



# Web Policy and Protocols

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## ***Purpose***

- 1.1 To ensure that the Central Cancer Network (CCN) is represented in a consistent, accurate and appropriate manner via its website.
- 1.2 To enable employees of CCN to communicate and share information by the CCN website with external parties through the provision of clear guidelines.
- 1.3 To provide an electronic platform for staff and contracted providers to work collaboratively.
- 1.4 To provide clear guidelines and standards for links on the CCN internet site.
- 1.5 To ensure CCN's website is coherent and cohesive and adheres to internal processes, standards, technical and security requirements and all relevant external government standards or requirements.
- 1.6 To ensure the content on the CCN website is managed and maintained within a consistent and logical structure to enhance content discoverability.
- 1.7 To enable the employees of CCN to communicate and share information with external parties on the website through a logical, usable and up to date content structure.

## ***Scope***

- 2.1 This policy applies to all employees of CCN and covers all of the CCN website including parts which are for public view and those for internal/restricted view.
- 2.2 Employees shall be deemed to be representing the organisation when they use the website to communicate and share information.
- 2.3 Any person or organisation wishing to include information on CCN website including contractors.

## ***Roles and responsibilities***

As CCN develops its web structure the governance of this development must be managed properly to maintain its structure and informative integrity. The following roles and responsibilities are charged with looking after the web governance and structure, while a separate set of roles have been developed in paragraph 5.1.9 to address specific content management.

### ***Web Server Provider***

- 3.1.1 Receive requests for new functionality and web tools from the Webmaster.
- 3.1.2 Review and advise on web resource requirements into the future.
- 3.1.3 Review and provide advice on all projects or Information Systems change requests that require a web server.
- 3.1.4 Responsible for the maintenance and upgrade of the website's technical infrastructure.

### ***Webmaster***

- 3.1.5 To establish and monitor a work programme for the ongoing development of CCN's website in respect of new functions.
- 3.1.6 Undertaking regular audits of links on CCN's website.
- 3.1.7 Determine all applications for new links. Each application will be tested against the criteria described within this policy before a decision is made.
- 3.1.8 To undertake Content Management System (CMS) Administrator role.
- 3.1.9 To consider and recommend requests for new changes to existing templates for content managed sites.
- 3.1.10 To consider requests for new internal and external domain collaboration sites and recommend to Management team.
- 3.1.11 Responsible for providing training in CMS tools.
- 3.1.12 To support web development on a proactive basis.
- 3.1.13 Responsible for security and maintenance of website.
- 3.1.14 Approve requests for changes to the CCN website (with agreement from CCN Network Manager).
- 3.1.15 To undertake resource role, maintaining a directory of approved photographs, documents and logos for use on CCN's website.
- 3.1.16 To approve items for inclusion in "news and events" area of the website.

### ***CCN Network Manager***

- 3.1.17 To consider requests for web links and advise the webmaster of the decision.
- 3.1.18 Manage the contract with Web Service Provider and monitor performance.

### ***All CCN staff***

- 3.1.19 To carry out their designated role within the CMS – Appendix D
- 3.1.20 To act within the parameters of the Web Policy when using CCN's website.

### ***Prerequisites***

- 4.1.1 Any employee using the CCN website to communicate and share information must ensure they are acting within their formal delegated authority.
- 4.1.2 Any requests for a new, or change to an existing template, are to be made to the webmaster.

## ***Policy***

### ***Web Content***

- 5.1.1 All content published on CCN's website is specifically written for this mode of communication enabling readers to easily find and read information. It shall reflect current day CCN policy and views, its aims and directions, and vision. It shall not bring CCN into disrepute and shall comply with policy and legal requirements.
- 5.1.2 CCN website shall not breach the Government's web standards, these can be viewed at [www.e.govt.nz](http://www.e.govt.nz).
- 5.1.3 All content on CCN's website shall adhere to the Style Principles as detailed in Appendix A.
- 5.1.4 Use of Te reo Maori is optional and may be included in appropriate sections of the website. Where used it must be easy to understand and written correctly.
- 5.1.5 When content is created on the website it is important to identify the audience the content is intended for.
- Consumers and whanau/family
  - Providers
  - CCN staff
  - Work and advisory groups
- 5.1.6 Web based publishing has an important impact on the reputation and public standing of CCN and must therefore occur in the context of an official policy framework. In addition to being relevant to the core business of CCN, any material published must take into account the requirements of any other relevant government policies. It is the role of the webmaster to ensure that these requirements are incorporated into pages. It will be the role of the webmaster and CCN manager to enforce those policies and government requirements.
- 5.1.7 All publishers of web content have a responsibility to ensure that their information is accurate and timely, or ensure that it is removed off the web if it is out of date, by advising the webmaster.

