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Website Content Management Policy

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Definitions

'Accessibility' is the degree to which the site is available to as many people as possible

'Content' relates to the text, images, documents, videos, narratives and any other information published online.

'Content author' is the person responsible for entering content onto the website and keeping it up to date.

'Web content manager' is the person responsible for publishing and managing online content.

'Content owner' is the person that wrote the text, document or narratives or provided the image /videos

'Metadata' refers to information about content pages and files, used to describe and categorise content.

'URL' stands for uniform resource locator – the unique address that identifies a page on the website.

'Usability' is the extent to which users can use and interact with the site efficiently and effectively to achieve their goal.

'Website' refers to Torquay Museum Without Walls Inc. public website (www.torquayhistory.com) including search engine, publications online

1. Basic Beliefs

That all online content maintains a consistent, appropriate and effective presence, ensuring content remains relevant and of value to users.

2. Purpose

These guidelines aim to protect, promote and enhance TMWW brand and image. They also enhance the user experience and satisfy the enquiries of those users of the site, by offering engaging content, focused upon end user needs; provide a framework to assist in the delivery of consistent, appropriate, professional and effective website communication for a range of audiences.

3. Guiding Principles

Only authorised users are to publish content within the web environment, subject to their allocated role and approval from the TMWW management committee.

All online content published on behalf of TMWW is to be checked for accuracy, accessibility and duplication of currently published information, and must adhere to TMWW's strategic objectives, branding guidelines, web design and content standards and website management procedures, by:

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- Ensuring material to be placed on TMWW websites has been approved through the appropriate approval structures
- Meeting TMWW's online design, content, photography, and media standards;
- Adhering to the intent of any specific area of the website to serve an audience through consistency of design and tone of voice, and
- The Management Committee reserves the right to access, edit and delete content which breaches this policy, is deemed inappropriate or does not acceptably represent TMWW.
- Online advertising/commercial endorsement
 - TMWW web pages must not contain advertising for commercial entities or include third-party logos without advance approval from the Committee of Management
 - advertisements must comply with the TMWW Sponsorship Policy.
 - pages must apply referencing and citations as per TMWW Copyright Policy

4. Workflow and approval

Workflow is an approval process that determines who will check content before it is published to the live web environment. It is designed to maintain quality and ensure compliance and consistency of style.

4.1 Responsibilities

4.1.1 Web content authors

Content authors are responsible for creating and maintaining content on the website.

Content authors:

- co-ordinate the development of content
- create and update content
- assign appropriate metadata to content items
- ensure the material has been cleared for copyright and legality
- submit content through the workflow for approval by web content manager
- maintain content in a timely manner

4.1.2 Web content manager

The web content manager is responsible for authorizing the publication of content after:

- confirmation that content created or edited is accurate
- ensuring that content is appropriate for website users
- advising authors of any changes required to content before it is suitable for publication

4.1.3 Content owners

Content owners are the custodians of the content. Quite often, they are also the content author.

4.2 Editorial guidelines and standards

4.2.1 Content criteria

The criteria below have been established to ensure that content on the TMWW website is relevant and appropriate for the medium and the audience. The Web Content Manager must approve all content as being suitable for publication.

4.2.2 TMWW website

Website content must align with at least one of these criteria before it is approved and published:

- delivers key information on Torquay or the neighbouring district to the target audience
- provides ease of access to historical records

4.2.3 Publishing images

Images will only be published on the website if they:

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- are optimised for the web
- are relevant, compelling and add value
- do not infringe copyright; and
- the source is attributed

4.2.4 Linking to external websites

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

External websites must only be linked to where:

- valuable content is being offered
- the information provided is relevant, credible and accurate
- the information provided does not conflict with information published on the TMWW website

4.2.5 Document availability

- All general material published on the TMWW website will be available to all users, but the Management Committee has the discretion to limit access to certain records to registered members
- To ensure the efficacy of the search facility, PDF documents should not have inbuilt security applied to prevent content copying unless there is a strong and valid business need.

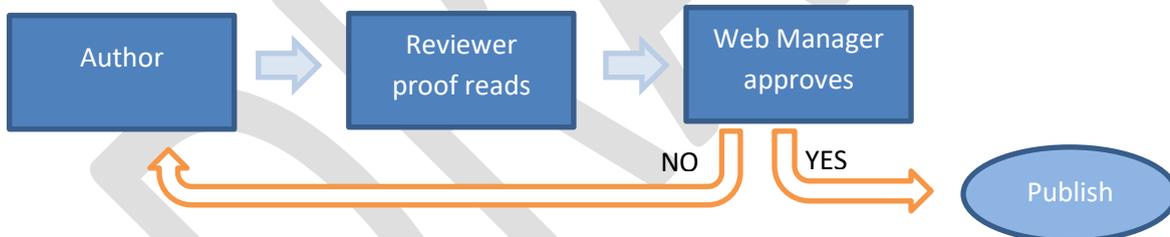
5 Procedures

5.1 Approval

The Web manager must approve all material published on the website

5.2 Content approval process

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



5.3 Updating material

In cases where it is agreed by the web content manager and all affected content authors, the workflow may be removed to enable content authors to release and publish updated pages in a timely manner.

6. Evaluation

7. Associated Procedures

6. Reference