SESLHD POLICY COVER SHEET

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POSITION RESPONSIBLE FOR THE DOCUMENT	Manager Media and Communications
KEY TERMS	web content, intranet, internet, online communications, website
SUMMARY	The policy outlines a structure to maintain consistency across the SESLHD intranet and internet, ensuring all web content is relevant and appropriate and that the internet and intranet sites meet the needs of SESLHD staff and the public.

1. POLICY STATEMENT

The vision for the South Eastern Sydney Local Health District (SESLHD) website is to provide current, relevant and accurate information about SESLHD facilities and services, in an easily accessible format. SESLHD will maintain both a public internet site and an internal intranet site.

2. AIMS

- To outline a structure to maintain consistency across the SESLHD intranet and internet
- To ensure all web content on the internet and intranet is relevant and appropriate
- To maintain an internet and intranet site that meets the need of SESLHD staff and the public.

3. DEFINITIONS

Content - will be used synonymously with the term "information". Content is defined as "information, data, documents, policies, procedures, guidelines, images and general health promotion material pages prepared by SESLHD"

Page owners - staff with delegated responsibility for maintaining the accuracy and currency of their Service/Directorate webpage.

4. TARGET AUDIENCE

All SESLHD content providers and page owners.

5. RESPONSIBILITIES

General:

- SESLHD staff who wish to provide new content, or change existing content, on internet and intranet webpages must first seek approval from page owners (see Appendix 1).

Web Content reviewer/page owners:

- Web Content reviewer/page owners are responsible for ensuring any changes or updates to internet and intranet pages are accurate and current. All changes to webpages must be consistent with the SESLHD Style Guide 2012.
- The web content reviewer/page owner's name and contact details will be listed on the intranet.

Media and Communications Manager:

- The Manager, Media and Communications has delegation to approve Home Page Content on the internet and intranet, and the inclusion or removal of any content or link at any time.

- The Manager, Media and Communications will consult with the Web Services team, part of Health ICT, in relation to placement of material on the internet or intranet home pages; however, will retain delegation to approve outside of this process.

Tier 2 Directors:

- Tier 2 Directors will provide approval/endorsement for the creation of any new internet and/or intranet website page.
- Tier 2 Directors have delegation to approve content on facility home pages on the intranet and internet, provided such content is consistent with SESLHD policy.

6. POLICY

- All information published on SESLHD websites (both internet and intranet) will support the core values of the organisation and be consistent with the NSW Health Code of Conduct PD2015_049.
- Content owners are responsible for ensuring the information/content on the intranet and/or internet sites are in accordance with the requirements of this policy.
- Content on the intranet and/or internet sites are to be reviewed every 12 months to ensure that obsolete information is removed, content is kept up to date and links are working. Confirmation of the review is to be provided to Health ICT by email to SESLHD-WebServices@health.nsw.gov.au.
- Where content owners are aware of the need to update their internet and/or intranet sites outside of the 12 monthly review, for example a change to a service contact number, they are to advise Health ICT of required changes as soon as possible by email SESLHD-WebServices@health.nsw.gov.au.

6.1 Internet site

- The SESLHD public website is a gateway to hospital and district services and provides transparent information to inform the community of services available. Health-related information will be presented in a way that is user friendly.
- To help ensure consistency across the NSW Government, all NSW Health websites should use the NSW health domain health.nsw.gov.au. All SESLHD internet websites need to be hosted under the domain https://www.seslhd.health.nsw.gov.au. The internet website is developed using Drupal Content Management System and hosted in the Azure Cloud.
- All SESLHD internet pages will be part of a single domain. Branding for District Services and Facilities should be consistent in line with the approved style.
- Facilities and Services must not develop sites outside of this domain without approval of the Manager, Media and Communications, General Managers/Tier 2 Directors and the Chief Executive.
- The internet will allow members of the public to contact SESLHD, and will provide information to the public in line with NSW Health policy, GIPA legislation and other legislation as may be enacted.

6.2 Intranet site

- The SESLHD intranet is an internal web-based communication channel that provides staff with access to internal information, such as governance, corporate news, internal policies and guidelines, workforce and personnel support.
- The intranet is a tool for staff to assist in performing their duties and is best used for non-urgent communication where the audience is primarily desk-based or has regular access to a computer. Content published to the intranet does not require an immediate call to action, and should provide staff with links to more information and contact details where relevant.
- The intranet will have consistent branding and style.
- The intranet will be available to all staff with access to a computer, and with a SESLHD user name and password. Access to certain information, systems and websites may be restricted.

6.3 Intellectual Property

- All content prepared by staff and/or other people engaged by SESLHD for publication on the internet and intranet remains the intellectual property of SESLHD.
- In the event that the content includes information derived from various third parties (known as third party information), the intellectual property of the third party information shall remain with the third party, unless specifically assigned to SESLHD.
- The third party information does not necessarily reflect any policies, procedures, standards or guidelines of SESLHD, and SESLHD is not responsible for that content. Please refer to the SESLHD Web Content Management System (CMS) Framework to maintain consistency across the SESLHD internet and intranet, ensuring all web content is relevant and meets the needs of SESLHD staff and the public.

7. DOCUMENTATION

Establish a SESLHD Website: New Item Form
http://sesinet/sites/Forms/Lists/Establish_a_Website/Newform.aspx
Internet Content Management System (CMS) Web Content Change Form
http://seslhnweb/Forms_and_Templates/Forms/default.asp#Communications

8. REFERENCES

NSW Health Code of Conduct PD2015_049
SESLHD Branding Style Guide

9. REVISION AND APPROVAL HISTORY

Date	Revision No.	Author and Approval
October 2012	Draft	Michelle Bonner, District Policy Officer
February 2013	0	Approved by DET with changes to page owners to reflect currency

COMPLIANCE WITH THIS DOCUMENT IS MANDATORY

March 2013	1	Updated to ensure it is clear responsibilities are for both internet and intranet sites
June 2015	2	Review of policy and updated to reflect changes in organisation structure Changes endorsed by Executive Sponsor
June 2020	3	Minor review - update to reflect changes in the content management system. Approved by Executive Sponsor.
June 2020	3	Processed by Executive Services prior to publishing.