



WEBSITE CONTENT AND DEVELOPMENT POLICY

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1.0 Introduction

The primary role of the NHSGGC website is to provide information on current services and facilities, changes and developments to services and facilities, consultations, policies, publications, how to communicate with NHSGGC, jobs and careers.

The secondary role of the website is to provide departments with the facility to publish detailed information and documents about their specific services to patients, public, other organisations, students and professionals.

The purpose of this policy is to ensure all information published on NHS Greater Glasgow & Clyde's website is consistent, transparent, accurate and up-to-date and that departments and/or services providing web-based information do so only through the following website: www.nhsggc.org.uk.

2.0 Scope

This policy applies to all staff employed by NHS Greater Glasgow & Clyde. It also applies to contractors, partnership organisations and visitors not employed by NHS Greater Glasgow & Clyde but engaged to work with, or who are providing information to NHSGGC's website.

This Policy also applies to other websites directly related to NHSGGC's website, including the Community Health & (Care) Partnerships and Managed Clinical Networks.

3.0 Roles & Responsibilities

3.1 The Communications Department

The Communications Department is responsible for enforcing this Policy through regular reviews of all website content. They will ensure that corporate information is accurate and up to date at all times.

The Communications Department is responsible for providing and maintaining the Content Management System (CMS) and providing support and training to staff.

3.2 Role of Directors and Heads of Departments

Directors and Heads of Departments have a duty to provide information about their services to patients and the general public.

Directors and Heads of Departments are responsible for ensuring that staff within their own directorates and departments work in a manner consistent with the principles outlined in the Policy.

Directors and Heads of Departments are responsible for ensuring service information provided is accurate.

There are instances where information will be managed by both the Communications Department and another department. In such cases agreement will be made between the relevant content editors on how this should proceed.

3.3 Role of Content Editors

Each Department or Service will have a Content Editor who has responsibility for updating the web content for their own department or service

All Content Editors are required to sign to confirm they have read and understood this Policy prior to training taking place. Training will not take place with individuals who do not agree to be bound by the terms of this Policy.

3.4 Role of Content Owners

It is the responsibility of the Content Owner to ensure the information pertaining to their department or service is accurate and up to date.

3.5 Role of Staff

It is the responsibility of all staff to ensure they have read and understood this Policy and to make sure it is used to aid the provision of web-based information.

4.0 Single Websites

No singular websites should be developed or maintained unless prior approval has been given by The Communications Department. However, approval does not exclude a website from future integration with the NHSGGC website, if policy changes impose this, or if the department wishes to merge. [Exemptions](#) to this have been outlined later in this Policy.

5.0 Procedures

The Communications Department will:

- provide information and news to all NHSGGC stakeholders, both internal and external, through direct provision and by supporting and liaising with all NHSGGC departments;
- provide training and support on the Content Management System to Content Editors;
- provide all corporate information;
- maintain the Services & Facilities Database;
- ensure this Policy is adhered to by all departments and services.

The Web Development Team will:

- manage the hardware and software applications for NHSGGC's website
- provide support to Content Editors ??? check if this is right

The Content Owner will:

- approve all information prior to publication on the website;
- ensure local agreements are established, where necessary, for content approval;
- ensure local editors review and update their information on a regular basis;

- ensure information is presented in a clear and consistent manner;
- liaise with Content Editors, as appropriate, to ensure any information relating to their department or service which is published on the website but not directly managed by them is up to date and accurate (a list is available on Staff Net).

6.0 Content / Information

Information provided on the website is primarily intended for the general public and patients and must be written in a clear and consistent manner. A “Writing for the Web” guide is available to Content Editors to assist them with this. This guide can be accessed on StaffNet under:

Corporate Services / Communications / Web Info Documents & Forms

Information intended for professionals, students, etc, should be clearly identified as such.

Secure areas are not permitted on the NHSGGC website. However, it is permitted to allow a link to an external website with this functionality, but it must be clearly stated on the webpage that this is provided for a specific audience and state why the restriction is in place.

Information intended for Staff will be published on StaffNet. However staff requiring access to this externally, should seek authorisation from the Communications Department.

6.1 Content Restrictions

Only information relevant to specific departments or services may be published. No other information, including advertising should be displayed. Personal comments, opinions or offensive material must never be published.

NHSGGC will not support, condone, or accept on its web pages the activities listed below:

- Activities which violate this and other NHSGGC Policies;
- Activities which violate laws;
- Activities which infringe on other’s rights and freedoms;
- Commercial and personal business activities.

A more detailed list on unacceptable activities is shown as Appendix B

The Content Owner is responsible for the content of information published for their department or service which may lead to a complaint or litigation.

