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LAC Pubic Website

Section I.   **Purpose**

A) Objectives

- To maintain an attractive and functional Internet presence that represents the County of Los Alamos in a positive manner.

- To ensure that all content on the Los Alamos County Public web site is clear, accurate, and contains the most recent information available.

- To facilitate coordinated two-way, transactional public communications and conduct business related to Los Alamos County.

- To enhance the functionality, integrity and popularity of the Los Alamos County Public web site.

- To ensure content is sensitive to cultural issues, respects, human rights, complies with ADA WCAG AA or better level standards and is consistent with the goals of the County.

- To ensure the consistent use of branding identity guidelines, graphic elements and navigation standards throughout the Los Alamos County Public web site.

B) Management of the Los Alamos County Public Web Site

From this point on, the Los Alamos County Public web site will be referred to as "the County web site". The County web site constitutes part of the County's communication strategy on the Internet. To ensure that the County web site meets the strategic aims of the Los Alamos County government the following roles and responsibilities are implemented.

County Manager Role

The County Manager's role is to provide overall vision and direction for the County's web presence. The County Manager works with Council and others to define and develop the County's communication strategy.

Public Information Officer Role

The Public Information Officer (PIO) is responsible for ensuring that the contents of the County web site adhere to the communication strategy and the vision set forth by the County Council and County Manager. The PIO oversees the branding and the general content. The PIO uses the County web site functionality to communicate using newsletters, news articles and urgent announcements.

Web Editor Role

The role of the Web Editor is much like the editor of a newspaper. He or she will review the content written by the Content Administrators before the content is published to the public to ensure that content represents the County in the best light and adheres to the communication strategy as set by the County Manager and Council. The Web Editor is responsible for ensuring the content is accurate, relevant and timely. The Web Editor will approve or disapprove the content written by the Content Administrator. The Web Editor could be the Department Director or a designated subordinate who is authorized to make decisions on behalf of the Department Director. The Web Editor could be the same individual as the Content Administrator.

Content Administrator Role

Content Administrators are responsible for writing and updating content on the County web site for their respective departments. Electronic documents are subject to the same County policies as print publications. Accordingly, it is expected that proper attention be given to spelling, grammar, style and mechanics, etc. Content Administrators are responsible for understanding the communication strategy for the County as well as the vision and direction set forth by the County Council and the County Manager. Content Administrators should always strive to represent the County and their departments in a respectful manner by posting accurate, relevant and timely information that adheres to branding and security standards and is ADA compliant. Content Administrators are also responsible for removing all data (Files, images and pages) when that content is no longer accurate, relevant or timely. Content that is out of date should be handled in accordance with the County Manager Policy "0310--

Records and Information Management Governance Policy" in the County Manager Policies Documents currently residing on the intranet at http://lacport/Docs/CAODocuments. Content Administrators should remember that the County web site is not a repository for historical data. Historical data belongs on the County Intranet, in County Records or on County internal network drives. Content Administrators are responsible for always keeping their content editing skills at a proficient level as it may be necessary for them to deal with emergency situations. The Content Administrator should take direction from either the Department Director or the department's Web Editor to ensure that content is written in a consistent manner.

Web Developer Role

The Web Developer role is an I.M. employee whose duty is to manage the Content Administrator and/or Web Editor accounts for each department within the County. The Web Developer is responsible for the overall structure, design and oversight of the County web site including the creation of new sub-sites, new content pages and the creation of new Content Administrator accounts as well as managing the permissions and security of those accounts. In addition, the Web Developer is responsible for oversight of the County's contract with the hosting company as well as assistance with submission of support tickets due to software issues.

Section II.   Policy

A) Review of Content – Quality Control

Quality control is the responsibility of all roles previously stated in Sec. I, B to ensure that the County web site exhibits professional design and contains understandable, appropriate content.

We must strive to keep the integrity of the County web site and all content reliable and current by undertaking the following procedures:

- The PIO, Web Editors and Content Administrators will review content by running regular searches on the web site to identify content that has not been updated within a specified period. It is recommended that a content review occur at least once every 3 months to keep content from being outdated. This includes all social media sites such as Facebook, Twitter, etc.

