Website Management

Reviewed Date		Number	IM0115
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Introduction

The Internet offers a unique avenue for delivery of public health services. The health unit's goal in using this tool is to increase access to accurate and credible health information and to expand the hours and the reach of public health programs and services.

Purpose

Legislative Authority

Policy Definitions and Interpretation

Policy

Under the direction of the Director, Corporate, Resource Service staff will be responsible for the development and maintenance of the Public Health Website.

The Internet Steering Committee is responsible for creating the vision for, and guiding the development of the agency website. This would include but not be limited to:

- fostering awareness of the website and applications across all programs;
- developing systems to facilitate equitable Website Pages access to all Service Areas;
- reviewing feedback and suggestions respecting the Website;
- monitoring usage and effectiveness of the Website;
- recommending new or expanded applications;

Information that is available to the public must conform to the privacy and security obligations as specified in all existing legislation, policies and guidelines of the Simcoe Muskoka District Health Unit.

Service areas are responsible for ensuring the accuracy and currency of information posted to the website for their respective program areas.

A disclaimer will be available on the Website Home Page outlining privacy and security information as well as copyright permission.

Requests for information received via the website will be maintained in confidence. Requests for information from residents of Simcoe Muskoka will be responded to within three working days. The agency is not committed to responding to requests from outside the county.

Procedures

Procedures – Posting of new information (Add's)

1a. *For classes and coming events*

> Program staff complete the "Notice for coming events for Internet posting" (Appendix A).

1b. *For information under all other categories*

> Service area staff, in consultation with their program manager, prepare new information products in final form. In determining whether material should be included on the Website the following questions should be considered:
>
> o   is the program mandated via the MHPSG to use the Internet for dissemination?
>
> o   can the Service Area provide human and/or financial resources to support the initiative at present, or should future planning be considered?
>
> o   will the use of the Website meet program goals?
>
> Complete the "Internet information (adds/changes/deletes) sheet" (Appendix B). Attach a hard copy of the item to be posted along with an electronic version if available.

1c. *Standard Items*

> Articles from agency publications including Health Matters and Front Burner as well as MOH Columns and Press Releases will automatically be prepared for posting to the site.
>
> The health promotion consultant liaises with program team to explore opportunities for using the website as an avenue for sharing program information or promoting services
>
> The health promotion consultant in consultation with the media consultant and program teams identifies possibilities for the key messages featured on the front page and within the pages of the site

2. Forward completed forms along with accompanying material to the service area coordinating secretary or designate.

3. The Coordinating secretary or designate ensures information is formatted according to the Internet style guide (Appendix C) and submits to the webmaster.

4. The webmaster logs receipt of the material and reviews with the Director of Corporate Service to confirm location for the document within the site prior to posting.

5. The webmaster converts documents into HTML (Hypertext Markup Language) or other complex programming language.

6. Every Friday, the webmaster posts new material to the site.

7. After the new material is posted, the webmaster notifies the coordinating secretary of the change.

Procedures – Changes and Deletes

1. Program staff in consultation with their manager identify documents that should be changed or deleted on the site.

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2. Print a copy of the document to be changed or deleted.

   For changes - Make small changes directly on the hard copy. For large changes, put a stroke through the hard copy of the document currently posted to the site along with the words "*revision attached*". Attach a hard copy of the **revised** document along with a disk with the electronic version.

   For deletions – Put a stroke through the hard copy of the document currently posted to the site along with the word "*delete*".

3. Forward the documents to the service area coordinating secretary or designate.

4. The Coordinating secretary or designate ensures information is in the proper format (see appendix C) and submits to the webmaster.

5. The webmaster logs receipt of the material and reviews with the Director of Corporate Service to confirm location for the document within the site prior to posting.

6. The webmaster converts documents into HTML (Hypertext Markup Language) or other complex programming language.

7. Every Friday, the webmaster make changes to the site.

8. After the new material is posted, the webmaster notifies the coordinating secretary of the change.

Procedure - Website development

1. The Internet Steering Committee meets on a regular basis to:

   - review feedback and suggestions respecting the Web site;
   - monitor usage and effectiveness of the Web site;
   - and make recommendations for new or expanded applications.

2. Recommendations are forwarded to the Corporate Service team.

3. The webmaster works with the Graphic Designer and technology services to:

   - determine requirements for web pages and related applications;
   - manipulate graphics to suit program needs;
   - develop web pages that meet program needs.

Procedure – Monitoring

1. The Director, Corporate Service coordinates ongoing monitoring/evaluation of site to ensure:

   - overall accuracy, timeliness of information
   - consistency with corporate guidelines
   - no duplication of effort

2. The webmaster compiles responses from feedback forms and statistics from computerized records and transcribes them into SPSS files for review by the Director of Corporate Service and the Internet Steering Committee.

Procedure – Website Maintenance

The webmaster develops and maintains a web administration guide with site organization, filenames and associated graphics; resource references codes, feedback form reference codes,

staff contact names and numbers, passwords, site registration list and other pertinent information related to the Administration of the Public Health Web Site.

Procedure – Email Correspondence

The following standards shall apply at all times respecting interactive use of the Website:

There will be one e-mail directed to the webmaster@simcoehealth.org for the specific purpose of gathering feedback on the website.

1. The webmaster will check this mailbox daily. In the event that the Webmaster is unavailable, this responsibility will fall to the designated website back-up.

2. The webmaster will review this correspondence with the Director of Corporate Service.

3. Where appropriate, the Director of Corporate Service will respond via email within 3 working days.

4. Feedback gathered via email will be summarized by the webmaster and shared with the Internet Planning Committee.

There will be one common email address healthconnection@simcoemuskokahealth.org where health questions and requests for health information will be directed.

1. The webmaster will check this mailbox daily. In the event that the Webmaster is unavailable, this responsibility will fall to the designated website back-up.

2. The webmaster will log messages received and forward them to the appropriate program or service within one working day.

3. Program staff will respond to the e-mail request directly to the client within a maximum of two business days.

There will be one common email address where orders from the resource catalogue are directed.

1. The webmaster will check this mailbox daily. In the event that the webmaster is unavailable, this responsibility will fall to the designated website back-up.

2. The webmaster will log receipt of the request and forward to Health Connection for follow-up within one working day.

3. Health Connection will link with the individual within one working day to review the request and identify the need for further support or consultation.

4. Health Connection will forward the resource order to the appropriate program for completing. In the event resources are ordered from several programs, the resources will be compiled prior to sending.

Related Forms

IM0115 Appendix A - Notice of Coming Events for Internet Posting

IM0115 Appendix B - Internet Information (adds/changes/deletes) Sheet

Related Policies

Final Approval Signature: _____

Review/Revision History:

September 2010 Policy re-numbered, previous number C4.04