# HAMPTON VA

## Marketing & Outreach

# DRAFT

**Sept. 4, 2014**

# Website Management/Policy

## Inside

# Website Policy, Mission, Goals

## Mission
To provide a 24-hour website for citizens, businesses and visitors to the City of Hampton through [www.hampton.gov](www.hampton.gov) and associated websites.

## Goals
- To help citizens and businesses learn about and initiate transactions required for city services – furthering the objectives of "customer delight"
- To be a central resource for community information
- To promote the city's core values, priorities and policies

## Policy
Government websites are becoming more and more important. Meanwhile, new and existing laws, policies and procedures are being tested almost daily as to the legal and political ramifications of working online. To ensure that we thoughtfully plan and deploy our online services, city departments should consult with the Marketing & Outreach Website Team and the Information Technology Department for web-related planning and implementation.

## Guidelines
The purpose of this policy is to ensure that users can easily locate information and conduct business with the city online. By maintaining a common domain name and visual design, the city can distinguish its information from information provided by other sources.

- The continuing shift to a "citywide" view for the web, highlighting services and information, will allow an easy and logical progression through the site.

- A site map, available at [www.hampton.gov](www.hampton.gov), will be maintained to clearly define the website's navigation path. This map can be used to develop the placement of additional content on [www.hampton.gov](www.hampton.gov)

- Working with city departments and officials, The Website Team will coordinate and be responsible for the city's website at www.hampton.gov and related websites. The team will also assist city departments and offices in regularly updating their information on www.hampton.gov

- The design and consistent look of the website and associated pages will be guided by standards recommended and developed by the Web Team and individual departments and offices. The goal is to achieve a consistent look that is easy to navigate and accessible to the public.

- Every department or office will be responsible for providing appropriate website content on a timely basis (including publishing information, necessary databases, and having the means to receive E-mail and E-forms.)

- Website feedback should be reviewed regularly, with adjustments made to the site as needed.

- City departments and offices are responsible for regularly checking their web pages and applications to make sure they are functioning properly. If there are problems, they should contact the Web Team.

# Design Template/Terminology

**Layout:** This refers to the organization of the screens, the navigational constructs and the positioning and layout of links, pull-down menus, bread-crumbs, columns and other items that make up the functional structure of a web page.

**Site Map:** A site map shows how content on the website is prioritized. A site map divides a website site into various sections or sub-sites that are then reached using the various tools and links available.

**Theme:** A theme is the color and imagery used in and around the layout of a web page. A design template brings together the layout, site map and

theme to produce what is commonly called the "look and feel" of a website.

# Publishing Information

### Static
A good deal of the information on [www.hampton.gov](www.hampton.gov) is static – meaning that it doesn't change much. This includes some information about city programs and service, graphics, links to related information, and the capability for citizens to send E-mail directly to city departments.

Some information has been developed specifically for Hampton's website, while other information comes from documents that are also available in printed form. Almost every city department should have some basic information on  Hampton's website.

### Dynamic
 The website also contains some regularly updated information.

### Database Queries:
Making city databases accessible via the Hampton website is the first step in enabling citizens to carry out individual transactions with the city. Such accessibility should be balanced against the need to protect the integrity of city computer systems.

### Email and E-Forms:
Email and E-forms represent the first stages of facilitating communication with city offices. All city employees with city email addresses can send and receive email. Addresses are available through some web pages and through an online city directory found within the city Exchange.

### Transactions:
Transactions typically involve some form of payment. Opportunities exist to not only make these transactions easier for citizens, but to save city resources by handling such transactions electronically. It is also important to remember that these transactions need to interface with host systems in order to maximize productivity and efficiency. Security and regulation

issues will need to be addressed with respect to credit card transactions and the use of a third party to provide this functionality. These efforts should be addressed on a case-by-case basis by the Web Team, IT Department and individual offices and departments.

# Website Management

The Marketing & Outreach Team – led by the city's communications strategist and the website manager - is responsible for [www.hampton.gov](www.hampton.gov). This team will work with the city manager's office, city departments and other city offices, including the Information Technology Department, to develop and approve the technical and architectural structure of the website. The Marketing & Outreach Team will be responsible for daily management of the website.

Tasks include:
- Coordinating content development and maintenance.
- Managing information taxonomy, including the main pages of [www.hampton.gov](www.hampton.gov)
- Managing or coordinating web services associated with the website.
- Answering or forwarding email related to the website.
- Managing new content or service provider user accounts, and maintaining existing user accounts.
- Working with Information Technology and individual departments to develop and maintain necessary databases.
- Managing technical projects related to the website and developing related strategic opportunities, in conjunction with individual departments and offices.

The Marketing & Outreach team is responsible for reviewing and in some cases approving website content to ensure that it is in agreement with city goals and communications plans, assisting in creating strategic plans for the web, setting priorities, and developing basic standards and guidelines.

# Website Security/Information Technology

Security involves not only protecting data residing on city networks, but also protecting any transactions that occur through our website.

City of Hampton website servers are maintained by third parties that provide backup, security and disaster recovery.
 Network firewall security prevents unauthorized network traffic from entering the city's internal networks. Operating system and application user account security prevents unauthorized users from accessing sensitive system functions.

Information Technology maintains all intranet/secured files. And all third-party software with web interface or display requires working with Information Technology and Marketing Inc.

**Links**
The city's website will include links - when applicable - to provide information to the citizen. Links may include but are not limited to:
- Other governments and educational institutions in the state of Virginia, including individual school web sites.
- Non-profit or public organizations that have some relationship to the city.
- Generally recognized community councils and organizations.
- Arts, cultural, sports, major festivals and similar organizations of general interest to Hampton citizens.
- General employment in the Hampton Roads area.
- Tourist information of a non-commercial nature – general information about accommodations and sightseeing.

The city's website does not generally link to:
- Candidate sites or sites advocating a position on city or other ballot issues.
- Corporate commercial sites. The website will link to business sites if they are presented as part of a retail development project, neighborhood economic development project, etc.

- Individual personal home pages.
- Unrelated national sites, although departments may include links to public interest associations and similar organizations.