

SHAREPOINT WEB STANDARDS AND POLICY GOVERNANCE

PREPARED BY:
OFFICE OF COMMUNICATIONS AND PUBLIC OUTREACH

PUBLIC PROTECTION CABINET
MARCH 21, 2011

SUMMARY

The purpose of this document is to establish a set of standards for the structure, display and content published on Public Protection Cabinet (PPC) Internet websites. The Internet is an interactive site that should have no static pages. It should not be utilized as an archive.

An effective governance policy ensures that the cabinet's website is managed and used in accordance with its designed intent to prevent it from becoming unmanageable. The benefits of creating a consistent Internet style with standard templates ensures that users/visitors can move skillfully throughout the website and recognize they are visiting a PPC agency regardless of their location in the site.

Any deviation from this governance will need to be approved by the Office of Communications and Public Outreach (OCPO).

The objectives of developing the PPC website are:

1. Identify your audience.
2. Focus on the delivery of valuable information to your audience. For example: what types of information generate the most phone calls, e-mails, etc.
3. Streamline your website. Don't just "copy and paste" information from your current website to the new Sharepoint templates. Take time to review the content for accuracy and relevance, as well as comprehension and readability. While this process is time consuming, it is a mechanism for "spring cleaning." If this is not done, the new Internet will be filled with antiquated content before it ever goes live.

ROLES AND RESPONSIBILITIES

The cabinet website will be managed by two groups--site authors and site approvers. Site authors should consist of a minimum of two users from each agency and/or division. Larger agencies may require one or two additional users if necessary. Limiting the number of users discourages agencies from creating websites that are too large to efficiently maintain.

Users of Sharepoint will be provided with technical support from the GAPS Division of Information Services with regards to training, site permissions and day-to-day system operational support. The staff at OCPO will assist with design and content support, as well as day-to-day operational support, where possible.

THE ROLE OF THE SITE AUTHOR

1. Will obtain sufficient training in Sharepoint in order to create Web pages and maintain them in an efficient manner.
2. Should possess sufficient knowledge of agency operations and programs in order to maintain the content of the website.
3. Should possess good writing skills.
4. Should be familiar with the AP Stylebook, which may be purchased from the Associated Press bookstore, Amazon or any other distributor approved by cabinet procard administrators.

THE ROLE OF OCPO (SITE APPROVERS)

1. Provides oversight on all PPC Web pages.
2. Obtains sufficient training in Sharepoint in order to successfully navigate the system and assist authors with minor site difficulties.
3. Approves all templates and color schemes used throughout the cabinet site.

4. Approves Web pages within two working days (following completion of the Web site). In most instances, Web pages will be reviewed within the hours of one workday unless circumstances warrant both editors being away from the office simultaneously. If a Web page needs immediate approval, it is the responsibility of site authors to notify OCPO by phone or e-mail regarding the urgency of approval.
5. Obtains permissions to all cabinet Web sites and document/image libraries.

WEB PAGE GUIDELINES

1. Branding:

- The banner will consist of one photo (of the agency's choosing) that depicts a scene pleasing to the public's eye. The photo must be 840 pixels wide by 250 pixels in height (or no less than 240 pixels or more than 260 pixels in height) and resolution should be 72 dpi. No black and white or color border may appear around the banner photo. You may size your photos in Paint.net (free download) if other photo editing software is not available. It is important that the photo be taken in Kentucky. Photos from other states will not be accepted.
- The cabinet's name will appear directly above the banner photo of every agency Web page.
- The agency's logo may appear in the designated placeholder on the right-hand side of the Web page directly above the Quick Links. Logos cannot exceed 175 x 175 pixels and the resolution should be 72 dpi. For secondary pages, the logo placeholder may contain either a logo or photo relative to the topic of the Web page.
- Logos may not consist of any clip art-quality images.

