

HowTo.gov

Website Governance

**Center for Excellence in Digital Government (CEDG)
Office of Citizen Services and Innovative Technologies
General Services Administration**

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1 Introduction and Purpose

[HowTo.gov](https://www.howto.gov) is an official website of the U.S. federal government, operated by the Center for Excellence in Digital Government (CEDG), Office of Citizen Services and Innovative Technologies (OCSIT), U.S. General Services Administration (GSA).

Mission: HowTo.gov consolidates the tools and guidance agencies need to deliver stellar customer service, conduct high-quality citizen engagement, and implement innovative technologies and solutions to meet agency goals.

HowT.gov's purpose is to:

- Explain laws, regulations, and policies that government Web and new media managers, contact center managers, and anyone else who supports agency customer service efforts;
- Describe common and best practices and technology solutions for Web content management, social media, contact center management, and improving the government customer experience;
- Provide information on DigitalGov University (DGU) training classes and other customer-service-related training and events;
- Highlight resources on current topics such as social media, website governance, plain language, and search engine optimization;
- Provide checklists and templates so agencies can follow tried-and-true best practices and don't have to "reinvent the wheel" when trying something new;
- Serve as a one-stop resource for government Web and social media managers to discuss issues, ideas, and challenges with their peers;
- List job vacancies and career advancement opportunities for Web and customer service staff.

This document describes the roles and responsibilities of key players in the creation, maintenance, and update of HowTo.gov; key policies; and standard operating procedures. Some links in this document point to internal GSA systems and are available *only* to those with GSA server access.

2 Roles and Responsibilities

2.1 Center for Excellence in Digital Government

GSA's CEDG manages the day-to-day operations and maintenance of HowTo.gov, as well as providing strategic direction to the Federal Web Managers Council, its Sub-Councils, and Communities of Practices (CoP), such as the Web Content Managers Forum and Challenges CoP.

2.2 Federal Web Managers Council

The Federal Web Managers Council (Web Council) serves as a steering committee for HowTo.gov. The Web Council is an interagency group of Web and new media directors who collaborate to improve the delivery of U.S. government information and services online. Members are from all federal cabinet agencies, congressional support agencies, and major independent and sub-agencies that deliver top citizen tasks.

The Web Council was formed in 2004 to help agencies meet requirements of the E-Government Act of 2002. The Web Council guides the work of the U.S. government Web community of practice known as the Web Content Managers Forum. See the [list of current Web Council members](#) on HowTo.gov.

In consultation with the Web Council Co-Chairs, Council members:

- Work with Sub-Councils and CEDG Content Managers to develop, review, edit and approve content for HowTo.gov;
- Respond to questions from HowTo.gov visitors (when referred by CEDG); and
- Work with Sub-Council chairs to ensure content submissions meet long-term strategy objectives.

For more information on the Web Council, see the [Federal Web Managers Council page](#) on HowTo.gov, and the [Web Council's Wikipedia page](#).

2.2.1 Executive Sponsor and Co-Chairs

The Federal Web Managers Council Executive Sponsor and GSA Council Co-Chair direct the Council's activities and oversee the work of the HowTo.gov team.

2.2.2 Sub-Councils and Communities of Practice

Sub-Councils develop and share best practices and topic-specific resources with the larger community. They also work with the HowTo.gov team to ensure content in their area of expertise is kept current and accurate on the site. Current subcouncils and partner CoPs are listed below.

- Accessibility/Section 508 Sub-Council
- Challenges CoP
- Governance and Operations Sub-Council
- Metrics/Analytics Sub-Council
- MobileGov CoP
- Multilingual Websites Sub-Council
- Search/SEO Sub-Council
- Social Media Sub-Council
- Technology and Innovation Sub-Council
- Training and Development Sub-Council
- User Experience/Usability Sub-Council

2.3 Web Content Managers Forum

The Web Content Managers Forum is the largest network of government Web and new media professionals in the United States. The Forum collaborates via the Content-Managers-L listserv, which is managed by CEDG. Forum members comprise one of the largest audience groups for HowTo.gov.

2.4 Content Management Team

The HowTo.gov team at CEDG manages day-to-day site operations. Duties include:

- Research, write, review, edit, post, and archive HowTo.gov content, consulting with Council, Sub-Councils, and Forum members as needed;
- Oversee technical development, compliance, and maintenance of HowTo.gov;
- Manage site metrics and analysis, including reports and presentations;
- Establish standards and operating procedures for HowTo.gov;
- Triage and respond to customer queries;
- Raise awareness of HowTo.gov to expand user base;
- Market to stakeholders and interested CoPs;
- Train selected content creators to use Drupal CMS to create/edit content.

2.5 Channel Leads

Each channel (e.g., Web Content, Social Media) has a designated content lead, and a subject matter expert (SME). Channel leads are responsible for coordinating with the SME, overseeing the content in their channel, conducting regular content reviews according to established guidelines, and updating channel highlights at least once per month.

Ideas for new content or questions about a particular channel should be directed to the [channel lead](#) or a senior content manager.

2.6 Page Content Leads

[Page content leads](#) are posted at the bottom of individual pages on HowTo.gov. Every page (with the exception of the site home and channel home pages) should have at least one (and no more than two) content lead per page. Email addresses are provided as links. Content leads are responsible for regularly reviewing and maintaining content on their pages.

The content lead text at the bottom of each page links to HowTo.gov's "[Suggest Content](#)" page, which asks for suggestions to improve content.

2.7 Information Technology Services and Solutions

ITSS provides strategic oversight for HowTo.gov technical support, including managing servers; updating code; supporting utilities such as USASearch; and integration of third-party tools and utilities such as DigitalGov blog, Twitter, and Facebook. IT acts as liaison for technical support contract, and supports Content Team with development needs.

3 Policies

Policies for the site (see [Site Policies](#) page) are developed in accordance with federal requirements and guidance from the Federal Web Managers Council. Current site policies include:

- Privacy*
- Your personal information
- Technical information collected and stored automatically
- Cookies
- Site security
- Disclaimer of endorsement
- Linking
- Web Manager University
- Accessibility**
- Accessing documents in different file formats
- Prohibitions

*On HowTo.gov, the site policies (including the privacy statement and the cookies policy) is included in the site footer as part of the standard template to ensure that each standard webpage contains a link to the privacy statement.

**All production modifications, such as new Drupal modules, tools, third-party software, etc., are reviewed for accessibility before implementation.

3.1 Content Review and Editing

All content submissions will be edited by the HowTo.gov team to conform to federal Web policies, site policies, SEO, the HowTo.gov style guide, and plain language. Use the aids noted in the [Procedures section](#).

3.2 Event Posting

Events posted on HowTo.gov should relate directly to the interests of our audience.

If there are space limitations, post events in the following priority order:

- DGU Events and events sponsored by CoPs such as the G3C or the Federal Web Managers Council, including Web Council and Sub-Council events
- Free events sponsored by government agencies that might be of interest to HowTo audience members, such as EPA's "Earth Day Social Media"
- Events where community members are speaking, such as Gov2.0 Summit

We do not post non-government, for-profit events.

3.3 Copyright

All content on the site is in the public domain. Some materials have been contributed by private individuals or government organizations with the understanding that the material is now in the public domain.

3.4 Language

Content is currently produced in English because our primary audience is U.S. government agencies.

3.5 Re-Directs

Most redirect notices will be removed after 6 months, but if top task content pages move, the redirect may stay in place indefinitely.

3.6 File Formats

- **Industry-standard Web formats** will be used, or alternative formats that do not impose an unnecessary burden on the intended audience
- **Portable document format (PDF)** will be used only when there is a clear business need to use this format. For example, a PDF is an appropriate format when it is important to retain the original formatting of a document, such as forms or brochures. When using PDF files, HowTo.gov will offer a link to the downloadable free viewer in the “toolbox” in the right rail of each standard webpage. In addition, whenever feasible, an HTML version of the document will be provided.
- **Proprietary file formats** that require purchase or licensing of commercial software are to be avoided whenever possible. In every instance we will provide a link to download the appropriate viewer or plug-in, if needed. When linking to a document in an alternative format (such as PDF, MS Word, audio or video), follow the file format noted in the [HowTo.gov Style Guide](#).
- The **robots.txt file** is the only permissible .txt file.
- **Executable files** (.exe) are prohibited.
- Limit **size of files to 100 MB** (for HowTo.gov). If a file is larger than 100 MB, break it into separate files and name them accordingly (-part-1, -part-2).
- **Video files** should be .wmv files. They are uploaded to the HowToGov YouTube channel (see [CEDG shared usernames & passwords](#)) and also into the Drupal CMS in the ak_videos folder. Instructions on uploading and embedding video files are in the [HowTo.gov Drupal User Guide](#).

See HowTo.gov’s [Using Appropriate File Formats](#) for more guidance.

3.7 Social Media

HowTo.gov follows GSA’s Social Media policies found in [GSA Social Media Policy](#) and [GSA Social Media Comments Policy](#).

4 Procedures

4.1 Content Management

4.1.1 Creating and Revising Content

Step 1. Discuss ideas for new content with a [Channel Lead](#) or the [HowTo Content Management Team](#) before starting a draft. For routine pages or updates (DGU class pages), follow steps 2 through 5.

Step 2. Select a [HowTo.gov template](#) to help you build the page

Step 3. Use the following checklists and guides to write the page:

- [HowTo.gov Style Guide](#)
- [HowTo.gov Content Checklist](#)
- [PL Checklist](#)
- Search Engine Optimization Guidance (in the [HowTo.gov Style Guide](#))

Step 4. Follow the [Posting Instructions](#) to submit your content for posting.

NOTE: Check with your team lead if her review is required before submitting content to the howto@gsa.gov inbox.

Step 5. Check your email for an acknowledgement from the HowTo.gov team. When the HowTo.gov team acknowledges your submission, they'll likely ask questions, confirm that they have all the "pieces" (attachments), and give you an approximate date when the content will go live.

4.1.2 Posting Content to the Site

The HowTo.gov team will:

Step 1. Check the HowTo@gsa.gov email inbox twice daily (AM and PM) looking for emails with subject **HT Posting:** [page] or **HT Content Removal:** [page] (see [Posting Instructions](#)).

NOTE: If someone attempts to revise HowTo.gov outside the normal posting process, return the request (copy the Program Manager and the person's Team Lead) with a friendly reminder of the posting process.

Step 2. Scan all content submissions, noting when they're needed live. Attend to all requests labeled "Urgent" first, then "Routine," and "Project" last.

Step 3. Do a quick review against the [Web content checklist](#). (Are the attachments correctly named? Are the attachments on the I: drive? Is the file under 100 MB? etc.)

Step 4. Send an email acknowledging receipt. Ask for any missing pieces or clarification. If possible, give a time when you expect the content to go live. If you

can't provide an approximate time now, follow-up with an email as soon as you have an idea of when the content will be available on the site.

NOTE: Reference the page's URL in all follow-up emails (this will make searching Gmail easy for page work and documentation).

Step 5. Thoroughly review the content. Use the following checklists and guides to help you review:

- [HowTo.gov page templates](#)
- [HowTo.gov Style Guide](#)
- [HowTo.gov Content Checklist](#)
- [PL Checklist](#)
- Search Engine Optimization Guidance (in the [HowTo.gov Style Guide](#))

Step 6. Follow the [CMS workflow](#) to produce the draft. If you need help with information architecture, page naming, and user experience, consult a senior content manager.

Step 7. Review the live page. Click every link. Check internal links (should be "http", *not* "https"). Notify the content owner that the page is live and ask him or her to also review the live page.

Step 8. Note the new page on the [Content Inventory](#), and assign a schedule for review (daily/quarterly/biannually/annually). See the section on [Content Inventory](#).

4.1.3 HowTo.gov Page Types (Templates)

The [HowTo.gov page templates](#) are in Google Docs. If you have suggestions for updating the templates, contact a senior content manager.

HowTo.gov Homepage

[See Screenshot](#)

The design and information architecture of the HowTo.gov homepage are not to be altered, unless as part of a coordinated site redesign.

The Highlight, Upcoming Events, and What's New boxes require frequent updates (daily or more).

- **Global navigation elements** (these pages do not have left nav): About Us, Contact Us, Suggest Content, Download Plug-ins, Site Policies, [A-Z index](#)
- **HowTo Highlight box** (top center of the homepage) (until blog integration): Highlight text should link internally to relevant content on HowTo.gov, not to outside websites. Highlight titles should be less than 55 characters, with spaces, and text should be less than 240 characters, with spaces, in length. Content is determined by senior content managers.

Highlight image should be 320 x 152 pixels with resolution of 72 dpi or higher, and should be .jpg format.

To request a featured link on the homepage or a channel page, email your idea (content, link, and image) to HowTo@gsa.gov. A HowTo.gov senior content manager and the appropriate channel lead/SME will review the request.

- **Upcoming Events box** (first Right Rail box on the homepage, falls under the highlight image): Show three upcoming classes and any major event currently being marketed, such as annual conferences. Do not post Forum or G3C conference call dates in this box.
- **What's New box** (below the Upcoming Events box, in a Right Rail): Post the weekly Research and Best Practices eNewsletter and link to relevant blog posts, and other new content.
- **Conversations box** (below the What's New box, in a Right Rail): Twitter feed for the GovNewMedia account. Number of tweets showing is auto-set at three, and includes a link to the GovNewMedia Twitter account page.