- The Web Developer will ensure that Web Editors and Content Administrators are aware of their responsibilities regarding the

maintenance, and review of the County Website through training, support and periodic reminders.

- Web Editors and Content Administrators will regularly check the links to local pages within the County web site as well as external links to sites outside the County web site and report or remove those links that are broken or no longer relevant to the department.

- Content Administrators will review their pages and check for spelling, grammar, and information accuracy.

- When writing content for the web it is important to keep the audience for that content in mind. Content Administrators should try to put themselves in a website visitor's place. Use their web pages to showcase the department's programs, events and projects to draw the visitor into the site.

- Content Administrators will ensure their page's content is clear and concise. Avoid jargon and acronyms. Do not assume the reader has knowledge of the content subject. Use short paragraphs, broken up by judicious use of headings and graphics to aid with the reader's understanding.

- Content Administrators and Web Editors will check for duplicate content and make sure all pages convey information consistently.

B) Proofing Pages

Typographical errors, inaccurate or outdated content and broken links harm the credibility of the County web site and ultimately, County departments and divisions. All new and edited pages and supporting documents destined for the County web site need to be checked by the Web Editor prior to being published and should be reviewed regularly. Pages should be checked by the Web Editors of the department where the content originates. A minimum list for testing includes:

- Check for broken links and images. A report that identifies all broken links that are not working, can be requested by sending an e-mail to imrequest@lacnm.us or webmaster@lacnm.us
- Check for spelling mistakes and contextual errors.
- Check for ADA compliance within the pages.

Web Developers will view pages in recent versions of common browsers. Common browsers include Microsoft Internet Explorer, Mozilla, Netscape, Safari and Opera on both MAC and PC machines. If pages do not meet the policies and guidelines of this document, they will be reviewed and possibly removed from the web site.

C) Copyright

All content on the County web site created by the Los Alamos County government, whether done so by departments, boards, commissions or agencies of the County, is the property of Los Alamos County and is protected by copyright.

Content belonging to the County of Los Alamos includes content created by County employees and by third parties on behalf of Los Alamos County. When third parties (ex: writers, designers, photographers, programmers) create the content, the County must ensure these individuals or organizations waive their copyrights to the material.

Departmental pages that may include content copyrighted by another party must get written permission to do so from the copyright holder. Failure to get permission is a violation of the federal Copyright Act. For help or clarification in obtaining proper copyright permission from a copyright holder, contact the Los Alamos County Attorney.

D) Copyright Issues to Consider When Preparing Content

All copyright and trademark laws apply to the County's web site. Web Editors or Content Administrators must secure copyright permission and model releases to publish text, graphics and photographs that are not in the public domain. Records of such permissions must be kept on file. These records must be kept current and reflect any additions and changes made to the page.

Use of the County name, official logo and other copyrighted materials must be in accordance with County policies.

When publishing on the County web site, it is important to always be aware of the issue of copyright infringement. You must remember that even if printed text or a file (image, audio or video) does not specify it is protected by copyright, it is the property of the creator or owner. When in doubt always get permission!

- Permission to use photo and recording release

- Permission to use copyrighted material

- Permission to use quote, photograph or personal statement

Permission, however, is not needed when utilization falls under what the U.S. Copyright Act of 1976 deems fair use. For example, quoting a portion of a copyrighted publication for commentary can be considered fair use while duplicating the entire publication as your own work is a copyright infringement. Additional information about copyright is available through the U.S. Copyright Office online at http://www.copyright.gov/.

If a copyright complaint is filed with the County, the material in question will be removed from the County's Web site immediately—provided that the complainant sufficiently identifies the copyrighted material and asserts that use of the material is not authorized by the copyright owner, its agent, or the law.

E) Incomplete or "Under Construction" Pages

Do not use incomplete or "under construction" pages. Any incomplete pages should be left in draft mode until they are ready to go live. Links to sections of a page or site not yet available should be removed from the content until that page or site is available . Some web pages may refer or link to supporting content such as PDF files (reports, brochures and forms) that have been uploaded by Content Administrators and stored on the web hosting server. Such supporting content should always contain the most recent and relevant information. Files that are no longer being referred or linked to on County web site pages should be removed from the web hosting server by the Content Administrators.

