Website and intranet content management policy
May 2020

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Scope

These guidelines apply to the Queensland Human Rights Commission's public website and internal intranet.

Purpose

These guidelines:
- Outline the roles and responsibilities for each step in the creation and publishing of online content;
- Outline the process for online content development, maintenance and review;
- Provide guidance to achieve best practice in content management
- Should be applied with consideration of compatibility with human rights as per Appendix D.

There is a distinct process for the Publication Scheme which is set out in the *Publication Scheme Policy*. If there is any inconsistency between these guidelines and the *Publication Scheme Policy*, the *Publication Scheme Policy* will prevail.

Responsibilities

Public website: The responsibility for the content of the public website lies with the Director, Engagement and Corporate Services.

Intranet: The responsibility for the content of the internal intranet lies with the Director, Engagement and Corporate Services.

Web technology: The responsibility for the maintenance of technology associated with the website and intranet, contracts and liaison with external web developers lies with the Director, Engagement and Corporate Services.

Definitions

The following definitions apply throughout these guidelines:

Content management system (CMS)	An application that allows users to create, edit, review and publish online content, including html pages, documents and images.
Inside page	A web page which is not a primary navigation page or the home page.
Intranet	QHRC's internal staff intranet.
Primary navigation	The main navigation pages for the site (eg Complaints, Training, Your rights, Your responsibilities, Resources, About us).
Public website	QHRC's public website (www.qhrc.qld.gov.au).
Content Approver	A person with the authority to approve content created by content author/s as suitable for publication.
Content Author	A person given the task of writing content for a designated page or area of the site.
Records Management Officer	A person in the QHRC responsible for ensuring that archived and deleted content is retained or disposed of in accordance with QHRC's Records Management Policy.
Web Content Administrator	A person in the QHRC responsible for preparing approved content for online publication, image management, and reviewing for consistency and

	functionality. This role is given to the ICT Officer, Senior Communications Officer, Executive Coordinator and Librarian.
Web Content Manager	A person in QHRC responsible for publishing and managing online content. This role is given to the Director, Engagement and Corporate Services (website and intranet)
Web Master	The person in the QHRC who is responsible for the overall maintenance of website systems. This role is given to the Director, Engagement and Corporate Services.

Roles

Content authors

Content Authors are responsible for creating content.

Content Authors are not responsible for creating web content using the CMS. This is the job of the Web Content Administrator.

Content Authors:

- develop original content;

- consult QHRC specialists or experts as necessary;

- ensure content complies with the QHRC web style guide;

- ensure content does not breach laws relating to privacy, information privacy or copyright;

- ensure the Content Approver has reviewed and approved the content;

- submit content to the Senior Communications Officer for review of language and compliance with QHRC web style guide prior to publication;

- submit content in a timely manner to the Web Content Administrator through website@qhrc.qld.gov.au for entry in the CMS in a timely manner.

As Content Authors have a detailed knowledge of their subject and the status of their content on the site, they should:

- advise the Content Approver if pages are obsolete. If the approver agrees, the removal and archiving will be managed in conjunction with the Content Administrator and Records Management Officer;

- identify new areas or topics for development as web pages, and discuss with the Content Approver and Senior Communications Officer.

Content Approvers

Content Approvers are responsible for authorising the publication of content assigned to them.

Content Approvers:

- ensure that content submitted to them is accurate and current;

- ensure that content is appropriate for the site in consultation with the Senior Communications Officer;

- advise authors of any revisions required to content before it is suitable for publication;

- reject content (with appropriate reasons) if it should not be published;

- undertake a six monthly review of pages for which they are responsible.

Web Content Administrators

Web Content Administrators are the overall custodians of the CMS files for the website and intranet. The role includes:

- managing content additions and changes;

- maintaining file consistency and integrity in the CMS;

- trouble shooting website problems (eg broken links);

- ensuring compliance with website accessibility standards;

- publishing to the live site when required.

Web Content Manager

The Web Content Manager has overall responsibility for approval, publishing and management of online content.

Web Master

The Web Master is responsible for the overall maintenance of web related systems.

