

District of Columbia Department of Health		<b>PROCEDURE 720.800</b>
<b>Web Information Uploading</b>		Implementing Office: Office of Information Technology Training Required: Yes Originally Issued: JAN 03 2010 Revised/Reviewed:
<b>Approved by:</b>  LaQuandra S. Nesbitt MD, MPH; Agency Director	<b>Review by Legal Counsel:</b>  Phillip Husband, Esq.; General Counsel	<b>Effective Date:</b> JAN 03 2010  <b>Valid Through Date:</b>

<b>I. Authority</b>	Reorganization Plan No. 4 of 1996; Mayor's Order 97-42.
<b>II. Reason for the Policy</b>	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.
<b>III. Applicability</b>	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."
<b>IV. Policy Statement</b>	<p>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.</p> <p>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.</p> <p>SMEs may publish Category 1 content. Only designated staff within DOH IT may publish Category 2 content.</p> <p>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.</p>

	<p>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.</p> <p>Once new content is published, it is the responsibility of the initial requestor to review the new publication and identify any errors or omissions.</p>
<p>IV. Definitions &amp; Acronyms</p>	<p><b>Category 1 Content:</b> 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.</p> <p>Examples of Category 1 content include:</p> <ul style="list-style-type: none"> <li>• meeting agendas;</li> <li>• meeting minutes;</li> <li>• revised applications for programs;</li> <li>• updated guidance documents;</li> <li>• minor corrections to existing content; and</li> <li>• routine public meeting announcements.</li> </ul> <p><b>Category 2 Content:</b> Category 2 content consists of priority information the Department intends to reach the broader public.</p> <p>Examples of Category 2 content include:</p> <ul style="list-style-type: none"> <li>• announcements of changes in operating hours;</li> <li>• critical information on response to a public health threat;</li> <li>• press releases;</li> <li>• priority publications; or</li> <li>• events where DOH is cross-promoting with the Executive Office of the Mayor (EOM).</li> <li>• All content to be posted/published to the DOH home page (see below) is automatically considered Category 2.</li> </ul> <p><b>Content Editing:</b> Ensuring accuracy, proper terminology, adherence to the scope and intent of the document.</p> <p><b>Copy Editing:</b> Proofreading, ensuring the document’s reading level is consistent with target audience.</p> <p><b>DOH IT:</b> Department of Health Office of Information Technology</p>

	<p><b>EOM:</b> Executive Office of the Mayor</p> <p><b>Home Page:</b> The page visible upon navigating to the DOH website with no additional specifiers.</p> <p><b>OCCR:</b> DOH Office of Communications and Community Relations</p> <p><b>Publish:</b> To create or modify content on the DOH website</p> <p><b>SME:</b> Subject matter expert</p>
<p><b>VI. Procedures</b></p>	<p><b>Procedure A: Category 1 Content</b></p> <ol style="list-style-type: none"> <li>1. Any manager proposing any change to web content shall communicate the new content to the administration SME.</li> <li>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.</li> <li>3. The SME shall publish the content.</li> <li>4. Upon publication, the SME shall send a written verification to the requestor.</li> </ol> <p><b>Procedure B: Category 2 Content</b></p> <ol style="list-style-type: none"> <li>1. Any manager proposing any change to web content shall communicate the new content to the administration SME.</li> <li>2. If the SME determines the content to be Category 2, the SME shall work with the requestor to complete content editing.</li> <li>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.</li> <li>4. Upon finalizing, the OCCR Director, or designee, shall forward the content to DOH IT for publication.</li> </ol>

	5. Upon publication, DOH IT shall send a written verification to the SME and the OCCR Director.
<b>VII. Contacts</b>	Chief Information Technology Officer  Director of the Office of Communications and Community Relations
<b>VIII. Related Documents, Forms and Tools</b>	Web Content Accessibility Guidelines