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SA Health

Policy

Digital Communication - Websites

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Version 2.0

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Government
of South Australia

SA Health

1. Name of Policy

Digital Communication - Websites

2. Policy statement

This policy provides the mandatory requirements to ensure that all SA Health websites (public facing internet and internal intranet sites) are in line with the corporate communication strategy and comply with applicable legislation, policies and standards.

3. Applicability

This policy applies to all employees and contracted staff of SA Health; that is all employees and contracted staff of the Department for Health and Wellbeing, Local Health Networks (including state-wide services aligned with those Networks) and SA Ambulance Service.

4. Policy principles

SA Health's approach to websites is underpinned by the following principles:

- > We ensure our websites and online content provide current, reliable and credible information which is relevant to the target audience.
- > We build and maintain websites that adhere to relevant mandatory legislation, policies and compliance requirements.
- > We ensure that public facing websites provide a consistent user experience which is equitable and accessible to all consumers regardless of their ability or their technology.
- > We ensure our websites and associated content are quality assured, risk-assessed, approved prior to release and maintained throughout their lifecycle.

5. Policy requirements

Website Development

- > Department for Health and Wellbeing (DHW), Local Health Networks (LHNs) and SA Ambulance Services (SAAS) must:
 - Only create new websites in accordance with an approved communication plan to meet a unique communication need and approved by the relevant Chief Executive, Chief Executive Officer or delegate.
 - Ensure all websites have an assigned business owner responsible for site management.
 - Ensure all websites comply with SA Government policies and standards.

Domain Registration

- > DHW, LHNs and SAAS must:
 - Ensure domain names comply with the [SA Government Domain Name Policy](#).
 - Ensure registration of new website domain names is approved by the DHW Corporate Communications Branch and registered through Digital Health SA.

Content Management

- > Business Content Owners must ensure that all online content is:

- Quality assured, classified and approved prior to publication.
- Kept current and maintained throughout its lifecycle.
- Not in breach of copyright or other intellectual property rights of the original creator.
- Reviewed for currency at least every 12 months.
- Documented in line with the [Corporate Records Management Policy](#).

Website Hosting

DHW must ensure:

- > All websites are hosted on the SA Health Online Platform.
- > All content for official public communications is published on the SA Health website.
- > All content for official internal corporate communications is published on the SA Health Intranet.

Publisher Training

Staff nominated to publish website content on the SA Health Online Platform must undertake the following required competency-based training and provide certificates of completion to the Online Services Unit, Corporate Communications (DHW):

- Accessible web content and writing for the web; and
- Web Content Management System User training.

6. Mandatory related documents

The following documents must be complied with under this Policy, to the extent that they are relevant:

- > [Accessibility Policy – Government of South Australia](#)
- > [Communications Protocol Policy](#)
- > [Corporate Identity Policy](#)
- > [Corporate Records Management Policy](#)
- > [DPC Circular PC025 – Common Branding Policy for the Government of South Australia](#)
- > [Government Domain Management Guidelines](#)
- > [Government of South Australia Marketing Communications Guidelines](#)
- > [Information Classification System Policy](#)
- > [Information Security Policy](#)
- > [SA Government Domain Name Policy](#)
- > [State Records Act 1997](#)
- > [Website Policies and Guidelines - Government of South Australia](#)

7. Supporting information

- > [SA Health Web Governance Framework](#) (for SA Health internal use only)

8. Definitions

- > **Business Content Owner:** A senior executive, manager, or delegate responsible for the accurate and timely production, maintenance, and approval of information to be communicated online.
- > **Entity:** includes the Department for Health and Wellbeing, Local Health Networks (including statewide services aligned with those Networks), and SA Ambulance Service.
- > **Intranet:** a private website contained within an enterprise that is used to securely share organisational information and resources among employees.
- > **Statewide services:** includes Statewide Clinical Support Services, Prison Health, SA Dental Service, BreastScreen SA and any other state-wide services that fall under the governance of the Local Health Networks.
- > **Unique communication need:** a communication objective that cannot be achieved using an existing website.

9. Compliance

This policy is binding on those to whom it applies or relates. Implementation at a local level may be subject to audit/assessment. The Domain Custodian must work towards the establishment of systems which demonstrate compliance with this policy, in accordance with the requirements of the [Integrated Compliance Policy](#).

Any instance of non-compliance with this policy must be reported to the Domain Custodian for the Communication Policy Domain and the Domain Custodian for the Risk, Compliance and Audit Policy Domain.

10. Document ownership

Policy owner: Executive Director Corporate Communications as Domain Custodian for the Communication Policy Domain

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11. Document history

Version	Date approved	Approved by	Amendment notes
1.0	15/07/2010	Director, Media and Communications	Original
1.2	30/09/2012	Communications Officer, Media and Communications	Updated (minor)
1.3	24/04/2014	Senior Project Officer, Media and Communications	Updated (minor)

2.0	23/06/2023	Chief Executive, Department for Health and Wellbeing	Updated (major) Policy Framework Template, renamed. Previous title: 'Online Policy Directive'
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12. Appendices

Nil

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