### ***Content requirements***

- 5.1.8 The following rules are not an exclusive list, but can be used as a reference when submitting content to the webmaster for publishing.
- a) Web pages should use inclusive language wherever possible. The use of demeaning or offensive language is prohibited.
  - b) Web pages and their content will be required to be constructed in accordance with any technical or appearance guidelines used by CCN at the time of submission.
  - c) All information published via CCN web servers must be authorised by CCN management within their designated role (see Appendix D) to ensure that information is kept accurate, relevant and consistent with this and any other CCN information sharing policy.

- d) CCN will enforce this web content policy and reserves the right to take appropriate action under any relevant policies and procedures where breaches are found. Authors of content may be asked to modify their content to align with CCN standards.
- e) The website will not contain content that exposes CCN to loss of face or risk in the conduct of its core business as well as its legal and ethical obligations. It is the responsibility of the webmaster to ensure their published material complies with this requirement.
- f) Web content must not contain any 'copyrighted' material including images, text and software without the written consent of the copyright owner.
- g) Advertising on the CCN website for the purposes of commercial gain is not permitted. Web pages may contain an acknowledgement of a sponsor of a particular project, provided the appearance of the acknowledgement is within web page design guidelines.
- h) CCN web pages may not be used for private commercial gain.
- i) Where an image is used to convey a message a text alternative must also be provided.
- j) Colour alone must not be relied upon to convey a message. Text and graphics must be legible and understandable when viewed without colour. In addition, the background and foreground must have sufficient contrast that they can be viewed clearly by those who have difficulty with certain colour combinations. Specifically, textures and patterns are not used, nor will red/green combinations.

### ***Content Management Roles***

5.1.9 The content management system (CMS) is a tool used to create and manage web pages which enables the management and creation of web pages easily and effectively. In the CMS there are a number of different user types and these are known as user roles. Each user role has specific tasks to complete and is given access to different tools within the CMS. Not all roles have access to the same functions and tools. One person may have more than one role assigned to them. For CCN the roles in the CMS are:

Subscriber – this is a read only role. The subscriber is not assigned any responsibility as they are to have view only access.

Author – the author role can create and edit content and page properties. Once completed, they must submit information they have created or changed to an editor for approval before the information will be published.

Editor – the editor role is responsible for approving or declining content, based on accuracy, content suitability and content alliance with any web policy. An editor may also revise pages as required without notifying the original author.

Resource Manager – this role controls a repository of CCN attachments and other items in a resource gallery. Only the resource manager can add, replace, amend, preview and delete resources in this gallery.

Webmaster – the administrator role (referred to as webmaster) is undertaken by a person with the appropriate technical knowledge. They control all aspects of the website.

*The current situation in CCN has the Webmaster responsible for the positions of author, editor and resource manager. Major changes to the website are done in conjunction with the CCN Management team and specifically with the person managing a particular project or work stream that requires attention.*

5.1.10 The approval process to be followed for publishing new or amended content onto CCN web pages is:



5.1.11 When an application for content is made the contributor will need to provide

- proposed content of the webpage/link
- expected life term of content
- name of staff member who will be responsible for reviewing, updating and maintaining the content

### **Web Document Size**

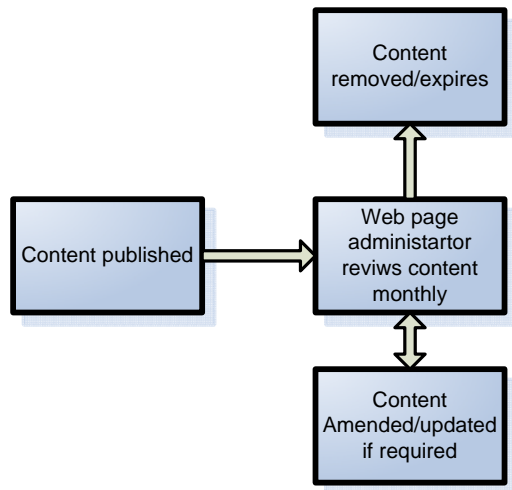
5.1.12 CCN is conscious that there are target audiences who may be on slow dial-up connections therefore it is important that the following standards are adopted:

- Web documents primarily concerned with navigation should not exceed 55kb including graphics and text
- Web documents primarily delivering content should not exceed 100kb.
- Web documents provided for special purposes, ie attachments on a page, should not exceed 10MB and it is preferable to keep documents to less than 1MB in size.

