OUTLINE FOR WEB OPERATING PROCEDURES

Overview of your web management strategy. Include strategy both for agency website(s) and external websites (new media).

Section 1: Roles and Responsibilities
- Roles Of All Web Managers
- Departmental Web Team
- Headquarters Web Managers
  - Coordinating content within your organization
  - Obtaining/overseeing your technical support
- Regional Web Managers
- Web Coordinators
- New Media Directors

Section 2: General Procedures
- Managing your internet website(s)
- Managing your Spanish site or pages
- Managing your intranet
- Managing your archives
- Managing marketing and outreach
  - Including efforts using new media
- Managing web mail
  - Customer service standards
- Managing new media operations
- Management consulting
- Web management training
- Training agency employees
- Interagency efforts
- Other agency web management duties
  - Be sure to capture all the "other" recurring duties you have, such as:
    - Developing a web section for the agency's management plan
    - Reviewing web activities in organization studies/performance reviews
    - Preparing annual budget requests and defenses

Section 3: Management Controls and Evaluation
- Content review
- Posting rights
- Quality control
- Emergency procedures
- Content coordination
- Brand infringement and fraud
- Data accuracy
- Performance measures
- Accountability

Web Management Calendar: Summarize recurring events, for example the annual budget cycle, planned training sessions, and known cross-agency events.