F) Accessibility and Usability

The County is committed to providing equal access to Web-based information in accordance with Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). These acts help ensure that Web pages will be readable by users with disabilities. The County generally observes the Web Content Accessibility Guidelines of the World Wide Web Consortium (W3C).

Note that the ADA stipulates that federal funding may be withheld from institutions that fail to adhere to pertinent regulations.

For the purposes of this document, accessibility means that all web pages

created must be accessible to users in spite of limitations due to physical, sensory or cognitive disabilities, work constraints or technological barriers. For more information, see www.W3C.org. Los Alamos County is committed to providing information and services in a form that all Internet users can access. All County web sites will be accessible to people with disabilities by following W3C priority 1 and 2 standards, where technologies allow.

G) Navigation of the Web Site

We aim to provide a clear, navigable format by enabling visitors to easily find the most widely used services and to enable them to return easily to our home page and to other major navigation points within the County web site. These links will be in consistent locations on every page using a "master" page which will include the mega-menu along the top of the page.

Most navigation is built into the system. Manual navigation is possible. However, its use should be limited to links directing users to areas of the web which:

- Reside outside the top-down navigation path of the page and/or directory;

- Are not maintained by the web site publishing system

- Are external to the County web site (with County Manager approval).

Labeling of links should be kept to one word or a short descriptive phrase.

Links to all documents, large images, charts, tables or web sites outside of the County web site should be opened in a new browser window. If you are linking to a document, let the readers know what kind of document it is you are linking to (PDF, JPEG, etc.) and the size of the file.

Contextual links are those which link to information within other County web site pages or to content on the same page and should use the same browser window already opened. These links naturally occur in the descriptive context of their surroundings. This type of linking is encouraged.

H) Related Links

Related links are designed to provide a clear way for the browser to link to related information that will lead the reader away from the department or

division page to another County web page, to the County web site home page or another web site outside the County's. For instance, if you mention a government agency in your text, add a link to this agency in the text at the point of reference.

Section III.   Procedures

A) Web Page Review and Approval Process

All top site level changes will be completed by Web Developers. Top site level changes include redesigning a site, adding a new subsite, creating a custom page template, or creating an application. Other changes at the top site level, including uploading documents, content additions or subtractions, are subject to review by the Web Developers or by the Public Information Officer. The Public Information Officer can choose to review all pages for consistency with County's standards. If pages do not agree with the standards, the Web Editor will be informed that the page(s) are not compliant, with reasons stated. Web Editors and Content Administrators are encouraged to contact the Web Developers and the Public Information Officer to discuss extensive site changes before they are implemented.

Every Content Administrator has direct access to the County web site and may post updates as necessary. Content Administrators may need their Web Editor's approval to publish some updates; this added work flow will be decided by the Web Editor. Content Administrators may approve the edits in those cases where they also serve the role of the Web Editor.

If a page's content is not in accordance with these policies and style guidelines, a notice will be issued to the department/division Content Administrator and Web Editor via e-mail. If the problem has not been rectified in a timely manner, the web page may be edited or removed from the County's web site by the Web Developer or the Public Information Officer. Situations that would prompt web page removal include but are not limited to:

- The page is inaccessible to browsers used by people with disabilities and does not provide an accessible alternative.

- The page violates state, federal or County law or policy.

- The page features commercial advertising.

- The page features an unofficial version of the County logo.

- The page conveys disruptive or harmful misinformation.

- The page features inappropriate material, including obscene, harassing, or discriminatory language.

- The page contains spelling or grammatical errors.

B) Number and Duties of Allowed Content Administrators

The number of Content Administrators allowed shall be generally limited to one per department and one designated backup. Divisions may be allowed their own Content Administrator if a business case is made and approved. This will ensure consistency of content throughout the County web site. Content Administrators should not be responsible for only one function or one type of content (i.e. updating a calendar, one page or content for only one or two Boards/Committees). Content Administrators should be responsible for adding or updating content that spans several divisions, or programs depending on the business requirements for the department. Content Administrators are expected to work with their designated department backup person to ensure content is written consistently and updated in a timely manner when they are not present (vacations, sick leave, etc.). The backup Content Administrator should take direction from either the primary department Content Administrator and/or the department Web Editor to ensure that content is stated accurately and written in a consistent manner. In cases where information needs to be posted immediately and both the primary and backup Content Administrators are not available (i.e. out of the office), the Web Developer will post the information on the web site. Send all such content to the Web Developer by submitting a ticket to the IMRequest email address or entering a ticket directly into the I.M. Service Request system (BOSS). Content Administrators should refer to County Manager Policy #0250 "Use of Facebook for Marketing and Communication" for more information about Social Media for department use. (http://lacport/Docs/CAODocuments/0250%20--%20Use%20of%20Facebook%20for%20Marketing%20and%20Communication.pdf)