Best Practices Channel Page (top row of primary navigation; includes Web Content, Social Media, Mobile, Challenges & Prizes, Contact Centers, Customer Experience)

[See Screenshot](#)

URL model: /social-media

Breadcrumb model: Home » [channel]

Example: Home » Social Media

Assigned channel leads are responsible for updating and maintaining their channel page.

- **Channel Highlights** (top center of page): Two to four bullets of timely links
- **Channel Training box** (first Right Rail box on right side of page): Two or more events relating to that channel.
- **Channel Right Rail boxes** (below Training box): Suggestions for other right rail boxes include HowTo Videos, Community of Practices, Conversations (Twitter feed), Resources, Most Requested, and a word cloud.
- **Primary Content Area** (includes links to all table of contents pages—red headings): Currently in process of applying this consistently across all channel pages.

Resource Channel Page (second tier of top nav) (Communities, Blogs, Training, Shared Solutions, Library)

Design coming Spring 2012

MODEL: Home » Channel

NOTE: Design is more flexible with Resource channels

- Highlights
- Right Rail boxes:
 - Jobs
 - Calendar
 - Connect (Social Media feeds and links)

Table of Contents Page

[See Screenshot](#)

URL model: /web-content/requirements-and-best-practices

Breadcrumb model: Home » Web Content » [page title]

Example: Home » Web Content » Requirements and Best Practices

- Table of content pages appear as red headings (links) on channel pages.
- They list by topic the content to be found on the next level down.
- Some table of contents pages include a paragraph describing the types of content found in that section.

Best Practices Pages

[See Screenshot](#)

URL model: /web-content/requirements-and-best-practices

Breadcrumb model: [Home](#) » [Web Content](#) » [page title]

Example: [Home](#) » [Web Content](#) » Requirements and Best Practices

- Currently this is the most common (and oldest) template on the site.
- Follow the Best Practices Page Template from the [HowTo.gov page templates](#).
- Include a Right Rail box for Resources, Videos, etc. within HowTo.gov, if appropriate.

Requirements Page

[See Screenshot](#)

URL model: /web-content/requirements-and-best-practices/laws-and-regulations/

Breadcrumb model: [Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [Federal Laws and Regulations](#) » [page title]

Example: [Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [Federal Laws and Regulations](#) » Access for People with Disabilities (Section 508)

- Follow the Requirements Page Template from the [HowTo.gov page templates](#).

OMB Policy Page

[See Screenshot](#)

URL model: /web-content/requirements-and-best-practices/omb-policies

Breadcrumb model: [Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [OMB Policies for Federal Public Websites](#) » [page title]

Example: [Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [OMB Policies for Federal Public Websites](#) » OMB Policy 1: Establish and Maintain Inventories, Priorities, and Schedules

- Follow the OMB Policy Page Template from the [HowTo.gov page templates](#).

Plan-Implement-Improve-Retire Topic Page

[See Screenshot](#)

URL model: none (but see social-media/blogs and social-media/ideation for examples)

Breadcrumb model: none; develop as needed

Example: none; develop as needed

- Follow the HowTo.gov Topic Template from the [HowTo.gov page templates](#).
- Develop Right Rail boxes for useful Tools, Examples, Training, etc.
- Work with senior content managers, your team lead, or the program manager to determine if this template is appropriate.

DGU Index Page

[See Screenshot](#)

Current URL: /training

Current Breadcrumb: [Home](#) » DigitalGov University

- Upcoming Events box, centered at top of page; Include three to five upcoming classes.
- The content body contains descriptions of DGU left nav items.
- Social media icons for DGU are listed under "Follow Us".

DGU Schedule of Classes Page

[See Screenshot](#)

Current URL: /training/schedule

Current Breadcrumb: [Home](#) » [Training](#) » DigitalGov University Schedule of Classes

- A callout box may appear on the page for special events, such as the Annual Government Web and New Media Conference. For example:

[REGISTER NOW](#) for the 8th Annual Government Web and New Media Conference May 16–17, 2012

- Semesters of classes are each in their own table. Multiple semesters appear on the page.

- Content is updated frequently, sometimes daily.
- See the [HowTo.gov Style Guide](#) for more details about page style and format.

DGU Class Page

[See Screenshot](#)

URL model: /training/classes/social-media-for-government-professionals

Breadcrumb model: [Home](#) » [Training](#) » [Course Catalog](#) » [class title]

Example: [Home](#) » [Training](#) » [Course Catalog](#) » Social Media for Government Professionals

- Follow the DGU Class Page Template (Form) from the [HowTo.gov page templates](#) to create a class page. (NOTE: You must download this file as an MS Word document for the form functions to work. Submit this form to the howto@gsa.gov inbox.)
- As soon as a class is over, and if there are presentation materials to post (webinar recordings, slides, and other support materials), create an On Demand Training page within 2 business days. If you do not have presentation materials, follow the DGU Class Page (No Attachments) Template found in the [HowTo.gov page templates](#)
- DGU classes that have not been held or updated in the last three semesters are removed from the site by unpublishing in Drupal and updating the content inventory. A DGU project manager will provide the content team with a list of these URLs so that the pages can be deleted and the content inventory reconciled.

DGU On Demand Training Page

[See Screenshot](#)

URL model: /training/classes/social-media-for-government-professionals

Breadcrumb model: [Home](#) » [Training](#) » [Course Catalog](#) » [class title]

Example: [Home](#) » [Training](#) » [Course Catalog](#) » Social Media for Government Professionals

- Follow the DGU On-Demand Page Template (Form) from the [HowTo.gov page templates](#). (NOTE: You must download this file as an MS Word document for the form functions to work. Submit this form to the howto@gsa.gov inbox.)

Conference Index Page

[See Screenshot](#)

Current URL: /training/conferences

Current Breadcrumb: [Home](#) » [Training](#) » Conferences

- Provide brief information on conferences supported through CEDG.

- A callout box may appear at the top of the page for the visitor to register for a conference. For example:

[REGISTER NOW](#) for the 8th Annual Government Web and New Media Conference May 16–17, 2012

- For recurring conferences, retain program information (agenda, presentations, Unconference takeaways) for 3 years.

Main Conference Page (Web and New Media, active)

[See Screenshot](#)

URL model: /training/conferences/web-and-new-media-2012

Breadcrumb model: [Home](#) » [Training](#) » [Conferences](#) » [conference title]

Example: [Home](#) » [Training](#) » [Conferences](#) » 2012 Government Web and New Media Conference

- Page sections <h2> are:
 - Who Should Attend?
 - Who's Registered
 - Why Should You Attend?
 - Traveling to DC
 - Questions?

Main Conference Page (Web and New Media, past)

[See Screenshot](#)

URL model: /training/conferences/web-and-new-media-2011

Breadcrumb model: [Home](#) » [Training](#) » [Conferences](#) » [conference title]

Example: [Home](#) » [Training](#) » [Conferences](#) » 2011 Government Web and New Media Conference

- Page sections <h2> are:
 - Missed the Conference?
 - We Would Like to Hear from You!
 - Who Attended?
 - Questions?

Conference Bios Page (G3C) (to add)

[See Screenshot](#)

URL model: /training/conferences/G3C-2011/speakers

Breadcrumb model: [Home](#) » [Training](#) » [Conferences](#) » [conference title] »

[conference title] Speakers

Example: [Home](#) » [Training](#) » [Conferences](#) » [2011 Government Contact Center Conference](#) » 2011 Government Contact Center Conference Speakers

- Standard headshot size is 75 x 75 pixels.

- Images are placed in a 2-column table at top of page; speaker names link down to their bios on the page.
- Bios should be no more than three paragraphs: first paragraph describes the speaker's current position; second paragraph their background; closing paragraph their education.

Conference Agenda Page (Web and New Media, active)

[See Screenshot](#)

URL model: /training/conferences/web-and-new-meda-2012/agenda

Breadcrumb model: [Training](#) » [Conferences](#) » [2012 Government Web and New Media Conference](#) » [title of conference agenda]

Example: [Training](#) » [Conferences](#) » [2012 Government Web and New Media Conference](#) » 2012 Government Web and New Media Conference Agenda

- The table is copied from the DGU Schedule page; make sure to include in html code: `<table class="Schedule-table" width="100%">`

Conference Presentations (Web and New Media, past)

[See Screenshot](#)

URL model: /training/conferences/web-and-new-media-2011/presentations

Breadcrumb model: [Home](#) » [Training](#) » [Conferences](#) » [2011 Government Web and New Media Conference](#) » [title of conference presentations]

Example: [Home](#) » [Training](#) » [Conferences](#) » [2011 Government Web and New Media Conference](#) » 2011 Government Web and New Media Conference Presentations

- The table is copied from the DGU Schedule page; make sure to include in html code: `<table class="Schedule-table" width="100%">`
- The conference presentation page is posted as soon as possible after the conference
- Presentations are added as received from presenters

Conference "Unconference Takeaways" (Web and New Media, past)

[See Screenshot](#)

URL model: /training/conferences/web-and-new-media-2011/presentations

Breadcrumb model: [Home](#) » [Training](#) » [Conferences](#) » [2011 Government Web and New Media Conference](#) » [title of conference unconference take aways]

Example: [Home](#) » [Training](#) » [Conferences](#) » [2011 Government Web and New Media Conference](#) » 2011 Government Web and New Media Conference Unconference Take Aways

- The table is copied from the DGU Schedule page; make sure to include in html code: `<table class="Schedule-table" width="100%">`

DGU Directions Page

[See Screenshot](#)

URL model: /training/about/directions-gsa-constitution-square

Breadcrumb model: [Home](#) » [Training](#) » [About DGU](#) » Directions to [location]

Example: [Home](#) » [Training](#) » [About DGU](#) » Directions to GSA's Constitution Square Building

Page contents include:

- building address
- security information
- directions to the class location (for the DC Metro system and driving)
- a link to an auto-generated geo-location map, opening in a separate window (Yahoo! Maps, Google Maps, etc.) (see the [HowTo.gov Drupal User Guide](#) for instructions on creating this link)

404 Error Page

[See Screenshot](#)

Current URL: /404-page-not-found

Current Breadcrumb: [Home](#) » Oops! We can't find the file

Page contents include links to:

- The homepage
- The A-Z index
- A list of the most visited pages, per site analytics
- A link to the contact us page

A-Z Index Page

[See Screenshot](#)

Current URL: /a-z-index

Current Breadcrumb: [Home](#) » A - Z Index

- Page owner should place in page template new sections (or new pages) to add to index.
- Indexing style:
 - [term unlinked] see [page title + link]
 - [term + link]; see also [page title + link]; [page title + link]; [page title + link]

Meetings Pages—Web Content Managers Forum Call Page

[See Screenshot](#)

Current URL: /communities/web-content-managers-forum/conference-call

Current Breadcrumb: [Home](#) » [Communities](#) » [Web Content Groups](#) » [Web Content Managers Forum](#) » Web Content Managers Forum Call

- Add “About This Topic” subhead <h2> along with text when it becomes available. Add as first subhead on page. Replace “To be determined” with subject of Topic in callout box.
- After the Forum call, remove “Topic” subhead <h2> and content. For Topic line in callout box, place “To be determined”.

Meetings Pages—G3C Page

[See Screenshot](#)

Current URL: /communities/contact-center-council/G3C-meeting

Current Breadcrumb: [Home](#) » [Communities](#) » [Contact Centers Groups](#) » [Government Contact Center Council \(G3C\)](#) » G3C Meeting

- Content Lead provides new call information.
- A “Register Now” button may be used if registration is required for a webinar call.
- A “Topic” subhead <h2> with content is not required for each call. If it is provided, place it as the first subhead <h2> and content, then remove it immediately after the call.

Sub-Council Group Page

[See Screenshot](#)

URL model: /communities/federal-web-managers-council/accessibility-subcouncil

Breadcrumb model: [Home](#) » [Communities](#) » [Web Content Groups](#) » [Federal Web Managers Council](#) » [group name]

Example: [Home](#) » [Communities](#) » [Web Content Groups](#) » [Federal Web Managers Council](#) » Accessibility/Section 508 Sub-Council

- Sub-Council pages contain headings <h2> for:
 - Who We Are
 - Our Goals
 - What We Do
 - Who Can Join
 - How to Join
- The Content Lead(s) are the Sub-Council chairs or co-chairs.

Communities of Practice Page

[See Screenshot](#)

URL model: /communities/challenges-and-prizes-community

Breadcrumb model: develop as needed

Example: [Home](#) » [Communities](#) » [Social Media Groups](#) » Challenges and Prizes Community of Practice

- CoP pages contain such headings <h2> as:
 - About the Group
 - Meetings
 - On the Web
 - Mailing List
 - How to Join
- The Content Lead(s) are the CoP manager or a HowTo.gov team member.

Jobs Page

[See Screenshot](#)

Current URL: /communities/jobs

Current Breadcrumb: [Home](#) » [Communities](#) » Job Openings for Government Web Professionals

- List *only* federal government jobs; typically jobs are listed on USAjobs.gov
- List the most recent job on top row
- Try to list at least three jobs
- Include Web, social media, customer service, and contact center jobs
- Center and bold the Closing Date column; other columns are flush left and normal font
- Try not to list jobs that are “open” for many months or a year; military positions often do this
- Link to both URLs if a job is open to civil servants and “all status”
- Include “#duties” in the URL from the job title

Awards Page

[See Screenshot](#)

Current URL: /web-content/resources/list-of-awards-in-alpha-order

Current Breadcrumb: [Home](#) » [Web Content](#) » [Resources and Tools](#) » [Library](#) » [Apply for Awards \(listed by application deadline\)](#) » Apply for Awards (Listed in Alphabetical Order) and [Home](#) » [Web Content](#) » [Resources and Tools](#) » [Library](#) » Apply for Awards (listed by application deadline)

- Awards are updated as new information is received
- NOTE: Awards content is presented on two pages. One in alpha order, the other in application deadline chron order. Pages must receive same updates.

