SUBJECT WEB CONTENT MANAGEMENT	POLICY NUMBER 8.05	**FLHSMV** FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES

POLICY MAINTENANCE ADMINISTRATOR: Director, Office of Communications

PURPOSE/SCOPE: To ensure all website content is consistent with the department's mission, vision, goals, and objectives and updated in a timely manner.

I. AUTHORITY

Section 282.318, Florida Statutes, Security of data and information technology

Chapter 60GG-2, Florida Administrative Code, Information Technology Standards

II. RELATED POLICIES (http://hsmvsafetynet/hsmvpolicies/Pages/PolicyIndex.aspx)

MP 3.08, Ethics and Personal Responsibility

MP 8.01, Information Technology Security

MP 8.08, Social Media Management

MP 8.09, Interaction with Media Organizations

III. DEFINITIONS

A. Content – Digital text, visual, video or audio files that are part of a webpage or website.

B. Content Management – Oversight of the department's official digital content. Digital content may take the form of text, photographs and multi-media files. The usual stages in digital content management are: 1) creation; 2) editing; 3) publishing internally or externally; 4) monitoring and updating; and 5) archiving/ removal.

C. Web Content Team – Members and subject matter experts selected by division directors (or designees) that produce their divisions' web content and website projects through coordination and communication with the Web Content Team Leader and fellow Web Content Team members.

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D. <u>Web Content Team Leader</u> - Member of the Office of Communications appointed by the Communications Director (or designee) to oversee and provide guidance to the Web Content Team.

E. <u>Webpage</u> – Digital documents that incorporate text, graphics, sounds, etc., that can be posted on the internet and accessed using web browsing software.

F. <u>Website</u> – Collection of webpages maintained by the department including the department's internal and external sites.

IV. POLICY

All website content must be relevant and consistent with the department's mission, vision, goals and objectives and adhere to the department's procedures and style guide. All website content will be reviewed and updated as specified in the Procedures for Web Content Management. Only members authorized by the Office of Communications may post content to the department's official website(s).

V. ROLES AND RESPONSIBILITIES

A. <u>Communications Director or Deputy Communications Director</u>

1. Approves all materials and content for the external-facing website(s) and webpages.
2. Approves the Office of Communications' staff members that may post to external-facing webpages that are maintained by the Office of Communications, as specified in the Procedures for Web Content Management.
3. Provides consultation and guidelines to Web Content Team and subject matter experts, and provides recommendations on clear communication and branding for website(s).

B. <u>Office of Communications</u>

1. Responsible for ensuring all department website(s) adhere to the branding style established by the Director of Communications or Deputy Communications Director.
2. Manages and maintains the accounts of members authorized to post content to the external-facing webpages that are maintained by the Office of Communications, as specified in the Procedures for Web Content Management.

3. Maintains consistent design, and works with the Web Content Team to make creative edits throughout all website(s).
4. Designates a Communications team member as the Web Content Team Leader who is responsible for coordinating meetings, facilitating communication, and providing guidance to the Web Content Team.
5. Publishes content to the department's website(s) that are maintained by the Office of Communications, as specified in the Procedures for Web Content Management.
6. Coordinates efforts with the Division of Information Systems Administration to support the department's website(s) through IT infrastructure maintenance and adherence to IT security policies.

C. Division Directors or designees

1. Selects members and subject matter experts to participate on the Web Content Team that will periodically review their respective content for the external website(s).
2. Oversees members and subject matter experts and approves changes and updates to division webpages.
3. Selects division members that will serve as Site Managers for division internal webpages and provides this information to the ISA SharePoint Team.
4. Ensures division content is current and adheres to this policy and the accompanying Procedures and Style Guide (see links below).

D. Web Content Team

1. Coordinates and communicates with the Web Content Team Leader and division program area subject matter experts on external website content overhaul projects.
2. Actively participates in the meetings and activities coordinated by the Web Content Team Leader, representing their division's interests, ideas and concerns.
3. Reviews all content of divisions to ensure it adheres to this policy and the accompanying Procedures and Style Guide (see links below).
4. Assists division members with submitting content updates and changes through the Request for Service Form on the Communications SharePoint page.

VI.   PROCEDURES

Please see Procedures for Web Content Management and the Style Guide for Web Content.