

**www.brooklynip.com.au**

## **PROCEDURE**

### **Web Content Sign-off**

Revised by Gary Laidlaw, EPA - 20th February 2013

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## 1 PURPOSE

The website ([www.brooklynip.com.au](http://www.brooklynip.com.au)) has been established and is owned by the EPA in direct response to community needs. The website provides a vehicle for information about the Brooklyn Industrial Precinct to be displayed by the EPA, Brimbank, Maribyrnong and Hobson's Bay City Councils, BCRG and community groups. It is a medium for the public to access information and also serves as a communication tool between the organisations and the community.

The site content is managed by the Executive Officer of the Brooklyn Community Reference Group (the web manager). There are pages on the website with information from many different organisations with very different content requirements and approval processes.

Duplication of information and a poorly maintained site can negatively influence public perception of all organisations involved in the Brooklyn project. The EPA has an obligation to ensure that this site meets the necessary Government policy requirements. As such, website content sign-off is vital. Content update needs to ensure authorisation, currency and quality of information.

## 2 SCOPE

This procedure summarises the changes/additions and processes involved in updating the Brooklynip external website content. This is needed for quality assurance purposes and to ensure appropriate authorisation is obtained prior to publishing content to [www.brooklynip.com.au](http://www.brooklynip.com.au).

## 3 RESPONSIBILITIES

All of the content on the Brooklynip website is provided by, and is the responsibility of the individual organisations that generated it. Each need to be aware of what information is being displayed publicly about their subject areas and advise the appropriate web manager when it needs updating or removal. It is the responsibility of each organisation to select a representative/s to act as a content author/reviewer when required.

Within each organisation the following roles and responsibilities are required in the Web Content publishing process:

- **Content authors/reviewers** are responsible for checking the factual accuracy of the website content that is provided
- **Unit Managers** (where appropriate) are responsible for checking and approving the factual accuracy and appropriateness of the website content that is provided
- **Executives (Directors)** are responsible for final approval that the content is appropriate to appear on the Brooklynip website.

**Branding** - Please note any branding considerations should be incorporated into this stage of the approval process.

**Images** - Any images must have appropriate approval from the source and anyone portrayed within the image.

## 4 IMPLEMENTATION

### 4.1 Content Approval

All information being published on the Brooklynip website requires Executive approval from the organisation providing the content.

Exceptions to this rule apply:

- if the content has already been approved in another form (eg. Media Releases, BCRG Updates, published newsletters)
- if only minor corrections are being made to existing content (eg. content refers in the future tense to events that have already taken place)
- if there is an existing, authorised arrangement with the Web managers.

If required, content authors/reviewers should contact the web manager for clarification on the exceptions to the approval rules outlined above.

### 4.2 Content Approval Process

**Step 1** Content authors/reviewers should send the content to their organisation's Manager and Executive member for approval as per their organisation's approval process.

**Step 2** Ensure the content has full approval from your organisation before sending to the web manager. Content cannot be uploaded without this approval.