C) Requesting A Web Administration Account

Criteria for requesting new Web Editor or Content Administrator accounts is based on all the following:

- Department Director must provide a business case for granting a new account to an employee and must approve the request. (See the Appendix of this policy for additional information on requesting a new

content administrator account.)

- The requested account is replacing an existing Content Administrator account if there are already accounts assigned for that department.

- The holder of the requested account has received training from the County Public Information Officer (PIO) on the County Branding Guidelines.

- The holder of the account will receive training on the content management system upon receiving account credentials.

D) Revoking Editing Access

If a department Web Editor or Content Administrator fails to abide by these polices and guidelines their administrative web site account may be removed.

E) Web Site Training and Editing Assistance

Please check with a Web Developer for training opportunities. If a support ticket is necessary due to content management software issues, please contact a Web Developer with details of the issue. Software issues will be submitted and worked through by the I.M. Department.

F) Security

The County web site is hosted in a suitable environment, using approved hardware and software and operating systems that are compatible with its operations and accessibility laws. The servers are hosted outside the County's working network. All Content Administrators and Web Editors will adhere to the hosting vendor's rules as well as those of the County's Computer Security Policy. All Content Administrators and Web Editors will adhere to strict account use rules and will not share their login account usernames or passwords with other County employees or with any parties outside the County.

G) Personal Data

Information relating to individuals that is either published on the County web site or collected from individuals who visit the site is regulated by the principles of the County's Data Protection Policy. Databases are held in a secure environment adhering to the County's Data Protection Policy and

IT Policy.

H) Privacy Statement

If you are a user with general public and anonymous access, the County web site does not store or capture personal information, but merely logs the user's IP address that is automatically recognized by the web server as a unique visitor.

We do not use cookies for collecting user information and we will not collect any information about you except that required for system administration of our web server. The system does use a session cookie that keeps track of your current visit while you are on the site, but disappears once you leave the site.

This privacy statement only covers the County web site. This statement does not cover links within this site to other web sites or other sites you visit.

The system will record your email address and other information if volunteered to us by you for email updates. This shall be treated as proprietary and confidential. It may be used for internal review and to notify you about updates to the web site.

I) Virus Protection

We make every effort to check and test material at all stages of production. It is always wise for you to run an anti-virus program on all material downloaded from the internet. We cannot accept any responsibility for any loss, disruption or damage to your data or your computer system which may occur whilst using material derived from the County web site.

J) Exceptions to Policy

All exceptions to this policy must be submitted via email to the County Manager's office and approved by the County Manager with his email, e-signature or written signature. All exceptions will be documented in a folder on the County Intranet and reviewed by the Web Developer on a yearly basis. If an exception is no longer valid the County web site page(s) for which the exception was implemented will be modified to bring the page(s) back into compliance with this policy.

Prepared by: Pam Justice, Senior Web Developer

HARRY BURGESS
County Manager

DATE 8/3/18

Appendix A – Requesting Additional Web Content Admins

Introduction

According to the Los Alamos County FY2017-2018 Budget report, over 90% of the County communications circuit is used by Web traffic. That same budget report states that only 59% of our citizens feel they have the information they need to participate in making good County decisions. 70% of our citizens feel the information we provide through communications is timely though only 58% of our citizens feel the information we disseminate is trustworthy. Our public website is the primary means by which the rest of the world finds information about Los Alamos. Our website is "the Official Website of the County of Los Alamos".

An ongoing goal is to increase our citizens' trust in their public services and to ensure that citizens have at their disposal the best and most recent County information to best assess Council decisions being made on their behalf and County expenditures overall.

