# EMAKHAZENI LOCAL MUNICIPALITY



# WEB CONTENT MANAGEMENT (WCM) POLICY

## Approval

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## 0.    DOCUMENT CONTROL

### 0.1    Revision Record

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### 0.2    Issue Control

This policy is issued by the DEPARTMENT OF CORPORATE SERVICES on behalf of the Emakhazeni Local Municipality, to whom any change requests or queries should be directed.  The review life for this document is 12 months.

### 0.3    Distribution

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## THE PURPOSE OF THIS POLICY

IS TO GUIDE THE FLOW OF INFORMATION FROM LINE FUNCTIONS AND HOW IT MUST BE SUBMITTED TO THE WEB DEVELOPER WITHIN THE ICT SECTIONS OF THE MUNICIPALITY.

## 1. INTRODUCTION

1.1.    Web Content Management (hereafter WCM) specifically supports the creation, storage and delivery of content to be published on a Web site of the Emakhazeni Local Municipality. It includes an authoring tool, which is generally browser-based and provides for:

   a) Creation of content without regard to its HTML format;
   b) Workflow sufficient to allow for a few people to review, edit and approve the author's work;
   c) A library of templates that add the necessary HTML formatting to the "naked" content; and,
   d) A mechanism for delivering the finished, formatted content to the Web site.

1.2.    The long term goal is to develop capacity for the business users create, publish and edit their own content without having to deal with HTML or other Web technologies and to bypass the "webmaster bottleneck" in future.

1.3.    Information delivered via a website may also be defined as content and should be characterized as accurate, up-to-date, relevant, and complete and prepared according to these policy guidelines.

1.4.    Content ownership lies with the respective functional areas and will be addressed later in the document.

1.5.    This policy document seeks to outline an overarching policy framework for managing website content efficiently and effectively to meet the objectives of the Emakhazeni Local Municipality, and the needs of the individuals and/or communities accessing it.

1.6.    While this policy touches on broader information and document management principles and practices, the policy has been developed to apply specifically to web content ONLY.

1.7.    The Policy document will apply for the current status of the web and also in preparation for a Portal or interactive solution.  In this context, we need policies guiding what is said, and how it's said.

1.8.    This content management Policy aims to guide the actions of Web Authors and Content Custodians in the preparation of content for the Web Site and/or Portal. It consists of three parts:

- Roles and responsibilities: what does it mean to be a Web Author or Content Custodian for content governance purposes?
- Content guidelines: pointers on what to write/what not to write.
- Writer's guide: pointers on how to write.

## 2. OBJECTIVES

2.1.    The objective of the policy is to achieve the speedy turnaround time for collection, summarising, packaging and publishing of municipal business information on the Web site.

2.2.    To simplify the internal processes of collecting, framing, prioritising, streamlining, disseminating, allocation of responsibilities, and decision making on the management of content that must be published by the Web Developer on the Web site of Emakhazeni Local Municipality.

## 3. STATUTORY AND REGULATORY FRAMEWORK

Provide the statutory and regulatory framework for the policy. To comply with all relevant legislative requirements including:

3.1.    The Constitution of the Republic of South Africa, 1996

3.2.    Municipal Structures Act, 1998

3.3.    Municipal Systems Act No 32 of 2000

3.4.    The Municipal Supply Chain Management Regulations

3.5.    Sections of revenue act

3.6.    Municipal Finance Management Act No 56 of 2003

## 4. WEB CONTENT MANAGEMENT PRINCIPLES

The following Web Content Management Principles are intended to guide EMAKHAZENI LOCAL MUNICIPALITY in its application of appropriate policies and processes to ensure the quality, currency, and appropriateness of all web content.

4.1.    AUTHORISATION AND APPROVALS. All content that is to be published on the EMAKHAZENI LOCAL MUNICIPALITY websites should be authorised by an appropriately delegated person (Custodians) from each Sections and business unit in

conjunction with the ICT Deputy Manager as delegated by the Municipal Manager and relevant legislative frameworks i.e. PAIA and POPI Acts.

4.2.    CUSTODIANSHIP. All web content should have a responsible custodian. The custodian would typically be the approving staff member responsible for the creation of the content and be responsible for authorisation, approvals, integrity, currency and maintenance of the content.

4.3.    QUALITY AND INTEGRITY.  When placing content online, consideration should be given to the intended use and audience, and steps should be taken to ensure that the content is of an appropriate quality and fit for the intended purpose.

