



Policy No.: 117/15 Policy Title: Website Policy Department: Administration Council Approval: February 10, 2015 Reviewed: Revised: Supersedes Policy/Bylaw: 2009-06-09	M# Date: February 10, 2015
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Policy Statement

1. Reason for Policy

- 1.1 This policy applies to all Town of Blackfalds employees. The policy is put into place to ensure that the Town website is a key tool in the distribution of information to residents, business, visitors, media and the public at large.

2. Related Information

- 2.1 This policy aligns with the Logo and Corporate Branding Policy 112/14, the Town of Blackfalds Logo Standards and the Town of Blackfalds Website Standards. The intent is for the Town website to professionally represent our corporate image and to provide relevant information in a user-friendly manner through adherence to best practices for website design and maintenance.

3. Definitions

- 3.1 Content Management System: the web application through which users add, edit, and manage a website. i.e. Joomla, WordPress, Drupal, etc.

Web Content Manager: Departmental representative assigned access to Dept. related web pages and designated responsibility for ensuring accurate and current content.

Web Administrators: Office of the CAO, Communications Officer, Website & Database Administrator, and Marketing Coordinator. Assigned access to all portions of website and have authority to amend all information, as required.

4. Responsibilities

4.1 Municipal Council to:

- 4.1.1 Approve by resolution this policy and any amendments.
- 4.1.2 Consider the allocation of resources for successful implementation of this policy in the annual budget process.

4.2 Chief Administrative Officer (CAO) to:

- 4.2.1 Implement this policy and approve procedures.
- 4.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

4.3 Director of the Department to:

- 4.3.1 Ensure implementation of this policy and procedure.
- 4.3.2 Ensure that this policy and procedure is reviewed every three years.
- 4.3.3 Make recommendations to the CAO of necessary policy/procedure amendments.

4.4 Manager to:

- 4.4.1 Understand, and adhere to this policy and procedure.
- 4.4.2 Ensure employees are aware of this policy and procedure.

4.5 All Employees to:

- 4.5.1 Understand and adhere to this policy and procedure.

5. Exclusions

N/A

6. Special Situations

N/A

7. Appendix

- 7.1 Website Standards
- 7.2 Logo and Corporate Branding Policy - 112/14
- 7.3 Town of Blackfalds Logo Standards

8. End of Policy

PROCEDURE

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1. Each Department will be responsible for its own website content; posting, removal, and changes to the web pages that are relevant to the specific dept. Each dept. will have assigned Website Content Managers (WCMs), who will be responsible for ensuring that the information on the web pages that belong to their dept. is current and accurate at all times. Information belonging to multiple depts. will be coordinated between the respective WCMs, with the intent that information will only be posted to one primary area and links to that information may then be placed in secondary locations.
2. Each WCM must review their respective content a minimum of once/week and / or as required.
3. The WCMs will be responsible for creating, editing, and removing web content on the Town Content Management System (CMS) in accordance with the guidelines outlined in the Town of Blackfalds Website Standards. In the event of a newly assigned WCM, he/she may require approval for posting web content from one of the Town Website Administrators (WAs) – Office of the CAO, Communications Officer, Website and Database Administrator, or Marketing Coordinator, until training on the CMS and the Website Standards is deemed to be complete.
4. All requests for changes to web structure or programming must be made to the WAs and will require an explicit explanation of what is required and a rationale for the request. Significant advance notice is required for such requests, as these types of changes are often time consuming to implement. Any required communication with the Web Development Company will be done only by the Website and Database Administrator.
5. Technical issues related to the website are to be directed to the Website & Database Administrator and / or IT Manager.
6. Community organizations may request to be added to the “Community Directory” web page and also request to add their events to the “Events” area of the website. These requests are directed to and approved by the Communications Officer, in accordance with the Town’s relevant communications policies.
7. In the event of an emergency or when important information must reach Blackfalds’ citizens, the relevant information will be posted to the “News & Events” & “Carousel” website sections.
8. Use of the Town logo on the website must comply with the Logo and Corporate Branding Policy – 112/14 and the Logo Standards.
9. A dept. WCM may only amend the information on another dept.’s web page with the consent of that dept.’s WCM. However, if required, the WAs are authorized to make any required revisions to all website content to ensure adherence to relevant policies and standards.
10. **End of Procedure**

Approval

Chief Administrative Officer

Date

Mayor or Council

Date

Website Standards

Town of Blackfalds



Introduction

This web style guide outlines some basic principles for clear online communication. The intent is to provide a framework for everyone involved in producing web content.

Adherence to the following guidelines, which are to be used in conjunction with the Website Policy –117/15, will help ensure that our website looks professional, can be understood by our target audience, and is consistent.

Write for the audience

People who use the web do not behave like people reading a book. They are usually looking for specific information. Web authors need to make it easy for them to find what they want.

Use the reader's language, not yours; try to use words that people are searching for.

- put important information at the top of the page
- use simple language and avoid jargon / technical terms/internal acronyms
- be consistent
- use bold & italics sparingly; never underline or type in CAPITALS
- check grammar and spelling
- use left-hand justification
- be concise; bullets and lists are effective
- no long paragraphs and minimize horizontal scrolling
- include sub-headings to help reader scan page information
- don't self-promote; write only objective, relevant content
- use "you" and "your" in place of "our" and "we" whenever possible
- use relevant link names; not "click here"
- save all files to CMS using "YYYY_mm_filename" format – no spaces and under 25 characters in total
- use jpg. images only when relevant; crop to make them better, size to a maximum of 2 inches or 400 pixels in width and 200 ppi in resolution and place on right side of page. Include "alt text" information for the image so that search engines can also locate and so that text will display when browser cannot load the image.

Abbreviations & Acronyms – do not use full points: am, ie, Mr, St, etc, instead of a.m., i.e., Mr., St., etc. ...

Capitals – use only for proper spelling; headings & titles should be written in sentence case

Colours & Fonts – The Town of Blackfalds' official colors are blue, green, and ochre (orange-yellow). These colors, complimentary palettes, and neutral colors of black and white will be programmed in to the CMS, along with the choices for font type and size. Web Content Managers (WCMS) are not to override these settings.

Staff Contact Information – in most cases, provide for dept.; not individual (excluding Council)

Dates & Times – mmm/dd/yyyy & don't use 24-hour clock; 2:30 pm

Headings & Titles – no more than eight words long

Hyphens – avoid whenever possible

Links to PDF files and external pages – must always open in a new web browser window; set target to "blank"

Numbers – spell out for ten and lower; use figures for above ten