

ST. LOUIS COUNTY

Web Procedures and Style Guide



Web Site Manual

Procedures and Style Guide

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St. Louis County Web Standards

The following web standards should serve as guidelines for the visual design and layout of content and applications intended for citizens using the St. Louis County government web site and user interface for web applications.

ADMINISTRATIVE CONTROLS

Web Site

St. Louis County Management Information Systems, Internet Committee and the Communications Manager provide the procedures and technical infrastructure for county web sites and online communications. The county web site is www.stlouiscountymn.gov. Employees, departments, divisions or programs of St. Louis County will not be permitted to create any web page(s) hosted outside of the official St. Louis County web site, for the purpose of representing any facet of St. Louis County. The St. Louis County Communications Manager and the Internet Committee must approve all exceptions.

The Employee Portal (slcspirit) is not covered by the procedures outlined in this web site procedures manual.

Web Addresses

St. Louis County employees will use the top-level URL domain name, www.stlouiscountymn.gov, when promoting the St. Louis County web site and/or any content/web pages. As an option, departments may use www.stlouiscountymn.gov/keyword to highlight departmental programs and services. The purpose is to present a uniform web site to the public and to promote St. Louis County overall and its services. The St. Louis County Communications Manager and the Internet Committee must approve exceptions to this procedure.

Information Architecture and Web Content Organization

The www.stlouiscountymn.gov information architecture will be topic-based and will be arranged in such a manner as to meet citizen expectations. Ease of navigation for the end user is the *top priority*. The Communications Manager, Internet Committee, and Management Information Systems Department are responsible for the development and maintenance of the information architecture and content for the county INTERNET web site.

Division of Responsibility

The St. Louis County web site will be managed by the following entities:

1. **St. Louis County Communications Manager (Administration)** – responsible for overall oversight of the county web site and has final say on content, management and exceptions to the procedures outlined in this document. Additionally, the Communications Manager will be responsible for approval of all content on the main county web page and will have sole discretion to appoint and/or remove members of the Internet Committee.
2. **St. Louis County Internet Committee** – responsible for providing direction to and oversight of the county web site for the Communications Manager. This committee will be made up of representatives from multiple county departments as appointed by the Communications Manager. This committee's role is to develop and provide for the maintenance of the framework of county web site; including developing and implementing procedures, site architecture, providing training/resources, certification and quality control.
3. **Management Information Systems (MIS)** – responsible for the technical development and management of the county web site functionality, navigation/architecture, infrastructure, and technical support.
4. **Departments** - each department will appoint one main content manager/coordinator that will be responsible for ensuring their department's web content/page is in compliance with this manual and that content is updated regularly.
5. **Content Managers** – the content managers will be certified by the Internet Committee and Communications Manager as having been trained in county web site procedures and will serve as a resource and main point of contact for their department on issues related to the county web site. The department Content Manager is responsible to ensure that content is current and in compliance with the procedures set forth by the Communications Manager and the Internet Committee.
6. **Web Authors** – each department may have individuals that are trained and certified by the Internet Committee to create and maintain content on department pages.

St. Louis County Web Site Oversight Contact Procedure

Requests for content review, content/standards and other permissions should be made by sending an email to internetcommittee@co.st-louis.mn.us . Not all web management functions require review and/or permission before posting or altering the web site. Standards for required permissions are noted throughout this manual on a case by case basis.

Content Submission:

Anyone with content that needs to be on the web site is to contact their department Content Manager or Web Author. County main page content should be submitted to the Communications Manager.

Certification Process:

Employees who would like to create and maintain content on the county web site should get approval from their supervisor and contact the department Content Manager. Web Authors must complete an instructional course that teaches how to use St. Louis County's content management system (CMS), style guide and content procedures/guidelines. Once they are certified, the employee will receive a user name and password clearance to post content to the St. Louis County Web site.

Content Management:

The creation and updating of timely and accurate content will be the responsibility of Content Managers and Web Authors. The Communications Manager will determine content featured on the web site home page.

There will be a shared responsibility with the Communications Manager, Internet Committee, and Content Managers to ensure that all content is timely, accurate, and standardized on the county web site.