### **Content Review dates**

5.1.13 Most pages will have review of expiry dates set at the time of content approval. Because the nature of CCN sees projects changing regularly this review should be monthly. It is likely that the administrator will have an overall awareness of project and work group progress and can therefore review more or less regularly as needed, and in conjunction with the CCN Management team. Pages will contain the line “this page was last updated on ...”.

The diagram below outlines the content review process.



5.1.14 Archiving – as information on the web passes its expiry date, or becomes otherwise invalid, it will be moved to an archive storage area within the CMS. Any such information will be kept in line with requirements of the Public Records Act which states in part”

*“The Act introduces three key duties that all public offices and local authorities must adhere to. They are:*

- ***Requirement to create and maintain records***

*Under the Public Records Act, all public offices and local authorities are required to create and maintain full and accurate records in accordance with normal, prudent business practice. They must also be accessible over time.*

- ***Authority of the Chief Archivist required to dispose of public records***

*The Public records Act continues the Achieves Act requirement to gain the Chief Archivist’s authorisation before disposing of public records. Disposal is the archival term for the ultimate fate of public records; usually either by destruction or transfer to the Chief Archivist.*

- ***Records over 25 years of age***

*A new requirement is that records are not held by Archives New Zealand, that are 25 years of older, will be available for transfer to Archives New Zealand. However, if records are still required for administrative use, a transfer can be deferred. At 25 years, records will need to be classified as having either open access or restricted access. For advice on this provision, contact Arrangement & Description, phone 04 499 5595 or email [transfer@archives.govt.nz](mailto:transfer@archives.govt.nz)*

While expiry dates can be set by the contributor at the time of drafting, only the Webmaster will have the functionality to physically move information to the archive location.

5.1.15 Content to feature in “news/events” must meet the following criteria

- A high priority project for which the intended audience generally covers one or more channels.
- High demand for the information from users.
- Public health event of significance

## ***Links***

### ***Links from CCN site***

- 5.2.1 All links must meet the e-government recommendations for general website content as outlined in this policy.
- 5.2.2 The CCN webmaster has the right to approve or decline any request for a new link by applying the criteria as outlined within this policy and on the web link application form.
- 5.2.3 The webmaster may remove a link at any time and without any prior notice to the page owner.
- 5.2.4 The owner of the site being linked to is responsible for ensuring their site is accurate and up to date.
- 5.2.5 Links will need to be regularly reviewed for relevance, suitability and accuracy by the web page owner or original requester.
- 5.2.6 Provision of a link to an external website does not constitute any endorsement or agreement with any views published on that website.
- 5.2.7 Where a linked website contains links to other websites, the appropriateness of those secondary links will not be evaluated or managed by the webmaster.
- 5.2.8 Anyone who has a concern about a current or proposed link should make their concerns known to the webmaster.
- 5.2.9 Links may be made to companies sponsoring official CCN events, but only on the page relevant to such an event.
- 5.2.10 All external links will open a new web browser.
- 5.2.11 Link text must be descriptive so that users know what they are linking to , eg, "View information on clinical hours", rather than "click here".
- 5.2.12 Ownership of the external site must be immediately evident on the page/documents linked to.

### ***Considerations when applying for a new link***

- 5.2.13 Links will generally be accepted provided they transport the viewer to information that is CCN business related, or has a reasonable relevance to the services provided by CCN.
- 5.2.14 A number of links to other NZ government departments will be included as required under any relevant legislation or e-government guidelines.
- 5.2.15 The webmaster may decline any request for a new link where it is found the link is to a website that:
  - Is engaged in any unlawful activity
  - Is engaged in the sale or promotion of tobacco, alcohol, firearms or illegal drugs
  - Contains or links to any pornographic material
  - Contains any illegal, offensive, racial discrimination, or defamatory content
  - Furthers the political agenda of any candidate running in any organisation in which CCN has informal dealings
  - Advertises any unproven therapies or products

- Links to personal websites
- Charges for access

5.2.16 Once approved, links may also be removed for the following reasons:

- the link no longer points to the original information or resource to which was approved
- the website linked has changed and now contains information outlined in paragraph 5.2.15
- access to the information has become difficult due to formatting, lengthy download or size of linked documents
- the link becomes permanently unreachable or remains unreachable for any lengthy period.