Program Pages

[See Screenshot](#)

URL model: develop as needed

Breadcrumb model: develop as needed

Example: [Home](#) » [Web Content](#) » [Usability & Design](#) » First Fridays Product Testing Program

- NOTE: Most of these will be linked from the Shared Solutions channel and cross-linked in their relevant Best Practice section:
 - Challenge.gov
 - USASearch
 - MAX Wiki
 - BuyAccessible
 - USA.gov Mobile Apps gallery
 - USA Contact Center Services
 - HHS Usability Lab
 - Fedramp
 - Apps.gov

Miscellaneous Pages

[See Screenshots](#)

URL model: develop as needed

Breadcrumb model: develop as needed

Example: [Home](#) » [About Us](#) » ICGI Recommendations for Federal Public Websites – 2004

- If you think your content is not suited to the Best Practices or plan-implement-improve-retire templates, consult a senior content manager for guidance.
- Non-standard page examples include the [Customer Experience Model](#) section.

4.1.4 Adding Research Content to Pages

Step 1. Research Lead sends email to Page Lead: URL links with text and teaser blurb. **Link text** should be similar to title of document or webpage to which you're linking. **Short teaser** should be PL, clear, descriptive (no more than 10 words). (If no Page Lead is on page, follow [Posting Instructions](#) and send to howto@gsa.gov).

Step 2. Page Lead will review the suggested research content and then follow [Posting Instructions](#).

4.1.5 CMS Workflow

We are in the process of creating this workflow in Drupal:

| | |
|---------|--|
| Step 1. | Author (writer, content creator/owner) creates draft in Drupal |
| Step 2. | Author submits draft for review and possible publishing to a moderator (content administrator or publisher) via email. The system will notify all moderators that there's content to be reviewed. |
| Step 3. | Moderator reviews and edits if necessary the draft in the review state: <ul style="list-style-type: none">• if OK, the moderator publishes.• if not OK and the draft needs substantial editing (for example, PL, or fact-checking), the moderator returns draft to the author with comments. NOTE: If the moderator returns the draft to the author for additional work, then the content should remain in the draft state until the author re-submits the content to the moderator for review and publishing. |

4.1.6 Reviewing Content

Content Reviews

All HowTo.gov pages are reviewed by Web content managers and [page content leads](#) on an established review schedule. Pages are assigned daily, monthly, or semi-annual review. See the HowTo.gov [content inventory](#).

A select few pages or content elements require regular/weekly monitoring and revision. These include:

- The HowTo.gov homepage, including the HowTo highlight at the top of the page (until blog is integrated), and right rail boxes for Training and What's New (recently posted content)
- Each Channel homepage highlights box, and right rail Training box
- The DGU Class Schedule page
- The Jobs page, and other pages or boxes that may contain timely content, as determined by content leads and Web content managers

When reviewing a page, verify all information on the page. Review for functionality and quality. Links to external websites, not within HowTo.gov, should be indicated with an exit disclaimer (in development). Internal links within HowTo.gov should open in the same window.

Link Validation

1. Every Monday, a member of the HowTo.gov team runs link checker programs:
 - Xenu (latest version)
 - LinkChecker (latest version from sourceforge.net)
2. The HowTo.gov team member emails the broken links to the content or channel lead requesting the link to be fixed within 3 business days.
3. By reply email content leads indicate to remove the link or what the correct link should be.

4.1.7 Removing Content from the Site

Pages are reviewed according to their schedule on the content inventory. Any pages found with ROT (redundant, obsolete, or trivial content) are promptly removed and updated on the content inventory.

NOTE:

- **DGU class pages:** If a class has not been held (or its page updated) in the last three semesters, remove it from the site by unpublishing in Drupal and updating the content inventory.
- **On Demand pages:** If an On Demand Class has not been updated with new information (updated attachments) in 3 semesters, remove it from the site by unpublishing in Drupal and updating the content inventory.
- **Conference pages:** Only 3 years of a conference appear on the site.

Requesting Content Removal

1. Send an email to the HowTo@gsa.gov inbox.
Subject line: **HT Content Removal:** [page title].

In the first line of the email reference the URL: **REF:** [page URL]

2. Provide a brief explanation for your request.
3. As part of the review, the HowTo.gov team will use Google Webmaster Tools (GWT) to determine the page's internal link relationships.
4. A senior HowTo.gov content team member will notify the requester of the decision, usually within 5 business days.
 - if yes, the page will likely be unpublished
 - if no, a reason will be provided

NOTE: It's likely that your content will be unpublished from the site so that it remains within the CMS for future reference or re-purposing. The HowTo.gov content team will be responsible for documenting it on the content inventory.

Offline Archiving

If the decision is to delete the page and not just unpublish it, the HowTo.gov team will follow its page archiving process, which includes taking screen shots, capturing code, and placing these in an MS Word document on the **I: drive at I:\XC - Citizen Services\XCC - FCIC\XCC-ALL\Web Best Practices Team\HowTo.gov\Archived HowTo.gov Web Pages**

Online Archiving

Some content, such as historical documents, should remain available to the public and are best treated with an online archive notice.

Use the following example to create the notice placed at the top of the page:

Notice of Online Archive: This page is no longer being updated and remains online for informational and historical purposes only. The information is accurate as of the last page update.

For questions about page contents, please [contact us](#).

Information posted on HowTo.gov will be retained in a manner consistent with federal Records Management requirements.

4.1.8 Content Inventory

The [HowTo.gov content inventory](#) is in a spreadsheet on the I: drive. Updates to it are made by senior content managers.

- The content inventory reflects the page’s schedule for review and the page owner (content lead).
- After a page is reviewed, update the page review date on the content inventory.
- When a page is created, indicate its review schedule (daily/quarterly/biannually/ annually) on the content inventory.

4.2 Measuring Website Performance

We evaluate the performance of HowTo.gov by analyzing the following:

- Usability testing ([First Friday](#), card sorting, expert review, hallway test, etc.) (three to five times annually)
- Webtrends (monthly and as needed)
- Page comments and ratings (quarterly)
- 4Q (weekly)
- 1Q (weekly)
- Customer (agency and citizen) emails (daily)
- Google Webmaster Tools (as needed)
- OCSIT Metrics Dashboard (monthly)
- CEDG Analytics Monthly Reports

4.3 Website Infrastructure

4.3.1 Content Management System

HowTo.gov currently uses Acquia Drupal 6, with select modules.

4.3.2 Hosting and URLs

HowTo.gov production, staging, and development servers are hosted in the cloud. IT support is provided by OCSIT’s Center for Information Technology Services & Solutions. Changes to any code are to be implemented and validated first in dev, then staging, and finally production. Use JIRA ticket system for change management.

The official URLs are:

- Website: <http://www.HowTo.gov>
- DigitalGov University: <http://www.HowTo.gov/training>
- Web Content Managers Forum: <https://forum.webcontent.gov/> (SSL renewed for 3 years in November 2011)
- www.webmanageruniversity.gov (redirects to www.howto.gov/training)

URL Changes

Some URL aliases and redirects can be completed by a Web manager within the Drupal CMS. If the URL for an individual page changes, work with ITSS to put a redirect in place to automatically take visitors to the new URL.

If a significant number of URLs change at one time (for example, as part of a redesign), use multiple methods to help visitors locate content at its new location (see [Communication section](#)). Most redirect notices will be removed after 6 months, but if top task content pages move, the redirect may stay in place indefinitely.

4.3.3 Search Engine

HowTo.gov uses the USASearch (Bing) search tool. A link to the site-wide search is part of the standard site template and is included in the header on every standard webpage on the site.

4.3.4 Third-Party Add-Ons

Currently we use the following third-party software to provide the indicated functionality:

- GovDelivery—email subscription service to notify subscribers of content updates
- 4Q—customer satisfaction survey service
- 1Q—PL customer satisfaction survey (developed by GSA.gov team)
- Webtrends—website analytics service
- USASearch—website search service
- Google WebMaster Tools—website indexing and optimization service
- YourMembership.com—community management software that produces the Web Content Managers Forum professional networking site (<http://forum.webcontent.gov/>). NOTE: currently in progress of migrating to OMB's MAX Wiki.

4.4 Community Support

The HowTo.gov team provides administrative support and customer service to the Web Content Managers Forum networking site and listserv.

4.4.1 Networking Site

The Web Content Managers Forum is a collaboration space for members—<http://forum.webcontent.gov/>. The collaboration space is produced software-as-a-service by YourMembership.com.

NOTE: Currently the HowTo.gov Team is in the process of migrating to OMB's MAX Wiki.

4.4.2 Listserv

The Content Managers listserv is open to Web content managers from any level of U.S. Government: federal, state, local, territorial, and tribal. Because the purpose of this group is to exchange ideas among people in these roles, we do not admit contractors or other private individuals.

Details on listserv management are available on the [Web Content Managers Listserv](#) page. Google Docs holds the [SOP for internal management of the listserv](#).

4.5 Communication

4.5.1 Marketing

Web content managers will work with the Web Council Co-Chairs, CEDG, and OCSIT staff to advertise and market HowTo.gov. Marketing campaigns should be coordinated with GSA Public Affairs and OCSIT's Marketing Director.

4.5.2 Website Notifications

Informing Audiences of Significant Changes

When significant changes are made to HowTo.gov, such as redesigns, redirects, new features/functionality, third-party software additions, or changes in navigation, use a variety of the following to notify HowTo.gov audiences:

- Blog about it in the DigitalGov blog
- Post the change in the highlight or What's New box on the homepage
- Post a highlight to the relevant channel page
- Email to the Content Managers Listserv
- Send a notice describing the changes via GovDelivery
- Mention changes on monthly Forum calls

Page Notices

If a page notice is needed, follow this example:

The freeze on issuing new .gov domains for Executive Branch agencies, implemented on June 13, 2011, was set to expire on Dec. 31, 2011 (see [OMB Guidance on Streamlining Service Delivery and Improving Customer Service](#) [PDF, 2.3 MB, 6 pages, June 2011]). Effective January 1, the Federal CIO has extended the freeze until March 31, 2012, while OMB reviews plans to issue new guidance related to .gov domain approval that will formalize the "no new .gov domains" policy. Additional guidance will be released soon in consultation with the [.gov Reform Task Force](#).

4.5.3 Customer Emails

Responses to customer emails will be prompt, courteous, and reflect a commitment to exceptional customer service. Normally, email should be answered within 2 business days. If a reply requires more research, the technical support staff or PM will send an interim reply to the requester within 2 business days. Final responses should be sent within 2 weeks. Google Docs holds the [SOP for internal management of email communications](#).

4.5.4 HowTo.gov Email

HowTo@gsa.gov is the email address to be used across the website for point-of-contact purposes, such as the [Contact Us](#) and the [About Us](#) page (unless specific content leads are indicated on a page). The email address is monitored daily by the HowTo.gov content team.

4.5.5 DigitalGov University Email

DigitalGovU@gsa.gov is the email address used across DGU pages for point-of-contact purposes. The email address is monitored daily by DGU staff.

4.5.6 Policy Questions or Comments

Questions or comments that relate to policy issues will be forwarded to the Web Council Co-Chairs, who are responsible for responding within recommended timeframes.

4.5.7 Email Subscription Service (GovDelivery)

GovDelivery is enabled on HowTo.gov to give content owners an easy way to inform interested people when significant changes are made to a page. Content owners will be trained in how to use GovDelivery and given the option to enable this functionality on their pages.

Content owners are responsible for notifying the community about content updates.

4.5.8 Internal Communication

Key performance indicators are shared at least monthly at regular staff meetings. Team members take action based on analytics and report back, as needed.

5 Appendices

The HowTo.gov team has developed other guidance documents for content creation and management.

5.1 Posting Instructions

To create new, or update existing, pages on HowTo.gov, please document all new content and changes in a Word document or email (for minor edits such as typos) following the instructions below, then submit your posting request to **HowTo@gsa.gov**, subject: **HT Posting**: (descriptive title, name of page)

New pages

- See the [HowTo Templates collection](#) for HowTo content templates and instructions
- Create a new Word doc, starting with the appropriate template for the type of content you're creating
- Put the words "NEW PAGE" at the top of the Word doc
- Completely fill out the template, supplying keywords, writing content in PL, etc.

Updates to existing pages

- Copy text of current page into a Word doc
- Include the URL of the existing page at the top of the word doc.
- Example: URL: <http://www.howto.gov/training>
- Make the changes you want to see on the page, **highlighting in yellow** any changes/updates
- If you have a MINOR change (such as changing a date), just submit the URL and a brief, clear description of the change in an email to **HowTo@gsa.gov**, subject: **HT Posting**: (descriptive title) etc.

