	Posting to the Internet and Extranet **October 25, 2015** **Operational Guideline**
Winnipeg Regional Health Authority / Office régional de la santé de Winnipeg / Caring for Health / À l'écoute de notre santé	

PURPOSE: Web content should be current, organized, easy to read and accurate.

BACKGROUND: Every service area has its own page or pages on the internet. Every service area and key strategic priority has their own web page or web pages on the extranet.

PROCEDURE: All internet and extranet content must be current, well organized, easy to read and evidence-informed.

Current

1. Keep content as current as possible. Update content as often as will be helpful to your audience.
2. Managers review all pages quarterly at the beginning of January, April, July and October. Include checking for broken links to replace the link or remove the reference to them.

Well Organized

3. Use a framework; organize content into bundles that make sense.
4. Use additional pages, when helpful, to avoid clutter and excessive scrolling.
5. Keep content short, interesting and the layout simple.
6. Use clear subheadings.
7. Limit sentence length to 20 words or less.

Easy to Read

8. URLs should not be visible. The name or description of the document should be hyperlinked.
9. Pay attention to consistent layout within a page
10. Use correct spelling and grammar.
11. Limit punctuation.
12. Point form is fine.
13. Acronyms should be defined on every page, or avoided if possible.
14. Documents formatted for a paper pamphlet or fact sheet may be difficult to read if posted on line. Documents formatted as a paper pamphlet or fact sheet may be difficult to read online as there may be a mix of French and English on the same page and the layout may be disorganized. However, the document's content could be posted.

Responsible

15. Only create hyperlinks to reputable external sites. Sites we hyperlink to should not themselves link to non-reputable sites.
16. Copyrighted, licensed or contracted materials must not be visible to the public unless expressly permitted.

Internet
1. Only materials intended for the general public are placed on the internet.
2. Write as simply as possible for your audience. Aim for a grade 4 to 8 reading level.
3. All internet pages are translated into French. Request French Language Services translate any changes. Both French and English site content should be consistent to the extent possible.

Extranet
1. Extranet documents are generally only intended for Program Staff.
2. Unless otherwise restricted, documents are posted on pages visible to the public from any computer anywhere.
3. Where appropriate, files may be posted on pages within the WRHA firewall.
4. In general, avoid duplicating content already on the internet.

Who is responsible for the website?
- The Program Director or delegate provides the general structure for the program internet and extranet sites.
- Team Managers and area leads (e.g., Program Specialists if delegated) authorize changes to the internet and extranet pages specific to their service area.
- Administrative staff post and publish updated pages that are visible to the public.
- Web Communications Coordinator provides posting and publishing keys to Administrative staff and may update pages that are not visible to the public.

Appendix A: Service Area Internet Template

Name of area
Description of the area (40-80 words)

Any short message you would like to provide to the public here.

Contact Us
Contact Us (When to contact us. How to reach us [CA or service name, phone, address, email]) Some services direct the public to Health Links / Info Santé.

Links
Provide a short introduction to each link. Make it clear how links & hyperlinked banners to our own websites are associated with us. Try to link to sites available in French and English. Provide graphics to link to.

Fact Sheets
Only insert fact sheets intended for the public here. If there are quite a few, organize into clusters. If there are links to provincial fact sheets, provide the appropriate name with a hyperlink.

Reports
(e.g., Bike Helmet Study, Prenatal Connections Participatory Action Research Report)

Position Statement
If any relevant ones exist (e.g., Harm Reduction, Position Statement on Health Equity, Mental Health Promotion and Prevention, Cycling Safety, Life Long Wellness)

Appendix B: Service Area Extranet Template

Name of Service Area

Description of the Service Area

Major Initiatives (listed in point form along with possible additional information)

Strategic Plan & Logic Model

Reports (program monitoring and surveillance)

Presentations (that are useful for staff to be aware of)

Service Area Committees

Terms of Reference (per Committee)

Significant Documents (per Committee that are useful for staff to be aware of)

Fact Sheets Relevant to staff only, if any. Most fact sheets will be for the public.

Resources: Hyperlinks to reputable or important sites or PDFs of highly relevant documents. Include a short introduction as necessary.

Service Delivery Standards
Linkages to each of the relevant the Manitoba Health protocols would best fit here.

Clinical Practice Guidelines

Operational Guidelines

Appendix C: Strategic Priorities Extranet Template

Name of Strategic Priority

Major Initiatives (listed in point form along with possible additional information)

Strategic Plan & Logic Model

Plan Details (if developed)

Documents and Links (if any)

Presentations (That are useful for staff to be aware of)

Committees (if any)

<u>Terms of Reference</u> (per Committee)

<u>Significant Documents</u> (per Committee that are useful for staff to be aware of)

Position Statement
If any relevant ones exist (e.g., Harm Reduction, Position Statement on Health Equity, Mental Health Promotion and Prevention, Cycling Safety, Life Long Wellness)