2. Navigation bar:

- Careful consideration was given to ensure that each agency's information could be easily found and accessed by site visitors. Having a consistent navigation bar in a consistent location ensures visitors can move easily throughout the cabinet's Web site without needless searching. The following tabs will reside on the navigation bar: Home, Agency, Online Services, Open Records and About Us. Each agency may name the remaining two to three additional tabs relevant to their needs. **Variations to the navigation bar must be approved by OCPO.**

3. Main content:

- The agency/division name must appear at the beginning of each page. If the page is considered secondary, then the agency/division name must be followed by the program or title of the page.
- Dated materials should appear in chronological order by date or importance (most recent date first, oldest date last).
- Information provided in the content area cannot exceed two page scrolls. Lengthy pages will cause a user to lose interest or become frustrated in finding information.
- You may have up to five mouse clicks in order to access information. Quick Links (see #5) should be utilized as often as possible to help users/visitors navigate to other pages.
- All text will be written at an 8th-grade reading level for audience readability and comprehension where appropriate.
- **Text standards:**
 - i. Only one font (Arial) will be permitted throughout the cabinet's Web site.
 - ii. Italics: should be used sparingly to draw attention to a specific area of information on the Web page.
 - iii. Bold: should only be used to emphasize a few words in a sentence or a small paragraph.
 - iv. Capital letters: ALL CAPS will not be permitted. Uppercase letters are hard to read and are considered rude or synonymous with shouting.

- v. Colors: colored text is permitted; however, it should be kept to a minimum. You should avoid using colors like red or pink that do not contrast with a white background. Dark colors work best for text.

- **Photographs:**

- i. The use of rotating photographs will not be permitted.
- ii. Photographs, legitimate maps and graphs and/or tables may be used to provide essential documentation of facts. Photos, maps and graphs must adhere to the image standards provided in section v.
- iii. Clip art will not be permitted.
- iv. All photography should be specific to Kentucky, if possible. If using photos taken in other states, captions must be used to provide the proper information and appropriate credits.
- v. All photographs will not exceed 72 dpi or 150 KB. Large photos create problems for users that do not have broadband. (Standard screen resolution should be set for 1024 x 768 based on these standards).
- vi. Resizing an image does not mean dragging the corners to reduce an image. This causes distortion and does not reduce the actual size of the photo.
- vii. The permission of a parent or guardian should be obtained in writing before photographs of children are published on the cabinet Web site.
- viii. All photographs used online (or in presentations available online) by PPC agencies shall depict the cabinet and its agencies in a professional manner. More specifically, any attempt to use photos of employees or others that could bring a negative image to the cabinet will be rejected by the site approvers (OCPO).
- ix. The use of imaging software (such as Photoshop) may be used to crop, correct minor imperfections or resize photos. However, extreme altering of images is strictly prohibited.

- **Web parts:**

- i. Only one font (Arial) will be permitted for use in Web parts.
- The AP Stylebook will be used to review all Web pages for proper grammar, punctuation, capitalization and abbreviations. It is important to keep the cabinet's Web pages consistent. Compliance is monitored prior to the publication of all Web pages.
- Should your agency need to reference cabinet regulations or federal regulations (KRS or KAR), a link should be posted on the Web page directing users to the Legislative Research Commission (LRC) website. Copying text from regulations is no longer permitted.

4. Hotlines:

- All agencies must provide their hotline(s) in the designated placeholder provided to maintain a consistent look and feel to cabinet Web pages.

5. Quick Links:

- Provided to help users navigate to appropriate agency programs and important topics. These links may change based on current events, legislation, reports or items that need instant access. There should be no more than 10 Quick Links on a page. Quick Links must also remain in 1 column with the bullet remaining centered on the left.
- You may insert cabinet-approved logos ABOVE each Quick Link to help define the topic highlighted. These logos cannot be clip art; they must be legitimate business/agency logos. Logos cannot exceed 130 x 130 pixels and 75 dpi. If using logos within the Quick Links area, you are restricted to 5 Quick Links.
- Web page editors have the right to approve or reject any graphic representations.

6. Footer:

- The footer must contain reusable content that includes 1) agency/division name, 2) complete mailing address, 3) telephone and fax numbers, 4) a contact person's name and e-mail or agency e-mail. Footers must be centered on the page and cannot exceed two lines. If an agency uses social media, site logos may be used in the footer.

Office of Communications and Public Outreach | 500 Mero Street | 5th Floor Capital Plaza Tower | Frankfort, KY 40601
502-564-5525 (Telephone) | 502-564-3969 (Fax) | Cynthia.Schafer@ky.gov |  [Facebook](#)

7. Facebook:

- Any agency that participates in social media will use the designated (and properly sized) image. The image should only appear on the agency's home page as the last bulleted Quick Link entry or it may be placed in the footer (see No. 6).