Attachments

- **If a file (.pdf, .doc, .ppt, etc) is available on another federal website, link to it from there. DO NOT upload a copy to HowTo.gov. ALWAYS link to the source document.**
- Name your attachments—you are creating part of the URL, which shows to visitors
 - Use lower case, hyphens between words, be descriptive and brief (example: plain-writing-checklist.pdf)
 - Use initial caps for proper names (example: Google-search-terms.pdf)
- Collect information for your file description. Each attachment will need a file description that includes file type, file size, # of page, and date in month/year format (example: (PDF, 437 KB, 61 pages, July 2011))
- Place your attachments (PDFs, video recordings, .ppt, .doc) in the proper folder (2012 audio and video, 2012 images, 2012 MS Word, or 2012 pdfs) on the I drive: **I:\XC - Citizen Services\XCC - FCIC\XCC-ALL\Web Best Practices Team\HowTo.gov\Site Updates\Content\2012 Attachments.**
- Now include your filename, its description and location in your Word document. NOTE: Don't hyperlink your attachments and don't use URLs from Google docs (these don't work correctly for attachments)

Posting schedule

What type of update is it? Normal/routine, urgent, or an entirely new project or section?

| | | |
|----------------|--|---|
| Normal | Routine content, which includes most new content and ordinary content updates that follow a standard template. Example: new DGU classes, On Demand Training, and minor content updates to pages or boxes | <i>Within 2 business days</i> |
| Urgent | Time-sensitive or high-profile content Example: broken link, incorrect information, or a national emergency (that is, Hurricane Katrina, H1N1 flu guidance) | <i>Immediately</i> |
| Project | New project or new section Example: First Fridays gallery, digital blog, conference bio and presentation pages, How to Blog | <p><i>2 weeks before you need it—Discuss your ideas with the HowTo team. The more lead time, the better.</i></p> <hr/> <p><i>Several weeks or months—Size and complexity of the project will determine how long it takes to complete. Projects requiring development work may take a few weeks or months to complete.</i></p> <p>Patience is appreciated!</p> |

Type of update, as well as submission quality, will determine how quickly your content is posted.

PLEASE NOTE: The clock doesn't start ticking until the HowTo team has everything we need. We may need additional time for PL editing or clarification of unclear instructions. The more clear and complete the submission, the faster we can post it!

Ready for posting

- Once your Word doc is ready for the HowTo team to post, please upload the Word doc to the Google Docs collection **HowToGov > Site Updates > 2012 Content**. Find it under "collections shared with me."
- After your Word doc is in the **2012 Content** collection, email the HowTo team at: **HowTo@gsa.gov**, subject **HT Posting:** (descriptive title) with the link to your document
- Indicate in your email the posting schedule (type of content) and any special instructions
- The HowTo team will do our best to accommodate your desired posting schedule

Editorial policy

The HowTo team will edit your content—to comply with our style guide, SEO, site policies, and Plain Language best practices. Take your time and do it right!

- Please make your content as close to perfect as you can get it before submitting for posting.
- Editing can go up, down, and sideways—choose a trusted teammate to review, to make it the best it can be before sending to the HowTo team
- “If I’d had more time, I’d have written a shorter letter”—good writing takes time and hard work, and practice makes perfect

5.2 Web Content Checklist

| ✓ | Item |
|---|--|
| | <p>1. Revising a Page: Writers, follow items 4–19 below Reviewers, follow items 4–20 below To delete a page, follow item 3 below</p> |
| | <p>2. Creating a Page: Follow this item (2) and items 4-20</p> <ul style="list-style-type: none"> • Select a HowTo.gov template to help structure your page • Pages should be created in MS Word before building the page in the CMS |
| | <p>3. Deleting Page: Email the HowTo.gov Content Team at HowTo@gsa.gov if you need to delete a page from HowTo.gov.</p> |
| | <p>4. Page Title: Be brief—use no more than 70 characters total.</p> |
| | <p>6. Page Headings: The page title [H1] summarizes what the page is about. Use subheadings to structure the content on your page. Tag Section headings as H2, sub-headings as H3, to break up content and improve usability and readability.</p> |
| | <p>7. Keywords: Use 6 to 12 descriptive words that actually appear on the page. Think about what words someone would type into a search engine to find this content; those are your keywords. Consult with HowTo team for a list of common search terms, if needed.</p> |
| | <p>8. Page Description: Use plain, concise language to describe the page content. Use about 150 characters max.</p> |
| | <p>9. Page Features: Where appropriate, include Training, Resources, or other right rail boxes. Familiarize yourself with the HowTo.gov templates.</p> |
| | <p>10. Content:</p> <ul style="list-style-type: none"> • Use conversational tone, second voice (you, your; we, our). • Use subheads and bullets. • Write in Plain Language. • Proofread AND spellcheck your content (do both!), and have a trusted colleague review before submitting for posting. • Check your facts. • When you revise a page, do not “orphan” another page linked to it (that is, remove internal links to a page without removing [archiving] that page from the website). See definition for orphan page. |
| | <p>11. Linking to attachments or files:</p> <ul style="list-style-type: none"> • If a file (.pdf, .doc, .ppt, etc) is available on another federal website, link to it from there. DO NOT upload the file to HowTo.gov. Link to the source document! • Name your document so it is clear what the document is about. Be as brief, clear and concise as possible with file names. Avoid special characters, use a hyphen between words, and capitalize proper nouns. • Files should be smaller than 100 MB. If a file is larger than 100 MB, break it into separate files and name them accordingly (-part-1, -part-2). • Use this format for your file description: file type (e.g., PDF), file size, number of pages, and effective date of document. ((PDF, 437 KB, 61 pages, July 2007)) |

| | |
|--|---|
| | <p>12. Links:</p> <ul style="list-style-type: none"> • Embed links; don't use URLs for link text. • Use descriptive link text to help the reader understand what they'll get if they click. • Place your link at the beginning of the sentence or list. (Research-Based Web Design & Usability Guidelines, Chapter 17 (PDF, 437 KB, 61 pages, July 2007) offers guidelines for designing a search function.) • Look for opportunities to link to other HowTo.gov pages. • Update any other pages associated with this page by adding a link to your page. (Also see Item 17 below, A-Z Index page.) • Reviewers: Validate all links. |
| | <p>13. Graphics and Images: Write short, descriptive alt tags. Preferred format is .jpg.</p> |
| | <p>14. Accessibility: Review your webpage against HHS HTML 508 Checklist.</p> |
| | <p>15. Content Lead: Provide name and email address of content owner. This will be published on the page, so people can email with questions or changes.</p> |
| | <p>16. Date Stamp: Include the date the page was last updated or reviewed. Do not revise the page date for minor grammatical changes.</p> |
| | <p>17. A-Z Index: If you create a new page, consider including a link on the A-Z Index page. Use the new page title as the link, or suggest a title that intuitively describes the page.</p> |
| | <p>18. GovDelivery: For a new page or substantial updates to an existing page, please draft the message (1 to 2 sentences) to include with the GovDelivery Notice.</p> |
| | <p>19. Forum Listserv Notification: Content owners are responsible for updating Forum members about new content or significant content updates. Coordinate Forum communications with other notices that team members may want to send, to avoid spamming Forum listserv members. Record email in Comms log and follow standard comms procedures.</p> |
| | <p>20. Page Review Schedule—For Reviewers</p> <ul style="list-style-type: none"> • The Content Inventory reflects the page's schedule for review and the page owner (content lead) • After a page is reviewed, the new page review date should be updated in the Content Inventory. • When a page is created, indicate its review schedule (daily/quarterly/biannually/annually) on the Content Inventory. |

5.3 Plain Language Web Writing Checklist

Be as clear and concise as possible, and help your readers complete their tasks with these writing tips:

| | |
|--------------------------|--|
| Audience | Write for <i>your</i> reader. Don't write for the experts, the lawyers, or your management, unless they are your intended audience. |
| Length | Less is more! Be concise. Eliminate ALL unnecessary words. Challenge every word; do you need it? |
| Tone | Use conversational pronouns (you, us, our, we). Write as if you were talking to a friend. Use contractions (we're instead of we are). |
| Voice | Use active voice with strong verbs. Say "We mailed your form on May 1" instead of "Your form was mailed by us on May 1." |
| Word Choice | Use the same words your readers would use when they search for your information on the Web. Avoid acronyms and jargon. |
| Simplify | Use simple, descriptive headings and short paragraphs. |
| Links | Never use phrases like "click here" or "more information". Link language should describe what your reader will get if they click that link. Include keywords to help search engines. |
| Organization | Put the most important information first, followed by the details. |
| Improve Tasks | Organize content around your customers' tasks, not your agency's organization. Highlight action items (step 1, step 2, etc.). |
| Scanability | Separate content into small chunks. Use lots of white space for easy scanning. In general, write no more than five to seven lines per paragraph. Use lists and bullets, they are easy to scan. |
| Separate Topics | Present each topic separately. Keep the information on each page to three (or fewer) levels. |
| Context | Don't assume your readers already know the subject or have read related pages. Each page should stand on its own. Put everything in context. |
| Test and Evaluate | Test webpages with actual customers so you can be sure real people can understand what you write. |
| Train | Encourage <i>all</i> your colleagues (lawyers, accountants, researchers, etc.) to use plain language—because <i>all</i> content is potentially Web content. |

Plainlanguage.gov has [more examples](#); also review HowTo.gov's [Writing for the Web](#) guidance.

5.4 HowTo.gov Style Guide

The [HowTo.gov Style Guide](#) is kept on the I: drive. Updates to it are made by senior content managers.

5.5 Web Management Resources (Recommended Reading)

[SEO Copywriting for Content Contributors](#) (October 27, 2011, meetcontent.com)—Rick Allen of MeetContent.com offers 9 recommendations for optimizing content for search.

[How to Write](#) (February 6, 2012, ListsOfNote.com)—David Ogilvy, “The Father of Advertising,” sent an internal memo to all employees of his advertising agency, Ogilvy & Mather. The memo is a simple list of advice on “How to Write.”

[Creating Valuable Content™: A Step-By-Step Checklist](#) (PDF, 87 KB, 1 page, April 2011)—Ahava Leibtag’s 5-part checklist to making content valuable by ensuring it’s findable, readable, content, understandable, actionable, and shareable.

5.6 HowTo.gov Drupal User Guide

The [HowTo.gov Drupal User Guide](#) is kept on the I: drive. Updates to it are made by senior content managers.

5.7 Content Inventory

The [HowTo.gov content inventory](#) is kept in a spreadsheet on the I: drive. Updates to it are made by senior content managers.

5.8 HowTo.gov Page Templates

The [HowTo.gov Page Templates](#) are kept in Google Docs. Updates are made by senior content managers.

5.9 HowTo.gov Search Engine Optimization

SEO Guidance can be found in the [HowTo.gov Style Guide](#).

5.10 Screenshots of Webpage Types

5.10.1 Homepage

The screenshot shows the homepage of HowTo.gov, which is designed to help agencies deliver a great customer experience. The page features a dark blue header with the HowTo.gov logo and a search bar. Below the header is a navigation menu with categories: HOME, WEB CONTENT, SOCIAL MEDIA, CONTACT CENTERS, TECH SOLUTIONS, COMMUNITIES, and CUSTOMER SERVICE. The main content area is divided into several sections:

- Win a Free Website Usability Test:** A promotional banner for a contest where users can win a free usability test by entering a video contest.
- Web Content:** A section with an orange background icon showing a laptop and documents, focusing on federal web requirements, content management, and analytics.
- Social Media:** A section with a blue background icon showing social media icons (Facebook, Twitter, YouTube) and a speech bubble, covering terms of service, social networks, and contests.
- Contact Centers:** A section with a yellow background icon showing a telephone and a computer monitor, focusing on contact center management and technologies.
- Tech Solutions:** A section with a teal background icon showing a smartphone, a server tower, and a cloud, covering cloud computing, mobile apps, and data.
- UPCOMING EVENTS:** A list of events including 'Essentials of Video' (Mar 8), 'Writing for the Web Workshop' (Apr 11-12), and '2012 Government Web and New Media' (May 16-17).
- WHAT'S NEW:** A section for recent content, including a 'Research and Best Practices Newsletter' (Feb 24) and various articles on growing mobile media and social media stats.
- CONVERSATIONS:** A section for social media updates, featuring tweets from GSA (@LeslieO) about writing for the web and social content sharing.

The footer contains a detailed navigation menu for each category, a footer with contact information, and the USA.gov logo.

