

**NORTHERN IRELAND PRACTICE AND EDUCATION
COUNCIL FOR NURSING AND MIDWIFERY**

**Updating
NIPEC Websites and Microsites**

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1.0 Introduction

NIPEC manages three websites:

- NIPEC main website – www.nipec.hscni.net
- NIPEC Online Portfolio – <https://nipecportfolio.hscni.net/default.asp>
- NIPEC Career Pathway – www.nusingandmidwiferycareersni.hscni.net

Updates to the online Portfolio are the responsibility of the Lead NIPEC Senior Professional Officer (SPO) and undertaken via the Service Level Agreement (SLA) with the web design company Aurion.

Updates to the Career Pathway website are agreed via the Career Pathway Website Governance Group and are the responsibility of the Lead NIPEC SPO. The updates and changes are facilitated through NIPEC's Website Governance Team and Site Manager, who have the facility to undertake minor changes using the Umbraco software administration site. Major changes to the website are undertaken by the web design company Aurion through the SLA.

The key focus of this policy is NIPEC's main website, including its Microsites (with further sites planned). The Microsites have been created as a result of project work which has been undertaken, and in response to requests from our Nursing and Midwifery registrants in Northern Ireland. Visitors to these Microsites, can access tools and guidance which provides information which can improve their practice and support their continuous learning and development. The Microsites are as follows: -

- Competence Assessment Tools & Frameworks
- Continuing Professional Development
- Education & Development
- Emergency Care Nursing
- Infection Prevention Control
- Learning & Assessment in Practice
- Learning Disabilities Nursing
- Midwifery (Under development)
- Older People's Nursing
- Practice Nurses (Planned)
- Preceptorship
- Promoting a Career in Nursing or Midwifery
- Record Keeping
- Role Development
- Senior Nurse Out of Hours
- Supervision of Midwives
- Team Leader
- Ward Sisters/Charge Nurses

Updates are the responsibility of the Lead NIPEC Senior Professional Officer (SPO) and agreed where appropriate through NIPEC's Website Governance Team and Site Manager. WordPress enables all NIPEC staff to update the sections of the site for which they are responsible. Most Microsites have been upgraded into WordPress to allow relevant staff to update information within

these sites as required. Corporate style is fixed and staff will enter information onto the relevant pages.

2.0 Policy Aims

The aim of this policy and guidance is to ensure that:

- staff understand their role and responsibilities in relation to the updating of NIPEC's main Website and Microsites
- content is clear, uses simple and unambiguous language and is informative and useful
- NIPEC's main Website and Microsites are user-friendly, both in terms of navigating and finding the information needed
- regular Quality Assurance checks are completed to detect and rectify out-of-date content and broken links in a timely way
- regular liaison with the BSO web team on all technical matters in relation to the main Website and Microsites

3.0 Basic Content Guidance

People read text on a screen differently from how they read text within a document. They read much more slowly and scan text on web pages. They also rarely read things in order:

NIPEC staff should use the following guide when updating the content of their web pages:

- be concise
- keep sentences short
- include a summary at the top of the text
- make sure your text is objective
- make sure it is free from jargon

3.1 *Content*

Remember not all visitors to the Website and Microsites will have come from the same starting point. Your text should contain clear links to establish the context.

You should think about how you present information to minimize the amount of work you need to do to update it. Information on the Web needs to be updated constantly if it is to remain useful.

Headings and sub-headings

Heading and sub-headings help web users scan pages to find what they are looking for more quickly and easily; sub-headings break up content, which is important for both usability and accessibility.

- use sub-headings as much as possible but only insert when the content topic changes
- ensure headings make sense out of context – when scanning through a page, site users can use sub-headings to quickly focus on the information they need
- keep headings short
- make headings clear, direct and informative

Writing numbers

- numbers up to 10 should be typed as words
- numbers 10 and over should be typed as figures, the exception is the use of figures for percentages

Bullet points

If you need to include a long list on your web page(s), bullet points are easier to read and clearer than one long paragraph, if the order of the list is important use numbered points.

Hyperlinks

People scan web pages and focus on the links. If the links do not make sense in isolation, neither will the page.

- ensure that the links are relevant to the text they relate to
- the link should be like a signpost, indicating what content the reader will get if they click on it. It should be meaningful in isolation and should make sense if taken out of context of the copy
- do not link whole sentences or paragraphs
- use keywords or a short phrase to indicate where the link will take the user

Example:

Do not use [Click here](#) for more information

It is better to Use [Find out more about](#)

3.2 *Legal obligations/considerations*

If videos, photographs, articles, documents, graphics and external organisation's logos are included on NIPEC's Website and Microsites, has written permission been given for the same to be published.

For staff photographs and videos, consent will be assumed if the photograph or video has been taken as part of everyday NIPEC business. However, it is good practice to give prior notice of this to provide the opportunity for anyone to be excluded from these.