### ***Procedures for new links***

5.2.17 All requests for new links must be submitted to the Webmaster for consideration.

5.2.18 The website will be assessed for accessibility, quality of information and nature of content.

5.2.19 If the website is found to be within policy guidelines, a link will be set up, the requestor informed and the decision filed for future record keeping.

5.2.20 If an application is declined, the requestor will be informed and the decision filed for future record keeping.

5.2.21 The webmaster will keep a list for all approved and declined web links for use as a reference guide for future requests.

### ***Disclosure***

5.2.22 The existence of a link to an external website does not imply that CCN endorses the activities or views of that organisation.

5.2.23 CCN in no event shall be responsible or liable, directly or indirectly, for any damage or loss caused by, or in connection with, the use of any such content or services from the linked site.

### ***Audit of links***

5.2.24 An examination of a randomly selected number of links may be periodically carried out by the webmaster to confirm the link falls within the parameters of this policy.

### ***Consequences***

5.2.25 Contravention or circumvention of this policy may constitute Misconduct or Gross Misconduct under the MidCentral District Health Board Code of Conduct and House Rules and will result in disciplinary action which may include dismissal.

## ***Information Architecture***

- 5.2.26 CCN website shall have one architecture for all audience groups, including internal and external audiences.
- 5.2.27 The information architecture shall provide for “secure” areas which are accessible by staff and other approved readers based on their individual logon and role.
- 5.2.28 CCN's web architecture shall be e-government compliant.
- 5.2.29 The website's Information Architecture shall be based on the following principles:
- **Accessibility:** Promote accessibility and usability of content for the public, health and disability providers and CCN staff
  - **Communication:** Display simple and easy to find messages, news and events for all users
  - **Demand:** Provide a structure to support the popularity of website content
  - **Discoverability:** Enable quick and easily discoverable information
  - **Manageability:** Create a clear structure for manageability of web content
  - **Usability:** Maintain a useable structure and information flow
  - **Adaptability:** Allow for an adaptable architecture for future needs and changes within CCN
  - **Complete Representation:** Across the Cancer Continuum
  - **Compliance:** Comply with the New Zealand Government Web Standards version 2.0
  - **Equality:** Promote equality in representation of all CCN work areas
  - **Health and Wellbeing:** Reflect that CCN's role covers the full continuum of cancer, including prevention, detection and screening, diagnosis and treatment, support and rehabilitation, and palliative care
- 5.2.30 CCN's web information architecture shall be based on the following nine logic points:
- a) **Common Architecture:** The Information Architecture for the CCN website is based on multiple audience views of the information in a common architecture
  - b) **Consistent Structure:** All high level content groups must have an initial landing page and, if needed, a contacts section
  - c) **Government Web Standards:** Government web standards prescribe that links, contacts, search and the sitemap are to be available from the homepage.
  - d) **Majority Placement:** Where content could be displayed in two or more locations on the site, the content will be physically located in one place based on where the majority of the content fits. The content will be managed within this content group.
  - e) **One Location:** Content must be stored in one location only but it can be accessed in multiple places through implementation of alternative views and links.
  - f) **Secure Information:** Non-public information will be assigned secure permissions and will not be viewed by the public.
  - g) **Stakeholder groups:** stakeholder groups are staff, public and providers. The website structure represents the information needs of these groups.

5.4.6 The following content groups have been established for CCN's website:

- a) Home. Contains CCN background and links to newsletter and consumer rep sign up forms
- b) About Us
- c) Kaupapa Maori
- d) Pacific Communities
- e) Initiatives
- f) Resources
- g) Info for Consumers
- h) Contact us
- i) News and Events
- j) About this site
- k) Site map

5.4.7 Any requests for additional content groups shall be by way of formal application to the CCN Network manager and be accompanied by associated logic.