5.10.2 Best Practices Channel Page

[Home](#) » [Social Media](#)

Social Media



HIGHLIGHTS

- [Open Government Portfolio Public Value Assessment Tool](#)—identifies the public value of an agency's open government portfolio.
- [Use USA.gov URL shorteners to share government info](#)
- [Federal-friendly Terms of Service agreements with social media providers](#)
- [Challenge.gov: challenge and contest platform for federal agencies](#)

Types of Social Media

- [Blogs](#)
- [Social Networks](#)
- [Microblogs \(Twitter, etc.\)](#)
- [Wikis](#)
- [Video](#)
- [Podcasting](#)
- [Discussion Forums](#)
- [RSS](#)
- [Social Media Releases](#)
- [Photo Sharing](#)
- [Employee Ideation Programs](#)

Using Social Media in Government

- [USA.gov URL Shorteners](#)
- [Terms of Service Agreements](#)
- [APPS.gov NOW](#)

Innovation Challenges & Contests

- [Frequently Asked Questions About Challenges](#)
- [Planning an Apps Challenge](#)
- [How to Implement an Apps Challenge](#)
- [How to Improve an Apps Challenge](#)
- [Resources to Help Run an Apps or Mobile Apps Challenge](#)
- [How to Run a Successful Apps or Mobile Apps Contest on Challenge.gov](#)
- [Promoting Your Challenge/Contest](#)

TRAINING

- Mar 8 [Essentials of Video](#)
- Apr 10 [Developing Your Social Media Strategy](#)
- On Demand [Crowd-Sourced Wikis for Government](#)


[More Training »](#)


HOWTO VIDEO


[How to Use Social Media Strategically in the Federal Government](#)

[More HowTo Videos »](#)

CONVERSATIONS

 [GovNewMedia .@LeslieO](#) teaches how to Write for the Web +practice with 1/2 day Write-A-Thon. 4/11-12. Register Now: [t.co/KDDWCnCR](#) #DigitalGovU

 [GovNewMedia](#) Share your content by adding social buttons w/ [@stumbleupon](#) and [@mchronister t.co/3benTJs7](#) LIVE NOW! #DigitalGovU

 [GovNewMedia](#) You have to make it #508 #accessible, do it right."Essentials of Accessibility/Section 508" 4/25-26 [t.co/8KtsaiCS](#)

[More Tweets](#)

YOUR COMMUNITY

- [Social Media Sub-Council - Federal Web Managers Council](#)

[More Communities »](#)

5.10.3 Resource Channel Page (to add)

5.10.4 Table of Contents Page

[Home](#) > [Web Content](#) > Requirements and Best Practices

WEB CONTENT

Requirements and Best Practices

Managing Content

Usability & Design

Management and Governance

Web Analytics

Accessibility

Multilingual Websites

Resources and Tools

Requirements and Best Practices

The laws, regulations, policies, and other directives in this section generally apply only to federal public websites of U.S. executive branch agencies. They do not apply to agency intranets, or websites of judicial or legislative branch agencies, or to U.S. state or local government websites (except where specifically noted). However, many of these directives and best practices can benefit any website—especially government websites—so agencies should follow as many of these as possible.

- [OMB Policies for Federal Public Websites](#)
 - [Establish and Maintain Inventories, Priorities, and Schedules](#)
 - [Ensure Information Quality](#)
 - [Establish and Enforce Agencywide Linking Policies](#)
 - [Communicate With the Public and With State and Local Governments](#)
 - [Search Public Websites](#)
 - [Use Approved Domains](#)
 - [Implement Security Controls](#)
 - [Protect Privacy](#)
 - [Maintain Accessibility](#)
 - [Manage Records](#)
- [Federal Laws and Regulations](#)
- [Best Practices](#)
- [Examples from Other Governments](#)
- [Requirements and Best Practices Checklist](#)

Content Lead: [Rachel Flagg](#)

Page Reviewed/Updated: December 2, 2011

TOOLBOX

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Average: 2 (3 votes)

5.10.5 Best Practices Page

Home » [Web Content](#) » [Managing Content](#) » [Organizing and Categorizing Content](#) » Common Content, Terminology, and Placement

- WEB CONTENT
- Requirements and Best Practices
- Managing Content
- Usability & Design
- Management and Governance
- Web Analytics
- Accessibility
- Multilingual Websites
- Resources and Tools

Common Content, Terminology, and Placement

TOOLBOX

- [Share](#)
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Rate this page:
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Average: 1 (2 votes)

What It Is

Using common content, terminology, and placement is a [best practice](#) for managing your agency's website. When government websites present similar content in standard ways, it helps the public easily find information and services across government.

Why It's Important

- Citizens need basic information about your agency, including organizational or contact info such as addresses, phone numbers or email addresses, and quick answers to common questions.
- Providing consistent content and terminology across government websites - such as "[About Us](#)" pages - helps the public easily find what they need. They'll know what labels to look for, and will be confident they'll get the same basic content when they get there.
- Usability studies have shown that people who go to multiple websites can find information more quickly and easily if similar content is put in the same location and is called the same thing on each website.
- Laws and regulations place a number of requirements on all federal public websites, including privacy policies, links to FOIA pages, accessibility policies, "NO FEAR" data, and more. Using common terminology and placement of this information will help citizens find it on each federal public website.

Specific Requirements

While many of these common elements are best practices, some are required by law or policy. See the list of [required content and links](#).

How to Implement

Below is a list of common content for government websites, recommended by the [Federal Web Managers Council](#):

- [Contact Information](#) ("Contact us" page)
- [Organizational Information](#) ("About us" page)
- [Site Map or A-Z Index](#)
- [Frequently Asked Questions](#) (FAQs)
- [Online Services](#)
- [Forms and Publications](#)
- [Jobs and Employment Information](#)
- [Information about Regulations](#)
- [Information about Grants and Contracts](#)
- [Site Policies and Notices](#)

Many agencies follow this best practice, which is part of the [guidelines and best practices](#) published by the Interagency Committee on Government Information to aid agencies' implementation of [OMB's Policies for Federal Public Websites](#).

Content Lead: [Rachel Flagg](#)

Page Reviewed/Updated: September 20, 2011

5.10.6 Requirements Page

[Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [Federal Laws and Regulations](#) » [Access for People with Disabilities \(Section 508\)](#)

WEB CONTENT

Requirements and Best Practices

Managing Content

Usability & Design

Management and Governance

Web Analytics

Accessibility

Multilingual Websites

Resources and Tools

Access for People with Disabilities (Section 508)

VIEW

EDIT

Requirement:

All federal public websites* must comply with the requirements of Section 508 of the Rehabilitation Act (29 U.S.C. 794d), designed to make online information and services fully available to individuals with disabilities. Organizations should review Section 508 and accompanying guidance to ensure that their public websites meet the requirements:

- [Section 508 of the Rehabilitation Act](#)—Read the full text from the Access Board website.
- [Guidance for Implementing Section 508](#)—View the Section508 website for complete information on how to meet accessibility requirements.

Examples

- [HHS Accessibility Statement](#) – HHS's Accessibility page explains how they meet accessibility requirements and welcomes feedback from visitors who may need assistance.
- [DHS Accessibility Statement](#) – The Department of Homeland Security has an Accessibility statement on their website.
- [Social Security Administration](#) – SSA has a comprehensive Website Accessibility Policy, also available in Spanish.

Resources

- [Section 508 Standards Guide](#) – Specific guidance about how to make your website compliant with Section 508.
- ["Guidelines for Accessible and Usable Web Sites: Observing Users Who Work With Screen Readers"](#) – Read this new report co-sponsored by the National Cancer Institute.
- [Usability Resources on Accessibility](#) (PDF, 2.4 MB, 7 pages, August 2006) Usability.gov provides numerous resources on accessibility and usability.
- [World Wide Web Consortium \(WC3\)](#) – W3C provides tips and instructions for making websites accessible for those with disabilities.
- [List of Federal Agency Section 508 Coordinators](#) – Find out who coordinates Section 508 and accessibility issues for your agency.

*These requirements apply to executive departments and agencies and their public websites. Check the specific law to see if it also applies to the judicial or legislative agencies or to intranets.

Content Lead: [Rachel Flagg](#)

Page Reviewed/Updated: September 20, 2011

TOOLBOX

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Rate this page:

★★★★☆

Average: 3 (3 votes)

5.10.7 OMB Policy Page

[Home](#) » [Web Content](#) » [Requirements and Best Practices](#) » [OMB Policies for Federal Public Websites](#) » OMB Policy 1: Establish and Maintain Inventories, Priorities, and Schedules

WEB CONTENT

Requirements and Best Practices

Managing Content

Usability & Design

Management and Governance

Web Analytics

Accessibility

Multilingual Websites

Resources and Tools

OMB Policy 1: Establish and Maintain Inventories, Priorities, and Schedules

Requirements

Per [OMB M-05-04, "Policies for Federal Agency Public Websites"](#) (PDF, 48 KB, 5 pages, December 2004):

- Your agency is required under [OMB Circular A-130](#) and the [Paperwork Reduction Act](#) to disseminate information to the public in a timely, equitable, efficient, and appropriate manner and to maintain inventories of information dissemination products.
- [Section 207 of the E-Government Act](#) requires your agency to develop priorities and schedules for making government information available and accessible to the public, in accordance with public comment, and to post this information on your agency's website. Section 207 also requires your agency to report to OMB, as part of the agency's annual E-Government Act report, the final determinations of inventories, priorities, and schedules your agency has made.
- Your agency must also post to your agency's website any updates to your agency's final determination of inventories, priorities, and schedules and include this information in your agency's annual E-Government Act report.

Implementation Guidance

- [Example for establishing content priorities and posting schedules](#)
- [Federal Web Content Inventories](#)

Supporting Documents

- [OMB A-130, "Management of Federal Information Resources"](#)
- [Paperwork Reduction Act](#)
- [E-Government Act of 2002, Section 207](#)

Content Lead: [Rachel Flagg](#)

Page Reviewed/Updated: February 24, 2012

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Average: 1 (1 vote)

5.10.8 Plan-Implement-Improve(-Retire) Topic Page

[Home](#) » [Social Media](#) » [Types of Social Media](#) » [How to Blog](#)

SOCIAL MEDIA

[Types of Social Media](#)

[Using Social Media in Government](#)

[Innovation Challenges & Contests](#)

How to Blog

A blog is an easy-to-update website or webpage where authors write regular entries in a diary-like format. The most effective and interesting blogs allow readers to engage in conversations with the author and other readers.

How to manage a government blog, step-by-step:

Plan

1. [Do you need a blog?](#)
2. [Develop a strategic plan](#)
3. [Determine resource needs](#)
4. [Choose a blog tool](#)
5. [Get training](#)
6. [Identify success metrics](#)
7. [Develop policies](#)

Implement

1. [Write compelling content](#)
2. [Support your writers](#)
3. [Moderate comments](#)
4. [Implement a marketing strategy](#)

Improve

1. [Regularly review content](#)
2. [Get to know the blogosphere](#)
3. [Incorporate feedback from readers](#)

Content Lead: [Lisa Nelson](#)

Page Reviewed/Updated: September 30, 2011

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Average: 3.5 (14 votes)

BLOG TOOLS

These tools are ready to use, and have a [federal-friendly terms of service \(TOS\) agreement](#) with GSA that can be adapted for use at other federal agencies:

- [WordPress](#)
- [Socialtext](#)

[View all blog tools on Apps.gov »](#)

[View the WP MU tool at Apps.gov NOW »](#)

CHECKLISTS

- Ready to start blogging? Find out with this [Blog Startup Checklist](#)
- Already have a blog and want to make it even better? Try our [Blog Improvement Checklist](#)

TRAINING

- [Using a Blog to Engage Citizens Online](#) - archived webinar
- [Best Practices for Blogging](#) -

5.10.9 DGU Index Page

[Home](#) » [DigitalGov University](#)

TRAINING

[About DGU](#)
[Upcoming Classes](#)
[Registration & Payment](#)
[Course Catalog](#)
[Conferences](#)
[On-Demand Training](#)
[Contact DGU](#)

DigitalGov University

Upcoming Events

- Mar 8: [Essentials of Video](#)
- Mar 20: [Usability Testing and Debriefing Best Practices](#)
- Apr 11-12: [Writing for the Web Workshop](#)
- Apr 24-25: [Essentials of Accessibility/Section 508](#)
- Registration is now open for the [2012 Web and New Media Conference](#)

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▪ [About DGU](#)

Who we are and our mission

▪ [Upcoming Classes](#)

A schedule of our upcoming classes, including online webinars, 1- and 2-day training events

▪ [Registration & Payment](#)

Information about registering and paying for WMU events

▪ [Course Catalog](#)

Listing of all the classes we offer

▪ [Conferences](#)

Training events for professionals to meet and exchange ideas

▪ [On-Demand Training](#)

Webinar recordings, presentations, transcripts from many of our classes

▪ [Contact DGU](#)

Email or call DGU

Follow Us:

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Content Lead: [DigitalGov University Team](#)

Page Reviewed/Updated: February 29, 2012

5.10.10 DGU Schedule of Classes Page

Home > Training > DigitalGov University Schedule of Classes

- TRAINING
- About DGU
- Upcoming Classes
- Registration & Payment
- Course Catalog
- Conferences
- On-Demand Training
- Contact DGU

DigitalGov University Schedule of Classes

TOOLBOX

Check this page often. New classes are added weekly.