Editorial guidelines and standards

Ensure that content is relevant and appropriate for the website and the audience.

All content must be approved by the relevant Content Approver as appropriate for the intended audience before it is submitted to the Senior Communications Officer for review and the Web Content Administrator to prepare for the website.

QHRC public website

Website content must align with at least one of the following criteria before it will be approved and published:

- provides information or resources about QHRC's core business to a target audience;

- provides a service to a target audience;

- supports a key business objective of QHRC;

- stakeholder support – for example, providing information for people who cannot reasonably access this information in other ways, such as people with disabilities and regional or remote users;

- provides a cost benefit – for example, reducing costs associated with printing and posting publications; reducing staff time required to answer queries; enabling user self-service, such as downloading forms or publications;

- is required under the *Right to Information Act 2009* or other legislation.

Intranet

Intranet content must align with at least one of these criteria before it will be approved and published:

- delivers a key message to staff;

- makes key information available to staff – for example, policy documents, IT resources or links to tools like ESS;

- enhances the internal flow of information and communication;

- provides a cost benefit – for example, reducing staff time required to answer queries; enabling staff self-service, such as downloading forms or manuals;

- increases efficiency or productivity – for example, providing links to selected online research sites;

- supports internal communications and collaboration.

Media releases

To ensure that content is fresh, only media releases for the current and two preceding years should be retained on the website. Media releases containing ongoing relevant information should be incorporated into content of appropriate web pages.

External agency media releases

Media releases from external agencies published on the QHRC website, should be clearly identified as such. The source of the media release and any relationship to QHRC, the *Human Rights Act 2019* or the *Anti-Discrimination Act 1991* must be included in introductory text to the item.

Style guide compliance

Content must comply with the QHRC web style guide.

Home page content

Requests for material to appear on the home page should be directed to the Web Content Manager in the first instance.

Content will only be considered for placement on the home page if it:

- is aligned with overall site direction;

- is relevant to either the majority of users or an important target audience;

- focuses on the user; or

- addresses an immediate need to communicate information to users.

'I want to…' links

Requests for content to appear under the 'I want to…' links menu of the home page should be directed to the Web Content Manager.

Content will only be considered as an 'I want to…' link if it:

- is deemed a popular page (based on visitor sessions);

- is a hot topic;

- is a topic or area of the site the QHRC wishes to promote or encourage users to visit;

- is permanent content (not temporary in nature – for example, a news article or event); or

- is aligned to organisational priorities or projects.

Changes to information architecture

Additions to, or replacement of primary navigation pages are a major information architecture consideration. The Web Master in consultation with other web development staff will consider such suggestions if the change:

- is of demonstrated benefit to users – for example, improving the discoverability of information; or

- is aligned to organisational priorities.

Relocation of content and additional pages

Suggestions that content could be more strategically or appropriately placed within the existing information architecture will be considered. For new content, suggestions should be referred to the relevant Content Approver/s (see Attachment 3). To relocate content, refer to the original Content Approver as well as the new Content Approver if they are not the same person. Suggestions for additional pages to develop a relevant concept or add value for users will be considered by the Web Content Manager. All such requests should be made via website@qhrc.qld.gov.au.

If adding or moving content affects existing pages, the approver/s of that content must be consulted.

Publishing images and graphics

Images and graphics will only be used if they:

- are optimised for the web;

- are relevant, compelling and add value;

- comply with accessibility standards;

- do not infringe copyright, information privacy or other legislation (Photo consent forms are required for images taken by QHRC staff, of people who could be recognised from the photograph.)

Requests to add images to web pages should be made to the relevant Content Approver. The Senior Communications Officer can assist with sourcing or procuring images.

Publishing translated materials

Requests to create web content in languages other than English requiring the services of an accredited translator should be directed to the Web Content Manager.

Linking to external websites

Links to external websites should be considered when providing the link avoids duplication of information, and gives access to the most accurate information. This benefit should be weighed against the fact that a user will leave the QHRC site by using the link, with the likelihood of not returning.

