Standard operating procedure (Sop)

Subject:	**Procedure for updating websites**
DSA Sop number:	To be assigned
Date of issue:	December 2010
Contact name:	Redacted Section 40 (2)
Team:	Digital communications team
Telephone:	Redacted Section 40 (2)
Distributed to:	Dashboard Gatekeepers, editors, content owners
Review date:	June 2011
Related topics:	DSA's engagement and communication strategy How to use the DSA style guide How readable is your content?

Relevant style guides available on Dashboard:

1. How to use the DSA style guide
2. Directgov style guide
3. Businesslink style guide July 2010

Synopsis

To explain clearly and concisely the procedures to follow when creating or amending DSA managed content on the following websites:

- www.dft.gov.uk/dsa
- www.direct.gov.uk/motoring
- www.businesslink.gov.uk/transport
- http://Dashboard/

Aim

To establish a clear and simple procedure for all changes made to documents published on Dashboard, DSA corporate, Directgov and Business Link websites. This procedure supports the agency's core efficiency objective.

Audience

To be read by all staff within DSA's engagement and communication branch and all staff that publish content externally. Directorate business owners, gatekeepers, editors, contributors and subject matter experts (SME) engaged in the provision of content published on Dashboard, DSA corporate, Directgov and Business Link websites.

Objective

The primary objective is to ensure that all departments take responsibility and manage their own content published on Dashboard, DSA corporate and other government websites.

Directorate gatekeepers, editors and contributors should ensure:

- that content is factually correct by engaging with the appropriate SME
- all content is checked against the **style guide** before publishing on Dashboard or submitting an article/ guide for publication on an external website
- awareness of service level agreements – ensure that sufficient lead-in time is allowed for new content proposals to be developed and accepted to meet expected publication dates
- content is kept up-to-date by regular reviews

Ownership of procedures

The digital communications team within the engagement and communication branch is responsible for maintaining and updating these procedures.

Operators of procedures

These guidelines apply to all directorate business owners, gatekeepers, editors, contributors and subject matter experts within the agency.

Frequency

This procedure is to be followed each time a directorate wants to update or add content, or maintain content through the rolling maintenance program on any of the following websites; Dashboard, DSA corporate, Directgov or Business Link.

Inputs, outputs and deliverables

Outputs will be accurate, up-to-date websites supported by clear records of all content changes. A rolling program of maintenance will ensure that all content is reviewed on an annual basis.

Housekeeping

The digital communications manager is responsible for overseeing publication of external content.

Procedural information

Each directorate is responsible for their own content published online. Each directorate will have at least one nominated gatekeeper supported by at least one editor, who in turn will be supported by contributors and SMEs.

Contributors will:

- write content articles or guides based upon requests from senior managers
- ensure articles and guides are written to meet the style guide requirements and be checked by the SME within the directorate for factual accuracy

Editors' responsibilities will include:

- obtaining sign-off of the completed article/ guide by the requesting manager and SME
- proofreading and publishing the article/ guide to Dashboard, or workflowing it to their gatekeeper for web publication

Gatekeeper responsibilities will include:

- managing the work of editors and contributors in their directorate in line with service level agreements
- liaise with the SME to ensure content is accurate
- proofreading and forwarding web content to the digital communications team for publication on an external site

A gatekeeper or editor can also be a contributor.

Subject matter experts (SMEs) responsibilities are to ensure that content submitted for publishing on Dashboard or websites is factually correct. Document structure and layout is not their concern; the appropriate accredited CMS editor will ensure it meets relevant style guide requirements.

Business owners should ensure that they have nominated appropriately skilled individuals to fulfil roles as gatekeeper, editor and SME.

Content maintenance

Content maintenance is either scheduled (part of the annual rolling program) or unscheduled, for example a fee change or regulation change that takes place outside of normal rolling maintenance.

Proposing new content

The author should email their proposal for new content to web.publishing@dsa.gsi.gov.uk at least six weeks before the intended publication date. This will allow time for content proposals to be approved or amended as necessary to meet publication deadlines.

In the case of a new online service then a longer lead-in is desired as it is usual that a more complex solution around promotion and publication of the content is required.

Reviewing existing content

Content maintained through the rolling maintenance program will be provided to the content owners/ gatekeepers at least four weeks prior to the program update deadline. The word documents should be correctly marked up to show the changes and returned to the digital communications team at least one week before the deadline. The rolling maintenance programs for Directgov and Business Link are published on Dashboard.

Content suitable

The digital communications editors will edit the content to meet the relevant style guide and return it to the author to sign off that it's still factually correct and not misleading. The digital communications manager's decision on stylistic issues is final.

Content not suitable

The digital communications team will contact the author and explain why the content isn't suitable for publication, referencing the guiding principles in this standard operating procedure.

Gatekeeper reviews edited content

The gatekeeper will review the edited content and send confirmation that it's factually correct and not misleading by email to web.publishing@dsa.gsi.gov.uk.

If the gatekeeper believes that the content is not factually correct or is misleading, they will contact the digital communications manager to arrange for further edits to be made.

Web and intranet publishing process

A business need is identified to create new or update existing content on a DSA managed Intranet or external website

A **contributor** creates a new content article or guide or amends an existing article or guide. It is sent to the subject matter expert (SME) for factual approval.
When content has been approved by the SME the **contributor** forwards it to the editor for approval and publication

If the **SME** is not satisfied with the article factual content, it is returned to the **contributor** to make the necessary changes

The **SME** checks the authored content for factual accuracy

The **editor** proofreads and checks the authored content against the style guide. If errors are found it is returned to the **contributor** for amendment.
When the content meets the correct standard, the **editor** publishes Dashboard content or forwards web content to the **gatekeeper**

Content monitoring

The Digital communications team will randomly check content articles against the appropriate style and accessibility guidelines

The **gatekeeper** proofreads and makes all final checks on content approval etc. if the standard is not met it is returned to the **editor**.

When the content meets the correct standard, it is sent to the **Digital comms** for external publishing

Due to style guide requirements for external web sites, the content may have to be re-written to suit tone of voice. If there is any doubt about this potentially changing the factual accuracy of the content then it will be sent back to the **gatekeeper / SME** for approval

Directgov/motoring | Businesslink/transport | DfT/dsa

Output and deliverables arising from these procedures

Outputs will be accurate, up-to-date websites supported by clear records of all content changes. The annual rolling maintenance program ensures all content is regularly reviewed and updated.

Validation of outputs

The head of digital communications will monitor the publication of DSA's content at regular intervals via meetings with the digital communications manager.

Interpretation of outputs

The digital communications manager should ensure that all changes to content are requested and authorised in line with the procedures set out in this SOP. The digital communications team will keep a record of all requested changes including dates, requested by and summary of change requirements.

Risk

Failure to follow these procedures will result in non-suitable or unapproved content being published. This has the potential to cause inaccurate information being communicated and adverse media coverage for DSA. Not adhering to the procedure could result in important content missing publishing deadlines.