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REGISTER NOW for the 8th Annual Government Web and New Media Conference May 16-17, 2012

Rate this page:

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Average: 4.3 (6 votes)

- [Winter Quarter 2012](#) (January–March)
- [Spring Quarter 2012](#) (April–June)
- [Summer Quarter 2012](#) (July–September)

Winter 2012

| Date | Event | Instructor | Location | Fee |
|----------------|---|-----------------------------------|----------|--|
| Feb 7 - Apr 24 | Social Media for Government Professionals CLASS FULL | Gadi Ben Yehuda | Wash, DC | \$299—Gov only & contractors with a .gov email address |
| Mar 2 | First Fridays Product Testing | Natalie Davidson and Kristal Byrd | Wash, DC | Free—Gov only & contractors with a .gov email address |
| Mar 8 | Essentials of Video | Bo Polatty | Wash, DC | \$150 for Government \$250 for non-Government |
| Mar 8 | G3C Contact Center March Meeting: Ignite Sessions* | G3C Council | Wash, DC | Free—Gov only |
| Mar 20 | Usability Testing and Debriefing Best Practices | TBD | webinar | Free |
| Mar 21 | First Fridays Product Testing | Jon Rubin and Joanne McGovern | Wash, DC | Free—Gov only & contractors with a .gov email address |
| March (TBD) | Public Value Assessment Tool (PVAT)* | TBD | webinar | Free—Gov only & contractors with a .gov email address |
| March (TBD) | How Agencies Can Remain Safe while Using Social Media* | Kurt Garbers and Kevin Haley | Online | Free |

Spring 2012

| Date | Event | Instructor | Location | Fee |
|-----------|---|-----------------------------------|------------------|---|
| Apr 6 | First Fridays Product Testing | Natalie Davidson and Kristal Byrd | Wash, DC | Free—Gov only & contractors with a .gov email address |
| Apr 10 | Project-Level Social Media Strategy CLASS FULL | Jeffrey Levy | Wash, DC | Free—Gov only |
| Apr 11-12 | Writing for the Web Workshop | Leslie O'Flahavan | Wash, DC | \$250 Gov \$350 non-Gov |
| Apr 12 | G3C Contact Center April Meeting* | G3C Council | Wash, DC/webinar | Free—Gov only |
| Apr 20 | Common Usability Problems and Common Solutions* | TBD | webinar | Free |
| Apr 24-25 | Essentials of Accessibility/Section 508 | Sharron Rush | Wash, DC | \$600 Gov \$800 non-Gov |
| Apr (TBD) | Pinterest* | TBD | webinar | Free—Gov only & contractors with a .gov email address |
| May 4 | First Fridays Product Testing | Natalie Davidson and Kristal Byrd | Wash, DC | Free—Gov only & contractors with a .gov email address |
| May 10 | G3C Contact Center May Meeting* | G3C Council | Wash, DC/webinar | Free—Gov only |

5.10.11 DGU Class Page

Home » Training » Course_Catalog » Essentials of Video

- TRAINING
- About DGU
- Upcoming Classes
- Registration & Payment
- Course Catalog
- Conferences
- On-Demand Training
- Contact DGU

Essentials of Video

Register now!

Format: 1-Day Seminar
Date: Thursday, March 8, 2012
Time: 9 AM – 4 PM ET
Location: [GSA—One Constitution Square](#)
Fee: \$150 for Government, \$250 for non-Government
Presenter: Bo Polatty, Clarion Services

Description

Video—arguably the most powerful communications medium ever invented—has escaped from its TV-only distribution model. At the same time, many video production tools shrunk in size and cost, putting video creation in the hands of the masses. Finally, and most importantly, consumption of video has exploded, with YouTube alone getting over 3 billion views every single day by late 2011.

Unfortunately, the quality and effectiveness of this new content has not kept pace with the quantity. Reaching the public through video, you are faced with a jungle of user-generated content, as well as a confusing array of rapidly changing formats, hardware, styles, and techniques. Bo Polatty's intensive course will provide an overview to create targeted, effective online video that will cut through the glut and resonate with audiences.

This course will cover topics and issues such as:

- How can I mix footage from different camera types in the same video?
- What's my best option for video editing software?
- How can I get the best voice recording quality in an interview?
- Do I need music, and if so, where can I get it legally?
- How can we make our videos look "broadcast quality" without a broadcast budget?

What You'll Learn

A tried-and-true workflow for the Web video production process, including:

- **Pre-production:** audience/purpose analysis, story-telling and scriptwriting, storyboarding, planning;
- **Production:** different camera types, lighting, composition, getting good location audio, shooting "B roll";
- **Post-production:** logging, importance of metadata, editing options (Mac, Windows, Avid, Final Cut, Premiere), Section 508 issues, titles and finishing; and
- **Post-post:** delivery format options, such as H.264, Flash.

Plus lots of tips, tricks, techniques, time-savers, terminology, and tools (some free!).

Who Should Attend

Anyone who creates video for Internet distribution or who manages those who do.

About the Presenter

Bo Polatty is CEO/Executive Producer of Clarion Services, LLC, a Washington, DC-area Web/Video development and training firm. He specializes in analyzing audience needs, adapting information to online environments, and developing video productions that engage users and effectively transfer information. Since 1994, he has trained and/or produced Web and video projects for a variety of association, government, and corporate clients. Bo has developed and taught Multimedia Project Management and Web Video Production courses to more than 1,000 students nationwide over the past 12 years. Polatty's projects have won numerous awards, including the CINE Golden Eagle, IFPA Silver, Secretary of Defense Environmental Quality Award, the 2010 AVA, ASAE's PRIMA and the Award of Excellence from the Society for Technical Communication. His photography has been published in the *Washington Post*, *Baltimore Sun*, *Forbes*, *Glamour*, *Canada Reports* and *Nation's Business*; and his films and videos have been shown on PBS stations, the History Channel, YouTube, and Vimeo.

Content Lead: [Web Manager University Team](#)

Page Reviewed/Updated: January 23, 2012

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5.10.12 On Demand Training Page

Home » Training » Course Catalog » Using Plain Language to Communicate Health Information

TRAINING

About DGU

Upcoming Classes

Registration & Payment

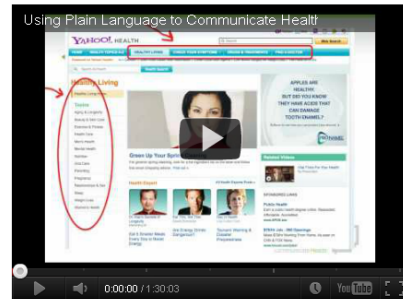
Course Catalog

Conferences

On-Demand Training

Contact DGU

Using Plain Language to Communicate Health Information



Date: Tuesday, November 15, 2011
Presenter: Stacy Robison, CommunicateHealth, Inc.

On-Demand Webinar

NOTE: Large files will take more time to download.

- Webinar recording: [Health Literacy and the Web](#) (WMV, 44 MB, 90 minutes, November 2011)
- Presentation slides: [Health Literacy and the Web](#) (PDF, 2.2 MB, 33 pages, November 2011)
- Transcript: [Health Literacy and the Web](#) (PDF, 75 KB, 13 pages, November 2011)

Description

We know that Americans are going online for health information. We also know that nearly 9 in 10 adults struggle with health literacy.

Health literacy—how well people can understand and use health information—ensures that health information and services can be accessed, understood, and used by people in their daily lives. Many hard-to-change factors, such as education, language, and age, affect health literacy. But we can change how we communicate health information.

What You'll Learn

- Techniques for applying plain language
- Usability techniques and best practices to improve health websites.
- Common pitfalls to avoid
- Audience considerations to bear in mind
- The future of health literacy

About the Presenter

Stacy Robison, MPH, MCHES, is the president and co-founder of CommunicateHealth. Currently she oversees plain language content development for the award-winning websites [healthfinder.gov](#) and [HealthyPeople.gov](#).

Stacy has created many health literacy tools and resources for health professionals, including *Health Literacy Online: A Guide to Writing and Designing Easy-to-Use Health Web Sites*. She has also served as co-editor of the HHS Action Plan to Improve Health Literacy.

Content Lead: [DigitalGov University Team](#)

Page Reviewed/Updated: March 15, 2012

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5.10.13 Conference Index Page

[Home](#) » [Training](#) » Conferences

TRAINING

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[Registration & Payment](#)

[Course Catalog](#)

[Conferences](#)

[On-Demand Training](#)

[Contact DGU](#)

Conferences

[REGISTER NOW](#) for the 8th Annual Government Web and New Media Conference May 16-17, 2012

- [Government Web and New Media Conference](#)
- [Government Contact Center Conference](#)
- [Challenges and Prizes Conference and Workshop](#)

Government Web and New Media Conference

The annual Government Web and New Media Conference is the premier networking and educational event of the year for web content managers, web writers and editors, and government employees who contribute content to government websites.

Hear from industry thought leaders on the latest trends and tools, learn about innovations throughout government, and connect with colleagues from across the country.

The conference is open to U.S. government employees and government contractors with a .gov email address. The event happens every Spring.

- [2012 Government Web and New Media Conference](#)
- [2011 Government Web and New Media Conference](#)
- [2010 Government Web and New Media Conference](#)
- [2009 Government Web Managers Conference](#)

Government Contact Center Conference

The annual Government Contact Center Conference is an educational and networking event for contact center leaders to interact and discuss contact center operations and management practices.

Industry thought leaders share the latest trends and tools. Learn how to improve performance, effectiveness, and government relationships with customers and stakeholders.

The conference, sponsored by the [Government Contact Center Council \(G3C\)](#), is open to U.S. government employees. The event happens in the Fall.

- [2011 Government Contact Center Conference](#)

Challenges and Prizes Conference and Workshop

A networking and educational event for government employees interested in learning more about using challenges and prizes to solve problems at federal agencies. Your federal government peers share their successes with using challenges and prizes to solve government problems.

- [2011 Challenges and Prizes Conference and Workshop](#)

Return to [DGU Schedule of Classes](#)

Content Lead: [DigitalGov University Team](#)

Page Reviewed/Updated: February 22, 2012

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Average: 1 (4 votes)

5.10.14 Main Conference Page (Web and New Media, active)

[Home](#) > [Training](#) > [Conferences](#) > 2012 Government Web and New Media Conference

- TRAINING
- About DGU
- Upcoming Classes
- Registration & Payment
- Course Catalog
- Conferences**
- On-Demand Training
- Contact DGU

2012 Government Web and New Media Conference

 [Register now!](#)

Date: Wednesday—Thursday, May 16–17, 2012
Place: [Renaissance Hotel](#)—Washington, DC
Cost: \$425 Government
\$625 Contractors with a .gov email address
Agenda: [View Conference Agenda](#)

TOOLBOX

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 [Download Plug-ins](#)

Rate this page:

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Average: 3.1 (9 votes)

Who Should Attend?

Government employees and contractors who use online tools and social media to meet their agency mission, including: agency web and new media directors, CIO/IT staff, program managers, public affairs personnel, web content writers and editors, usability specialists, designers, customer service advocates, and anyone else interested in and involved with government web and new media efforts.

Who's Registered?

See who's already [registered for the 2012 Government Web and New Media Conference](#).

Why Should You Attend?

The annual Government Web and New Media Conference is the premier networking and educational event of the year. We are expecting more than 550 attendees at this year's event.

- Hear from your peers and industry thought leaders on the latest trends and tools, learn practical strategies for improving your online strategies, see innovative projects happening throughout government, and connect with colleagues from across the country.
- Networking: Meet and collaborate with your peers. Share your expertise during the day 2 unconference—open sessions where attendees drive discussions.

Traveling to DC

- [Washington, DC Visitor's Guide Website](#)—Everything you want to know about visiting DC.
- [Washington Metropolitan Area Transit Authority's Website](#)—Your guide to getting around DC.
- [DC Fact Sheet](#)—Find information on hotels, attractions, climate, transportation, and more.

Questions?

If you have questions about the conference, please contact the DigitalGov University staff.

Email: [DigitalGov University](#)

Phone: 202-208-0668

Return to [DGU Schedule of Classes](#)

Content Lead: [DigitalGov University Team](#)

Page Reviewed/Updated: February 29, 2012

5.10.15 Main Conference Page (Web and New Media, past)

[Home](#) > [Training](#) > [Conferences](#) > 2011 Government Web and New Media Conference

TRAINING

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2011 Government Web and New Media Conference

Thank you to all participants and speakers who contributed to the success of the 2011 Conference. More than 500 government web managers, new media specialists, content writers, public affairs specialists, and other government employees made this event a valuable learning opportunity.

Missed the conference?

- [View Conference Presentations](#)
- [View Unconference Take Aways](#)

Date: Thursday-Friday, March 17-18, 2011

Place: [Renaissance Hotel, Washington, DC](#)

Agenda: [Full Conference Agenda](#)

We would like to hear from you!

All attendees should have received a post-conference evaluation. If you didn't receive your evaluation, please contact [Web Manager University](#).

Who attended?

Government employees and contractors who use online tools and social media to meet their agency mission, including: agency web and new media directors, CIO/IT staff, program managers, public affairs personnel, web content writers and editors, usability specialists, designers, customer service advocates, and anyone else interested in and involved with government web and new media efforts.

Questions?

If you have questions about the conference, please contact the Web Manager University staff:

- Email: [Web Manager University Team](#)
- [Return to WMU Schedule of Classes](#)

Content Lead: [Web Manager University](#)

Page Reviewed/Updated: May 11, 2011

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CONVERSATIONS

- [View the tweets from #govwebcon 2011](#)

5.10.16 Conference Bios Page (G3C)

Home > Training > Conferences > 2011 Government Contact Center Conference > 2011 Government Contact Center Conference Speakers

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2011 Government Contact Center Conference Speakers

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[Michael Ahmadi](#)



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[Kathy Conrad](#)



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[Daryl Covey](#)



[Leslie O'Flahavan](#)



[Yolunda Davis](#)



[Deborah Pearson](#)



[Areg Gharakhanian](#)



[Mariano Tan](#)



[John Goodman](#)

Speaker Bios

Michael Ahmadi

Lieutenant Commander, U.S. Public Health Service
Public Health Analyst
SAMHSA, Office of Communications

LCDR Michael Ahmadi is a Program Management Officer for the Substance Abuse and Mental Health Services Administration, Office of Communications, where he is the Project Director and COTR for a large-scale information dissemination/health communications contract that has over 28 million touch points with the public. Mike directs and manages contractors who provide agencywide contact center, order fulfillment, website, and email marketing operations, as well as provides technical assistance to subject-matter experts to develop, distribute, promote, and evaluate behavioral health educational materials and communications projects. Under his direction, SAMHSA completed merging its two former clearinghouses into a single point of access, making it easier for professionals and the public to find, use, and share behavioral health information.

Mike has a Master of Public Health in Health Education and Behavioral Science from the University of Medicine and Dentistry of New Jersey.

