



Standard Operating Procedure (SOP)

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Title: Websites content management

Description: This SOP provides harmonized operating procedures for posting new content, updating and removing existing content from the websites of the Basel, Rotterdam and Stockholm conventions, as well as the Synergies website.

The main objective of this SOP is to ensure that actors, processes and assignments involved in publishing up-to-date and relevant information on the Secretariat's websites are identified and clear.

To achieve this objective a decentralized approach has been chosen in order to give more ownership to content managers while lessening the burden on IT staff.

The process described in this SOP is triggered by:

- Content managers;
- Content coordinator;
- Any staff.

This SOP does not cover changes to the graphic design of the websites; maintenance of Information Technology systems; and applications needed to support the websites.

To ensure efficient updates of the websites, it is necessary to send requests in a timely manner.

- Actors¹:**
1. Content managers
 2. Legal officers
 3. Senior officers
 4. Content coordinator
 5. Translation services
 6. Webmasters
 7. Public information officer
 8. Clearing-house mechanism officer

¹ See detailed roles and responsibilities in annex I below.

Scenarios:

When a content manager is updating a page or section of the website(s), she/he should consider which of the two following scenarios matches her/his situation:

I. Criteria for scenario I – simple update:

- Update of an existing page / module² (using the HTML module or other simple modules such as FAQs);
- Updated content does not affect other sections of the websites (i.e. updates will not be inconsistent, nor generate inconsistencies with content of other pages);
- Update does not require a specific configuration of a clearing-house mechanism tool (i.e. calendar, news, official contacts points, status of ratification, etc.).

II. Criteria for scenario II – complex update:

- Update implies the creation (or deletion) of modules on a page / an entire page / an entire website section;
- Update impacts, or is shared by, other section(s) of the website(s);
- Update requires a specific configuration of a clearing-house mechanism tool.

² A module is a section in a page that publishes a specific type of content.

Steps:

I. Scenario I – simple update

1. The content manager drafts or modifies substantive content for the relevant page section(s) / page(s) / website(s) section(s), for example in a Word document and where possible in tracked changes or directly on the website if steps 2 and 3 do not apply.
2. The content manager circulates the draft update to other content managers who have shared responsibilities for this page for their information, comments, edits, discussion, or validation. Content manager may also wish to consult with other relevant staff and stakeholders, a senior officer (e.g. for sensitive changes) or a legal officer (if the change has legal implications) as deemed necessary.
3. The content manager requests translation³ of the English content into Spanish and French from translation services, if needed.

Note: *The content manager is to exercise her/his judgment whether the content coordinator and webmaster should be consulted before translation is performed in order to avoid the risk of several rounds of translation.*

4. The content manager uploads and publishes the update on the website⁴ and informs the webmaster, content coordinator (for them to determine if any adjustments are needed based on their roles and responsibilities described in annex I below) and the public information officer⁵.

³ Responsibility for translations remains within Geneva office.

On the Rotterdam Convention website, by default, most content is published in English, French and Spanish simultaneously. Other websites are in English only. Depending on the timing and urgency of the information, a senior officer can decide to make an exception to this rule and publish content in English while language versions are being prepared.

⁴ If the content manager cannot access the edit mode of a module, or needs support to update the websites including language versions, she/he should contact the webmaster. If documents and images need to be uploaded, the content manager should request webmaster assistance.

⁵ If the public information officer decides to place a teaser on the home page, content manager and public information officer co-draft it according to the *Guidelines for managing information on the Basel, Rotterdam and Stockholm home pages*. The public information officer sends the teaser to translation services, when required, and to the webmaster for uploading. The webmaster informs the public information officer and the content manager that the teaser has been placed on the home page. Any subsequent change to the home page teaser should be coordinated between the public information officer and the content manager.

5. Any needed adjustments identified by the webmaster or content coordinator will be discussed with the content manager. The content manager will amend, and upload amended content accordingly (including translated content)⁶.

