UTAH DEPARTMENT OF HUMAN SERVICES		
POLICY AND PROCEDURES		
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ONLINE COMMUNICATION POLICY		
RATIONALE: To assist the Department of Human Services in maintaining an informative, cohesive and professional online presence for internal and public audiences. This policy builds upon information given in the State of Utah Web Standards Policy and should be treated as an addendum to that document.		

I.   DEFINITIONS:

   A. Department or DHS – Department of Human Services
   B. DTS – Utah Department of Technology Services
   C. D/O/I – DHS Divisions, Offices and Institutions

II.   WEBSITE STANDARDS

   A. **Development and Programming**

   i. To comply with Utah law, all DHS web and application development shall be performed by DTS or a DTS approved contractor managed by DTS. A D/O/I may not have a DHS employee perform any creation, development or programming of a Department, D/O/I, or program external website.

   ii. To develop a new website (internal or external) or redesign or program an existing website, employees shall contact the DHS Public Information Officer (PIO) to coordinate requests between DTS. The PIO and DTS will work with the D/O/I designated web content editor for consistency of visual and graphic standards, accessibility requirements, messaging and security requirements.

   iii. DHS D/O/I with more than five pages of relevant and varied information may have a separate utah.gov URL web address. D/O/I with a unique URL are responsible for all hosting and development costs. D/O/I have the option of having their webpage(s) under the DHS (hs.utah.gov) website with responsibility for only those costs related to additional programming outside DHS standard templates.

   iv. Existing internal or external non-compliant websites may be a security risk and not comply with Utah statute for DTS development. Non-compliant sites shall be rolled over to the DTS server and into DHS templates at the D/O/I expense or discontinued. D/O/I web content editors have the responsibility to notify the DHS PIO of non-compliant websites and to coordinate the relevance of developing an approved site or rolling content and/or programming into an existing approved website.

   v. All DHS operated websites shall be hosted on a state server and have a utah.gov URL, unless approved by the DHS Communications Director, DTS and the DHS Security Officer.

   vi. For maintaining message consistency and identity, D/O/I are limited to one intranet per D/O/I. Regions, project teams, offices, etc., may have pages within a D/O/I intranet parent site. Intranets shall also link from the DHS employee intranet.

   B. **Accessibility**

   i. All webpages shall be compliant with Section 508, WC3 Priority 1 and State of Utah accessibility standards.

   ii. DHS seeks to provide relevant content on a variety of platforms for client, partner and stakeholder ease of use. To meet this desire, webpages shall be responsive on a mobile platform and include an accessibility function, search bar and translation capability.

C. **Visual Consistency**

    i. For a cohesive visual identity across the Department for our audiences, every DHS D/O/I online communication tool, including, but not limited to, websites, intranets, trainings, learning management systems, videos, and online publications, shall use established DHS templates and/or follow DHS Graphics Standards and the State of Utah Web Standard Policy.

D. **Content and Links**

    i. All content on a DHS internal or external website shall follow the DHS Graphics Standards and Writing Style Guide to maintain consistent visual identity and messaging among all D/O/I online presence.

    ii. D/O/I shall designate the D/O/I PIO and/or a web content editor to access and update web content, including text, contact information, links, photos, graphics and reports. To ensure consistency, D/O/I are limited to no more than two authorized web content editors per D/O/I, unless approved by the DHS PIO.

    iii. Web content editors shall complete web editing and visual identity training through the DHS PIO.

    iv. Web content shall be concise and relevant and comply with State GRAMA statute and the Freedom of Information Act. Content should not include long blocks of text or information that is quickly outdated. When necessary, this information should be limited and updated frequently to ensure accurate information.

    v. D/O/I are empowered to create and purchase photos, video, graphics, etc., that meet all DHS Graphic Standards and privacy clearance for use and approval.

    vi. Web content editors are responsible to check, validate and update links on every webpage of the D/O/I website on a bi-monthly basis.

    vii. Crisis lines and the 2-1-1 website shall be prioritized as main DHS resource links. DHS refrains from linking to private providers who are not a direct DHS contracted service. Links to private providers shall be at the discretion of the web content editor and limited to times when a direct need or vital client resource is not offered by DHS.

E. **Emails**

    i. Email content of DHS employees is public information except for that which is private, protected or controlled under GRAMA. Employees shall use discretion with what is shared in their professional email and are prohibited from sending personal or inappropriate communication.

    ii. Employees shall use Virtru secure sending software to communicate sensitive information via email.

    iii. Only the DHS Directors, Director Executive Assistants, PIOs, DTS, Risk, Bureau of Contract Management, Department of Human Resource Management and others approved by the DHS Communications Director shall have access to send a mass email to all DHS employees. Employees are encouraged to refrain from using the reply-all function when responding to emails sent to all DHS employees to keep a low email volume for busy staff.

    iv. Email signatures shall follow the format outlined in the DHS Graphics Standards including a written notice of the possible inclusion of private, protected or controlled information. To ensure high standards of professionalism, email signatures shall not include images or language that are not approved in the DHS Graphics Standards.

    v. Mass emails to offices, D/O/I and teams should be relevant and limited to maintain a productive workday.

F. **Social Media**
  i. To present consistent information to the public, the DHS PIO shall manage all Department social media accounts. D/O/I shall not have individual social media accounts, but are encouraged to provide content for the DHS social media posts.
  ii. Content shall comply with Federal and Utah laws and be consistent with the DHS Graphic Standards and Writing Style Guide.
  iii. Employees may use personal social media accounts in compliance with the State of Utah's Social Media Guidelines and the DHS Media Interaction and Public Information Policy. Employees shall reserve any online official presence of the Department for the DHS Communications Team per the DHS Online Communications Policy.

G. **Security**
  i. To ensure the privacy of DHS clients and populations, webpages that gather sensitive data shall be built by DTS with appropriate security features and meet requirements of the 2004 Governmental Internet Information Privacy Act and other state laws defining the privacy of information. Sensitive data includes, but is not limited to names, addresses, phone numbers, social security numbers, health information, etc.
  ii. D/O/I web content editors shall be trained and comply with website security communications protocol and crisis response.

H. **Hosting & Maintenance**

  iii. DHS shall work with DTS to form service level agreements and will follow hosting requirements outlined in the State of Utah Web Standards.
  iv. D/O/I shall review and update graphics and written content on all webpages bi-monthly.

_____Date:_____

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