### ***Definition***

CMS:	Content Management System
Content managed site:	is the main site where users view content
External domain:	CCN web server domain available to all website users (i.e., available from the internet)
Internal domain:	CCN web server domain available only to CCN staff or authorised users (i.e. available from the CCN network only)
Content Group:	A content group is a collection of related content. In content management terms a content group is a channel which may have sub channel(s) or page(s) underneath it.
Information Architecture:	Information Architecture (IA) is the term used to describe the structure of a system, i.e., the way information is grouped, the navigation methods and terminology used within the system
Information management:	Information management involves the handling of information acquired by one or many sources in a way that optimises access by all who have a share in that information or a right to that information

### ***Further information / assistance***

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## ***Appendices***

Appendix A	Web Style Principles
Appendix B	Web Writing Guidelines
Appendix C	Audit Checklist
Appendix D	CMS Roles and responsibilities

## **Appendix A**

### **STYLE PRINCIPLES**

These principles apply to all information within the CCN site.

#### **6.1 Reader**

- 6.1.1 All content pages on the web shall refer to the reader in the first person, e.g. you and your, to provide a personal reading experience.
- 6.1.2 In supporting (attached) documents, the reader may be referred to in the first or third person as is appropriate.

#### **6.2 Content Owner**

- 6.2.1 Content provided on the website (whether directly on a page or within an attached document) shall refer to the content owner in the third person for clarity, e.g. CCN.

#### **6.3 Content**

- 6.3.1 Aside from tables, frames shall not be used.
- 6.3.2 Content must reflect CCN policy. Writers should therefore exercise good judgement and common sense when creating content for CCN's website.
- 6.3.3 Content shall be concise and to the point, using the recognised rule of thumb that web pages have 50% less text than conventional publications. If additional, descriptive information is required, this should be provided in attached documents.
- 6.3.4 Content shall be structured to enable easy scanning by the reader.
- 6.3.5 Where content exceeds one web page (around 400 – 500 words) section headings are to be used. Sections headings are to be listed near the top of the page with bookmarks/links to the relevant sections.
- 6.3.6 All content pages must be written so they can be read independently of other pages on the site. This includes use of a unique explanatory heading for each site, identification of content owner (see 6.2) acronyms and abbreviations (see 6.4).
- 6.3.7 Plain easy to understand language and short sentences, and everyday words are to be used. Use of “slang” is not permitted except where it is part of an approved communication plan or strategy, or, its use is considered appropriate to the target audience.
- 6.3.8 Use of te Reo Maori for appropriate sections of the website is supported but not mandatory, and where used it must be easy to understand and written correctly.
- 6.3.9 Where non-English language is used for specific sections of content, an English translation is to be provided on the same page.

- 6.3.10 Paragraphs should to be kept short, with one idea per paragraph, and must be ordered in a clear, logical manner.
- 6.3.11 Content is to be written in the active, rather than the passive, voice, e.g., they held a healthy eating seminar rather than a healthy eating seminar was held.
- 6.3.12 Lists of information (bulleted lists) to be kept short, and should not exceed seven wherever possible.
- 6.3.13 Keywords should be identified and included in content to enable readers to find these through use of search engines.
- 6.3.14 Content must be accurate. Spelling and grammar checks must be conducted manually, not relying solely on computers.
- 6.3.15 Refer also “writing for the web guidelines”.

## **6.4 Acronyms and abbreviations**

- 6.4.1 Acronyms and abbreviations may be used but must be identified in full on every page which they appear for the first time.

## **6.5 Dates and timeframes**

- 6.5.1 All content must refer to dates and timeframes in exact terms (day, month and year). Use of inexact times, such as tomorrow or next month, should not be used.

## **6.6 Names and Roles**

- 6.6.1 When referring to people, always identify them by role.
- 6.6.2 Identification by name is to be restricted, taking into account security and privacy issues.

## **6.7 Hyperlinks (to related information)**

- 6.7.1 Hyperlinks are to be identified by underline.
- 6.7.2 Hyperlinks should not be displayed as part of a sentence, but embedded as part of normal text, e.g.:  
 “<http://www.centralcancernetwork.org.nz/work> groups is where the information is held” is incorrect and should be: work group information .....
- 6.7.3 Secure links must always display https://.
- 6.7.4 Where it is necessary to break a hyperlink over two lines, the separation is to occur at a punctuation point.

## **6.8 Copyright**

- 6.8.1 Content featured on CCN’s website is subject to Crown copyright and may be reproduced free of charge in any format or media without specific permission being sought.
- 6.8.2 Where content is subject to copyright of a third party this must be clearly identified.

