District of Columbia Department of Health

Web Information Uploading

PROCEDURE 720.800
Implementing Office: Office of Information Technology
Training Required: Yes
Originally Issued: J\_\_ E \_ 20\_\_\_
Revised/Reviewed: J\_\_ E \_ 20\_\_\_

Approved by:
LaQuandra S. Nesbitt MD, MPH;
Agency Director

Review by Legal Counsel:
Phillip Husband, Esq.;
General Counsel

Effective Date: J\_\_ E \_ 20\_\_\_
Valid Through Date:

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<tr>
<th>I. Authority</th>
<th>Reorganization Plan No. 4 of 1996; Mayor’s Order 97-42.</th>
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<td>II. Reason for the Policy</td>
<td>The DOH website is a critical tool to disseminate information for a range of purposes. A process is necessary to ensure that DOH is communicating a consistent and accurate message to its stakeholders and the general public.</td>
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<td>III. Applicability</td>
<td>This SOP shall apply to all DOH employees, contract employees, interns, volunteers, and summer youth employees (referred to collectively herein as “employees” or “DOH employees.”)</td>
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<td>IV. Policy Statement</td>
<td>Each administration shall formally designate a subject matter expert (SME). The SME shall function as a single point of access for all web content generated within the administration. The Chief Information Technology Officer (CITO) shall designate an employee, or employees, within the DOH Office of Information Technology (DOH IT) as responsible for publishing web content the office receives. SMEs may publish Category 1 content. Only designated staff within DOH IT may publish Category 2 content. Web content shall be divided into categories based upon its degree of importance to a broad public audience (see definitions below). The administration SME shall be responsible for assigning a content category to all content received. Category 2 content must be approved by the Office of Communications and Community Relations (OCCR) before it can be published.</td>
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All content on the DOH website shall be accessible to people with a wide range of disabilities, as per the Web Content Accessibility Guidelines and fully compliant with the Section 508 of the Rehabilitation Act of 1973.

Once new content is published, it is the responsibility of the initial requestor to review the new publication and identify any errors or omissions.

IV. Definitions & Acronyms

**Category 1 Content:** Information posted to the DOH website with a very specific target audience in mind (e.g. a specific group of healthcare practitioners), often for compliance purposes. Category 1 content is not intended to reach the broader public.

Examples of Category 1 content include:
- meeting agendas;
- meeting minutes;
- revised applications for programs;
- updated guidance documents;
- minor corrections to existing content; and
- routine public meeting announcements.

**Category 2 Content:** Category 2 content consists of priority information the Department intends to reach the broader public.

Examples of Category 2 content include:
- announcements of changes in operating hours;
- critical information on response to a public health threat;
- press releases;
- priority publications; or
- events where DOH is cross-promoting with the Executive Office of the Mayor (EOM).
- All content to be posted/published to the DOH home page (see below) is automatically considered Category 2.

**Content Editing:** Ensuring accuracy, proper terminology, adherence to the scope and intent of the document.

**Copy Editing:** Proofreading, ensuring the document’s reading level is consistent with target audience.

**DOH IT:** Department of Health Office of Information Technology
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<th>EOM: Executive Office of the Mayor</th>
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<td><strong>Home Page:</strong> The page visible upon navigating to the DOH website with no additional specifiers.</td>
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<td><strong>OCCR:</strong> DOH Office of Communications and Community Relations</td>
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<td><strong>Publish:</strong> To create or modify content on the DOH website</td>
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<td><strong>SME:</strong> Subject matter expert</td>
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### VI. Procedures

#### Procedure A: Category 1 Content

1. Any manager proposing any change to web content shall communicate the new content to the administration SME.

2. If the SME determines the content to be Category 1, the SME shall work with the requestor to content edit and copy edit the content.

3. The SME shall publish the content.

4. Upon publication, the SME shall send a written verification to the requestor.

#### Procedure B: Category 2 Content

1. Any manager proposing any change to web content shall communicate the new content to the administration SME.

2. If the SME determines the content to be Category 2, the SME shall work with the requestor to complete content editing.

3. The SME shall forward the content to the OCCR Director, or designee, to copy edit the submission, and amend as necessary to ensure alignment with DOH messaging.

4. Upon finalizing, the OCCR Director, or designee, shall forward the content to DOH IT for publication.
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<th>5. Upon publication, DOH IT shall send a written verification to the SME and the OCCR Director.</th>
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<td>VII. Contacts</td>
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<td>VIII. Related Documents, Forms and Tools</td>
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