II. Scenario II – complex update

1. The content manager drafts or modifies substantive content for the relevant page section(s) / page(s) / website(s) section(s) in a Word document, ideally and where possible in tracked changes.
2. The content manager circulates the draft update to other content managers who have shared responsibilities for this page for their information, comments, edits, discussion, or validation. Content manager may also wish to consult with other relevant staff and stakeholders, a senior officer (e.g. for sensitive changes) or a legal officer (if the change has legal implications) as they deem necessary⁷.
3. The content manager informs the public information officer of content changes and where appropriate to place teasers on the home page, and, if required, they will co-draft it according to the *Guidelines for managing information on the Basel, Rotterdam and Stockholm home pages*. The public information officer sends the teaser to translation services, when required, and to the webmaster for uploading. The webmaster informs the public information officer and the content manager that the teaser has been placed on the home page. Any subsequent change to the home page teaser should be coordinated between the public information officer and the content manager.
4. The content manager sends the draft update to the content coordinator. The content coordinator undertakes the quality control functions and ensures that it is consistent with other sections of the websites, navigation structure and any established templates and knowledge management policies.
5. The content coordinator requests the clearing-house mechanism officer to check the compatibility of the update with existing clearing-house mechanism formats and standards. The clearing-house mechanism officer informs the content coordinator.
6. Any suggested adjustments to the text by the content coordinator or to the web tools by the clearing-house mechanism officer is to be discussed and

⁶ Content manager will request translation services to make amendments to French and Spanish content as required.

⁷ If the content manager feels that the update might have an impact on existing clearing-house mechanism formats and standards (e.g. creation or update of databases, maps, web services), she/he could consult with the clearing-house mechanism officer at this stage.

mutually agreed by both content manager and content coordinator or clearing-house mechanism officer.

7. The content coordinator forwards the final draft to translation services⁸ for translating into Spanish and French, if needed. Translation services send back the translated content to the content manager.

8. The content manager requests the webmaster to upload and publish the update on the website. The webmaster informs the content manager, content coordinator and public information officer once the content has been uploaded.

Document revision history

Version	Description	Date
0.0	Initial draft	20.06.2012
0.6	Revision after team discussions	13.07.2012
0.8	Revision after feedback from all staff	01.08.2012
0.9	Revision after Management Team discussion	02.08.2012
	Revision after MT check	08.08.2012
1.0	Effective version distributed	08.08.2012

⁸ The content coordinator just forwards the final draft to translation services, and copies the content manager. The content managers are responsible for following up with translation services to ensure timely completion of the translation.

Responsibility for translations remains within Geneva office. On the Rotterdam Convention website, by default, most content is published in English, French and Spanish simultaneously. Other websites are in English only.

Depending on the timing and urgency of the information, a manager can decide to make an exception to this rule and publish content in English while languages versions are being prepared.

Annex I

Roles and responsibilities

1. Content managers

- Are responsible for the overall management of the specific sections/pages of the websites as defined in Annex II;
- Are to create, review and update content;
- Are to ensure that all data and information are correct;
- Are to liaise with staff, stakeholders and/or Senior officers as necessary regarding substance and policy matters;
- Are to liaise with legal officer as necessary regarding information having legal implications;
- Are to keep the content coordinator and the webmaster informed of all modifications to the website content;
- Are to liaise with translation services to provide the necessary instructions and to ensure that translations are completed on a timely basis;
- Are to ensure that all links are functioning for their sections of the website;
- Are to upload simple content updates in all languages directly onto the website (if the content manager is not familiar with French and/or Spanish languages, he/she can request the webmaster's assistance for the updating in these languages, ensuring that all updates are done on the same day);
- Are to propose articles/stories from their activities for the home page to the public information officer.

2. Legal officers

- Are to review information having legal implications, upon request.

3. Senior officers

- Are to provide guidance to content managers, content coordinator and public information officer on publishing updates (e.g. sensitive information), as requested;
- Are to decide if content on the Rotterdam website can be published in English pending translations.

4. Content coordinator

- Is responsible for the overall quality control of the website (reviewing style, clarity, coherency of content);
- Is responsible for ensuring that the information is presented in a harmonized manner;

- Is responsible for creating standard formats and templates for web sections and web pages, upon request and in cooperation with the relevant content managers;
- Is responsible for defining, in consultation with content managers, where pages are located in the website architecture (navigation);
- Is to liaise with content managers and webmasters if, in the course of her functions, she comes across a need for action.

5. Translation services

- Is arranging all translations for the website(s).

6. Webmaster

- Is responsible for verifying the quality (format and layout) of the content uploaded by content managers;
- Is responsible for uploading complex content updates;
- Is to assist content managers facing difficulties when uploading simple updates.

7. Public information officer

- Is responsible for managing home pages content, and for defining relative positions for each home page item, in consultation with the content managers and other relevant internal actors as required.

8. Clearing-house mechanism officer

- Is to ensure compatibility with existing clearing-house mechanism tools;
- Is to develop new interfaces between clearing-house mechanism tools and websites.