WEB DOCUMENT PROCEDURES AND GUIDELINES 2008

Table of Contents

Web Document Procedure

New Content 1
Routine Information and Updates 1
Publications/Reports 2
Maintenance/Removal of Content 2
Press Releases 2
Pages Under Construction 2

Areas for Consideration When Delivering Information on Web

Set Goals and Objectives 3
Information Needs of Audience 3
Consider Internal Issues 3
Writing Guidelines 3
Graphics 3
Paragraphs and Sentence Length 3
Headings, Subheadings, and Lists 4

Web Document Format Specifications

Electronic Text Based Documents 5
MS Word Documents 5
Graphics 5
Special Note Regarding Outside Vendors 5

Web Document Procedure

New Content

Any information that has not been previously reviewed by the Division Director (or designated supervisor by division), Health Information Administrator, and the Center for Public Health Communication (CPHC) Lead is considered new content. It is health-related information whose content is fundamentally and conceptually new to HEALTH's web site.

1. Each division/center develops their respective health content intended for placement on the HEALTH web site consistent with the graphic standards posted at http://healthgis2/website/graphics/index.htm.
2. Each division/center director (or other designee) must approve all new health content intended to be placed on web site.
3. Each division/center must designate a point person to act as web liaison to Health Information Administrator. This web liaison will be the single point of contact for your division/center in working with the Health Information Administrator.
4. Division/center liaison meets with Health Information Administrator to implement plan and timeline for completion.
5. Submitter provides content in an electronic format.
6. Format for E-documents: Presently, the format for E-documents that can be most easily and quickly converted to a format for the web site are Microsoft word documents (MS Office 2000). Excel documents are most easily and quickly converted to a format for the web site when they have a simple structure.
7. The document is placed in a template and posted on a test site. The web liaison is asked to review the draft document.
8. Any necessary edits are made.
9. CPHC Lead performs final review.
10. Document is moved to live site and all links are tested.
11. Health Information Administrator notifies web liaison that the document is live.

* note: *HEALTH created web site templates to provide* a *unified look and feel for our web site* and to *simplify the process to create content for the web site. Templates for the HEALTH homepage and interior pages are used for are available from the Health Information Administrator. Before contracting out any web site/web pages development, contact Barry Levin in room 103 at x7823.*

Routine Information and Updates

Routine information and updates are defined as health content that is not new to the web site and does not alter the fundamental concept of the information already displayed on the web site.

1. Division/center web liaison provides update in electronic format (see previous section for specifics).
2. Routine information updates are received and reviewed by the Health Information Administrator.
3. Routine information changes are made to the designated web page or web site by the Health Information Administrator.

Monthly web site activity reports are conducted by the Health Information Administrator and are available upon request.

Publications/Reports

1. Publications and reports are created as Adobe PDF's.
2. Final determination as to whether or not to create the document in an HTML version will be up to the Health Information Administrator.
3. Extracting out parts of the publication (i.e. Executive summary, key findings, graphs) and placing them in HTML is beneficial to: a) make the document visually appealing to read on the monitor and allow the viewer to decide whether or not to download the complete document; b) make the report more inviting; c) leverage the web to deliver health information.

Maintenance/Removal of Web Site Information

The benefits associated with keeping the web site's health information current include enhanced public confidence in content credibility, trustworthiness, reliability and greater return appeal. To achieve this goal:

- On a weekly basis, the Health Information Administrator will review content currently on the HEALTH homepage and HEALTH news. Under routine conditions, HEALTH news will be posted for 2-4 weeks. (This timeframe is consistent with standard timeframe practices exhibited by government and health related web sites.) Exceptions to this timeframe will be evaluated on a case-by-case basis.
- Each division/center is responsible for updating their web page content. On a quarterly basis, content authors will review and/or update information. The Health Information Administrator will email a reminder to Division and Center Directors and web liaisons to review their respective web pages and update any necessary information. Updates, changes, modifications will be provided to the Health Information Administrator through the division/center web liaison.

Press Releases

- All media releases shall adhere to the most current media release policy. All media releases must be approved by the Division or Center Director.
- All media releases must be submitted to the Public Information Officer prior to posting on the web site.