The following applies to information from outside sources e.g., articles, documents, pictures, graphics, organisation’s logos:

- written permission from the author/owner must be obtained
- acknowledgement on the page must be given
- approval from an appropriate line manager for the information to be published should be sought.

4.0 User Levels within WordPress and Responsibilities

Within WordPress, there are three levels of responsibility:

- **BSO ITS** – are responsible for the modification of design/layout of pages, and set the templates to be used in page creation, together with the filing structure within WordPress. They are also responsible for the creation of the shell Microsites.
- **Site Manager** – is the Corporate IT & Information Officer who creates edits and deletes document folders, pages, and images. They also create/edit widgets and create/edit sign-up forms and posts to facilitate external communication as well as all contained in the Editor Level below. In order to ensure that the NIPEC Website and Microsites are maintained to the required standard at all times, deputising and delegation of work to the Events & IT Support Officer for periods of planned and unplanned leave, will occur.
- **Editor** – this is all staff that have the capability to edit pages and navigational links within the website, as well the ability to add documents to existing folders.

The following responsibilities are described below for the NIPEC Website and/or Microsite.

<i>Senior Professional Team</i>	
<i>Responsible for QA of work and where appropriate delegated to Administrative Officers:</i>	
<ul style="list-style-type: none"> • Senior Professional Officer 	Project Information page(s), and any underlying pages with links to the above page, e.g., Updating of Meeting Agendas/Notes, Project Documents, etc. Updating of Microsites and any underlying pages with links in relation to all information including documents and links. Quality Report (Associate SPO)

Corporate Services	
<i>Responsible for QA of work.</i>	
<ul style="list-style-type: none"> • Head of Corporate Services 	Corporate Risk Register documentation, Annual Reports, Business Plans, Corporate Strategy.
<ul style="list-style-type: none"> • Corporate Services Manager 	Equality Information, including updating of Documents.
<ul style="list-style-type: none"> • Corporate IT & Information Officer (Site Manager) 	<p>SCAN Newsletters</p> <p>Creates, edits and deletes document folders, pages, and images</p> <p>Microsite population</p> <p>New project pages – ensuring hierarchy of parent pages and tagging is correct</p> <p>As required, changes will have to be made to the underlying file structure within the NIPEC WordPress Configuration e.g. in the event of new projects being started, changes to the Business Plan objectives, Addition of folders to accommodate Agenda/Notes of Meeting files and/or documents.</p> <p>Design and update of opening pages to website.</p> <p>Liaising with BSO ITS in the creation of new Microsite templates</p> <p>All remaining pages.</p>
<ul style="list-style-type: none"> • PA to Chief Executive 	Council Information, including updating and notifications of meetings, Meeting Agendas/Notes
<ul style="list-style-type: none"> • Administrative Officers 	<p>Project Information page, and any underlying pages with links to the above page.</p> <p>Updating of Meeting Agendas/Notes, Project Documents, etc.</p>
<ul style="list-style-type: none"> • Events & IT Support Officer 	<p>Assist the Corporate IT & Information Officer in all of the following as and when required:</p> <p>Microsite population</p> <p>Creates, edits and deletes document folders, pages, and images, SCAN Newsletters</p> <p>Quality Assurance monthly testing</p> <p>Population/updating of information on any of the website/microsite pages</p> <p>New project pages – ensuring hierarchy of parent pages and tagging is correct</p> <p>Addition of folders to accommodate Agenda/Notes of Meeting files and/or documents</p> <p>Assist SPO's when required in the absence of Corporate IT & Information Officer.</p>

It should be noted that changes to these pages will be uploaded directly onto the NIPEC Website and/or Microsites, so every opportunity and care should be taken to ensure information is correct and accurate before saving pages.

Any issues should be reported to the Site Manager immediately.

5.0 Changes to NIPEC Website and Microsites

All changes or developments should be anticipated or planned well in advance of the date on which these should be completed. This should also be informed by the timescales detailed within the Annual Business Plan. As such Senior Officers, should as matter of good practice plan work ahead in agreement with the Site Manager to avoid “bottlenecks” in the system i.e., at the start of each financial year and as required. If there are pressures on the Site Manager or ITS to complete work at any time the NIPEC Business Team will agree the priority for work which needs to be undertaken. This should be channelled through the Website Governance Team in the first instance.

5.1 Update to Existing Pages

- SPO/Administrative Officer or Corporate Services Staff will log onto the NIPEC Website or Microsite using username and password (allocated at time of training).
- Navigate to page to be edited.
- Make changes to text etc., update and complete site following training manual instructions.

5.2 Amending the existing Underlying Structure

- For amendments in relation to current projects moving to previous work, etc., an **email** should be sent to the Site Manager with the instructions detailing the change and the urgency of the change (for detail of what information is required, refer to table below).
- Site Manager will endeavour to make the alteration within the time period identified.
- Site Manager will email the requester when the change has been made.