Content Review:

The St. Louis County Internet Committee will periodically review web content. The Communications Manager has the final authority to approve, reject or remove content on the county web site. The department Content Manager will be notified to correct or remove content found to be inappropriate and/or not in compliance with county policies and procedures. If department Content Manager and Web Authors are found to be unwilling or unable to post and maintain appropriate and current content, their web site management certification may be revoked as recommended by the Internet Committee and by the authority of the Communications Manager. In such a case, departments will be asked to assign a new Content Manager and/or Web Author(s).

Each department is required to ensure that its content meets the standards for style and content set forth in this manual. Departments should maintain content that is relevant and current. Departments found to be out of compliance of these procedures may have content removed or altered as recommended by the Internet Committee and by the authority of the Communications Manager.

Content submitted by departments to be posted on the county's main internet home page must be approved by the Communications Manager. All content submitted for approval must be in compliance with the standards for style and content set forth in this manual. Content not meeting these standards will be rejected. Content will be reviewed, and if determined to be appropriate, will be posted to the home page by the Communication Manager or designee.

Technical Management:

The authority for the technical operations of the St. Louis County web site lies with the Management Information Systems (MIS) Department. As part of this responsibility, MIS will provide upkeep on the web content management system, maintenance of the web site's hardware and security for the web site, and will ensure that the web site is working to maximize availability for county business.

Online Web Communications and Content

All content on the www.stlouiscountymn.gov web site will be focused on our external target audience. Web Authors will create content that seeks to answer the public's questions or provide information pertaining to St. Louis County's services, programs and policies.

Legal

Disclaimer and Privacy Statements:

The St. Louis County web site will incorporate an appropriate legal disclaimer and privacy statement. The Communications Manager, Internet Committee and MIS staff will develop the disclaimer and privacy statement.

Copyright:

The county web site and its linkages are intended to present county government information that is in the public domain. Information that is not in the public domain should not be displayed without the written permission of the copyright holder or authorization by County management.

POLICIES

List of Policies

All procedures contained in this manual are in compliance with St. Louis County policies and Federal law.

- Usage Ethics Computer Policy
- Computer Policy
- Internet Use Monitoring and Content Filtering Operating Procedures
- Limited English Proficiency Policy
- Conflict of Interest Policy
- Web Page Policies and Procedures
- Americans With Disabilities Act

BASIC DESIGN CONSIDERATIONS

Usability

Usability is the measure of the quality of a user's experience when interacting with a product or system — whether a web site, a software application, mobile technology, or any user-operated device.

- **Ease of Use:** How easy can a user accomplish basic tasks?
- **Memorability:** If a user has used the system before, can he or she remember enough to use it effectively the next?
- **Error Frequency and Severity:** How often do users make errors while using the system? How serious are these errors? How do users recover from these errors?
- **Subjective Satisfaction:** How much does the user like using the system?

Design Guidelines

The St. Louis County web site will maintain a standard, consistent look and feel that compliments the county's logo and branding. Specific design guidelines and technical requirements are outlined in this manual under the *Web Design Style Guide and Standards* section.

County Branding and Logos

Use of the St. Louis County logo should conform to the standards outlined in the St. Louis County *Web Design Style Guide and Standards* section of this manual. The design and use of any other logo or branding on St. Louis County web pages must be approved by and coordinated with the St. Louis County Communications Manager. Other logos should not be used on the county site unless approved by the Communications Manager.

Uniform Design

All web pages will have consistent design and navigation. The site designs will be developed with public users in mind.

BROWSER AND WEB SITE DESIGN STANDARDS

The following standards have been set by the Internet Committee and must be followed by Content Managers and Web Authors

Browser Independent

A goal of the county web site is to be browser-independent. At a minimum, the county web site will be compliant with the top 5 most common browsers used by visitors to our site in order to achieve accessibility for the widest possible audience.

User Screen Size

1024x768 minimum pixels with a flexible design

Layout Screen Size

1024x768 pixels with a flexible design

Browser Compatibility

8 St. Louis County strives to be compatible with the top 5 web browsers used by our citizens.

End User Connectivity

Minimum 56K modem

Colors: Main Site

General: Only web-safe colors should be used.

Main Web Site Colors: These are the main colors St. Louis County web site will use. Any variation from this will be approval from Administration.