To comply with these goals means we must ensure that our web site pages give a first-rate representation of our community. Our web Content Administrators and Editors should utilize skills necessary to create professional content in a manner that is interesting, accurate and informative. It is most important to choose web Content Administrators who demonstrate these skills and will present their departments in a manner that will enhance overall County goals.

Process

Requests for a new or additional department Content Administrators must be submitted as a written request from the Department Director either by email or as an I.M. work request ticket.

When a request is received, the Web Developer will compile a metrics report for the Department Director detailing the following information:

- The number of web Content Administrators currently performing this function for the department.

- The numbers of times each web Content Administrator logs in to the web site to perform edits.

- The number of edits made by each web Content Administrator.

This information will be given to the Department Director to help the Director determine if the need for a new or additional account is justified. The Web Developer will work

with the Department Director to help make this determination and clarify or explain the metrics report. Based on the determination, a new account will be created by the Web Developer.

If the need for a new or additional account is verified, the newly designated web content admin must demonstrate the following skills:

- Be proficient in basic writing skills – English grammar, spelling and sentence structure.

- Be proficient in basic desktop publishing skills – design, effective use of photos and text on a page.

- Have good organization skills.

- Have ability to use simple troubleshooting techniques for desktop publishing presentation issues.

- Be familiar with the Department's strategic and business goals.

- Demonstrate basic web navigation and search term skills.

An appraisal will be given to the newly designated web content admin to determine their current skill level. This will include a scenario asking the employee to correct grammatical and spelling errors in a page and to create a web-like page using Microsoft Word. The appraisal results will be reviewed by the Web Developer and/or the County PIO or designee.

Based on the skill level demonstrated, the Department Director may receive a recommendation from the Web Developer to either choose another web content admin or give the designated content admin additional training.

New Web Account Request Form

Department _____

Department Director _____ Date _____

Number of web Content Administrators for this
Department_____ (I.M. can provide this information if
necessary)

Is this request to replace a current web content administrator? _____
If Yes, who will this account replace? _____

Business Case: *(Please state your business case for requesting additional web content
administrators)*

Appendix B – Web Page Content Guidelines

All Content Administrators, Web Editors and Web Developer of the web site will adhere to the following standards:

- "Los Alamos Identity Style Guide"
  (http://lacport/cpr/BrandingDocs/LosAlamos_Brand%20Identity%20Style%20Guide_LAC_FINAL_Version_2.pdf)

- "0335—Branding Use of the Balance Logo"
  (http://lacport/Docs/CAODocuments/0335%20--%20Branding%20Use%20of%20the%20Balance%20Logo.pdf)

as well as the editorial guidelines included in this document. This will help enforce uniform language and image usage and ultimately improve writing and control content throughout the web site.

Content on the site should be as current as possible. No files (images, documents or pages) should be allowed to accumulate as history. The County's public web site is not a file storage repository or a records repository. All data must be removed periodically based on date unless it is static information such as hours of operation. The content of the County's web site should not be considered the official record for business. Content should come from other official record sources so it can be removed without loss of official data. Requests for County Records from the public should be directed to the County Records Division of the Administrative Services Department - Information Management. Content that is out of date should be handled in accordance with the County Manager Policy "0310--Records and Information Management Governance Policy" in the County Manager Policies Documents currently residing on the intranet at http://lacport/Docs/CAODocuments. This includes all social media sites run by County Departments such as Facebook, Twitter, etc. Remove any outdated materials from these sites according to the Facebook for Marketing and Communication Policy. http://lacport/Docs/CAODocuments/0310%20--%20Records%20And%20Information%20Management%20Governance%20Policy.pdf

Keep language on pages as plain as possible as this helps users scan for the information they are looking for. Use imagery that reflects the makeup of the community we serve.

Content must be clear, accurate, current, relevant and consistent with County strategies, policies and priorities. Content must convey a positive image of Los Alamos.

Department home pages should consist of one page containing links to other pages. Do not put all your information on one page. On the other hand, pages should contain enough information to warrant having a page. Web pages should be designed to allow easy navigation. The department home page should also contain hours of operation and contact information for the department and/or divisions including mailing address, phone number, fax, number and location. Do not duplicate information on more than one page. If you need to refer to content on another page use a hyperlink to navigate to that page.

