

**Department of Information Technology
Application Development Division
Web site Policy and Content Submission Instructions**

Department of Information Technology					
STANDARD OPERATING PROCEDURES					
Division: All County Web sites			Effective Date:	September 29, 2008	
Policy/ Procedure:	Web site Policy	Year:	2008	Policy #	0036
Supervisor Approval:	Dennis Higgins				
Director Approval:	Brett W. Lavender				

Scope

Policy and Instructions are applicable to all County departments and agencies desiring to have content posted on any of the Clayton County Government Web sites.

Eligibility

In order to have information posted on any of the Clayton County Government Web sites an organization must be a government department, agency, or receive direct support from the Clayton County Board of Commissioners.

Review of Content Prior to Submission

Information submitted should be reviewed for spelling and grammatical errors prior to submitting. In order to remain consistent throughout the Clayton County Government Web sites, the term Web site should be two words, with capitalization on the word Web (i.e. Web site).

Authorized Point of Contact

It is the responsibility of each Director to identify to the Department of Information Technology Point of Contact (POC) persons in their agency that are authorized to submit Web site content on their behalf, and to notify IT of any changes in POC status.

Content

Content will only be accepted from the Director or authorized POC for the organization and may be edited to maintain a consistent and professional interface for Clayton County Government Web sites. Final approval for any content will be provided by the Board of Commissioner's Legal Department.

Method of Submitting Information for Posting (Format of Content)

The preferred method of submission for posting is via e-mail. Director or authorized POC should e-mail Helpdesk with description of information to update along with any pertinent documents(s) attached. Director or authorized POC may also submit information via inter-office mail to *Department of Information Technology, Attn: Helpdesk*, with documents saved to disk or CD-Rom. Faxed copies are not accepted due to print quality.

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Source

All content submitted for posting must state a source. Copyrighted material must be accompanied by a properly executed release from the author and/or photographer including name, title and contact information. Any external source will be credited.

New Pages

Submit content on disk, CD-Rom or e-mailed as document attachment(s) in either .doc (Word), .wpd (WordPerfect) or .txt (Notepad) format to HelpDesk@co.clayton.ga.us

Change to Existing Page

Print copy of existing page(s) and indicate changes desired on page(s) and submit.

Photographs/Image Files

Submit original photograph or copy photograph to disk or CD-Rom with brief description of who is in the photo and the location. Submit image files on CD-Rom. Photographs and images are limited and will be added based on size of files and quality of image or photograph. Copies of properly executed releases must be submitted with photographs.

Documents (Department Forms, Brochures, Catalogs, Instructions, etc.)

Save documents to disk or CD-Rom and send inter-office or e-mail as document attachment(s) in either .doc (Word), .wpd (WordPerfect). Documents will be added based on file size. When documents exceed recommended file size, Webmaster may contact the Department to suggest solutions to address file size. Scanned documents are not acceptable. If changes are necessary to previous submissions, department should update original document and resubmit as indicated. Departmental forms must contain name of department, contact and address information, name of form, and date created or revised. All department documents submitted for posting will be converted and posted as Portable Document Format (PDF).

Newsletters

Save documents to disk or CD-Rom and send inter-office or e-mail as document attachment(s) in either .doc (Word), .wpd (WordPerfect), or .pub (MS Publisher). Indicate publishing schedule (i.e. weekly, monthly, quarterly).

Use of County Logo

When using the County logo ensure that the County logo is not altered or contained by any border.

Events for Web site Calendar

The Web site calendar is provided for government events only. No personal or private sector events will be posted. Information for County event should be submitted to allow enough time for adequate exposure of event.

Links to external sites

URLs will be provided to link to approved Web sites only. Links to Web sites found to be under construction or inactive will be removed. No links to personal Web sites will be provided.

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Links to E-mail addresses

E-mail address links will be provided that link to County e-mail addresses only. No links to personal e-mail addresses will be provided (i.e. hotmail.com, yahoo.com)

Media Files/Streaming Video

Media files or streaming video will be added based on file size and quality. Media should be submitted in a ready to post format (i.e. .mov, .swf) and should require no editing.

Outdated Content

Content that is found to be outdated will be removed from the corresponding Web site. Organization will be notified via e-mail upon removal of content.

Failure to Comply with Policy

Content received that is determined not to be in compliance with this Policy will be returned to department for edification.

Notification of Final Postings

Organization will be notified via e-mail once final information has been posted to the appropriate Web site(s).

Requests for County Logo

The Clayton County logo is used for county use only and is the property of Clayton County government. Requests for logo will be accepted from the Director or authorized POC for the organization. Request must state purpose intended for county logo. Final approval for any county logo will be provided by the Board of Commissioner's Legal Department.

Requests for Images/Photographs

Images and photographs posted on the County's Web sites not copyrighted are for County use only and remain the property of Clayton County government. Requests for copies of images or photographs will be accepted from the Director or authorized POC for the organization. Requests must state purpose intended for images or photographs and have author's written release for use if material is copyrighted. Final approval for any image or photograph will be provided by the Board of Commissioner's Legal Department.

Changes to Policy

This Policy may change at any time without prior notice. It is the department's responsibility to ensure they have the latest version of this Policy.