**Step 3** Inform the web manager which page on the Brooklynip website you wish the information to be published.

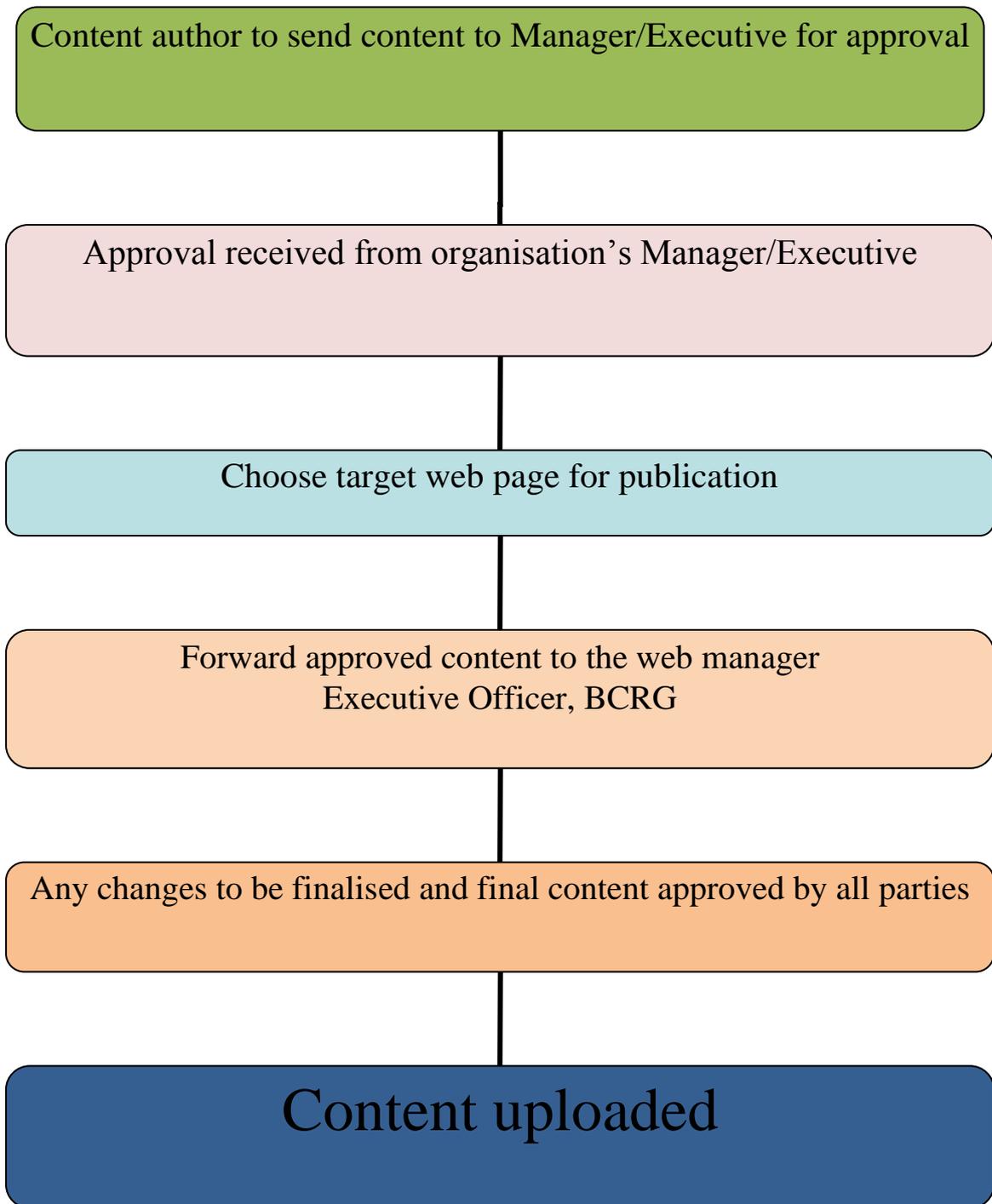
**Step 4** Email all content, associated images/logos etc. to the web manager.

**Step 5** Content is reviewed and if requested a test page can be developed for final approval by the author.

In this case, content authors/reviewers should get a sign-off on the development version through their organisation's approval process and forward the sign-off email to the web manager.

**Step 6** Once the content has been viewed and approved within the development environment, content is published to the live Brooklynip website.

### 4.3 Content Approval Flowchart



**PROCEDURE**  
**Web Content Approval\_BrooklynIP**

#### **4.4 Providing content to the Web Manager**

##### **General content**

Authors should draft content using Microsoft Word and send it to the web manager, Executive Officer of the Brooklyn Community Reference Group.

For clarification on any issues or suggestions for how to best place content onto the website, the web manager can be contacted during the drafting process.

If updating content that already exists on the website, authors can send the web manager a copy of the text with changes tracked, highlighting the updates made in Microsoft Word. This makes it easier to update the web page/s and also makes it easier for Executive to approve any changes.

Content intended for the website may also require the user to download/view a document (usually in the form of an Adobe PDF file). If authors/reviewers have a Microsoft Word document that needs to be converted to Adobe PDF, please let the web manager know.

##### **Latest News Articles**

A condensed Latest News post appears on each page of the BrooklynIP website, with the full article on the Latest News page of the site.

To submit a Latest News article, please provide:

1. Headline
2. Excerpt or synopsis of the article - 2 sentences only
3. Full article - no more than a 1 page of a Word document.

Latest News articles to be sent to [eo.bcrq@gmail.com](mailto:eo.bcrq@gmail.com)

## **5 FURTHER INFORMATION**

This procedure should also be considered in conjunction with EPA's Information Management Strategy available at <http://appdev/InformationManagement/Wiki%20Pages/Home.aspx>, EPA's Information Security and Sharing policies and procedures, and the Legal Services Unit's Draft Guidance on Freedom of Information and Privacy.

##### **Web Manager (Current at 20 February, 2013)**

Executive Officer, BCRG

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