

# City of Helena

## Website Policies and Procedures

### Adopted 7/17/12

#### **Website Policies and Procedures:**

The purpose of this document is to provide guidelines and procedures for website creation and updates to City of Helena departments. Each aspect of this document was carefully assessed to provide a consistent and standardized design. The City Website Committee developed the new design with a service-oriented approach. The design was created for departments to provide an aesthetically pleasing layout, easier content accessibility, and additional links to Websites within the City of Helena.

#### **The following content will be determined by the City Website Committee:**

##### **City Home Page:**

- Banner Color
- Banner Photos
  - Photos can be submitted by any City employee for consideration. The photo needs to represent and identify with Helena. Use the City Web Request form and submit it to the HelpDesk. The form is available in the following location: <http://intranet.ci.helena.mt.us> . If the photo is approved, the Committee will obtain a Website Image Permission Form before using the photo.
- Tab content and respective links: (Home, Departments, Government, Community, and Services)
- Rotating photo display
  - Photos can be submitted by any City employee for consideration. Use the City Web Request form and submit it to the HelpDesk. The form is available in the following location: <http://intranet.ci.helena.mt.us> . If the photos are approved, the employee submitting the photos will obtain a Website Image Permission Form before the photos can be used.

##### **City Home Page Content:**

- **News Items:**

Each department page will have a news block on their department pages that will pull to the front page. It will show the subject and the first line of paragraph along with the date. It is important to use the time setting on your item. If you have edit live rights, please email your director letting them know about the new item.
- **Additional Information:** This section is for long term news items that need to be on the home page that will be located in the left column. In order for items to be added, an email must be sent to HelpDesk along with carbon copying the department director. The email must include an end date as to keep information as current as possible.
- **Public Service Announcement ( Emergency Ticker Tape):**

Emergencies or critical information will be posted at the direction of the department director. This information will be posted on the Home Page in the Public Service Announcement Box. To submit emergency or critical information, departments must

complete the City Web Request form. The desired post date and removal date is required. The form must be submitted electronically to HelpDesk by the Department Director or designee. The form is available in the following location;

<http://intranet.ci.helena.mt.us> .

### **Department Webpage Design Guidelines:**

Each Department's Website content, layout and font should be consistent and professional in appearance.

#### **Font Style & Size:**

Font style will always be set at the default font. The preset sizes are as follows:

Heading 1: 16 pt

Heading 3: 14 pt

Heading 2: 16 pt

Paragraph 1: 12 pt

*All headings will be bold. Default font is set at Arial*

#### **Font Color:**

Default font color should include either:

- Black, red, blue, white or color contrasting to background text.
- If contrasting color is used, the color should complement the current webpage color.
- Contrasting colors should be limited to blue, red and green unless color has been pre selected by the web committee.

#### **Images and photographs:**

All photos or images shall be saved in one of the following formats before being posted to Typo 3 (CMS):

- JPEG
- GIF
- PNG

Only the following images may be included on any webpage:

- Personal photos (with the approval of the photographer)
- Professional images with rights given or purchased from the owner of the image
- Any images within Microsoft's Office or Clip Art programs
- Any images within Microsoft's online Clip Art Website (<http://office.microsoft.com/en-us/clipart/default.aspx>)
- No animated GIF images
- All image thumbnails sizes will be 65 pixels wide or best fit.  
\* Would like to have clipart replaced if possible by photos.

#### **Contact Information:**

Respective Department contact information shall be located in the upper right corner in a floating element. The font, style, size and color should be uniform and left justified.

- **Line 1:** Name of Director,
- **Line 2:** Mailing address include room number if applicable
- **Line 3:** City, ST, Zip

- **Line 4:** Phone #, fax #
- **Line 5 :** Hours of Operation

**Example:**

Director: Amy Teegarden  
 316 N. Park Ave. Room 405  
 Helena, MT 59623  
 406-447-8463 Fax: 406- 447-8460  
 Hours: 8-5 pm

**E-mail/Comments/Concerns Form**

References to e-mail addresses shall not include the actual e-mail address. All e-mail links should include one of the two following formats:

- E-mail (user will click respective e-mail, email program will open)
- Name (user will click respective e-mail, email program will open)

Examples:

- Incorrect: [JohnDoe@ci.helena.mt.us](mailto:JohnDoe@ci.helena.mt.us)
- Correct: E-mail (John Doe’s address is linked within “E-mail”)
- Correct: John Doe (name highlighted as link)

**Content:**

Departments shall not use the following content types:

- Animated GIF images
- Sound Bytes

**Documents:**

All forms and documents are required to be in PDF format and if possible be made into fillable PDFs.

- **Social Media**

See IT&S policy on social media. Images used for symbolizing Facebook must be JPEGs or equivalent as per Montana State Annotated Code. If you want to use social media for your department/division submit a request for social media to Helpdesk. Include in the request, an exemption for the time limit.

**Reminder to all Departments:**

Each department is responsible for its own content. Maintaining each respective website represents not only your Department, but the entire city enterprise. Please send a HelpDesk request for any revisions or updates you feel necessary for any site you may visit! Reminders:

- A HelpDesk request is mandatory for any updates to the Web Developer
- Check and remove dead links
- Please keep Website content “fresh”
  - Keep date sensitive information updated regularly
  - Keep staff information current
  - Keep seasonal information updated regularly
  - Regulations/data should be updated as needed
  - Keep online calendars updated regularly

- CMS Training and CMS work sessions are provided for content management editors. Please contact IT for more information or visit the training website.

**Web Site Committee Meetings**

The Web Site Committee members are appointed by the City Manager. If you have any questions, contact any member of the Committee. If necessary, issues and/or concerns can be reviewed during a quarterly meeting. The Committee meets on the second Tuesday of the following months: January, April, July and October.