Howard G. Bennett

Senior Manager
Noblis, Inc.

Howard Bennett manages a department of engineers and analysts that provide telecommunications engineering, systems and services procurement, operations support, and call center engineering for federal, state, and local governments, as well as for nonprofit and commercial corporations.

Howard obtained his M.S. degree in Management Information Systems from George Washington University and his B.S. degree in Business Administration from George Mason University.

Brad Cleveland

President and CEO
International Customer Management Institute (ICMI)

Brad Cleveland is known as one of the world's leading thought leaders on customer interaction. An in-demand speaker and author, Brad has worked across 45 states and in more than 60 countries, and his clients have included many of today's service leaders—Apple, HP, American Express, USAA, and others. Brad is author/editor of eight books, is recipient of an Amazon.com best-selling award, and has discussed customer service issues in publications ranging from *The Financial Times* to *The Wall Street Journal*, as well as on major television networks, NPR's *All Things Considered*, and the in-flight programs of several airlines.

5.10.17 Conference Agenda Page (Web and New Media, active)

[Home](#) > [Training](#) > [Conferences](#) > [2012 Government Web and New Media Conference](#) > 2012 Government Web and New Media Conference Agenda

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2012 Government Web and New Media Conference Agenda

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Wednesday, May 16, 2012

| | |
|-------------|---|
| 7:45-8:30 | Registration & Coffee |
| 8:30-9:15 | Steven VanRoekel , Federal CIO <i>(invited)</i> |
| 9:15-9:45 | Establishing Effective Leadership and Governance Lisa Welchman , Founder, WelchmanPierpoint |
| 9:45-10:15 | Ignite Sessions: Spend Smarter by Using Open and Shared Solutions |
| 10:15-10:25 | Break |
| 10:25-10:35 | State of Mobile in Government Gwynne Kostin , GSA |
| 10:35-11:30 | Making Content Future Ready—Mobile Dion Almaer , VP, Mobile Architecture, Walmart.com Ben Galbraith , VP, Mobile Engineering, Walmart Global Ecommerce |
| 11:30-12:30 | Lunch (provided) |
| 12:30-1:20 | Ten Tech Trends Amy Webb , CEO, WebbMedia Group |
| 1:20-1:30 | Break |
| 1:30-2:15 | Concurrent Breakout and "Under the Hood" Sessions 1* |
| 2:15-2:25 | Break |
| 2:25-3:10 | Concurrent Breakout and "Under the Hood" Sessions 2* |
| 3:10-3:20 | Break |
| 3:20-4:05 | Steve Krug , Web Usability Consultant and Author, <i>Don't Make Me Think</i> and <i>Rocket Surgery Made Easy</i> |
| 4:05-4:30 | Twitter for Government Adam Sharp , Government and Politics Lead, Twitter |

Thursday, May 17, 2012

| | |
|-------------|--|
| 8:30-9:15 | Keynote —topic and speaker to be determined |
| 9:15-9:30 | Break |
| 9:30-10:15 | Unconference Sessions Connect with your peers at attendee-driven sessions to discuss the topics most important to you. |
| 10:15-10:25 | Break |
| 10:25-11:10 | Unconference Sessions |
| 11:10-11:20 | Break |
| 11:20-12:05 | Unconference Sessions |
| 12:05-1:00 | Lunch (provided) |
| 1:00-1:30 | Reaching Multilingual Audiences Mark Lopez , Head of U.S. Hispanic Audience, Google |
| 1:30-2:15 | Concurrent Breakout and "Under the Hood" Sessions 3* |
| 2:15-2:25 | Break |
| 2:25-3:15 | Keynote —topic and speaker to be determined |
| 3:15-4:00 | The Customer Experience Linda Rutherford , VP, Public Relations and Community Affairs, Southwest Airlines |

*"Under the Hood" sessions will focus on the tips and tricks of various new media tools in a workshop-style format. Experts will demo the "nuts and bolts" (20 minutes), followed by an in-depth Q&A session. These sessions will take place at the same time as the breakout sessions and are designed for people who want hands-on details, not just concepts.

Breakout sessions will include topics on accessibility, metrics, mobile, plain language, usability, search, social media, technology, and others.

[Return to 2012 Government Web and New Media Conference](#)

Content Lead: [DigitalGov University](#)

Page Reviewed/Updated: February 29, 2012

5.10.18 Conference Presentations Page (Web and New Media, past)

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2011 Government Web and New Media Conference Presentations

All presentations are in Adobe PDF format. You can download [Adobe Acrobat Reader](#) to view them. All podcasts are in MP3 format. Please [contact us](#) if you need a document in a different format.

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Thursday, March 17, 2011

Videos Played During Registration (These links will take you to YouTube)

- [Evolution Web 1.0_Web 2.0 to Web 3.0](#)
- [Did You Know 4.0](#)
- [Social Media Revolution](#)

[Transforming the Customer Experience](#) (PDF, 784 KB, 9 pages) [Highlights Podcast](#) (MP3, 18.1 MB, 19:49)

- Presenter: **Dave McClure**, GSA

[Spurring Innovation in Government](#) (PDF, 2.02 MB, 9 pages) [Highlights Podcast](#) (MP3, 36.1 MB, 39:26)

- Presenter: **Todd Park**, HHS

Priorities for the Government Web and New Media Community (panel discussion--no presentation slides) [Highlights Podcast](#) (MP3, 9.1 MB, 9:56)

- Presenters:
Sarah Bernard, White House
Cammie Croft, DOE
Jeffrey Levy, EPA

Ignite Sessions:

- [HowTo.gov](#) (PDF, 539 KB, 5 pages) [Highlights Podcast](#) (MP3, 6.7 MB, 7:18)
Presenter: **Rachel Flogg**, GSA
- [Facebook Ambassadors](#) (PDF, 2,408 KB, 11 pages) [Highlights Podcast](#) (MP3, 10.3 MB, 11:18)
Presenter: **Scott Horvath**, USGS
- [Challenges](#) (PDF, 588 KB, 11 pages) [Highlights Podcast](#) (MP3, 11.8 MB, 12:51)
Presenter: **Robynn Sturm**, OSTP
- [FourSquare](#) (PDF, 696 KB, 4 pages) [Highlights Podcast](#) (MP3, 9.8 MB, 10:44)
Presenter: **Jill James**, NARA
- [First Fridays](#) (PDF, 285 KB, 6 pages) [Highlights Podcast](#) (MP3, 7.4 MB, 8:06)
Presenter: **Nicole Burton**, GSA

The Future of Search and the USA.gov Search Affiliates Program

- [Engaging Your Audiences Where They Are](#) (PDF, 3.73 MB, 16 pages)
Presenter: **Vanessa Fox**, author *Marketing in the Age of Google*
- [USASearch Affiliate Program](#) (PDF, 1.03 MB, 12 pages)
Presenter: **Ammie Farraj Feijoo**, GSA

Video: From Media Concept to Meaningful Metric [Highlights Video](#) (Windows Media Video file, 85.9 MB, 40:06)

- [Online Video: Reach and Engage Your Audience](#) (PDF, 2.11 MB, 10 pages)
Presenter: **Roy Daiany**, YouTube
- [Video: From Media Concept to Meaningful Metric](#) (PDF, 600 KB, 6 pages)
Presenter: **Roger Holzberg**, NCI

| |
|---|
| <p>Using Top Tasks to Improve Your Website: Case Study and Lessons Learned (PDF, 741 KB, 19 pages)</p> <ul style="list-style-type: none"> Presenter: Jenny Heiland-Luedtke, National Library of Medicine |
| <p>Web Content Strategies to Help Your Users Decide and Act (PDF, 3.04 MB, 39 pages)</p> <ul style="list-style-type: none"> Presenter: Colleen Jones, Content Science |
| <p>Real Time Mobile: Stories from the Trenches (Panel)</p> <ul style="list-style-type: none"> MyDS Mobile App: From Concept to the App Store and Beyond (PDF, 1.57 MB, 9 pages) Presenter: Jody Engel, NIH IRS2Go (PDF, 221.44 KB, 7 pages) Presenters: Beth Krappweis, IRS and Terry Lemons, IRS MyTSA Mobile User Experience (PDF, 1.56 MB, 7 pages) Presenter: Lynn Dean, TSA |
| <p>Introduction to Open Source CMS (no slides—live demonstration)</p> <ul style="list-style-type: none"> Presenters: Ryan Ozimek, PICnet and Kirsten Burgard, VA |
| <p>How To Use Challenges and Prizes for Citizen-Driven Solutions (panel discussion—no presentation slides)</p> <ul style="list-style-type: none"> Presenters: Brandon Kessler, ChallengePost Read Holman, HHS Jason Hoekstra, Dept. of Education |
| <p>Reaching Global Audiences</p> <ul style="list-style-type: none"> Medline Plus (PDF, 559 KB, 8 pages) Presenter: Fedora Braverman, MedlinePlus español Reaching Global Audiences Presenter: Lee Vann, Captura Group Presenters: Lovisa Williams, Dept. of State (no slides) |
| <p>Time to Evolve: Making Social Media Matter (PDF, 587 KB, 3 pages) Highlights Podcast (MP3, 37.2 MB, 40:40)</p> <ul style="list-style-type: none"> Presenters: Scott Burns, GovDelivery Lakshmi Grama, NIH Kathryn Hambleton, HHS |
| <p>The Future of Content— Mobile Strategies for Government (panel discussion—no presentation slides) Highlights Podcast (MP3, 24.3 MB, 26:34)</p> <ul style="list-style-type: none"> Presenters: Tim McLaughlin, Sitework Miguel Gomez, AIDS.gov Zach Brand, NPR Janice Nall, OMB |
| <p>Twitter for Government (PDF, 2,218 KB, 4 pages) Highlights Podcast (MP3, 10 MB, 10:58)</p> <ul style="list-style-type: none"> Presenter: Adam Sharp, Twitter |
| <p>Day One Wrap-Up - by Sheila Campbell, GSA (links to YouTube)</p> |
| <p>Friday, March 10, 2011</p> |
| <p>Top Ten Mobile Pitfalls (and How to Avoid Them) (PDF, 2.2 MB, 16 pages)</p> <ul style="list-style-type: none"> Presenters: Firoze Lafeer, PrepFire and Barg Upender, Mobomo |
| <p>Data.gov 2011: Making Data Sociable (PDF, 5.13 MB, 15 pages) Highlights Podcast (MP3, 27.6 MB, 30:08)</p> <ul style="list-style-type: none"> Presenters: Kevin Merritt, Socrata and Jeanne Holm, NASA |
| <p>No FAIL Accessibility Testing (PDF, 583 KB, 43 pages)</p> <ul style="list-style-type: none"> Presenter: Angela Hooker, GSA |
| <p>Building a Successful Social Media Performance Strategy (PDF, 3.70 MB, 35 pages) Highlights Podcast (MP3, 16.9 MB, 18:30)</p> <ul style="list-style-type: none"> Presenter: Alan Webber, Altimeter Group |
| <p>Engaging Citizens and Building Communities (PDF, 15.17 MB, 52 pages) Highlights Podcast (MP3, 23.6 MB, 25:47)</p> <ul style="list-style-type: none"> Presenter: Scott Heiferman, Meetup |
| <p>Conference Wrap-Up Video (links to YouTube)</p> |
| <p>Return to 2011 Government Web and New Media Conference</p> |
| <p>Content Lead: Web Manager University Team Page Reviewed/Updated: July 27, 2011</p> |
| <p>Page Reviewed/Updated: February 24, 2012</p> |

5.10.19 Conference Unconference Takeaways Page (Web and New Media, past)

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2011 Government Web and New Media Conference Unconference Take Aways

We've gathered some of the top take aways from the unconference sessions. If you feel something should be added or if there is a session NOT represented that you have take aways from please contact [Web Manager University](#).

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Friday, March 18, 2011

Strategy for Creating a Facebook Strategy (Not Just Repeating Tweets)

1. Ask why are we creating (or why do we have) a Facebook page?
2. Cross pollinate content with partner agencies
3. Work with Facebook to take down spoofs and site impersonating agencies or officers

Moving from Data to Information--Innovation and the Health 2.0 Challenge

1. Move from data to Information
2. Look across silos of data sources inside and outside of your organization to get valuable data to consumers
3. Challenges are effective at driving innovation: keep doing more
4. Think like a startup and identify what needs you can meet

State Government Web Management

1. Web governance:
 - Guidelines aren't as effective as policy
 - Pay attention to web accessibility
 - Form executive committees to include all levels of employees
2. Do an expert site review (huristic score card system):
 - Use healthy competition between department to create positive change
 - Define success and failure-management will appreciate that
3. [NASCIO](#) is working on Facebook TOS for states

Federal Intranet Content Managers (FICM)

1. Get buy-in from senior leadership to make the case that the intranet is a true business asset
2. The intranet plays an integral role in improving internal work processes

Challenges using 3rd party APIs and Getting Terms of Service (TOS) In Place

1. Working with your office of general council to establish a process to get Terms of Service (TOS) in place for APIs
2. Identify goals and objective for the API
3. Open Source doesn't mean no TOS is required-make sure to read the fine print for open source tools

HTML 5

1. Use references:
 - [A Book Apart](#) (website / books)
 - [World Wide Web Consortium - W3C](#)
 - [HTML5.org](#)
 - [Quirksmode.com](#)
2. Incorporate HTML5 into your larger strategy NOW
3. Find and consult with agencies who are using it already

Crafting and Implementing Social Media Policies

1. First Identify:
 - Who will be granted access to social media at work?
 - Who will speak on behalf of the agency?
 - How and When will we respond to comments?
2. Identify the WHO, WHAT, and WHERE
3. Be prepared for public demand that YOU are more active in the social media space
4. Don't give up-KEEP TRYING. Start small and don't be afraid to fail

Checklists and Infographics-Using Visual Flow Charts to Promote Policy and How Tos

1. Flowcharts allow a visual of all parts of the process and break down complex issues
Useful for legal issues, comment response, records management and "downstream" issues
2. Some useful resources:
 - [Giffy.com](#) and [Max.gov](#)
 - [Visio](#) and [OmniGraffle](#) (for Mac and iPad)
3. Checklists and flowcharts using [Sharepoint](#) or Business Process Execution Language (BPEL) help generate these flows from plain language

Video Web Formats-What are Agencies Doing?