## **6.9 Document Size**

- 6.9.1 Documents attached to web content shall be less than 50kb in size if at all possible, and are not to exceed 10MB
- 6.9.2 Any documents exceeding 50kb in size shall be tagged accordingly, identifying the document size.

## **6.10 Pictures and Images**

- 6.10.1 All images used on CCN's website must reflect its vision.
- 6.10.2 No single image on a web page shall exceed 72dpi. If a higher resolution is needed, a thumbnail link must be used, i.e. images larger than 72dpi must be displayed in their own page and not as part of referring content.
- 6.10.3 **Pictures and images within a document are to be 150dpi.**
- 6.10.4 All photos are to be accompanied by a caption wherever possible.
- 6.10.5 Text equivalents (in the form of "alt text") are to be provided for all images so that they can be accessed by all readers, including sight impaired. All alt text data must finish with a full stop followed by a single space.

## **6.11 Menus**

- 6.11.1 Menus shall be in HTML or an HTML alternative shall be provided.
- 6.11.2 Drop down menus are to be used for the main navigation only.

## **6.12 Review**

- 6.12.1 All content must be reviewed and updated regularly in accordance with CCN's Web Policy.

## **6.13 Font attributes**

- 6.13.1 Font size and colour shall be as per the approved web template used.
- 6.13.2 Use of capital (block) letters is to be used sparingly.
- 6.13.3 Letters are not to be spaced for effect, especially in titles which are indexed by search engines.
- 6.13.4 Underlining shall be used to identify links to other parts of CCN's website, or other approved websites (as per Links Policy) only.
- 6.13.5 Italics shall be used to identify the title of document being referred to only.
- 6.13.6 Bold shall be used for headings only.

## **6.14 Download Time**

- 6.14.1 The desired download time for a single content page should not exceed 30 seconds

## **6.15 Click Depth**

*6.15.1* The maximum click depth to access all information other than “staff only” on CCN’s website is four. For “staff only” information, four click depths is desirable but six is acceptable.

## **6.16 Attachments**

*6.16.1* Use of attachments is to be kept to a minimum.

*6.16.2* An HTML or PDF version of the attachment must be provided wherever possible. When HTML or PDF versions are not available, details of how a printed version of the document may be sourced must be provided.

*6.16.3* The attachment type must be identified as part of the link, e.g. (PDF 33KB)

*6.16.4* Preferably, all attachments should be written for web user. Where this is not possible, a brief description of the document must be provided.

## **6.17 Metadata**

*6.17.1* For those papers that require a higher level of search ability within search engines, all metadata must be completed for the page, e.g. title, description and key words. Refer to Webmaster for advice.

## **6.18 Defamation**

*6.18.1* Defamatory material shall not be published on CCN’s website.

## Appendix B

### WEB WRITING GUIDELINES

#### Web Writing Guidelines

##### Introduction

Content written specifically for the web must be concise and structured to support the way in which online information is generally consumed. In essence the average online reader will skim web pages rather than read them word by word, using elements such as heading, lists and highlighted words to quickly assess the appropriateness the content to their need and its currency and reliability. Only once this scan is successfully completed will the reader look more deeply into the available content.

##### Define Purpose

Defining the purpose of the content helps you make decisions about:

- what information to include and what to leave out.
- writing style and structure.
- where the content will sit on the website.

*Questions to ask yourself?*

- Is the aim of this content to:
  - educate and inform;
  - motivate or raise awareness;
  - update or report
  - request information or feedback, and/or;
  - help visitors to the site to complete a task or find specific information?
- How does this content complement other information and marketing activities?

##### Understand your Audience

A large percentage of web users will scan web pages rather than reading word for word.

It is important to understand your audience so that content can be aimed at the right audience, i.e. who are the likely users of your site?

*Questions to ask yourself:*

- What type of information do they expect to find on your site?
- What do they want to know?
- What does CCN need them to know?
- What are CCN's priorities?

## Assess Web Suitability for Purpose

You may find that the web is not the best way to present the information. For example, a report that includes a lot of graphs and tables may not suit the online format. Instead, an overview of the report with instructions on how to obtain the print version may be more appropriate.

*Questions to ask yourself:*

- Is web-based information what your customers are looking for?
- How will the content fulfil their needs?
- Would a brochure or other print matter serve their needs better?
- Can your readers find this information on another website or are you providing something new?

## Provide Easy-to-Read Content

Clear, concise content will improve accessibility and usability of the website.