To ensure content is relevant, most links should be to Australian sites (.au). Links may be made to reliable overseas sites which provide authoritative information about human rights, discrimination or social justice issues.

External websites may be linked to where the information provided is:

• relevant, credible and accurate; and

• does not conflict with information published on QHRC sites.

The QHRC must not appear to be giving an advantage to a private business. Links to commercial websites may be considered where appropriate. Check with the Web Content Manager if considering a link to a commercial site.

Linking to the public website from the intranet

When content is available on the public website it should not be duplicated on the intranet, but accessed through a link. This method means a single source of information to update and maintain, and minimises the risk of staff accessing obsolete information.

Links to the public website may be made where:

• the information is newsworthy (for example, a 'Quick link' to the latest QHRC report released); or

• the link facilitates location of a resource.

Process

Content approval process

Web content is subject to the following quality approval and review process before publication. This process is managed by the workflow in the CMS, as shown below. The process applies to reviewing existing content or drafting new content.

To ensure accurate and timely publication of content only Content Administrators have direct access to the CMS. Content Authors and Approvers should engage in the content development and review process through website@qhrc.qld.gov.au.

```
┌─────────────────────────────────────┐
│  View page, allocate review of      │
│  existing content or development    │
│  of new content to author           │
│  (Content Approver)                 │
└─────────────────────────────────────┘
                │
                ▼
┌─────────────────────────────────────┐
│  Revise page content/draft new      │
│  content                            │
│  (Content Author)                   │
└─────────────────────────────────────┘
                │
                ▼
┌─────────────────────────────────────┐        ┌──────────────────────┐
│  Forward content to relevant        │◄───────│  Revise content      │
│  Content Approver                   │────────▶│  (Content Author)    │
│  (Content Author)                   │ Rejected└──────────────────────┘
└─────────────────────────────────────┘
                │ Approved
                ▼
┌─────────────────────────────────────┐
│  Forward content to Content         │
│  Administrator by email to          │
│  website@qhrc.qld.gov.au for        │
│  review and editing by Senior       │
│  Communications Officer, and        │
│  formatting using the CMS           │
│  (Content Approver)                 │
└─────────────────────────────────────┘
                │
                ▼
┌─────────────────────────────────────┐
│  Create or update pages & links     │
│  using the CMS and forward to       │
│  Web Content Manager for approval   │
│  (Content Administrator)            │
└─────────────────────────────────────┘
                │
                ▼
┌─────────────────────────────────────┐        ┌──────────────────────────┐
│  Review content & formatting        │◄───────│  Revise content          │
│  & approve or reject                │────────▶│  (Content Administrator) │
│  (Content Manager)                  │ Rejected└──────────────────────────┘
└─────────────────────────────────────┘
                │ Approved
                ▼
┌─────────────────────────────────────┐
│  Publish approved content on page   │
│  (Web Content Manager or            │
│  Administrator)                     │
└─────────────────────────────────────┘
```

Content (with the exception of urgent items such as news items) will be reviewed by the Web Content Manager within five working days of receipt via the workflow. If this process needs to be hastened, the Content Author should contact the Web Content Administrator to discuss options for fast tracking.

Content Approvers receive an email from the Web Content Administrator when their content is either approved or rejected by the Web Content Manager.

Approval

All material published on the website or intranet must meet standards in terms of content and format. To receive approval, content is to:

- comply with the QHRC web style guide;

- use plain and inclusive language;

- be approved by the relevant Content Approver;

- be formatted in a way consistent with the website and meeting accessibility standards;

- be submitted to the CMS workflow via the Web Content Administrator for publishing.

Rejection

The Web Content Manager may decline content submitted for revision if it does not comply with the editorial guidelines and standards in terms of content or format.

For content changes, the Web Content Administrator will advise the Content Author of changes required. The Content Author then re-submits the content to the Web Content Administrator.

For formatting changes, the Web Content Administrator will address the issue, discussing with the Content Author as necessary, and re-submit the content to the Content Manager.

Content review and maintenance

Content Approvers must undertake a regular review process (Attachment 1) to ensure that site content is current, accurate, and relevant.