1. Provide accessibility-captioning, transcripts, and alternative methods of getting information and / or participating
2. Adobe offers flash to QuickTime conversions
3. Use the listserv to continue the conversation / ask questions / develop a resource list of video information

Incorporating Record Management into Social Media Policies with NARA

1. Records management should be identified and addressed in your social media policy
2. Each agency must keep their own records / archives
3. There is a need for records management tools as well as records management policies

Discussion of Mobile App Development with GSA Mobile Team

1. Justify your app by showing how people need / use your content
2. Think about your audience tops tasks and context
3. Apps are the show horse-mobile web in the work horse

[Return to 2011 Government Web and New Media Conference](#)

Content Lead: [Web Manager University Team](#)

Page Reviewed/Updated: April 18, 2011

5.10.20 DGU Directions Page

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Directions to GSA's Constitution Square Building

Building Address

One Constitution Square
1275 First Street, NE
Washington, DC 20417

[Get Google Map](#)

Security Information

Please use the visitor's entrance located to the left of the revolving door. Bring a government-issued ID. You'll need to go through general security and metal detector.

Directions

Arriving via DC Metro:

From Red Line:

- Take the Metro Red Line toward Glenmont to the [New York Ave-Florida Ave-Gallaudet U](#) metro stop.
- Exit Metro.
- Take the Florida Avenue/2nd Street exit.
- Walk west on N street for one block.
- Take a left onto First Street.
- GSA is located at 1275 First Street, NE

Driving Directions:

From Virginia:

- Take the I-395 N ramp toward Washington DC
- Take exit 6 for I-395 N/C Street SW toward D Street NW/US Senate/US Capitol the House
- Merge onto I-395 N (signs for D Street NW/NY Avenue)
- Turn Right onto New York Avenue NW
- Turn Right onto 1st Street NE

From Maryland

- Take I-495 S/I-95 S
- Take exit 22B for Baltimore/Washington Parkway toward Washington South
- Take the exit onto US 50 W/New York Avenue NE toward Washington
- Make a U-turn
- Turn Right at 1st Street NE

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Content Lead: [DigitalGov University Team](#)

Page Reviewed/Updated: February 22, 2012

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 - [Best Practices](#)
 - [Managing Content](#)
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 - [Measuring Customer Satisfaction](#)
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Content Lead: [Natalie Davidson](#)
Page Reviewed/Updated: September 28, 2011

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5.10.22 A-Z index Page

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5.10.23 Forum Meeting Call Page

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Web Content Managers Forum Call

Next Forum Conference Call

Date/Time: Thursday, March 22, from 11 AM–12 PM ET

Topic: To be determined

Contact: [Sheila Campbell](#) or [Rachel Flagg](#)

Participating on the Forum Call

Government members of the [Web Content Managers Forum](#) will receive an email with instructions on how to participate on the call.

If you are a U.S. government employee or contractor with a .gov email address, you can become a member of the Forum by [registering](#).

About Forum Calls

The Forum holds monthly conference calls on the third Thursday of each month, from 11 AM–12 PM ET. We hold our meetings via telephone so that members from all over the world can participate. At our meetings, we discuss issues facing our community; exchange ideas, best practices, and tips; meet with industry thought leaders; and develop strategies for solving problems.

Content Lead: [Sheila Campbell](#) and [Rachel Flagg](#)

Page Reviewed/Updated: February 21, 2012

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RESOURCES

Members can see our [Forum Call Archive](#) for summaries and presentations from previous monthly Forum Calls.

5.10.24 G3C Meeting Call Page

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G3C Meeting

Next G3C Meeting Call

Date/Time: Thursday, March 8, 2012, from 9–10:30 AM ET*

Topic: Ignite Sessions

Format: Webinar/Conference

Contact: [Tonya Beres](#)

Participating on the G3C Meeting Call

Members of the [Government Contact Center \(G3C\)](#) will receive an email with instructions on how to participate on the call.

If you are a U.S. government employee or contractor with a .gov email address, you can become a member of the G3C Council by contacting [Tonya Beres](#).

About G3C Meetings

The G3C holds monthly meetings (conference calls)—on the 2nd Thursday of each month, typically from 9–10:30 AM ET. At our meetings, we discuss issues facing our community; exchange ideas, best practices, and tips; meet with industry thought leaders; and develop strategies for solving problems.

Content Lead: [Tonya Beres](#)

Page Reviewed/Updated: February 13, 2012

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Accessibility/Section 508 Sub-Council

Who We Are

The Accessibility/Section 508 Sub-Council is part of the [Federal Web Managers Council](#), an interagency group of senior government web managers working to improve U.S. Government websites.

Our Goal

Our goal is to help government Web Managers improve the accessibility of their agency's web content to individuals with disabilities, including screen reading software used by people who are blind. Attention is given to public standards for web accessibility, including Section 508 and WCAG 2.0.

What We Do

The Accessibility Sub-Council meets monthly by telephone.

Activities include:

- Provide strategic direction towards adherence with guidelines and standards, helping Web Managers to set priorities and goals when total immediate compliance is not practical
- Develop recommendations and best practices to help Web Managers use leading edge technology while ensuring content remains accessible. For example, posting video to the web has become so easy it is almost trivial. Captioning, in contrast, remains laborious and technically challenging
- Benchmark and report on tools and services used for accessibility compliance and metrics
- Look to the future—for new and improved accessibility standards, upcoming legislation, and accessibility-related requirements and expectations in the government web space, including activities abroad
- Maintain accessibility-related content on this website ([HowTo.gov](#))

Who Can Join

If you work for a federal, state, local or tribal U.S. Government agency, and you're interested in helping with these activities, join us! Please note that Sub-Council membership is limited only to government employees, and contractors with a government email address.

How To Join

Visit us on our [Forum networking site](#), or contact group Co-Chairs [Bruce Bailey](#) and [Zuhair Mahmoud](#).

Content Lead: [Bruce Bailey](#) and [Zuhair Mahmoud](#)

Page Reviewed/Updated: November 9, 2011

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5.10.26 Communities of Practice Page

[Home](#) » [Communities](#) » [Social Media Groups](#) » Challenges and Prizes Community of Practice

COMMUNITIES

[Web Content Groups](#)

[Social Media Groups](#)

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Challenges and Prizes Community of Practice

About the Group

The Challenges and Prizes Community of Practice is an interagency group of more than 500 U.S. government professionals seeking to encourage innovation in government by promoting challenges, prizes, contests, and competitions.

Sponsoring challenges and other competitions affords exciting ways for government to:

- solve problems
- raise awareness
- develop videos, games, and mobile apps
- pursue new opportunities to engage with citizens and other nongovernment sectors

Visit [Innovation Challenges and Contests](#) to learn more about how government uses challenges, prizes, and contests.

Meetings

Members of the Challenges and Prizes COP gather about four times a year to share ideas, review best practices, and discuss policies and procedures. Membership and participation is open to federal, state, and local government.

On the Web

- Visit [Challenge.gov](#) website
- Follow on Twitter [@ChallengeGov](#)
- Like us on [Facebook](#)

Listserv Mailing List

The group's listserv announces new challenges and prizes, voting opportunities, challenge results and impact, events, research, resources, and more.

To Join the Group

To join the Challenges and Prizes COP or subscribe to the the group's listserv, contact:

[Karen Trebon](#), Challenge.gov Deputy Program Manager

Content Lead: [Karen Trebon](#)

Page Reviewed/Updated: December 14, 2011

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5.10.27 Jobs Page

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Job Openings for Government Web Professionals

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Current Vacancy Announcements

| Closing Date | Job Summary | Agency | Location |
|--------------|---|------------------------|----------------------|
| 3/2/2012 | Senior Online Marketing Specialist (NF-1101-05) | Department of the Army | Fort Sam Houston, TX |

Where to Look for Jobs

On [USAJobs.gov](#) you can search for federal job openings, as well as create a resume and get information on the federal hiring process and employment benefits.

TIP: Many federal agencies post job openings on Twitter and Facebook. Consider following those federal agencies you are interested in.

How Much Does It Pay?

- [U.S. Office of Personnel Management's 2011 Salary Tables](#)
- [Nonappropriated Wage Tables](#)

Need to Hire Someone?

- [Sample Position Descriptions for Government Web Managers](#)
- [Hiring Presidential Management Fellows](#)
- [Hiring Student Interns](#)

Content Lead: [HowTo.gov Team](#)

Page Reviewed/Updated: March 1, 2012

5.10.28 Awards Page

[Home](#) » [Web Content](#) » [Resources and Tools](#) » [Library](#) » [Apply for Awards \(listed by application deadline\)](#) » [Apply for Awards \(Listed in Alphabetical Order\)](#)

WEB CONTENT

[Requirements and Best Practices](#)

[Managing Content](#)

[Usability & Design](#)

[Management and Governance](#)

[Web Analytics](#)

[Accessibility](#)

[Multilingual Websites](#)

[Resources and Tools](#)

Apply for Awards (Listed in Alphabetical Order)

[See list of awards by application deadline](#)

| Award | Approximate Application Deadline* | Announcement of Award Winners | Cost to Apply |
|--|-----------------------------------|-------------------------------|---------------|
| American Association of Webmasters (Note: winners are required to post an icon on their site.) | Anytime | Anytime | |
| ClearMark Award (Best Plain Language Awards) | March | April | |
| Citizen Service Award (GSA Office of Citizen Services) | | | |
| Codie Awards (many awards) | October | January | |

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5.10.29 OSCIT Program Page

[Home](#) > [Web Content](#) > [Usability & Design](#) > [First Fridays Product Testing Program](#)

WEB CONTENT

[Requirements and Best Practices](#)

[Managing Content](#)

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[Web Analytics](#)

[Accessibility](#)

[Multilingual Websites](#)

[Resources and Tools](#)

First Fridays Product Testing Program

Next First Friday Product Testing

Date/Time: Friday, March 2, 2012, from 9 AM-1:30 PM ET

Date/Time: Wednesday, March 21, 2012 from 9 AM-1:30 PM ET

Date/Time: Friday, April 6, 2012, from 9 AM-1:30 PM ET

Contact: [First Fridays](#) to volunteer as a test participant or observer

How First Fridays Works

First Fridays Product Testing Program is a twice-monthly demonstration project aimed at teaching agency staff how to find and fix usability problems on government websites and applications. We test on the first Friday and third Wednesday of every month.

During a four-hour session, GSA asks three recruited participants to perform 35 minutes of tasks on the test website. Site stakeholders observe the participants doing the tasks from another room. After the test, the observers debrief over lunch and identify the three most serious problems and quick-fix solutions to be completed within 30 days. We send site stakeholders a short report and test recordings, and we follow up with them 2-3 weeks after the test. Agency employees may sign up for facilitator training.

First Fridays is based on "discount" usability testing supported by

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WEBSITE VIDEO CONTEST

Want to improve your government website? Make a short video, and you could win a *free* website testing package. [Accept the challenge.](#)



HOWTO VIDEO

5.10.30 Miscellaneous Page

Example: the ICGI 2004 report pages

[Home](#) » [About Us](#) » ICGI Recommendations for Federal Public Websites - 2004

ICGI Recommendations for Federal Public Websites - 2004

Recommended Policies and Guidelines for Federal Public Websites: Final Report of the Interagency Committee on Government Information

Submitted to the Office of Management and Budget
June 9, 2004

[Report Contents](#)

[Summary](#)

[Background](#)

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[Attachments:](#)

- [A. ICGI Web Content Standards Working Group and Advisors](#)
- [B. Definitions](#)
- [C. Vetting List](#)
- [D. Establishing a Federal Public Website Inventory, Priorities, and Publication Schedule \(and Worksheets\)](#)

Summary

1. Citizens must be able to identify official federal government websites and trust that those websites will provide current and accurate government information.

Federal public websites must use government domains, show U.S. sponsorship, follow

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Example: FWMC Documents and Papers Page

[Home](#) » [About Us](#) » Federal Web Managers Council - Documents and Papers

Federal Web Managers Council – Documents and Papers

2010

- [2010 Progress Report—Putting Citizens First: Transforming Online Government](#)
[View as a web page](#) | [View as PDF](#) (45 KB, 5 pages, April 2010)

2008

- [Barriers and Solutions to Implementing Social Media in Government](#)
(PDF, 55 KB, 4 pages, December 2008)
- [Examples of Agencies Using Online Content and Technology to Achieve Mission and Goals](#)
(PDF, 45 KB, 5 pages, November 2008)
- [Putting Citizens First: Transforming Online Government](#)
(PDF, 47 KB, 4 pages, November 2008)

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