4.4.    RIGHTS. Content submitted for publication on the Websites, i.e. Internet and Intranet, should hold the appropriate rights. All published online content should clearly indicate any controls or rights associated with accessing and using that content. Examples of this include but are not limited to: Identification of intellectual property rights such as copyright;

4.5.    Provision of appropriate legal notices such as privacy statements and disclaimers.

4.6.    APPROPRIATE ACCESS. Content owners (or custodians) should determine whether the nature of the online content requires any restrictions of access prior to publishing and request the placement of appropriate access restrictions and controls on published content where necessary.

4.7.    METADATA. Appropriate metadata should be assigned to online content for the subsequent discoverability, management and use of that content.

4.8.    COMPLIANCE WITH THE EMAKHAZENI LOCAL MUNICIPALITY ICT STANDARDS AND LEGISLATION. All Emakhazeni Local Municipality web content is to be developed and delivered in accordance with relevant ICT standards and related legislative framework.

4.9.    PUBLISHING. A central team within Information Management is responsible for all development of the EMAKHAZENI LOCAL MUNICIPALITY websites. All web content should be directed to ICT Deputy Manager (or custodians) for publishing on the EMAKHAZENI LOCAL MUNICIPALITY websites. Requests for web content publication are to be made via the Web Request form.

4.10.   PRICING AND COST RECOVERY. Web Content services may be priced for full cost recovery in the future. A specific costing model may be introduced depending on organizational maturity level. This will be communicated before implementation. This will apply in the event of out-sourcing.

4.11.   PRIVACY AND CONFIDENTIALITY. Custodians of content should ensure that content containing personal confidential and other sensitive information is managed appropriately and not misused, either intentionally or unintentionally. This should be

consistent with EMAKHAZENI LOCAL MUNICIPALITY's Information Security policy requirements.

4.12.    MAINTENANCE. Web content should be timorously and regularly maintained to ensure content is of an appropriate quality and fit for the intended purpose.

4.13.    CURRENCY AND RELEVANCE. All content should be reviewed for currency and ongoing relevance at intervals of time appropriate for the nature of the content. Content should be reviewed quarterly to maintain an accurate and informative website.

4.14.    RECORDS MANAGEMENT AND AUDIT TRAILS. Web content should be properly recorded and preserved. It should be easily accessible to relevant users for an appropriate period and in an appropriate format, in accordance with business and legislative requirements, including the National Archives and Records Services Act, and all relevant policies, procedures, guidelines and standards.

## 5.    ROLES AND RESPONSIBILITIES

This section outlines the roles and responsibilities of users in relation to the Content Management Guidelines that will be used by Sections to input their own information for direct publication on the Web/Portal. The Information Management team envisages using a system that will allow Section to put content on web pages without having to know programming.

There are three main roles:

a) Web Authors,
b) Custodians and
c) Web Content Manager.

The Sections will elect representatives who will serve as web authors and custodians.

5.1.    RESPONSIBILITIES OF THE WEB AUTHOR. Each Section is to appoint a web author or multiple web authors.  The responsibilities of the appointee author will include the following:

a)        Identify information about their Section that should be on the web/portal;
b)        Provide a conceptual proposal on how that information should be presented on the web/portal;
c)        Ensure and maintain the correctness and relevance of the relevant Sections information ;
d)        All information should be submitted electronically (i.e. email, flash drive)
e)        Ensure the content is sent to the ICT Deputy Manager (custodian) for approval;
f)        Manage it through the approval process with the Custodian.

Each Section is responsible for choosing its own Web Authors. Section will ideally have many Web Authors, with each one responsible for a particular area.

5.2.    RESPONSIBILITIES OF THE CUSTODIAN. Custodians have the same responsibilities as Web Authors, but with an important addition. They approve the content for publishing on the Web/Portal. The position of Custodian is thus very important and there is a

high level of trust and authority vested in the position. The management of the Sections will ensure that the delegated Custodian is the right person to be approving content. It's important for the custodian to assess whether he/she is qualified to be approving that content.

5.3.   The Custodian has the same responsibilities as a Web Author, in addition to:

    a) Choosing and setting up other Custodians in their area of jurisdiction (e.g. Sections/unit);
    b) Choosing and setting up Web Authors;
    c) Making sure users that they set up have Internet access;
    d) Approving content
    e) Identify gaps in their content representing their areas,
    f) Ensure content is kept updated
    g) Do quality control of content;

A custodian and web author must sign acceptance of the provisions of this document prior to be granted the responsibility. When approving an item of content, the Custodian is responsible for assessing if they're the best-qualified person to be approving that content. It's up to each Section how they wish to allocate their custodial responsibilities.

