

WEB CONTENT MANAGEMENT POLICY AND PROCEDURE®

DOCUMENT SUMMARY/KEY POINTS

- **Note:** This policy is applicable to the Sydney Children's Hospitals Network (SCHN) websites. Only authorised web content may be published on the SCHN website or other websites associated with the Network.
 - Web content should comply with SCHN's style and/or writing for web convention guidelines. These guidelines can be found [here](#).
 - SCHN's public-facing websites are managed through Public Relations under the Directorate of Community Relations and Marketing.
 - Several exceptions exists:
 - The Kids Health website is managed by Kids Health under the Clinical Operations Directorate
 - Kids Research is managed by KR under the Research Directorate
 - Learning.kids website is managed by IT through the Directorate of Clinical Integration.
 - Public Relations authorises the creation of a new **web pages on existing websites** and its content.
 - Corporate Branding manages the design and authorisation of sub-identity and program logos and graphics for use on the websites.
 - Department Managers are responsible for the accuracy and currency of information for both existing and new website content
- Please note all requests to develop a **new sub-identity websites** should be referred to the policy "[Location and Design of Network Sub-Websites](#)".*
- The SCHN Digital Content Manager will assist in publishing new content on the website.
 - All web content must receive ongoing systematic review by the Department Manager or their delegate.

Approved by:	SCHN Policy, Procedure and Guideline Committee	
Date Effective:	1 st April 2019	Review Period: 3 years
Team Leader:	Director - Community Relations & Marketing	Area/Dept: Community Relations

- High profile/extreme risk pages should be reviewed more frequently. These are identified by the Digital Content Manager (Public Relations) in association with the Web and Intranet Steering committee (WISC).

CHANGE SUMMARY

- The scope of this policy has been reviewed to incorporate all the SCHN public websites.
- Changes acknowledge the role of the Digital Content Manager.
- Responsibilities of SCHN, Department Managers and Web Editors have been updated.
- Term Content Custodian has been added to replace Web Editor
- Simplified a number of related topics, including policies and links.

READ ACKNOWLEDGEMENT

- All staff editing web content require training coordinated by the Digital Content Manager or other Public Relations staff. In some cases this will be provided by IT Services.
- All staff editing web content should read and acknowledge they understand the contents of this document.

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1 Introduction

1.1 Purpose

The purpose of this policy is to:

- Provide procedures to publish authorised public website content
- Outline the responsibilities of the Managers, Content Custodians, Public Relations and IT Services in the management of web page content.
- Outline web page content review.

1.2 Scope

This document is relevant to websites administered by Sydney Children's Hospitals Network (SCHN).

1.3 Definitions

Web page content: includes materials such as text, graphics, multimedia and downloadable files (e.g. PDF files)

Content Custodian: Staff who have web access to upload and edit web content and to perform metadata tasks. At least one Content Custodian per Department should be assigned by any Department editing their own content.

Web page: Page or content type within the existing website structure.

Web link: Connects pieces of information by clicking or hovering so a user can be directed to other websites or online information.

Content Management System (CMS): The CMS is the administrative interface of the Drupal platform and is used by editors to manage content.

1.4 Governance

The Digital Content Manager (Public Relations) provides oversight of web page content management and the website information architecture. Overarching governance is provided by the SCHN Web and Intranet Steering Committee (the Committee Chair is the Director of Community Relations and Marketing).

The the SCHN Web and Intranet Steering Committee works closely with Webmasters (IT Services) and Digital Content Manager (Public Relations) to provide the web systems at SCHN.

1.5 Responsibilities

SCHN Governance responsibilities

Digital Content Manager – Public Relations

- Overall web content and information architecture management.

- Authorises the creation of new web pages.
- Ensures appropriate systems are implemented to support web page content management.
- Ensures relevant staff are trained to manage web content.
- Trains and supports relevant staff to manage their web content.
- Ensures that written and visual consistency is applied throughout the site.
- May edit, update, delete or unpublish web pages if content is not reviewed within an appropriate timeframe.

Information Technology Services / Webmasters

- Assists to manage web content, including any development requirements beyond basic content, such as forms, galleries, interactive elements etc.
- Solves and troubleshoots technical issues.

Department Manager

- Develops/authorises draft web page content for publication.
- Nominates Content Custodian
- Responsible for regular content review and updating of owned/assigned web pages.

Content Custodian

- Uses the CMS to upload and edit web page content (subject to approval by Digital Content Manager, or other relevant Public Relations staff).
- Note: training and support services are provided by the Digital Content Manager or other relevant Public Relations staff.

2 Policy

Web pages included in the scope of this document shall comply with the following principles:

- Each web page must have an identified custodian. This position must be role-based (e.g. department secretary). This is the contact point for the specific web page's content management.
- Governance for web pages is assigned to the Digital Content Manager (Public Relations).
- Department Managers are responsible for negotiating changes and new content with the Digital Content Manager (Public Relations) in accordance to digital best practice, style guides and writing for web conventions.
- To ensure currency, web page content must be reviewed within the following time periods:
 - Annual review (maximum) for most web pages.

- Six monthly for any identified 'high risk' web pages. Identification of high risk web pages is at the discretion of Public Relations and IT Services.
- Information considered no longer current may be deleted by the Digital Content Manager (Public Relations) or Webmasters (IT Services).
- Web pages which are not reviewed within scheduled timeframes may be deleted.

Placing Policy Documents on the SCHN website

Policy documents are uploaded and accessible as part of the ePolicy process. Other links to policies must not be used.