Do not use large photos, code, features, scripts, cookies, or "programming tricks" that interfere with or obscure the information and navigational capabilities provided by the hosting vendor's content management system or the browser's normal interface. Ensure that all photos are sized for web viewing. This means they should be optimized (compressed) so that they do not take a long time to load into a browser window. Pictures and cookies are downloaded to a citizen's client PC and stored in their temporary internet folder. Over time this folder becomes large and can interfere with performance if it is not cleared out periodically.

Placement of non-County advertising banners and logos on the Los Alamos County web site should be used sparingly and only for County business purposes such as vendor logos for a recreation event. If a commercial link is necessary to be placed on your site with such logos, a disclaimer must be added, "You are now leaving the Los Alamos County Web site. LAC is not responsible for the content of an external source." (use tooltip or alternate text box on links to convey this message)

All external content should be current. External links to outdated information reflect poorly on the County. Department Web Editors and Content Administrators are responsible for ensuring that pages externally linked to reflect Los Alamos County accurately and favorably. Such links will be edited or removed from viewing if they are not County business related, they link to an agency or organization that does not favorably reflect the County or the link is broken or compromised. The County's web site must be compliant with the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG 2.0) standards. More information on ADA can be found at http://ada.gov/.   More information on WCGA standards can be found at http://www.w3.org/TR/WCAG20   and https://www.section508.gov/content/build/website-accessibility-improvement/WCAG-conformance

Graphics and Photographs

Libraries of County-owned images used in web pages (including photos, illustrations, icons, etc.) can be located within a common image directory or in each of the department's intranet web site directories. Images stored on the County's public website must be removed when they are no longer used on any pages. All uploaded images must be an acceptable size no bigger than 60X60px for thumbnails, 300X300px for

images surrounded by text, and 600X800px for linked photos. The only exception is imaged documents such as maps, but these must be listed as documents. Images and text used in other graphic objects such as buttons must be clearly readable. If you require the use of other images, images sized, images edited, guides, etc., you may contact either the Web Developer or the CPR division of the County Manager's office.

Image Formats

PNG, GIF, and JPEG are the most common formats for Web graphics. Their file size should be 40 Kb or less to load quickly and their width size should be set to no larger than 300x300 pixels. If a graphic or photo is to be accessed via a link on the page, the file can be larger but less than 200Kb (600X800px).

PNG (Portable Network Graphics)
1. Better quality than GIF but large file size in some cases.
2. Lossless Compression and great for images as a background
3. 24-bit RGB colors

GIF (Graphs Interchange Format)
1. Better for solid colors or images with very limited colors (256 colors)
2. Render with a transparent background to avoid dithering
3. Icons

JPEG (Joint Photographic Experts Group)
1. Better for images with subtle variations of color (photographs for example)
2. Higher compression tends to degrade quality. Adjust compression to avoid large size and bad image quality

Default icons will be used to identify document types such as the Acrobat symbol for PDF files.

Image files can be in the PNG, GIF or JPG format and should be optimized for speed of loading. Photo images and graphics with gradients can use JPG, while GIFs can be used for graphics such as logos and banners. Use the County Branding Style Guide and/or seek advice from either CPR or I.M, if you have questions about what to use for logos.

Graphics should be readable, meaningful and limited in size. Large images potentially increase download time and inhibit the user's browsing experience. Therefore, image size should not exceed 200Kb. A link should be provided to open larger images in a separate browser window and not to exceed 600x800 pixels.

Background images should not be used unless approved and implemented by the Web Developer or by the County Public Information Officer (PIO). Watermarks should never be used.

All images are to have meaningful Alt tag descriptions to comply with ADA and WCAG standards. For example, use "County of Los Alamos logo", not "picture of County logo" in an alt tag for logo images.

Logos and Colors

The web site pages will largely be governed by style sheets created and managed by our hosting service provider with guidance from the County. The Web Developer or the CPR division of the County Manager's Office will advise on the how the stylesheets should be configured. Use only official versions of the Los Alamos County logo on County Web pages as provided in the Intranet Branding web site (http://lacport/cpr/Pages/BrandingGuide.aspx). The Los Alamos County logo must be on every page of the web site. Please refer to the County Manager Policy #0335 – "Branding Use of the Balance Logo" for more information. (http://lacport/Docs/CAODocuments/0335%20--%20Branding%20Use%20of%20the%20Balance%20Logo.pdf)

Web-ready versions of the County logo are available for use. Electronic logos may not be edited or manipulated, and Content Administrators should not create new versions of the County logo for use on the web site. Colors for logos will be determined by the County Public Information Officer (PIO). No custom background colors will be used on the web site pages unless approved by the County PIO.