#FFFFFF (Background)	R=255 G=255 B=255
--------------------------------	--

#004483	R=0 G=68 B=131
----------------	---

#CCCCCC (Left Pane)	R=204 G=204 B=204
-------------------------------	--

Colors: Design Components

These are the main design components and colors St. Louis County web site will use. The Communications Manager will review and approve any variations. **Top Banner Background**

Gradient Gray	R=na G=na B=na
----------------------	---

Default Text Color #333333	R=51 G=51 B=51
---	---

Hyperlink Text Color

#1A66AA

R=26

G=102

B=170

Hover/Active Hyperlink Text Color

#FF0000

R=225

G=0

B=0

Colors and Text

Cascading Style Sheet (CSS): CSS can be used but all designs should also be functional without CSS in the event the user doesn't have cascading style sheet capabilities (e.g. users with accessibility issues.) Relative font sizing will be used with the medium font set at 12 pt.

Within Paragraph Spacing: Line breaks (
)

Between Paragraph Spacing: <p></p>

Basic Style Sheet Elements:

H1: Heading 1 (Main Page Heading)

Color: #004483 (R=0 G=68 B=131)

Style: Bold

Size: 16 point

Font: Trebuchet MS

Example: **St. Louis County Department**

Scope: Page Headings

H2: Heading 2 (Main Page Sub Heading)

Color: #333333 (R=51 G=51 B=51)

Style: Bold

Size: 14 point

Font: Trebuchet MS

Example: **St. Louis County Department**

Scope: Sub Page Headings (headings within a page)

T1: Text 1 (Main Body Text)

Color: #333333 (R=51 G=51 B=51)

Style: Regular

Size: 12 point

Font: Verdana

Leading (Spacing): 14 point

Example: St. Louis County Department

Scope: All main body text

T2: Text 2 (Quotes)

Color: #333333 (R=51 G=51 B=51)

Style: Italic

Size: 12 point

Font: Verdana

Leading (Spacing): 14 point

Example: *St. Louis County Department*

Scope: All main body text

L1: Hyperlinks 1 (Hyperlinks)

Color: #1A66AA (R=26 G=102 B=170)

Style: Regular

Size: 12 point

Font: Verdana

Example: [St. Louis County Department](#)

Scope: All Hyperlinks

L2: Hyperlinks 1 (Hyperlinks)

Color: #FF0000 (R=225 G=0 B=0)

Style: Regular, No Underline

Size: 12 point

Font: Verdana

Example: [St. Louis County Department](#)

Scope: All Hyperlinks

***** **Only for Hover effect** *****

Images

Image File Formats: Images must be cropped to the appropriate size for the web page. ALT tags must be used with all image files.

- GIF (Graphic Interchange Format)
- JPEG (Joint Photographic Experts Group)
- PNG (Portable Network Graphic)

GIF:

GIFs are best used for graphic, artwork type files. Images made up of solid or limited colors are best used as GIFs. (e.g. logos, clipart, buttons etc...)

JPEG:

JPEGS are best used for photos and any graphic that has a color gradient or shadow effect.

PNG:

PNG is an image format that provides more flexibility and an alternative to GIFs. They can be clearer and sharpen images while providing a smaller file size.

ALT-TAGS:

As per Section 508 specification (ADA Compliance), all images should have alt-tags that accurately reflect the content of the image and any action associated with the image (i.e. link/image-map.)

PHOTO CONTENT:

All photographs used on the web should be original art whenever possible. Any St. Louis County employee who uses a photo should ensure that it is legal to use.

ICON CONTENT:

All icons used on the web should be original art whenever possible. Any St. Louis County employee who uses an icon should ensure that it is legal to use.

LOGOS:

Use of the St. Louis County logo should conform to the standards. The design and use of any other logo on any St. Louis County web pages must be approved by the Communications Manager.

Navigation

Main Navigation:

County web pages should maintain consistent navigation as determined by the design of the county site. Navigation elements such as a link to the home page, help section, department pages, search link, location information and disclaimers should be maintained on all web pages and applications.

Bread-Crumbing:

Bread-crumbing will be used as an additional navigation element on all county pages.