Have you asked a non-health professional to read the content and provide a lay perspective?

## Establish and Maintain Credibility

It is important to build and maintain credibility so that your readers trust and value the information on your website.

To establish and maintain credibility:

- a) check spelling and factual data for accuracy;
- b) proofread your work;
- c) give yourself enough time to write a first draft, have a break and return later;
- d) print out your content to make it easier to make corrections and changes;
- e) get another person to proofread your document;
- f) avoid inappropriate language (e.g. bureaucratic, health jargon and discriminatory language) and use inclusive communication<sup>1</sup>;
- g) provide references and attributions where required;
- h) link only to credible websites for supporting or related information;
- i) schedule regular link checks to ensure all hyperlinks are correct and working.

## Plan the Structure of your Page

Each page should have a single purpose or relate to a single topic, and should contain a unique explanatory heading. This allows for ease of reading and accessibility to information, e.g. when accessing the page through a browser or via search results.

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<sup>1</sup> Note: All online content is accessible to an international audience.

## Scannable Content

When reading on onscreen people want minimum words, but maximum content and they want it fast. Research has also shown that many people scan pages rather than reading them word-for-word, therefore make your writing easy to scan and understand by:

- using plain English, short sentences and everyday words.
- writing 50% less text than for conventional publications, and then edit and streamline this further – aim for 400 – 500 words.
- keeping language neutral (e.g. by avoiding overblown health language or 'bureaucratese').
- using bulleted or numbered lists to display key points (maximum of 7 items per list).
- creating emphasis (e.g. by using bold text or highlighting) sparingly to pick out keywords and phrases.
- avoid italics as this is difficult to read onscreen and are to be used to identify the title of documents only.
- putting the most important information first (e.g. summary and/or conclusion).
- using the active rather than the passive voice, where appropriate, for direct, more lively text (e.g., they held a promotion day rather than a promotion day was held).
- use diagrams and images that aid comprehension, add value to, and support the content.

(Note: ensure that text equivalents are also available)

## Meaningful Labels

Maintain a consistent, logical format at all times and adhere to this. Meaningful labels that clearly describe the content of a page or section, and improve search results on your information should be used on:

- navigation terms
- page titles
- headings and subheadings

Don't start labels with articles 'a', 'an', 'the', but move keywords to the front, these will be used by search engines when ranking search results.

Keep labels as short as possible (about two to six words)

## Hyperlinks to Related Information

Structure your text into blocks and use hyperlinks to present different but related topics on separate pages. This enables users to drill deeper for information if they want to, or to ignore material they don't find relevant.

As not all users are interested in the prehistory of a topic, background information can be presented in this way.

Hyperlink descriptive words or phrases that will let the reader know what the destination page contains (e.g. use 'further information on sand crabs is available...' rather than 'further information is available here...').

Never use a URL as a hyperlink within a sentence:

Instead of 'full details are available at:

<http://www.moh.govt.nz/immunisation/>, use 'full details are available at the Ministry of Health's immunisation site etc...

When you do need to display URLs they should be hyperlinked (e.g. for lists of references or related links that may be printed and used at a later date).

Don't waste words explaining the process, but let the hypertext do the work:

Instead of 'Click here for full details in the latest newsletter' use 'The latest newsletter has full details'

Avoid hyperlinking to other sites on the index or top-level pages (particularly in the first paragraph) of your site, so users don't leave prematurely. External links are more appropriate on the landing, or content pages of a site.

Avoid overcrowding the text with hyperlinks as this can be distracting. Put a list of them under a 'Related information' heading at the end if necessary.

Check that all hyperlinks used are correct and working.

Note:

- URLs do not necessarily start with www and it is not always necessary to include <http://> in the link text.
- Secure links must always display <https://>.
- The www prefix should be included when it is useful for identifying the resource as a web address.
- If it is necessary to break a URL over two lines, do so only at a punctuation separator.

Existing Print  
Documents for Web

Because traditional media is so different, documents prepared for print publication are not suitable for online presentation and, where possible, should be re-written for the web.

However, this takes time and resources. On large documents, it can often take just as long to re-write the material to make it suitable to read online as it did to write the original.

Early planning and preparation are vital so that information can be produced for both mediums simultaneously. Print and web authors and publishers need to work together to streamline the publishing process to ensure that both versions are equally significant - the online version should not be an afterthought.