6.2 Services & Facilities Information

There is a separate but seamlessly integrated database containing information on all NHS services and facilities (locations). This is managed by the Web Development Team, but it is the responsibility of all services and facility managers to ensure information relevant to them is up to date. Services & Facilities information is listed on the NHSGGC website so it can easily be checked for missing or out-of-date details.

Changes should be notified to the Web Development Team via email; however, requests for new service or facility information to be added to the database must be submitted using the Service or Facility Request Form. Both forms are available on StaffNet under:

Corporate Services / Communications / Web Info Documents & Forms

Development is underway of an application that will allow local CH(C)P's to maintain service and facility information for their specific areas. Once it is ready for deployment, this section of the policy will be updated.

6.3 Reviewing Information

The Communications Department will liaise with Departmental Managers/Content Owners if they identify information which is out of date, not written in a clear and consistent manner, or does not conform to this Policy. A process will then be agreed to resolve any issues/changes within a set period of time.

Communications retain the right to change, or to suggest changes, to any department or service information to ensure the information is correct, or written in the style required. In these cases, notification will be sent to the Content Owner or Editor to request that changes to the content are made, or advise that the changes have been made already.

Information not reviewed and updated in accordance with this Policy will be removed from the NHSGGC website sitemap until the information is brought up to date. Reinstatement of the information will only be done with the approval of the Communications Department..

7.0 Failing to Comply with the Policy

Any member of staff failing to adhere to the terms laid out in this Policy when putting information on to NHSGGC's website will be held accountable.

Failing to declare the existence of an external NHSGGC funded website (either scoping, in development or completed) will be seen as breach of this Policy.

8.0 Copyright

Only information created by a department or service should be published on the website, unless express written permission has been given by the copyright holder or author. Any correspondence relating to this must be retained by the Content Owner for proof should litigation ever occur.

If a Content Owner wishes to use content belonging to someone else, then they can link to it if it is available on another website. In most cases it is not necessary to obtain permission to do so, but it can be useful to arrange a reciprocal link back to the NHSGGC website.

Information on our website may be used by others if deemed appropriate by the Content Owner. Written permission should be given and any correspondence retained or recorded. Before giving permission Content Owners should establish the purpose of the link. A reciprocal link may be arranged at the Content Owner's discretion.

9.0 Data Protection

Content Owners may only request personal information from Users which is relevant to a specific service, or range of services for the purposes of research and evaluation, such as survey's or to add Users to a contacts list. Any personal information held must comply with the principles outlined in the Data Protection Act, 1998.

Content Owners have an obligation to inform Users when information about them is being captured and what it will be used for.

For further information please refer to the Board's Caldicott, Confidentiality and Data Protection Policy.

10.0 Accessibility

The Content Management System and our standard templates are structured to ensure the website conforms to the global standard. Whilst these standard templates will ensure that the majority of our content is accessible to users, it is the responsibility of local Content Editors to ensure they do not use code, scripts or applications which will conflict with any accessibility applications, which would be detrimental to the NHSGGC website's accessible status.

11.0 CMS Security

In order for a User to make any changes to information on the website, they must have access to the Content Management System.

Each Content Editor is responsible for ensuring their own username and password remains secure. If an Editor suspects that someone may know their password, they should contact the Web Team to have it reset.

If malicious changes made to the CMS lead to any form of complaint or litigation, then the Content Editor, whose username and password was used to access the CMS, will be held accountable.

The Communications Department maintain a register of users containing details of their username and password as well as their department or service, contact details, date trained, etc.

12.0 Content Formats & Guidelines

12.1 Web Page Text

The CMS provides editors with a simple interface that allows them to directly enter text via a Text Editor application, which allows for some basic text formatting. Text formatting is controlled by templates that have already been designed and structured in accordance with Communications' standards. Content Editors should not reformat text in any way, other than bold, size, etc. Underline text should only be used for web links – in which case this is formatted automatically when a link is created.

Text can also be copied and pasted from other documents (such as Word, PDFs, etc), however this may require editors to tidy up the text format as Word often leaves residual code in the background which can affect how the text looks and in some cases how the page is displayed.

Editors are responsible for the text and its accuracy – they must ensure that spelling is correct, abbreviations are used sparingly and full names and titles used at all times. A ‘Writing for the Web’ guide is available to all Content Editors.

The amount of text displayed on a page should be contained within reasonable limits, reducing the need for users having to scroll too far down a page. If this is unavoidable, links to anchors should be used (Editors are aware of this process).

Paragraphs can also be used to break up text. It is recommended that no more than six lines of text and six paragraphs per page are used. If appropriate, sub headings can be used throughout a web page.