External Links:

All links to external web sites (any non-St. Louis County web site) must state or be obvious that they link to sites not affiliated with St. Louis County. When clicked, external links must open in a new browser window.

Plugins, Multimedia, and Downloadable Documents

End-user Plugin Assumptions:

- Flash 5 player and higher
- Media player (one of the following):
- Windows Media Player 6.0 or higher
- Quicktime 4 or higher
- Adobe Acrobat Reader 5.0 or higher

Multimedia Components:

Multimedia such as video, Flash movies, and sound files can all be used on the St. Louis County web site. Approval is necessary from both the Communications Manager and MIS.

Downloadable Document Formats:

Adobe Acrobat PDF files should only be used when the document layout, design, and content must be maintained (i.e. government documents, maps, etc.) PowerPoint presentations, Word documents, Excel spreadsheets, audio and video files may be attached to web pages with links to free downloadable plugins for the appropriate viewer when needed.

CONTENT

Content on the site should be written and published for the users of the web site. Content should be useful and contain terms and words easily understandable. Information should be displayed in small chunks or small paragraphs with many headings. Use lists and tables so people can find information quickly.

Certain content will be published in an exact location of the site to maintain consistency of that information. These content areas may include location information, contact information, help documents, disclaimers, forms and other items that may change frequently or is accessed and linked to often.

Page Types

Content will be organized by page type: topic, blended, department, or county. Related areas that link to that content should be linked to that page. The Communications Manager and Internet Committee should be contacted with questions.

- **Topic Page:**
Contains content that refers to one topic. This page will contain all resources and information on a specific topic and needs to be stored under the topic and not under the department.
- **Blended pages:**
A grouping of all information on a general topic on the same page that is designed to make navigation of the web site easier and may have information from more than one department. They provide a one stop shop for services that are in demand and available to the public (e.g. permits, services). Blended pages are controlled by the departments that have information on the page and the Internet Committee. *New blended pages must be submitted for approval to the Communications Manager.*
- **Department pages:**
Contains content that refers to one department. This page will contain all resources and information related to that department except content that is on a blended or topic page.
- **County pages:**
Contains content that refers to general county wide content (e.g. home page, history).

Content Guidelines

Private Organizations and Associations:

The county web site is not intended to display information from private organizations and associations of either a nonprofit or a for-profit nature. The county web site is not intended to be a forum for advocacy activities. Exceptions must be approved by the Communications Manager.

Public Schools, Colleges, Universities, Cities, Townships and Public Agencies:

Public agencies are considered to be acceptable partners in sharing information on the St. Louis County web site, either through featured information or links to agency web sites within St. Louis County. However, St.

Louis County will not assume responsibility for creating content or web pages that are in the domain of these public institutions.

Third Party Data:

Any St. Louis County employee who uses content (text, images and/or web links) from a third party should ensure that it is legal to use that content before it is posted to the St. Louis County web site. The Internet Committee will immediately remove content from the St. Louis County web site that does not meet this condition.

Web Page Links:

All links on the county web site must be current. If link does not work it must be removed as soon as it is noticed. MIS will check for broken links using an automated system and will notify Content Managers when a broken link has been removed from the web site.

Pages for Boards and Commissions:

The St. Louis County Communications Manager and Internet Committee will make available basic content (purpose of the board or commission) about each of the boards and commissions appointed by the St. Louis County Board of Commissioners. If the board or commission elects to have one of its members or its designated staff liaison to keep this information up to date, the Internet Committee will provide this individual with certification and access to use the county's content management system.

Boards or commissions may create web sites. The Communications Manager has the authority to remove links to those sites or any sites determined to be inappropriate.

Commercial Advertising:

The St. Louis County web site is not intended to promote commercial activities. Sponsored events may be acknowledged, but commercial advertising or promotional displays are not acceptable. Text links to businesses may be used as supplemental content on the St. Louis County web site that has a clearly defined benefit for St. Louis County citizens and visitors.

Document File Naming Standards

The Internet Committee has identified the need for consistent naming practices for electronic content documents that are stored in the online document repository. These file naming conventions provide a common and efficient means for the public to locate stored documents related to or in support of content on the county's Internet web pages.