If it is not appropriate or cost effective to re-write a document for the web and it has to be published online, there are alternatives:

Convert the document in its existing form to HTML, PDF or text only

Provide a full download of the document for printing

Increase the usability and accessibility of the document:

- Split large documents into smaller sections.
- Provide a linked table of contents.
- Add value.
- Provide a short summary of the whole document or each section.
- Provide the executive summary in HTML and the rest in PDF.

Some options for managing traditional printed documents are set out below:

<i>Document Type</i>	<i>Optimum Solution</i>
Brochures	Convert to HTML, incorporate some images if necessary to tie in with the printed version.
Fact Sheets	Convert to HTML and provide print-friendly version.
Guidelines or booklets	<p>Convert to HTML and provide a print-friendly version. Incorporate some images if necessary to tie in with the printed version.</p> <p><b>or</b></p> <p>Provide a summary or overview of the document and table of contents in HTML, incorporate some images if necessary to tie in with the printed version.</p> <p>Convert the document to PDF and split into sections; link the sections from the table of contents.</p> <p>Provide a full download of the document for printing and offline use.</p> <p>Note: Follow the PDF publishing principles and implementation advice when publishing PDF's online (contact MidCentral DHB Communications Unit for further information).</p>
Newsletters	<p>Convert articles/stories to HTML and provide a print-friendly version.</p> <p>Remove supplementary sections that are in the print version such as contacts, current events and advertisement that are already published on the website.</p> <p>Provide links to these sections where appropriate.</p>

## Regularly Review your Content

Out-of-date and extraneous content can mislead, confuse and frustrate web users and sabotage the website's intent to inform and author's intent to inform and empower users. To ensure content remains current and relevant:

- a) review the CCN procedures and policies regarding content management;
- b) set up a timetable to remind you when content will need updating or reviewing;
- c) update or remove date sensitive content in a timely manner (for example on completion of a conference replace the registration form with an event report and/or details about next year's conference);
- d) provide a date when the content was last updated and/or last reviewed;

remove or archive content when appropriate

## Appendix C

## Audit Checklist

Ref.	Checklist	Meets Expectations (Y / N)	Comments
1.	Does the page contain a relevant heading?		
2.	Is all the information on the page relevant to the page heading?		
3.	Is the information accurate?		
4.	Is the spelling correct?		
5.	Is the content grammatically correct?		
6.	Have you addressed the reader in the first person?		
7.	Have you referred to your service/organisation in the third person when first mentioned on the page?		
8.	Is the information consistent?		
9.	Is the structure of the content consistent?		
10.	Is the information clear i.e. unambiguous?		
11.	Has plain language been used?		
12.	Is the tone consistent with the preferred tone for the site? e.g. written in the first person.		
13.	Are sentences and paragraphs short?		
14.	Has formatting been applied according to best practice?		
15.	Is there an HTML or PDF version of each attachment?  Where an HTML or PDF version of an attachment is not available, have details of how to source a printed version of the attachment been provided?		
16.	Does each table fit on a screen?		
17.	Do all images contain relevant alt text?		
18.	If needed, has the meta data and meta tags been added?		

## Appendix D

### CMS ROLES AND RESPONSIBILITIES

Role	Responsibility	Key tasks	Training requirements	CCN position
<i>Subscriber</i>	This is read only role. The subscriber is not assigned any responsibility as they are to have view only access.	View information	Nil	Any staff member or member of the public can be a subscriber.
<i>Author</i>	The author role can create and edit content and page properties. Once completed they must submit information they have created or changed to an editor for approval before the information will be published.	Create new pages Edit page content Edit page properties	Nil	Support Coordinator
<i>Editor</i>	The editor role is responsible for approving or declining content based on accuracy, content suitability and content alliance with any web policy. An editor may also revise pages as required without notifying the original author.	Edit page content requests Approve page content Decline page content Delete pages	Nil	Support Coordinator Project Managers Service Improvement Facilitators Network Manager
<i>Resource Manager</i>	This role controls a repository of CCN attachments and other items in a resource gallery. Only the resource manager can add, replace, amend, preview and delete resources in this gallery.	Create, maintain and delete items in the gallery.	Nil	Support Coordinator
<i>Administrator</i>	The administrator role is undertaken by a person with the appropriate technical knowledge. They control all aspect of the website.	Create and assign user rights Create resource galleries Resolve issues	Nil	Support Coordinator

