DuPage County Website Management Policies and Procedures

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Purpose

The purpose of this policy is to clarify the roles and responsibilities pertaining to the DuPage County website, to set forth the procedures for creating and maintaining content and to establish guidelines for web content and hyperlinks.

Revision History

- 08-26-2014 New Document - Approved by Technology Committee. Effective Date August 26, 2014
- 06-30-2015 Updated to include Locking of Web Editor Accounts section. Effective Date June 30, 2015
- 11-19-2025 Updated to include reference to the DuPage County Digital Accessibility Guide.

Persons Affected

This document outlines policies and procedures for all individuals who edit web pages on the County's website, including County employees, County officials and external individuals.

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Locking of Web Editor Accounts

Accounts for web editors who have not logged into the Revize CMS for six months will be locked. Accounts can also be locked if the web editor does not attend required web or accessibility training. Web editors can unlock the account by contacting the Web Team.

Policy

It is the policy of DuPage County to provide and maintain a high quality website to efficiently deliver government services, information and communications to the public.

A concerted effort shall be made to ensure website content is accurate, up-to-date and presented in an effective manner. Technology enhancements and new features on the County website are important for the County to continue to meet the ever-growing needs of residents and staff. Requests for enhancements, features or changes to the website shall be directed to the Information Technology (IT) Web Services Manager responsible for the website. Such improvements shall be considered based on need, benefit, cost-efficiency and appropriateness for the County website.

The domain name dupagecounty.gov shall be considered the primary domain for the DuPage County website for marketing and branding purposes. The goal is to assist in unifying all County departments, programs and services under the umbrella of one easy to recall DuPage County 'brand.' The County may acquire and promote ancillary domain names depending on appropriateness and need. Elected Officials whose "county" webpages are hosted on the dupagecounty.gov domain shall comply with all policies and procedures adopted by the County for the content and branding of the pages relating to their offices. Elected Officials who do not comply or do not wish to comply with all policies and procedures of DuPage County may have their pages removed. Webpages on the Dupagecounty.gov domain are government speech and must reflect the views of the domain owner, DuPage County.

Definitions

- **Webpage** – An individual file available on a World Wide Web server, which is viewable to users as a page of information.
- **DuPage County Website** – The collection of webpages available at www.dupagecounty.gov.
- **Internal Link** – A hyperlink from one webpage to another within the same website.
- **External Link** – A hyperlink from one webpage to another on a different website.

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Responsibilities

- **Web Services Manager** – The County's Web Services Manager is responsible for overseeing the development of the County website, including the assurance that the highest standards are attained for website services, design and usability. The Web Services Manager has authority to remove outdated information, with notification of the appropriate department, and is responsible for enforcing site-wide consistency. The Web Services Manager, with advice and guidance from County Board Office and IT Department, evaluates County Departments' online needs and implements new website features that align with the County's online objectives. New web applications that need to interface with the County website must receive approval from the Web Services Manager and the CIO/Deputy CIO of IT. Work requests and communication with contractors for the website are made through the Web Services Manager.

- **Digital and Web Services** – The County's Digital and Web Services Team reports to the Web Services Manager. The team is responsible for assisting Content Editors and for ensuring that Web Standards are adhered to when advising Content Editors. They also are responsible for creating custom web applications requested by Departments and Elected Officials.

- **County Board Office** – The County Board's communication staff is responsible for overseeing County-wide communications and their placement on the website. They are also responsible for layout and content on the County home page.

- **Department Heads/Elected Officials** – Department Heads/Elected Officials are ultimately responsible for the integrity and content of the pages which the County delegates for their use. Each Department Head is responsible for assigning staff to serve as Content Editors to update and maintain Department information and keeping the Web Services Manager informed of these assignments.

- **Content Editors** – Content Editors are responsible for posting and maintaining timely and accurate information within their assigned areas of the County website. Each Content Editor is responsible for abiding by the established website design, image and hyperlink standards to ensure a consistent look and feel across all pages and ease of use for site visitors. They are also responsible for ensuring the accuracy of information related to their department, both on their departmental pages and on 'general' pages like the County Directory. Content Editors are sometimes referred to as 'Web Editors'.