Every six months, Content Approvers will receive an email from a Content Administrator notifying them that the content for which they are responsible needs to be reviewed.

Content which is not maintained in line with the content review process (refer to Attachment 2: Content review checklist) may be removed from the site and archived.

Review process

The Web Content Manager and Web Content Administrators manage the content review process by:

- assigning each page or area of the site to an approver;

- engaging with authors and approvers to capture ideas for enhancements; and

- providing support throughout the review process.

Content review criteria

Content Approvers are responsible for reviewing the content in their assigned area or pages by a given deadline, using the Content review checklist (Attachment 2).

Particular attention should be paid to:

- currency, accuracy and adherence to QHRC web style guide; and

- continuing value to users.

Deleting content

Material will only be deleted from the CMS if it is:

- still in draft form (has never been published);

- a test page; or

- an error.

Requests to delete published pages must be made to the Web Content Manager via website@qhrc.qld.gov.au.

Feedback

Feedback about guideline and processes

Feedback about any of the processes involved in content authoring, approving or administration, or conducting a review should be directed to the Web Content Manager via website@qhrc.qld.gov.au.

Technical feedback

Technical feedback such as broken links, pages not loading or formatted incorrectly should be directed to a Web Content Administrator via website@qhrc.qld.gov.au.

Feedback about content

Feedback about specific content on the intranet or public website should be directed to the appropriate Content Approver in the first instance or the Web Content Manager.

Further information and assistance

Employees requiring further information or assistance in relation to this policy should contact the Responsible Officer.

Policy administration

Policy Name	Website and intranet content management policy
File Number	BNE3417068
Responsible Officer	Director, Engagement & Corporate Services
Approving Officer	Commissioner
Effective Date	18 May 2020
Date Approved	18 May 2020
Next Review	18 May 2020
Review version approved by	Commissioner
Relevant Legislation or Prescription	Records Management Policy, Publication Scheme Policy, Website Content Accessibility Guidelines (WCAG)
Network location	S:/Policies/Current/IT

Interpretation

File Number

All policies must have an associated official file on which previous and current versions are maintained, along with relevant correspondence. Previous versions of a policy need to be on file so that the version applying at a particular period can be identified.

Responsible Officer

All policies are allocated to a member of the Executive Leadership Team (ELT) responsible for ensuring that they are communicated appropriately to commission staff, implemented and reviewed. This officer would also be the point of contact for major questions of principle and application of the policy.

Relevant Legislation or Prescription

Policies will generally be made under State legislation, regulations, directives or government policy. The source of authority and prescription for the policy should be specified.

