

## 6.6 Internet Content Policy

### Policy Statement

The Internet is a strategic tool for delivering government information and services to Nova Scotians and the world, and for educating the world about Nova Scotia. In order for the government to make the best use of its World Wide Web site, the site must be professional, technologically advanced, easy to navigate, and accessible to a wide range of users. Effective Internet use across government needs to be coordinated by implementing standards for design and content, educating government users on those standards, monitoring adherence to the standards, and mentoring toward compliance.

### Definitions

#### INTERNET

In this context, means the World Wide Web.

#### WORLD WIDE WEB SITE

Conventional HTML-based sites, web portals, active server pages, and web-based applications.

### Policy Objectives

- To ensure that access to services and information via Government World Wide Web sites is provided in a clear and understandable manner.
- To ensure that consistent visual identity, application of graphic elements, and navigation standard exist throughout Government World Wide Web sites.
- To maintain an attractive and highly functional Internet presence for the government of Nova Scotia.
- To ensure that editorial content is understandable, sensitive to cultural issues, and consistent with the corporate goals of the government.
- To enhance the integrity and promote the popularity of Government World Wide Web sites.

### Application

All government webmasters, communications officials, and personnel who have authorized access to government Internet sites for the purpose of uploading information, as well as those responsible for content of a government Internet site.

## **Policy Directives**

It is the policy of the Government of Nova Scotia that the interests of the province with respect to its Internet presence are best served by maintaining a professional design and content standard on Government World Wide Web sites and that Communications Nova Scotia is accountable for same.

## **Accountability**

### **COMMUNICATIONS NOVA SCOTIA**

Communications Nova Scotia will be responsible for

- developing and publishing design guidelines for government World Wide Web sites
- developing editorial standards, including clear language and editorial style
- researching trends in World Wide Web site design to ensure that the design guidelines and content standards remain current
- communicating standards to all internal Internet users

## **Monitoring**

Communications Nova Scotia will

- monitor and evaluate the overall design and content of provincial World Wide Web sites with respect to this policy
- advise departments, agencies, boards, and commissions of non-compliance with guidelines and, where necessary (and in consultation with departmental officials), make adjustments to bring the sites into compliance

## **References**

Nova Scotia Government Visual Identity Program

Internet Graphic and Editorial Standards <<http://www.gov.ns.ca/cmns/design.htm>>

## **Enquiries**

Coordinator of Electronic Publishing, Communications Nova Scotia, (902) 424-2978

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