Generally, they are a project officer/health promotion officer or similar, and who are nominated by the content approver for that area.
- Content producer is not a full-time role, but the duties must be added to the position description when the role is next assessed through the JEMS process.

## Content quality coordinator

### Training requirements

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

### Resource requirements

- There should be one content quality coordinator per division/branch as necessary, not one per work area (e.g. 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 estimated that the content quality coordinator duties could consume up to 50 per cent of a full-time role.

## Internet content editor

### Training requirements

- Must complete *Writing content for the web* training delivered by Online Services.
- Must complete *Online publishing* training delivered by Online Services.

## 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 full-time role, but the duties must be added to the position description when the role is next assessed through the JEMS process.