

Idaho Technology Authority (ITA)

ENTERPRISE POLICIES – P5000 INFORMATION AND DATA

Category: P5010 – WEB PUBLISHING

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I. AUTHORITY

Authority: Idaho Code § 67-833

Idaho statute states, in part, "The Idaho Technology Authority shall:

within the context of its strategic plans, establish statewide information technology and telecommunications policies, standards, guidelines, conventions, and comprehensive risk assessment criteria that will assure uniformity and compatibility of such systems within State agencies;"

II. ABSTRACT

For citizen ease-of-use and navigation, a logical and consistent presentation of web-based materials and services is important. Idaho citizens with disabilities should have access to information and services according to federal accessibility standards for information technology. Users, whether citizens or employees, expect to find information and services quickly. By using the State's pre-developed templates for our websites, we work more efficiently, and provide a consistent look and feel to our customers. The templates are also mobile device friendly, which aligns to the high utilization of mobile technologies preferred for use by more and more of our citizens.

III. DEFINITION

Web design and publishing are the production of online content using Hypertext Markup Language (HTML), which is ultimately presented to a consumer through a web browser..

IV. POLICY

The following points apply to all public-facing web pages developed by or for State agencies.

- A. All URL Registrations must have the “Registrant Name” listed as the agency using the address, and must include the phone number of the agency. The registrant and contact information must not be an individual employee or the individual employee’s contact information. Other registration information such as “Admin Name”, “Tech Name”, “Financial Name” and etc. will not be individual, but agency information (i.e. hostmaster@idaho.gov).
- B. All hosting services, cloud services, or other accounts must have the agency listed as the owner and controlling entity for the account. The owner and controlling entity must not be an employee or other individual. All contact information must be the agency contact information. Other registration information such as “Admin Name,” “Tech Name,” “Financial Name,” etc. will not be individual, but agency information (i.e. hostmaster@idaho.gov).
- C. State Web Design Template - Agencies are required to use the State Web Design Template to give all websites of the State of Idaho a consistent look and navigation experience. This consistency will benefit the users of State websites. By using the State’s templates, agencies can take advantage of the responsive, mobile friendly design that has been built in specifically to enhance the user’s experience on mobile devices.

Fully-coded template files for agency use and other online resources for use by agency webmasters and for people developing websites for State agencies are available at: <http://webmaster.idaho.gov>.

- B. ADA (Americans with Disabilities Act) – Compliance is required.
- C. Section 508 of the Workforce Investment Act of 1998 – Compliance is required.
- D. World Wide Web Consortium (W3C) Web Content Accessibility Guidelines – Must adhere to the guidelines to the fullest extent possible.
- E. HTML Title – The HTML title is the title of your page that is displayed for the user. It will be what is used in the favorites/bookmarker of browsers. The HTML title is required.
- F. Metatags – Home web pages and lead web pages are required to adhere to the ITA Standard [S4221](#) (Metatags). Other pages should use metatags whenever practical to improve citizen access.

- G. Style Standards – The style standards of the State of Idaho should apply as detailed in ITA Standard [S5120](#) (Web Publishing).
- H. Contact Information – Multi-channel contact information, or a link to such information, must be prominently displayed on home pages and should be included on all web pages. Multi-channel is defined as using two or more of the following: email, telephone, address, fax, contact form, and so forth.
- I. Paid Advertising – Paid advertising is not permitted on any State web pages.
- J. Links to External Websites – Links to external websites take users to pages that are not necessarily controlled by a State of Idaho entity. Therefore, addition of such links on State of Idaho web pages must only be used with caution. The following rules apply:
 - 1. When linking to websites other than Idaho.gov websites, other .Gov websites, or websites where the content is under a government agency control (examples of this would be a service where the agency controls the content – such as a twitter, YouTube, Flickr or similar account), the links must be clearly denoted, in some fashion, that the user is leaving an Idaho.gov website.
 - 2. Do not embed content from websites that are not under State control.
 - 3. Links to external websites should not be placed on a State of Idaho web page that takes a user to a website that:
 - a. Advocates or opposes any politically, environmentally, or socially controversial subjects, issues, political parties, or individual political candidates for any public office;
 - b. Is disparaging to any person or class of persons;
 - c. Promotes or incites illegal, violent, or socially undesirable conduct;
 - d. Promotes the use or availability of illegal drugs;
 - e. Promotes adult or sexually-oriented entertainment or materials;
or
 - f. Has content that knowingly infringes on any trademark, copyright, or patent right(s) of any other person or business.

4. The State provides links to external websites for the benefit and convenience of the user (citizen or employee). No link to an external website shall be placed in exchange for any payment or thing of value.
 5. As the State has no control over external websites that are subject to change, discovery of any linked website containing the above material must be removed upon discovery.
- K. Web Content – The State of Idaho Internet and intranet servers may not be used for storage and/or presentation of the following content:
1. Pornographic materials;
 2. Specific, single issue, political materials that have not been prepared by the appropriate State agency;
 3. Materials specific to elective campaigns for any individual running for elective office and/or for any political party; or
 4. Materials geared toward the advancement of any hate or violence related causes or issues.

V. REFERENCE DOCUMENTS

In addition to this policy, the following documents apply:

- A. ITA Policy [P1020](#) (Idaho.Gov Portal Privacy Notice)
- B. ITA Standard [S4221](#) (Metatags)
- C. ITA Standard [S5120](#) (Web Publishing)
- D. ITA Guideline [G310](#) (Web Publishing)

VI. CONTACT INFORMATION

For more information, contact the ITA Staff at (208) 605-4064.

VII. REVIEW CYCLE

Twelve (12) months

REVISION HISTORY

05/30/19 – Revised to modernize Sections II; III; and IV.

- 07/01/18 – Updated Idaho statute references.
- 05/15/15 – Revised to assure that URL ownership, hosting or services are under State control.
- 02/25/15 – Updated to reflect the new state templates and using the code of the template. Also updated to clarify an external site.
- 07/22/14 – Updated Section I. Authority to be consistent with Idaho statute.
- 07/01/13 – Changed “ITRMC” to “ITA”.
- 04/22/09 – Updated the Policy section to require agencies to use the State Web Design Template for a consistent user experience when navigating agencies’ public-facing websites. Updated the Links to External Websites section to include Dot.Gov policy language. Provided a list of cross-referenced documents. Added a Review Cycle section. Adjusted the language so that it would be consistent with the Web Publishing Standard (S5120) and Web Publishing Guideline (G310).

Date Established: April 24, 2002