Effective Date

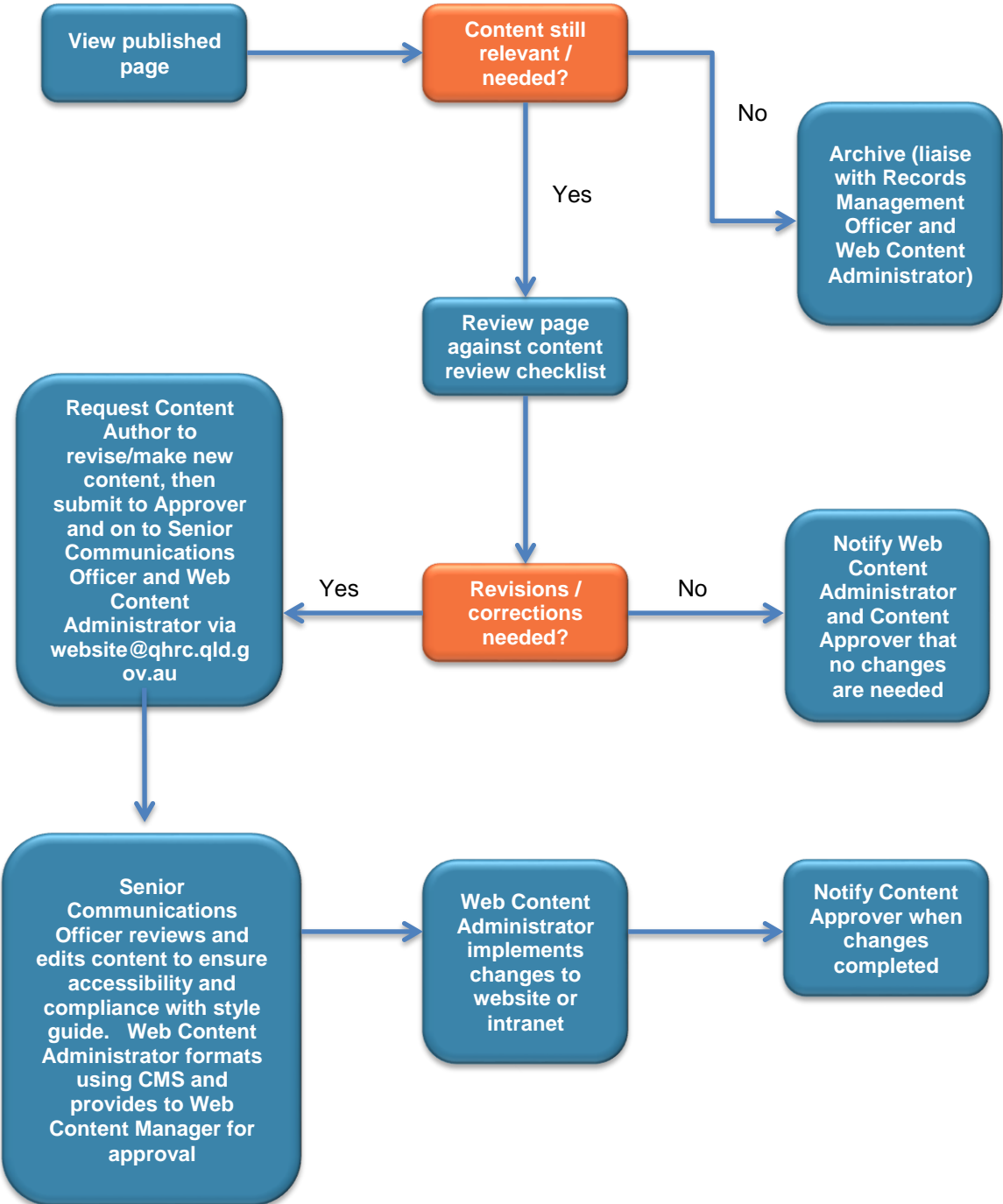The date the new or revised version of the policy came into effect.

Next Review

Revision dates are normally 3 years after approval of policies. A schedule of rolling reviews is maintained by the Director, Engagement and Corporate Services.

Version History

Action	Approved by	Date
Human rights review & update	Commissioner	18 May 2020

Website and intranet content review flowchart

```
┌──────────────────┐         ┌──────────────────┐
│ View published   │────────▶│ Content still    │──────────── No ──────────┐
│ page             │         │ relevant /       │                          ▼
└──────────────────┘         │ needed?          │              ┌──────────────────┐
                             └──────────────────┘              │ Archive (liaise  │
                                      │                        │ with Records     │
                                     Yes                       │ Management       │
                                      ▼                        │ Officer and      │
                             ┌──────────────────┐              │ Web Content      │
                             │ Review page      │              │ Administrator)   │
                             │ against content  │              └──────────────────┘
                             │ review checklist │
                             └──────────────────┘
```

Request Content Author to revise/make new content, then submit to Approver and on to Senior Communications Officer and Web Content Administrator via website@qhrc.qld.gov.au	◀── Yes ── **Revisions / corrections needed?** ── No ──▶	**Notify Web Content Administrator and Content Approver that no changes are needed**

Senior Communications Officer reviews and edits content to ensure accessibility and compliance with style guide. Web Content Administrator formats using CMS and provides to Web Content Manager for approval	──▶ **Web Content Administrator implements changes to website or intranet** ──▶	**Notify Content Approver when changes completed**

Content review checklist for content approvers

Check each page against the checklist.

