

Web Content Management

Key Issues to Consider

Now that you are familiar with some of the basic concepts of web content management, you can use the questions below to discuss how those concepts relate to your agency.

You will want to discuss:

- Changes to content, organization, or administration
- Transactions completed via the web site
- Communication that takes place via the web site (e.g., bulletin boards, live chats, e-mails posted)
- Development of web site
- Versions and history of web site development

Pay special attention to the questions posed by the legal framework, including the need for public accountability, managing public and not-public records, and following records retention schedules. Put yourself in the citizens' place, and think about how they will use your web site. Take into account your current use of the web and your expectations for future use. For example, you may currently publish a newsletter in paper format, but in the future, you may publish the same newsletter on the web.

Discussion Questions

- What information will citizens seek on our web site? How can we ensure that we make the information easy to find? How can we assure those seeking information of the trustworthiness of the information?
- Which elements of our web site are records?
- Which elements of our web site should we track and store? How long are we legally required to retain our web site records?
- How can we build web content archiving into overall web site management?
- How can we build staff awareness and compliance with web content archiving procedures?
- What will be the archival responsibilities for all staff members involved in web site development and management, especially the webmaster and content developers? Who will *authorize* web site content removal? Who will have the responsibility to accomplish the physical removal and archiving of web site content?