12.2 Documents / Document Library

Documents uploaded to the Document Library should be of a certain file format and file size. The preferred format is PDF (portable document file) as they are generally smaller file sizes, more secure (cannot easily be altered) and the majority of users will be able to open them. Microsoft Word, PowerPoint & Publisher documents must be converted to PDF. In order for a document to be easily downloaded, it should not exceed around 10MB.

Other acceptable native file formats for uploading to the Document Library are Excel Spreadsheets (XLS) and Access Database (MDB), as these cannot be (easily) converted to PDF.

12.3 Images

Images are uploaded and stored in the CMS Asset Manager.

Currently, only the Communications Web Team has access to upload images into the CMS Asset Manager, however Content Editors can use uploaded images in their pages – these are available through the Asset Manager.

Content Editors wishing to use their own images should complete the Image Request Form and forward it, along with the image files, to the Web Development Team.

The Image Request Form is available on StaffNet under:

Corporate Services / Communications / Web Info Documents & Forms

All images must be either JPG or GIF formats – the reason for this is that they are smaller file sizes and are accessible to all users. Small thumbnail images (150 pixels wide) can be used to illustrate content on a page, or be used as links to other content, or a link to a larger version of the same image. For using as a main image on a page, larger 400 pixels wide images can be used. For more detailed images, larger sizes of 800 pixels wide can be used. The Image Request Form contains additional information.

12.4 Web Links

Web links can take several forms and provide a number of functions, for example:

- Text link to a document or file, web page, or web site.
- Image link to a document or file, web page, or website.
- Auto generated links, providing a list of Document Library folder contents

Content Editors should refer to their 'Training Notes' and the 'Writing for the Web' Guide for best practice advice on how to create and use web links.

Web links to other websites (external) are permitted, only if the website provides additional information which would benefit our Users. Content Owners must ensure that external websites are suitable for linking to, and are not blocked by IT's Websense software. In most cases it is not necessary to obtain permission to do so, but it can be useful to arrange a reciprocal link back to the NHSGGC website.

Please also refer to the **Copyright & Data Protection section**.

12.5 Design, Layout & Templates

The CMS uses pre-designed templates to control the appearance and layout of content on a page. Templates cannot be altered by Content Editors. The standard templates provide a consistent layout and style throughout the website, making it easier and more accessible to a wider range of Users. There are some template options available allowing Content Editors to be a little more creative, in that they can provide text, with images alongside, etc.

There is a fixed set of header & menu colours used throughout the site. These have been designed to purposely aid Users when navigating through the site. For example Dark Blue is the standard colour used for most microsites, Yellow denotes Service & Facility Information, Red for news and features, etc.

It is possible for specific microsites to have a customised homepage layout, should it be necessary to show a wider range of content. Requirements should be discussed between the Content Owner and the Web Development lead. In most cases, external support is required to carry out the work and therefore costs will be involved.

Communications will liaise with the external supplier and arrange for work to be carried out. Communications will pay for work and cross charge the department, subject to value. If costs are considerable, then the department may need to pay directly. All other work and support does not incur costs, providing this can be done by the Web Development Team.

13.0 Policy Exemptions

There may be cases where websites need not comply with all points of this Policy, due to the nature of the department or service. However, the Communications Department have an over-arching responsibility for public and patient communications and must be made aware of all instances where a department has its own website. Each case will be fully reviewed before a decision is made whether to allow a site to exist outwith the NHSGGC website, or if in fact the site should belong under the NHSGGC website. A regular review of other websites will be carried out by the Communications Department.

13.1 Partnerships

In some arrangements, the service or department may be only part-funded by NHSGGC, or some staff may belong to another organisation working within the service, or if several organisations are involved in a project. MCNs (Managed Clinical Networks) are an example of this.

Partnership websites may be permitted to provide a separate website outwith the single NHSGGC CMS website, though this still needs to be checked and approved by the Communication Departments Web Team. If the web project is led and run by NHS staff, then a microsite can still be provided, along with training and support. A microsite request form is available on StaffNet which captures the information needed to evaluate this scenario.

If at a later date NHS withdraw staff, support or funding from the project and the site needs to remain operative, then it should be migrated over to the responsible organisation's web servers. The microsite will remain active in order for web editors to copy content over and closed on completion. Limited support will be provided by the Web Development Team.

13.2 Established Service / Branding

A number of departments or services have been established for a number of years and as such have a branding which is easily recognised by service Users. They may also provide such a diverse range of content and interactivity on their website that isn't easily transferable to the NHSGGC website. Again this will be reviewed on a case by case basis and in some cases they may need to provide basic information on the NHSGGC website (at least through the Services database). Sandyford's Sexual and Reproductive Health service is an example of this.