If the content is still relevant and should remain on the site:

- ask a Content Author to make any changes necessary to update, correct or enhance the page content;

- notify the Web Administrator (website@qhrc.qld.gov.au) of content changes required and that the review has been completed.

Currency of content
☐ Is the content up to date?
☐ Is there more information that should now be included?
☐ Is there a better way to present the content?
☐ Does the content still provide information that people have a use for? (If not, archive.)
Archival information
If content is no longer needed, send an email to the website@qhrc.qld.gov.au saying why it should be archived and requesting:
☐ that the page be removed from the site and archived for records management purposes (in accordance with the Records Management Policy)
Accuracy
Text
☐ Are all facts, dates and other details accurate?
☐ Are there spelling or grammatical errors?
☐ Are headings and bulleted lists used to break up long blocks of text?
☐ Are acronyms spelt out the first time they are used?
☐ Is contact information up to date and correct?
Links
☐ Do all links work, and go to the expected pages/sites?
☐ Are all legislation links going to the most recent version of the Act/s?
Documents
☐ Is the most recent version of all documents used?
☐ Does the description/ title of each document still make sense?

Website and intranet roles and responsibilities

Role	Position responsible	
Content Author	Any QHRC staff member as determined by the relevant content approver.	
Content Approvers	Home page including: • I want to… • Social media	Director, Engagement & Corporate Services
	About Us	Director, Engagement & Corporate Services
	Complaints	Director, Complaint Management
	Training	Director, Engagement & Corporate Services
	Resources except for: • For Aboriginal & Torres Strait Islander people • Legal information • Reports • Case studies – courts & tribunal decisions • Case studies – conciliated outcomes • Submissions	Director, Engagement & Corporate Services Aboriginal & Torres Strait Islander Community Engagement Coordinator Deputy Commissioner Deputy Commissioner Deputy Commissioner Director, Complaint Management Deputy Commissioner
	Your rights Your responsibilities	Deputy Commissioner
	Privacy	Deputy Commissioner
	RTI (excluding the Publication Scheme)	Deputy Commissioner
	Publication Scheme	As per the Publication Scheme Procedures Policy: • Commissioner • Deputy Commissioner • Director, Complaint Management • Director, Engagement & Corporate Services
	Intranet • Home • The Commission • HR • Quick Links • Resources – templates • Social media	Director, Engagement & Corporate Services
	Intranet	Deputy Commissioner

	• Resources – Legal, Library & Research	
	Intranet • Resources - IT	ICT Officer
	Intranet policies and forms except for: • Complaint management • IT	Director, Engagement & Corporate Services Director, Complaint Management ICT Officer
Records Management Officer	Executive Coordinator	
Web Content Manager	Director, Engagement & Corporate Services (website & intranet)	
Web Content Administrator	Librarian (website & intranet) ICT Officer (website & intranet) Senior Communications Officer (website & intranet) Executive Coordinator (intranet)	
Web Master	Director, Engagement & Corporate Services	

Compatibility with human rights

1. In deciding what and how information is made available on the Commission's public website and intranet, we will consider whether:

    (a) any human rights may be affected by the decision

    (b) any legislation or other law requires a decision to be made in a certain way, regardless of the affect on any human rights.

2. If there is a discretion in making the decision, we will consider

    (a) whether any human rights that are identified as being affected by the decision are being limited

    (b) whether any limitation of a human right is reasonable, and is demonstrably justified in a free and democratic society based on human dignity, equality and freedom.

3. In deciding whether a limit is reasonable and justified, we will take into consideration and balance the following matters:

    (a) the nature of the human right

    (b) the nature and purpose of the limitation, including whether it is consistent with a free and democratic society based on human dignity, equality, and freedom

    (c) the relationship between the limitation and its purpose, including whether the limitation helps to achieve the purpose

    (d) whether there are any less restrictive and reasonable ways to achieve the purpose of the limitation

    (e) the importance of the purpose of the limitation

    (f) the importance of preserving the human right, taking into account the nature and extent of the limitation on the human right

    (g) any other relevant matter.

4. **Human rights** means the rights in the *Human Rights Act 2019*.