Placing links on the SCHN website to an external organisation

In some cases, partner or support organisations will be linked in web page content. This is considered on a case-by-case basis by the Department Head and Public Relations. Examples include organisations involved in paediatric care, academic institutions, research, or sponsorships / partnerships with SCHN.

If external organisations are primarily commercial in nature link requests may be declined as SCHN does not promote clinicians' private practices, or health care products or services.

3 Procedures

3.1 Creating a new web page

Please refer to Flowchart 1

Note: All requests to develop a new **sub-identity website** should be referred to the SCHN policy "[Location and Design of Network Sub Websites](#)".)

3.2 Reviewing an existing web page

Please refer to Flowchart 2

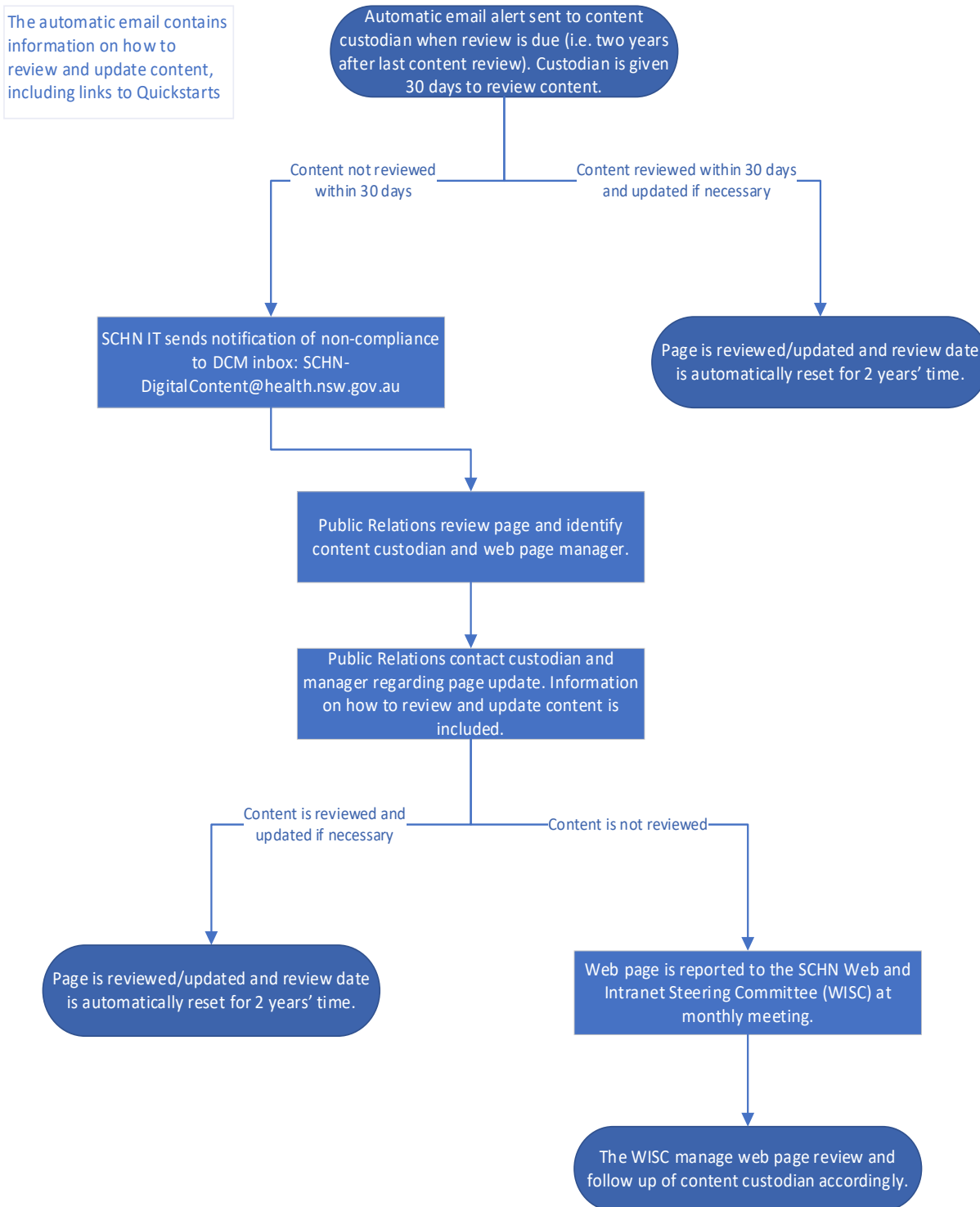
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Flowchart 1: Process for new content for SCHN web page

Web Content Management – Reviewing existing web page content

Note: this information is applicable for SCHN Intranet and Internet webpages which are not owned by PR.
 For information on other sites governed by SCHN, please contact the Digital Content Manager (DCM) on 9845 0236



Flowchart 2: Process for reviewing existing web page content

Web Content Management – Creation of new content / webpage

Note: this information is applicable for SCHN Intranet and Internet webpages.
 For information on other sites governed by SCHN, please contact the Digital Content Manager (DCM) on 9845 0236

Content custodians must be role-based e.g. department admin, project officer, department manager

Content custodians are encouraged to consult with Network counterparts when developing content (if appropriate)

New structural IT components require approval by IT Services. This is managed by IT Services in conjunction with Public Relations.

The DCM determines the new content's location in the website architecture and relationship to other content