14.0 Policy Review

This policy will be reviewed on an annual basis, unless the introduction of any new or amended relevant legislation warrants an earlier review.

15.0 Communication & Implementation

This Policy will be communicated through the Information Governance and IT Security Framework.

16.0 Further Advice

For further advice on this Policy please contact the Web/Multimedia Lead:

Tel: 0141 201 4757

Email: brian.mcmullin@ggc.scot.nhs.uk

Definitions of terms used in this Policy:

Asset Manager – The CMS has its own embedded application for storing images, allowing easy access for Content Editors to add images to pages. These are categorised into broad topics.

CMS or Content Management System - The server-based application used to add, update and delete content. It can be accessed from any computer with an internet connection.

Content - Consists of text, images, document listings & links, web links and services & facilities listings and profile pages. This is also broadly referred to as Information within this policy.

Content Editors – Trained staff who maintain their department's microsite content. Training must be carried out before Editors can be given access to the CMS. Editors can also be owners.

Content Owners – Usually someone of senior authority, responsible for the content within a microsite. Owners should also be the main point of contact for any microsite queries and, when required, the main person to liaise with the Web Development team for any bespoke requirements. Owners can also be Editors.

Document Library – A feature of the CMS consisting of a folder based system (just like Windows) that allows each department to have their own document folder and sub-folders. There is only one level down for sub-folders, eg it's not possible to create a sub-folder within a sub-folder. Documents contained within these folders can be linked to from within pages as either manually created single links, or entire folder contents can be listed on a page. It is also possible for Users to search or browse the Document Library.

Domain name – *See Website Address*

Forms – Request forms are used to capture specific information for publishing to the CMS, or for staff to obtain training. These are all available on StaffNet under:

Corporate Services / Communications / Web Info Documents & Forms

Microsites - Sub-sites of the main NHSGGC site that be managed locally by service or department staff (Content Editors). Microsites can be customised within certain limits (ie header & menu colours and unique header image banner). On occasion, full customised homepages can be provided at cost of development.

Services & Facilities – A database which integrates with the CMS providing information on all services and premises throughout NHSGGC, including hospitals, health centres, GPs, Dentists, Opticians, etc. This is managed by Communications, but CH(C)Ps have access to update local information. Info contained within this database can be linked to or listed on pages.

Stakeholders – Anyone with a vested interest in the NHSGGC website. Primary Stakeholders are our service users (patients and the public), but they can also be service providers (staff). *See also Users*

URL – *See Web Site Address*

Users – Stakeholders who use the website; such as members of the public, patients, staff, other organisations, etc. *See also Stakeholders*

Web Server - A computer which hosts the web site and all associated files and applications; such as the CMS. It is located outside the NHS network, allowing access by the public.

Website or Web Site - A structured group of pages containing content (information) made up of text, images, documents and links, accessed by Users through navigation tools and links. The website is hosted on a web server.

Website Address - Also known as a **domain name**, or **URL**, this is used to access the NHSGGC website (www.nhsggc.org.uk) and should be used at all times when referencing the website. Alternative direct access links may be provided for specific campaigns, services or projects (i.e. www.nhsggcc.org.uk/newstobhillhospital).

List of Unacceptable Activities on NHSGGC's Website:

- Advertisements, commercial activities, and personal business;
- Displaying material containing nudity or pornographic material of any kind;
- Providing material that is offensive to the online community, including, but not limited to blatant expressions of bigotry, prejudice, racism, hatred, or profanity;
- Promoting or providing instructional information about illegal activities, or promoting physical harm or injury against any group or individual;
- Defaming any person or group;
- Promoting or soliciting for participation in multi-level marketing, pyramid schemes, or gambling;
- Conducting raffles or contests that require any type of entry fee;
- Displaying material that exploits children under 18 years of age;
- Using your microsite or document library as storage for remote loading or as a door or signpost to another homepage, whether inside or beyond NHSGGC;
- Using your page for acts of copyright, trademark, patent, trade secret, or other intellectual property infringement, including but not limited to offering pirated computer programs or links to such programs, information used to circumvent manufacturer-installed copy-protect devices, including serial or registration numbers for software programs, or any type of cracker utilities;
- Violating Internet standards for the purpose of promoting your website;
- Developing pages that consist of hyperlinks to content not allowed on the NHSGGC network;
- Displaying content for someone other than yourself or another organisation other than NHSGGC, or allowing your microsite to be used by someone other than yourself.

Please note this list is not exhaustive.