MIAMI-DADE COUNTY DIGITAL MEDIA AND WEB GUIDE

SUMMARY

Community Information and Outreach (CIAO) is responsible for overseeing all of the County's websites and digital media. CIAO has established standards and policies including but not limited to design elements, information architecture, and content layout to guide web development throughout the County. All web users, content providers, application developers and related managers should familiarize themselves with the County's Web Policies which can be found at http://intra.miamidade.gov/webguide/.

PROCEDURE

The Online Services unit is responsible for enforcing the standards used in the development and update of web pages. Below is a summary of the web policies. Please visit http://intra.miamidade.gov/webguide/ to review the complete guide.

1.   All requests for websites, including custom designs must be submitted to Online Services. Contracting with outside vendors to develop websites or applications must be coordinated through Online Services prior to developing contracts or scopes of services.
2.   All websites must comply with County Branding standards.
3.   Electronic newsletters intended for external audiences need to comply with branding requirements and must be approved by Online Services for usage of standard graphics and layout.
4.   Links from County websites to external resources that are commercial in nature are generally prohibited.
5.   Emails to all County Employees are to be reserved for extraordinary circumstances.
6.   There is one Countywide Privacy and Security notice posted on all County Websites, as well as an official liability Disclaimer.
7.   The right to publish certain specific information about County Boards is reserved by the Clerk of the Board.
8.   Miami-Dade County will make information accessible to people with disabilities.
9.   All County departments and offices will use the centralized Web Content Management System.
10. All County Departments must use www.miamidade.gov as their website domain.
11. The Webmanager reserves the right to remove any content deemed inappropriate for government use.
12. County departments may use social media to promote County programs services, events and initiatives, and as a tool to recruit potential employees. These must be used in a manner consistent with larger organizational goals and policy and CIAO reserves the right to modify any content that is inconsistent with these goals.

13. Logos of commercial businesses or other non-County agencies may not be used on County websites unless there is a written agreement between the County and the external entity regarding such use.
14. All videos produced by Miami-Dade County for public viewing must meet a professional level of production standards.

CONTACT(S):
Department/Division
Community Information and Outreach/Online Services

REFERENCE DOCUMENT(S):
http://intra.miamidade.gov/webguide/