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Procedures

A. A regular review of the website is recommended for each department to ensure that content is accurate and current. The Web Services Manager and/or members of the Digital and Web Services Team will request to meet with the departmental heads and/or the Content Editors to review their section of the website and to make recommendations for improvement. Ideally, this review would occur every other year.

B. Web Analytics are available upon request from the Web Team. These analytics/statistics can assist Content Editors in determining high runner pages, in order to make them easier to locate, or to eliminate pages that have little or no traffic. By making high demand pages easier to find, phone calls can be reduced since website visitors can easily find information on the website.

C. All Web Editors are required to adhere to the County's Web Accessibility standards. These standards are referenced in the DuPage County Digital Accessibility Policy and adherence to these standards will help to ensure that the County website is easily accessible to all website visitors.

D. Deletion of obsolete web pages, documents and images:

    1. Web pages, documents and images that are no longer needed on the website need to be archived or deleted. Failure to do so will result in obsolete items being found by the Search mechanism on the website.

E. Content Editors must adhere to the following standards to ensure consistency and intuitive use of the site:

    1. Use the established set of templates and design standards that apply to all pages and features of the website.

    2. Conform to County website accessibility standards as noted in the DuPage County Digital Accessibility Policy.

    3. Write in plain language appropriate for online users, without slang or jargon.

F. Use of Images on the Website

    1. Use of images on the website must comply with copyright laws. Images within documents such as PDFs that are posted on the website must also conform to copyright laws. Assistance for obtaining images can be obtained via the Web Services Manager.

G. Use of documents on the Website

    1. As stated in the DuPage County Digital Accessibility Policy, HTML is the standard format for all public content on our websites. PDFs should only be used when necessary, such as when HTML is not feasible or when the document's format must be preserved.

H. External links are allowed when appropriate, especially to County-sponsored organizations, not-for-profit websites and government websites. Links to for-profit websites are permissible under limited conditions, provided the content is appropriate. Links from DuPage County's website to other sites on the internet do not constitute an endorsement by DuPage County. These links are provided for informational purposes only. It is the responsibility of the user to evaluate the content, quality, and accuracy of materials and information obtained from other sites.
   All external links must conform to the following standards/conditions:

    1. Appropriateness of external links must be approved by the respective Department Head.
    2. The link must be associated with an organization that supports citizens of DuPage County and
    3. The link must be useful for users who are interested in the information or service on the page where the link appears.
       Examples:
        i. Special events for County departments such as Budget Hearing, Community Service events, recycling events.
        ii. Advertisement of assistance available after disasters within the County.
        iii. Reminders of items such as Heating Sites and Cooling Sites.
        iv. Advertisement of items such as surveys.

I. Elected Officials' webpages hosted on the dupagecounty.gov domain must be approved by the elected official and the County Board Chair or the Chair's designee. It must comply with all parts of the DuPage County Website Policies and Procedures. The website is taxpayer-funded and may not be used for political campaign purposes. Some examples of information on an elected official's webpage that are helpful to the public are the following:

1. Name, photograph and contact information for the elected official;
2. Contact information for the elected official, such as email, phone, fax;
3. Elected position held by the elected official as well as term expiration;
4. Elected official's professional resume;
5. Biographical information about the elected official, including personal interests and family information;
6. Links to organizations, boards or commissions on which the elected official serves in his/her capacity as an elected official; and
7. Links to State Board of Elections information.

J. If an elected official posts inaccurate information or information which is contrary to the County's policies and procedures or the views of the County as expressed by the DuPage County Board and DuPage County Board Chair, such official may have their webpages removed. Nothing in this policy should be interpreted as prohibiting an individual elected official from creating their own webpage on a domain other than dupagecounty.gov if the County directs the removal of an elected official's delegated webpage on dupagecounty.gov. The dupagecounty.gov domain is reserved for the official government speech of the County of DuPage, not individual elected officials.

K. All information collected via the DuPage County website will comply with the privacy statement available on the DuPage County website. The privacy statement is accessible via a link in the footer of each page.

L. Advertising is not allowed on the DuPage County website. In the event that an organization or business sponsors or partners with the DuPage County for an event, project, program, campaign or similar, the County may display on the County website images and external links for the entity, to the extent that it pertains to the function or program. The use of these images and external links must comply with all sections above.