Red text should only be used for emergency content and only on a limited basis. Link color will be controlled by the web site style sheets and a user's browser application, so you will not need to worry about text color in this case.

Use of Pop-ups

Pop-ups are generally associated with advertising and can debase trust in a web site. There are also other issues surrounding the use of pop-ups such as; if the visitor's browser does not support JavaScript the pop-up will not work; search engines cannot follow links to pop-up windows and, more importantly, pop-ups present accessibility and security problems. For these reasons pop-ups are not allowed on the County web site.

Animation and Interactive Elements

No objects moving, blinking, flashing or interactive features will be made by Web Editors or Content Administrators. All animation is to be created by either CPR staff or the I.M. division Web Developer with approval from the County Public Information Officer (PIO). Use of animations should be selective. Animated images should not distract a viewer from the content of the site.

Use of Scrolling Banners (Slideshows)

If a scrolling banner is used on a page it must contain images of the same size in width and height as well as the same resolution. No images can be displayed that are stretched or skewed in either direction. Please consult with the Communications and Public Relations graphics experts when creating these types of photos. All banners will adhere to the following specifications:

- Dimensions – Height: 300px; Width: 1000px
- Max number of images – 5
- Min number of images – 5
- Max transition time – 4 seconds
- Slide effect – Fade

Images and photos for a banner container must be created for the container size of 300px x 1000px and must fit within the container. Varying sizes of images and photos are not permitted. If a Content Administrator has photos they would like to use in a slideshow banner, the Content Administrator should submit the photo to the County Communications and Public Relations division via the Photo/Video work order system in the County Intranet site for review to make sure the photo is approved for this purpose.

Sounds

Sounds will not be used on any County web site pages unless they are approved video or audio files. Approval of such files should be obtained from the Public Information Officer (PIO) of the CMO.

Frames

Frames will not be allowed on any web site page. The content of frames may not be searchable by search engines. Tables are only allowed for tabular data. No spreadsheets will be used on the web site pages. Not all users have Excel installed on their computers. You can convert spreadsheets to PDF format and post them as documents on the web site.

Font Type or Style

The font family to be used on all web site pages will be determined by the stylesheets configured for the County's site. Normal text size should be used for the body of a page. Larger font sizes can be used for headings. Headings are indexed by search engines such as Bing or Google to identify important content on a page. Here are some examples of font size designation on web pages.

8pt = Size 1	10pt = Size 2	12pt = 3	14pt = Size 4

Image description text can be size 1. Please see Headings and Titles below for more information.

Document Formats

Allowed file formats for documents referenced on a page will be PDF documents, GIF, PNG and JPG images. Word and Excel Documents must be converted to PDF format. Audio and Video files MUST be approved by CPR staff or the I.M. Web Developer before posting to the Public Web Site.

Links

Links to internal and external entities must be tested and reviewed in a timely manner to ensure accuracy and trustworthiness of the information presented. Links to entities outside County departments or divisions must be approved by the Public Information Officer (PIO).

Instead of denoting a link by the words "Click here" or a similar phrase, be descriptive when providing links — for example: "further information from the Assessor." Consider allowing such links to stand on their own line or provide an ordered or unordered list of links on the page.

Timestamps

All pages, documents, and images on the web site will be time stamped according to the last modification date of that page so that the public will know if this is the most recent information. Timestamps may also be used to determine when content should be purged from the web site to keep searching optimal and required storage of files down. If available, reports may be given to Content Administrators to aid in site cleanup on a periodic basis.

Contact Information

Where appropriate, web pages should have contact information which includes the contact person, job title, department name, phone number, email and, when necessary; the location of the person responsible for the content of the page. This information must be displayed on the department home page in the best manner allowed by the content management software. Do not list vacant positions. The public cannot call or contact a vacancy and therefore it makes no sense to list an open position as a contact on any page or section.