Consistently implementing and using established naming conventions across the county organization or within a department/division/business unit improves access to information in documents stored for use by web site end users. Although there are many methods to electronically search for documents, end users still tend to browse through directory structures, web site navigation menus, and departmental sites looking for the documents they require. A consistent file naming protocol will ensure greater ease of use of the county web site for the end user.

To that end, the following instructions detail the standards that the Internet Committee will **require** departments to follow when naming and saving documents in the online document repository on the county's external web site. Additionally, the Internet Committee **recommends** that departments utilize these document/file naming conventions as a means to streamline and enhance document storage, filing and retrieval by end users in intranet/portal and network file storage.

Using effective document naming conventions support the following objectives:

- Facilitates better access to and retrieval of electronic documents.
- Allows sorting of documents in logical sequence (e.g. version #, date).
- Helps users to identify the items they are looking for easily and supports the ability to recognize the content of a document from a list.
- Helps keep track of versions of documents.
- Ensures consistency for document management, search and use by staff and the general public.

The naming practices outlined in these instructions were created for electronic documents/files created in a desktop environment and stored in shared or common directory structures. They are intended to assist departments/divisions/business units to develop coherent and consistent approaches for naming their electronic documents.

Document Naming Conventions & Electronic Environments

There are several factors to consider when determining appropriate naming practices. The most effective solutions will depend on where the documents are stored.

The structure of directories, folders and documents is basically the same no matter where the documents are stored.

There are, however, subtle differences in the electronic environment that may influence the naming of directories, folders or documents. Each type of electronic environment has its own capabilities for naming and for additional indexing. They also handle information about the documents’ “searchability” (metadata) in a slightly different manner.

There are several typical electronic environments, including:

Environment	Storage	Structure/Seachability
Standalone PC (My Computer F:/ drive)	Documents stored with applications or in partitioned drive. <i>Personal directories may be separate and include works in progress, undeclared records as well as personal documents.</i>	Personalized identification scheme. Usually no structure — document properties not used.
Shared Network Drive (M:/ V:/ H:/)	Documents stored in section-based directories for business documents.	Each sub-unit may have its own folder structure. Personal folders tend to be many levels and hard to navigate. Document properties may be used to further index and support retrieval.
U: Drive (Shared Server-Centralized Control)	Documents stored in a shared directory environment as well as business unit directories.	Common structures in a shared environment; guideline or template provided for business unit structures. Naming conventions in place for documents and/or certain properties fields must be completed.

Public Web Site	Documents uploaded and stored on the public web site in a repository that is a module for content managers.	Controlled structure. Searchability rules (Metadata) clearly defined and part of the classification/declaration of documents. Naming conventions outlined in this document must be used for files stored in repository.
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Directory and Folder Structure

Directory and folder names by their nature will contain information that defines the document content. For example, a folder marked *Permits / Land Use* means that the documents contained in the folder need not contain the words “permits” or “land use,” but simply the name of the document and/or date would be sufficient.

Accordingly, when there are multiple levels of folders, the name of each of these folders needs consideration when determining which file naming elements are required, and whether or not to establish abbreviations for naming elements.

Several points to remember:

- **Folder Location:** Based on where the folder is located, a defined folder structure and naming convention should be used as best practice. When a folder is placed into the public web site it **must** conform to the naming conventions and folder structure(s) outlined in this manual.
- **Folder Name:** The folder name will inform the user of the type of files in the folder. File names *do not need redundant terms* (i.e. land use permit file in the land use permit folder), unless the files are shared across multiple folders.
- **File Location:** Should a document need to be moved, reclassified, or shared in multiple folders, it may need renaming.
- **File Name:** The file name should reflect the naming convention guidelines in this manual.
- **Name Length:** In standard desktop applications, the entire path and file name should be used as the name of an item.
- **File Types:** File types extensions are included in all file names by default (e.g. filename.doc, filename.pdf, etc).
- **Use of Special Characters:** Special Characters not in this manual may not be used to name any files saved in the repository. Files saved in other electronic environments (non-public web site) should conform, as much as possible, to the character guidelines outlined in this manual.

