

POLICY: Public and Staff Websites
Program Area: Communications
Section: Corporate Communications
Reference Number: ORG.1110.PL.010
Approved by: Chief Executive Officer
Date: Issued 2017/Jun/06
Revised 2024/Dec/12



PURPOSE:

The purpose of this policy is to outline processes to support the Southern Health-Santé Sud Public, StaffNET and Secure websites.

BOARD POLICY REFERENCE:

Executive Limitation (EL-1) – Global Executive Restraint & Risk Management
Executive Limitation (EL-10) – Public Relations

POLICY:

The Southern Health-Santé Sud websites seek to inform, educate and guide the public, staff, physicians and volunteers on how and where to access health care services, provide engagement opportunities, information and educational resources for all staff.

The sites content endorses Southern Health-Santé Sud, Vision, Mission and Core Values. Digital content promotes Southern Health-Santé Sud by:

- Maintaining professional standards for visual identity and graphic design standards
- Optimizing the accessibility and user’s digital experience by publishing useful/functional digital content.

In accordance with the Manitoba Government’s French Language Services Policy and Southern Health-Santé Sud’s bilingual designation, the Southern Health-Santé Sud public website is in English, with pages mirrored in French. The StaffNET and Secure Sites are published in English only.

Southern Health-Santé Sud Communications has the overall responsibility to organize, manage and publish digital content on the websites which are supported by Digital Shared Services. The focus is primarily on the strategy, functionality, accessibility, organization and quality of the websites as an effective communication tool for the general public, all staff and other partnering organizations.

Sections may be assigned to respective portfolios who are trained to use WordPress content management system to update/approve content prior to publication. Communications provides training as required.

Unauthorized access and/or modification (or the intent to access/modify) are considered privacy breaches.

DEFINITIONS:

Content Management System: WordPress is in a browser environment and used to manage the creation and modification of digital content.

- **Editor:** is provisioned by Digital Shared Services; Communications will determine/assign additional editors as deemed appropriate. Editors are trained to edit specific content pages per respective portfolios.
- **Publisher:** Communications/designate assigned to post/publish digital content on the website.


Website: is a group of World Wide Web pages made available online with an identified common domain name.

PROCEDURE:

Public Website Updates:

1. All programs/services evaluate the content prior to submitting a request to update public website content, the risk to the organization must be evaluated as the site is hosted on the World Wide Web.
2. Content changes/additions/removals are pre-approved by respective program/services director or senior leader prior to submitting.
3. Based on regional priorities and translation turnover, submissions will be published on the Public website within 10 working days.
4. Updates - requests are sent using the Website Content Submission/Edit Request ORG.1110.PL.010.FORM.02. ** Verify any links in your content are viable; attach any files as required.
 - 4.1 Public Website Events-Calendar submissions – ORG.1110.PL.010.FORM.01 (*see Supporting Documents*)

StaffNET / Secure Site Updates

1. The StaffNET is accessible to the public and is hosted on the world wide web. All programs/services must evaluate the content / files for risk to the organization prior to making a request to update on the StaffNET.
 - 1.1 A link/file that is deemed sensitive if accessed by outside users/organizations may be stored on the Secure Site and linked to your StaffNet content. A lock icon  will be displayed

advising the user they will require their network credentials/login to access the content/link/file.

- 1.2 All other content should exist on the Internal Portal Service (IPS) within a Collaborative Work Site (CWS) or on a shared drive.
2. Ensure your content is intended for **All** staff.
3. Content changes/additions/removals are pre-approved by respective program/services director or senior leader prior to submitting.
4. Verify any links in your content are viable. Determine if your links/files are to be accessed within StaffNET or if they need to be stored on the Secure Site.
 - 4.1 Updates - requests are sent using the Website Content Submission/Edit Request **ORG.1110.PL.010.FORM.02**. ** Attach any files as required and specify if the files are accessed in the StaffNET or Secure Site. *A link/file that is deemed sensitive, liable or cause harm if accessed by outside users/organizations may be stored on the Secure Site and linked in your StaffNET content.*
 - 4.2 [Staff News](#)
 - 4.3 Admin Update/Clinical Update – via StaffNET Content Submission / Edit Request
 - 4.4 StaffNET Educational Events-Calendar – contact staffdevelopment@southernhealth.ca
5. Internal Portal (IPS) or Collaborative Work Sites (CWS) updates are managed by Digital Shared Services. Submit requests to servicedesk@sharedhealthmb.ca

SUPPORTING DOCUMENTS:

- [ORG.1110.PL.010.FORM.01](#) Public Website - Events Calendar Submission
- [ORG.1110.PL.010.FORM.02](#) Website Content / Edit Request