Department Director Photos

All Department home pages will have the department director's photo prominently displayed with their name at the top left corner of the page. Text narration that includes one or more of the following may be written next to the director's photo.

- A description of the department duties or responsibilities.
- The department vision and/or mission statement.
- A short "welcome" message.

The photo can be no more than 144px wide by 216px height and must be a professionally taken portrait. Please contact the Communications and Public Relations office to arrange a photo shoot.

Division Manager Photos

Department Directors may decide to allow photos and bios of division managers. If this is desired, a separate page must be created called Administration, Management Team, Command Staff or something similar. Create a 2-column table in the page and place all photos in the left column and all bio information in the right column including the person's name and job title. The photo can be no more than 144px wide by 216px height and must be a professionally taken portrait.

Headings and Titles

A popular technique that search engines and accessibility software use to score relevance of content on a web page is by looking at the heading tag. Headings are in larger print and are considered the most important content on your page since they contain the topic of the page or offer a summary of the content on the page. Headings are designated by HTML code called "tags" and come in various sizes represented as <H1>, <H2>, <H3>, . . . or Heading1, Heading2. These tags indicate the size and bolding format of the text by the numbers, where <H1> is larger than <H2>. In general, the higher the number is, the smaller the text will be. Your most important title keywords should be placed in the biggest heading tags as they will be granted more importance by search engines than keywords in the body text. Do not place heading tags everywhere on the page. Below are some more common heading designations used on web pages.

Heading1 or <H1>text</H1>

Heading2 or <H2>text</H2>

Heading3 or <H3>text</H3>

Heading4 or <H4>text</H4>

Heading5 or <H5>text</H5>

Heading6 or <H6>text</H6>

Tables

Tables can be used on web pages to present tabular data such as rates or a listing of classes offered. They can also be used to help align objects such as images on a page because each table cell can be set to the same uniform size. Tables and text can be used together effectively to make information more clearly understood. Tables can also be formatted in various ways to help with clarity. If you need assistance with tables, please contact the I.M. Web Developer.

Event, News, and Announcements

All events, news, and announcements should have a short, enticing, and concise heading. Let the content or description text within the item tell the story.

All events listed should have a description informing the viewer of what the event is. The description should be about a paragraph. You can also create a page to describe the event and use a link to that page in the description of the event announcement. The page should be deleted after the event is over unless the event happens on a regular interval (i.e. Once a year) In that case the page should be unpublished until the next time it is used.

Events posted to a department calendar should also be posted by some means to the County main calendar but only if it meets the following criteria: The event must be clearly public facing, of public interest and the public must be able to participate and/or enjoy. Otherwise, create an entry in a department or division calendar.

All news articles must be "newsworthy". Newsworthy means that it is something that under normal circumstance only happens once and is something you'd see in the newspaper. In other words, if you have an ongoing event that occurs weekly, monthly, etc., don't build an article page for it. Use a calendar entry or a page instead. However, if you are announcing a new big event, then one article page is acceptable and should be removed once the event is over.

All announcements must have an expiration date set that is realistic to the subject the announcement is about. Do not "reuse" announcements. RSS feeds and alerts do not work correctly if announcements are used in this manner.

Forms

Forms are created for collecting information from the public. These forms should not seek to collect Personal Identity Data (PID) from the public such as SSN or date of birth.

There are two types of forms that can be used. A web site-based form and a PDF form. Web site-based forms are created by the Web Developer through the use of the Content Management System (CMS). Please submit an IM Request for assistance on these forms. PDF should be used for large, complex forms, or for forms that need to be, printed, signed and mailed. The I.M. Web Developer has access to and experience with Adobe Acrobat, so you can ask their assistance or have he/she create your form.

Use of Templates

Page templates are provided for various types of information (calendars, images etc.) These templates will be used as containers to display the content of a page. Attributes in some templates such as font style, size and colors may not be editable. Only the content of these pages can be changed.

The page headers, footers and backgrounds will be set by the stylesheets configured and by the design of the web site. These shall create a consistent look throughout the web site. All areas of the web site will use the approved web site templates. This is to assure that the background does not conflict with text and link colors and that text and links are easily read. Templates that are not allowed are Discussion Boards, Blogs, and Wiki's.