- **File Size:** Files uploaded to the public web site should not exceed 50 MB (50,000KB). Contact MIS for help with larger files.
- **Shared Documents/Blended Pages:** Documents that reside on blended pages, need to be placed in the matching file folders. (i.e. any septic permit documents would need to be in the Permits/Septic/ folder)
- **Document Versions:** If multiple versions of a document must be posted on the public web site, each document needs a version name. (i.e filename-V2.doc)

Document Naming Conventions

Document names should contain enough information to describe the contents of the document, while remaining as concise and short as possible. Keeping titles short will help users to quickly identify and retrieve accurate information. The following suggestions aim to strike a balance between creating usable, meaningful titles and brevity.

A name element is the text that appears between back-slashes in the file name (e.g., **\county-board**). When determining the naming and order of the elements, it is critical to determine how the public web site users will be retrieving the documents and design the naming convention appropriately. It may also be necessary to differentiate the structure and order of name elements from one directory to the other. The naming structure of documents in different folders needs to be based on public web site retrieval requirements.

For example, a “Meetings” file may need to have the date of the meeting in the same element order for each file, ensuring all material related to one meeting date is sorted together. There are two types of web site file naming conventions: **Departmental/Entity/Division/Unit** and **Blended/Multiple-Department/Entity/Division/Unit**. The entity conventions are specific to one department, group, division, board, etc. The blended conventions are specific to cross-departmental documents for pages that deal with topics involving more than one department. It is important to differentiate between these two conventions so documents may be properly and efficiently retrieved by the public web site user. It is important that document naming conventions be consistent. For example:

File Name:

Type of Page:

- | | |
|---|--------------------|
| ■ ... \County-Board\Meetings\COW\2008-01-04-Agenda.doc | entity/Dept |
| ■ ... \County-Board\Meetings\COW\2008-01-04-Minutes.doc | entity/Dept |
| ■ ... \County-Board\Meetings\COW\2008-01-04-Resolutions.doc | entity/Dept |
| ■ ... \County-Board\Meetings\COW\2005-02-05-Agenda.doc | entity/Dept |
| ■ ... \County-Board\Meetings\Regular\2003-02-05-Memo.doc | entity/Dept |
| ■ ... \County-Board\Meetings\Regular\2003-02-05-Minutes.doc | entity/Dept |
| ■ ... \County-Board\Meetings\Regular\2003-02-05-Letter.doc | entity/Dept |
| ■ ... \Meetings\Planning-Zoning\2003-02-05-Minutes.doc | blended/Multi-Dept |
| ■ ... \Meetings\Planning-Zoning\2003-02-05-Proposal.doc | blended/Multi-Dept |
| ■ ... \Permits\Septic\form.doc | blended/Multi-Dept |

MODULES

Modules are tools that are used by the Content Manager and Web Authors to develop content. The following modules are approved with descriptions of each.

Announcements

The Announcements module displays a list of announcements. Each announcement includes a title and a text description. Announcements are ordered by their publish date by default; however view order can be specified. Optional fields include an image, date of publication and a read more... link

Articles

The Articles can be used to display articles, announcements, latest news, events, blogs, testimonials and more. **Requirement:** this module will be used for all county and department news.

Blog

The Blog module allows authorized users to create and maintain a blog (web log).

Categories

The Categories module serves as a base for other modules and allows for the sorting and filtering of records by Category. **Requirement:** this module will be used for all county and department news.

CISS.Side Menu

Used by MIS only.

CISS.Tabs

CISS Tabs allows you to show content in tabs. This module can be use as an alternative for Text/HTML... in Tab manner, which helps to reduce the length of your page or number of pages. Recommendation: this module should be used for all committee pages.

Contacts

The Contacts module allows users to store a list of contacts and relevant related information. **Requirement:** this module will be used for all county and department contact.

Discussions

The Discussion Module produces a simple threaded news group-style text discussion. Each discussion includes a Read/Reply Message page, which allows authorized users to reply to existing messages or add a new discussion topic.

Document Library

The Document Library module allows DotNetNuke (DNN) users to manage and share documents in a flexible, intelligent way. The module offers the possibility to organize documents by physical folder and by logical categories, making it easy for your users to look for and find documents according to areas of interest.

Documents

The Documents module displays a list of documents which can optionally be set as downloadable. All document records show title and a link to view (depending on a user's file associations) or download the document. Link tracking and logging are also available.