5.3 Adding New Pages

- **Email** request sent to Site Manager giving instructions (refer to table at 6.5) as to where the page needs to be created e.g., corporate, current work etc., **if a meeting is required in relation to the work, this should also be requested in the email.** At the outset of new work/projects the Site Manager should be notified of what is required in order to permit the planning and prioritise of work.
- Site Manager will create the page(s) and make appropriate changes to underlying file structure(s) where necessary and within an agreed timescale discussed with the Officer.
- Site Manager will email the requester with a link to the newly created page.

- The requester or delegated officer will add the information to the new page(s) and update and publish onto the site following training manual instructions.

5.4 *Immediate/urgent changes*

Immediate and urgent changes should only be required in exceptional circumstances, where an officer cannot make these changes themselves. These should be **emailed** to the Site Manager giving instructions (refer to table at 6.5) and if necessary requesting a meeting to discuss the changes. Immediate/urgent changes are defined as follows:

- Immediate changes are those which are identified as having a serious and/or adverse impact on the reputation and credibility of NIPEC, including its key stakeholders. These changes should be carried out within 24 hours.
- Urgent changes are those which NIPEC regards as important for raising awareness and these should be made to the website within two to three working days.

5.5 *Information required when requesting changes*

An **email** request should only be sent when the staff member cannot make the amendment to the website themselves; it should be sent to the Corporate IT & Information Officer (Site Manager), who will then decide if the request needs to go to the Website Governance Team for approval. The **email** should include all relevant information, please see table below:

URL:	Example: http://www.nipec.hscni.net/work-and-projects/		
Type of Request	Category	Priority or Request	Urgency of Request
Create: new page microsite	Advice, Guidance & Information	Low Medium	Within 1 week Within 3 days
Delete: page microsite	Education	High Critical	(within 24 hrs) Immediately
Move page Content edit Design edit	Governance & Performance		
Documents: added removed	Practice		
Photos: added updated removed	Professional Development		
Latest News on website post Hyperlink changed Facebook Post Twitter Post Web page error Other (please specify)	Other (please specify)		
If the change effects other pages, please provide details			

In the absence of the Site Manager, the Events & IT Support Officer should carry out these changes, or if it is a structural change BSO ITS may need to be contacted.

6.0 Quality Assurance

In addition to the QA step of content clarification/approval from the Head of Corporate Services and/or Senior Professional Officer, the Events & IT Support Officer will carry out a quarterly inspection of a random selection of pages within the website, to ensure that they contain no misspelt words or broken links to other pages and that images, documents and other information displayed on the page are loaded appropriately, promptly and efficiently.

A record of these quarterly tests will be held within the IT Section to ensure consistency.

7.0 Website Governance Team

The Website Governance Team, which reports to the Information Governance Group (see Appendix 1 for Terms of Reference) will normally meet prior to the Information Governance Group Meeting, to Quality Assure the NIPEC Websites and Microsites (where appropriate e.g. where changes have been made since previous review). However, it remains the responsibility of Senior staff (i.e. SPOs, Senior members of the Corporate team) to ensure that pages within the NIPEC Website and/or Microsites, are accurate and up-to-date. The team may meet on a more regular basis as required, e.g., monthly at outset of these new arrangements.

Membership will include:

- Corporate IT & Information Officer (Site Manager)
- Events & IT Support Officer (when required)
- Lead Senior Professional Officer

The Website Governance Team will oversee the NIPEC Websites and Microsites and **must always** be the first level contact for consideration of work which will incur any financial outlay on any of the sites including the NIPEC Website, Microsites, NIPEC Online Portfolio, NIPEC Career Pathway, and any other sites for which NIPEC may be responsible in the future. Details of any website development must be submitted as a business case and include details of all recurrent and non-recurrent costs.

Following such consideration, recommendations would be made through the Information Governance Group, and then to Business Team for approval.

Signed: _____ Date: _____

Chief Executive

NIPEC WEBSITE

WEBSITE GOVERNANCE TEAM

TERMS OF REFERENCE

The Website Governance Team has been established to ensure the integrity, structure and layout is maintained throughout the NIPEC Website and Microsites.

To achieve this purpose, the Team will function within the following terms of reference:

1. To meet prior to the Information Governance Group Meeting to review NIPEC Website and Microsites.
2. Undertake Quality Assurance Audits as appropriate.
3. To produce, as appropriate, a work plan and agree processes and timescales for delivery of significant/relevant alterations to either the NIPEC Website and/or Microsites, or for any additional sites to be created within the existing websites currently being maintained.
4. Oversee the progress of such changes to ensure delivery of objectives contained within the work plan.
5. To consider updates to either the NIPEC Website, any Microsite, NIPEC Online Portfolio, NIPEC Career Pathway, and any other site for which NIPEC is responsible, for which there is a financial outlay.
6. Report the outcomes of the Website Governance Team to the Chief Executive and/or the Information Governance Group.