Web Sites/Pages Under Construction

- It is strongly recommended that web sites/pages are complete in their construction. Web pages under construction have the potential to diminish the impact of existing web site content, reduce the return appeal, and diminish content credibility.

Areas for Consideration When Delivering Information on Web

Here are some guidelines to assist staff when writing and/or adapting written documents for the web.

Set Goals and Objectives

1. What are your goals for creating your web page?
2. Who is your target audience?
3. What objectives are tied to each of the goals (realistic, measurable objective)? What do you want your audience to walk away with?

Information Needs of Audience

1. Determine the information needs of the audience.
2. Determine how the audience will use the information.
3. Determine if the style/format of information is appropriate for the web site. (i.e. more concise, bullets, subtitles).
4. Identify information already on the web that can be linked to.

Consider Internal Issues

1. Identify staff resources needed to **create** web-based information (consider available personnel, timeline, work involved).
2. Identify staff resources to **update and maintain** information.

Writing Guidelines

1. Be succinct. Write sentences with 20 or fewer words and paragraphs with fewer than five sentences.
2. Use short blocks of text. (long sentences and long paragraphs are hard to scan for central ideas). Usability studies report users who scan web sites had better objective outcomes in terms of recall, memory of content, task time, task errors and subjective satisfaction.
3. Include one idea per paragraph.
4. Use approximately half the word count of conventional writing.
5. Use bulleted lists.
6. Use headlines, subtitles, and meaningful titles to guide the reader.
7. Users like “inverted pyramid” style writing (summary first, details follow). This provides information for the decision to read the full document. An executive summary can serve this purpose.
8. Content quality and relevance is critical. Usability studies demonstrate that promotional, superfluous language decreases reading comprehension and turns users away. Users prefer clear, simple writing.

Graphics

1. Use graphics to enhance understanding of content or add visual appeal.
2. Be selective with the use of graphics, as they increase downloading time.

Please Note: All graphics will be formatted for viewing on the web. Size and image clarity may differ from the original.

Example:

Do this—Text is easy to scan:
Health literate people are people who:

- Can think things through and make health choices in solving their own problems
- Are responsible and make choices that benefit themselves and others
- Are in charge of their own learning
- Can use communication skills in clear and respectful ways.

Don't do this—Long sentences and long paragraphs are hard to scan for central ideas:
Health literacy is the capacity of individuals to obtain, interpret, and understand health information and services and the competence to use such information and services in ways that enhance health. Both concepts (knowledge) and skills are essential components of health literacy. The National Health Education Standards describe both the knowledge and the skills that are essential to health literacy. "Knowledge includes the most important and enduring ideas, issues, and concepts related to achieving good health." The skills include the ways of communicating reasoning, and investigating, which characterize a health-literate person.

<u>Headings, Subheadings, and Lists</u>
Use headings, subheadings, and lists. Users locate information faster when it is presented through headings, subheadings, and short bulleted phrases rather than in undifferentiated paragraphs.

Using subheadings ensures that some subcategories are not overlooked and also informs users of what they can expect to find.

Web Document Format Specification

Below are the specifications for web-based documents for both internal submittals and for outside vendors.

Electronic Text- Based Documents

1. PC only
   . Microsoft Office 2000
   . Pagemaker
2. Cross platforms (Mac and PC)
   . PDF

MS Word Documents

A. Body of Document
   1. Font color- black
   2. Font size - 12 pt
   3. Font style - Verdana

B. Document Title
   1. Centered

Graphics

1. jpeg
2. gif

Please Note: Photoshop (.psd), Illustrator (.ai), or .eps files are acceptable but will be converted to either the .jpg or .gif format.

Special Note Regarding Outside Vendors

Request the following:

a. Electronic version of the original document

- If the electronic version is not in MS Office 2000 or Pagemaker then request the vendor to provide the document in either of the acceptable formats.
- It is important to communicate the acceptable formats early on in the discussions so the vendor is able to budget for any necessary format conversion.
- If the electronic document in its original format is not MS Office Suite, it is beneficial to have the vendor provide the electronic version in one of these formats **and** pdf.

b. Hard copy of the native document.