Events

The Events module displays a list of upcoming events. Events can be displayed in chronological order as list or in a monthly or weekly calendar. Each event includes a title, start and end date/time, a description and an optional image. Each event can be set to automatically expire on a particular date, or to recur by any specified number of days, weeks, months or years. Event notification and enrollments can be enabled.

FAQ's

The FAQ's module permits authorized users to manage a list of questions and corresponding answers. The question is displayed as a link, requiring the user to click on a question to view the corresponding answer.

Form Master

The Form Master module allows an average user to create a wide variety of input forms comprising all the common Input Controls available for any web page quickly and easily.

HTML Pro

The HTML Pro module enables basic rich text editing. This module will allow you to add basic text, images and links.

IFrame

The IFrame module displays content from your web site or another web site within a frame inside a page. The IFrame can be used to frame content such as documents, PDF files, images or web site pages.

Image

The Image module allows you to show a single image file. You can adjust the height and width. Alternate text is mandatory.

Links

The Links module displays a list of links to a page, file or user on your portal; or to an external URL. Links appear in numerical-alphabetical order by default, or can be reordered

Map

The Map module, using the Google Maps API, provides the ability to pump any custom data into the Google Map in a number of unique ways.

Media

The Media module displays a single media file which can be an image, a movie or a sound file located on the portal or on an external web site. A large number of media types are supported including Flash, Windows media, Media AVI, MPEG, MP3, ASF, ASX, WMA, WMV, WAV, QuickTime, Real Video

Media Gallery Catalog

Sub module of MediaGalleryPro.

Media List

Sub module of MediaGalleryPro.

Multi Media Gallery Pro

The Multi-Media Gallery Pro module allows you to create media galleries easy. Once a media is added into the gallery, it can be shown on any page.

Opt-In - Advanced Email

The Opt-In – Advanced Email module allows administrators to send bulk email to all users in a particular role.

Opt-In - Opt In Email

The Opt-In – Opt In Email module allows administrators to create opt-in categories and distribution lists. Users can easily select which distribution list(s) they would like to Opt In/Out Of.

Opt-In – Previous News

User facing module, Show previously sent Newsletters, Admin can set number of newsletter to view.

Opt-In - Simple Opt In

Simple Opt In Email Module.

Repository

The Repository module stores and displays a range of items. The type of items stored is controlled through the skin which is applied to the module. By changing the skin, the repository can be used for numerous purposes such as a simple blog, a media repository, a file repository, an articles repository, a compact file listing, and more.

Repository Dashboard

The repository dashboard module works with the repository module. It allows another view for users to sort content in the repository.

Seamless Opt-In

Content place

Smooth Gallery Categories

This module provides category list navigation for Smooth Gallery feature in Ultra Image Slideshow module.

Survey

The Survey module displays a survey consisting of one or more survey questions. Questions can have either a single or multiple choice answers. One answer to a question can be selected as the correct response, enabling the survey to function as a quiz. Authorized users can submit their response to the survey and/or can view current survey results. This module uses cookies to remember which computers have already submitted a response to the survey, reducing the opportunity for one person to answer the survey repeatedly.

Ultra Image Slideshow

The Ultra Image Slideshow module is a 24- in-1 module capable of producing a multitude of image slideshows.

What's New?

The “What's New” module displays a summary of the major features for each DNN release including lists of the Major Highlights, Security Fixes, and Updated Modules/Providers.

BLOGS, WIKIS, PODCASTING, AND OTHER WEB 2.0 SERVICES

All Web 2.0 services, applications and content must meet the standards set forth in this manual and must comply with all relevant county policies.

Using New Online Web Communication Services:

Employees, departments, divisions or programs of St. Louis County will not be permitted to create or use any new web tools outside of the official St. Louis County web site without the approval of the St. Louis County Communications Manager and the Internet Committee.

The Internet Committee and MIS will review new online tools (i.e., blogs, Podcasting, e-Newsletters, etc.) to support the county's communication goals. The Internet Committee will work with departments and the Communications Manager to select tools that best meet the needs of the county and match the technical infrastructure and skills of the St. Louis County MIS Department.

Blog and Wiki Content:

Departments, divisions and programs are permitted to establish blogs or online communication tools using county approved modules. Any outside blogs or online communication tools need approval of the St. Louis County Communications Manager.

