

GUIDELINES TITLE: Content Monitoring and Maintenance Guidelines

GUIDELINES STATEMENT: All web content must be maintained and updated in a timely manner.

PURPOSE: To keep content accurate and up to date.

PROCEDURES:

Maintaining Web Content Maintenance Guidelines

I. Maintenance of Web Content

- A. All web content is to be maintained and updated in a timely manner, but at least annually. Specific requirements for reviewing and updating types of content are in appendix A.

II. Maintenance of content includes, but is not limited to:

- A. Updating dates and events
- I. Past events and old news should be kept in an archive and differentiated from current content.
- B. Keeping personnel information current
- C. Programmatic content reviewed and updated
- D. Patient centric data reflecting latest science and services
- E. Link revalidation: Employ a robot that checks and validates links then generates reports if they are found broken

III. Accountable Party

- A. Each web page in the UF&Shands or in the UF Academic Health Center must be registered in some way to provide the information outlined below.
1. Each page also must include a 'Contact Us' link. In some cases, an outside company may be allowed to maintain the site. This company and a responsible UF and/or Shands employee must provide their contact info. Each unit is responsible to keep the information in this section updated with the following information:
- Site owner (UF&Shands or UF AHC Unit name)
 - Person updating the site
 - Manager of the unit

- Email account for comments/issues – copied to a central UF&Shands Web group – utilize a widget for contacting the responsible party, one that “hides” the email address from robots used to find email addresses and send spam
- Administrative phone number for the unit, not to a phone answering service
- Automated process that checks expiration dates on content, sends alerts or report

IV. Content Monitoring Guidelines

- A. The content management system will scan pages for required content and date of last review. It will send automated emails to the content manager for each website, notifying him or her when a page needs to be reviewed and updated.
- B. If the content manager does not address the issue in a timely manner, an email will be sent to the unit manager alerting him or her to the issue. Unit managers also will receive quarterly reports on the timeliness of updates to the unit website.

V. Leadership Support

- A. The Web Services team will request that executive UF&Shands leadership send out system-wide email once or twice a year emphasizing the importance of updating web pages before or when reminder emails are received.

Appendix A

Core patient resources information (i.e. faculty profiles, contact and location pages)
Monthly – Personnel files, location and contact information will be kept in a database, then pulled to populate pages as they are viewed.

Other patient resources (maps, directions, etc)

Updates should be made when new information is available, but on a quarterly basis at minimum. Units will submit their information to the web services team. News, events and calendar pages

Weekly (at maximum) For education and research pages, departments will maintain this info for themselves. For patient-related sites, news and communications offices will maintain.

Patient content

Will be automatically updated as new information becomes available. Will be reviewed quarterly or every four months - Managed/reviewed by patient-centric web content coordinators.

Research

Quarterly or every four months – Departments will be responsible – IRB approval number must be listed with a detailed reference to research. Please see IRB policies for full requirements.

Education

Quarterly

Jobs

This information should not be posted on unit sites and is maintained primarily through existing HR processes.

Alumni and Donor

Quarterly

Overviews (fact sheets, department chair welcome, etc)

Quarterly

Multimedia (photos, videos, etc)

Quarterly

Administrative sites – staff listing, summary info, etc, will be managed through a central database and should not be used as an intranet. Should be reviewed/updated quarterly.