5.4.   RESPONSIBILITIES OF WEB CONTENT MANAGER. The Web Content Manager's role is to give direction and support. The Web Content Manager should provide direction with relation to:

    a) Create and update the Content Management Policy;
    b) Monitor implementation of the Policy;
    c) Package the content to be published;
    d) Point Section to gaps in their online content;
    e) Do quality control of content;
    f) Help Section decide what to publish online;
    g) Train users about their roles and responsibilities, how to write for the Web, and how to use the technologies deployed;
    h) Help users understand the implications of the content policy and guidelines;
    i) Establish a change Management initiative.

## 6.   WEB CONTENT MANAGEMENT GUIDELINES

This part is intended to guide the preparation of content for publication on the web/portal.

6.1.   ACCURACY. Information should be accurate to be reliable.

6.2.   LANGUAGE. According to the EMAKHAZENI LOCAL MUNICIPALITY language policy, English will be the sole medium of communication on the web.

6.3.   SITE UNDER CONSTRUCTION. If a section of the website is not published yet (i.e. not live on the portal), do not put an 'under construction' notice. If a section is not complete, leave it out altogether.

6.4.    COPYRIGHT. There shall be a Copyright Notice in place. Third party material (where the material is being published or issued to others) the source, including URL and copyright status must be acknowledged.

6.5.    PHOTOS. Photos should be 72 DPI and should not exceed 400width x 350height. Quality of photos will be approved by Content Manager.

6.6.    IMAGES. Images should not exceed 600 width x 400 heights. Images should not activate the horizontal bar. Quality of images will be approved by Content Manager.

6.7.    DOWNLOADABLE DOCUMENTS. Documents should be converted to pdf files for placement to keep the file size down.

6.8.    FILE SIZE.
   a)      Remove unnecessary images from documents to keep file size down.
   b)      Reduce large documents, where applicable,(e.g. an Annual Report could be divided into several  separate documents.
   c)      There are instances where it's not sensible to break a document up into separate files. For instance Acts may present challenges due to their structure and the integrity of the content.

6.9.    FILE NAMES. File names should not contain spaces; you can use an underscore instead of a space. Names should be written all lower case. Make sure that the file has an extension (e.g. .txt).

6.10.   FILE FORMAT. Users must be able to view the files they have downloaded from the web/portal. Files should be in common file formats, e.g. pdf, .doc, .txt.

6.11.   LINKING TO OTHER SITES. Hyperlinks are one of the wonderful features of the Internet – One can show the user where something is on the Internet by giving them a clickable link.

6.12.   Deep linking is good for Intranet – i.e. link directly to the page one want to refer the user to, not just the home page of the site.

          Do no link to sites that:

   ▪ Advocate illegal activities
   ▪ Promote pornography and violence
   ▪ Indulge in hate speech and racism.
   ▪ It's also important to check the links you put in your content regularly:
   ▪ It's part of keeping your content up to date.
   ▪ Sites can move or be redesigned, making the link obsolete.
   ▪ Deep linking to other Internet is not preferred. Link only to the home page of external websites.

6.13.   PHOTOGRAPHS OF PEOPLE. EMAKHAZENI LOCAL MUNICIPALITY rules apply and individual consultation may be done where necessary.

6.14.   CONTACT INFORMATION. Any contact information entered (telephone or email) must be staffed (i.e. there must be someone qualified there to deal with the query).

## 7. CONTENT MAP

A Content map will be defined to add, change, or remove link information. Processes and procedures to support content update will be made available by the Web Content Manager. Content handling, approval, publishing, retention and access rights should also be clarified.

Content to be updated may be initiated from three spheres:

7.1. SECTION. Section should be updating their information and creating new content on a regular basis.

7.2. CUSTOMER-INITIATED. Employees may also request certain information to be published and the Web Content Manager will consult with relevant Section or units concerned where necessary.

7.3. WEB CONTENT MANAGER-INITIATED. The Web Content Manager will be constantly assessing the content of the portal and will request Sections to update/create content.

## 8. WEB AUTHORS GUIDE

This section sets out standards for writing and word usage on the Web/Portal. Writing for the Internet demands conciseness and structure. Usability demands plain English and avoiding ambiguity. It's also important for all Section and units to use the same words to describe the same things. This will be in line with the accepted taxonomy for Emakhazeni Local Municipality.

The aim of the writers guide is to provide pointers on how to write for the web, to make the content as user-friendly as possible. It also outlines standards for the content.