Departments will be responsible for all blog content. Blogs that do not contain up to date or relevant information should be removed. County staff must moderate comments posted on St. Louis County blogs. The selected blog technology for St. Louis County will feature the ability to turn on and off readers' access to post comments. Blogs that allow readers to post comments must be reviewed and moderated. All posted comments require a valid e-mail address.

Any blog comment posted by a reader that contains the following must be removed or edited:

- Profanity or inappropriate language
- Ads for selling items or services
- Comments or posts unrelated to the blog topic
- Posts that are personally offensive

The Communications Manager, Internet Committee, and Content Managers will periodically review county blogs. Blog that fail to comply will be removed from the county web site.

Audio and Video Web Content:

St. Louis County audio (podcasts) and video on demand (VOD) files are intended to be portable information that supplements content on the county web sites. They are intended to add to existing content and not replace text-based content on our web sites.

St. Louis County podcasts and video streams are copyrighted intellectual property of St. Louis County. They are made freely available to the general public for use in communicating government services, programs, news and event information. Any other retransmission, duplication or other distribution without prior approval of the St. Louis County Communications Manager is prohibited.

Audio and Video Content Policies and Best Practices:

Any St. Louis County employee who uses content (audio, video, spoken word, instrumental, vocal and visual performances) from a third party should ensure that it is legal to use that content before it is posted to the St. Louis County web site.

Audio and video files on the county web site are the official record of information by St. Louis County and must be developed and presented in a professional manner, as determined by the County Communications Manager.

All podcasts will be posted in the mp3 format. Video will be posted in the Windows Media Player file format.

Audio and video files hosted on the www.stlouiscountymn.gov site must be less than 8 MB in file size.

Departments are strongly encouraged to use YouTube hosted videos. All department YouTube channels will maintain a consistent look and feel and will comply with the style and content standards.

WRITING STYLE GUIDE

Addresses

The words “street,” “road,” “avenue,” etc. may be abbreviated as St., Rd., Ave. or written out. Directions such as “east, north, west and south” should be abbreviated as E., N., W., S.

ALWAYS include a city or town with the street address. (10 Sunnybrook Rd., Duluth)

County

When the word “county” is used to refer to St. Louis County Government, it should always be capitalized. (The County offers a wide array of services to citizens.) When it is used to refer to the county generically, it should be lower case. (A county has municipalities.)

Phone Numbers

Always include an area code with the phone number. Use dashes instead of parentheses for the area code.

- 919-212-7000
- 919-856-6160

Time and Date

The time of day should be written as follows; using a.m. and p.m. (lower case and no zeroes after the hour.)

- 8 a.m.
- 6 p.m.
- 9 a.m.-3:30 p.m.
- 9-11 a.m.
- 1:30-4 p.m.
- 12 noon (this is redundant, but we keep the “12” in there for clarity instead of just writing “noon.”)

Dates should be written using both day and date of the month, for clarity (Tuesday, January 7.) Spell out the day of the week and the month.

- Put commas -after the day of the week, the month and the year:
- At the Tuesday, January 21, 2003, Board meeting...

When you have the month and the year, do not use a comma between them:

Example: ...scheduled to be completed in July 2004...

Contact Information

All departments will display, at a minimum, the following contact information on their web page under the “Contact” tab:

Department Name
Department Director
Department Address
Main Department Phone Number
Main Department Fax Number
Main Department E-Mail Contact

The information outlined above and any additional contact names, numbers and addresses, etc. will conform to the style standards outlined in this manual and will be consistent from one department to the next. Any variations or additions to the content or function of the “Contact” page must be approved by the Internet Committee and the Communications Manager.

Accessibility

St. Louis County will aim to use standards-driven web formats and protocols following W3c (www.w3c.org) recommendations for making our web site accessible.

Designing for the Disabled

St. Louis County will strive to develop a web site that will be accessible to all users with disabilities. County web sites will be designed to meet Section 508, § 1194.22 Web-based Intranet and Internet Information and Applications guidelines, located at www.section508.gov, as outlined by the Federal Government. County web pages will be in compliance with the county's Accessibility policy and Americans with Disabilities Act.