

United States Government

Department of Energy

Oak Ridge Operations Office

memorandum

DATE: July 28, 2000

REPLY TO

ATTN OF: EM-922:Harris

SUBJECT: **UPDATE OF ENVIRONMENTAL MANAGEMENT WEB AND INTERNET POLICY**

TO: Environmental Management Staff, EM-90

Attached is the Environmental Management (EM) policy on web and Internet publishing for your use in preparing homepages for external Internet and web use. The purpose of this policy is to assure EM information published on the Internet is consistent with Federal guidelines and best practices.

If you are developing a homepage or have any questions on the policy or any recommendations, please see a member of the EM Web Team. Members of the EM Web Team are: Debbie Beets, David Carden, Margaret Dyke, Alicia Harris (Lead), and Steven Oldham.



Rodney R. Nelson
Assistant Manager for
Environmental Management

Attachments

ENVIRONMENTAL MANAGEMENT POLICY WEB AND INTERNET PUBLISHING

Purpose

These policies and guidelines apply to Department of Energy (DOE)/Environmental Management (EM) World Wide Web (WWW) documents. DOE/EM guidelines are intended to help WWW authors avoid some common mistakes, as well as to give DOE/EM pages a consistent look and feel.

Policy

Each home page will contain the Oak Ridge Operations Office (ORO) EM logo. If the EM logo is used, the words "US Department of Energy" must be visible somewhere in close proximity to the logo. The template for the pages is included as Attachment 1.

Each home page should contain an information owner and maintainer including: name and email address. The information owner is the DOE employee who is responsible for assuring technical content is accurate. This person may elect to have a contractor or other DOE employee that can respond to technical questions receive e-mail. The maintainer is the person that assures links are working, makes changes, and updates the site. The maintainer can be either the EM Web Team or contractor.

Each home page will contain a Date Last Modified field. This will provide the visitors with a sense of confidence in the information that is documented on the page.

Each home page must contain a link back to ORO EM home page which is found at:
WWW.ORO.DOE.GOV/EM

Each home page must be EM mission related.

Home pages should not contain areas that indicate the site is under construction. Publish what is completed and add to it as other sections are completed.

Each home page must not use copyrighted material without documented permission.

Home pages must not contain advertising, solicitations, or anything else that would imply government approval of commercial products. Information must be professionally presented.

Internet publishing on public servers must follow the same basic guidelines as release of other information to the general public.

Any home page that does not reside on the DOE server but has a link on the EM home page should have a link on its home page to return visitors to the EM home page.

Guidelines

When using graphics, consider that your audience may be using a modem and a PC. Create small, clickable images so that your homepage can download quickly, but give the viewer the opportunity to view the larger image if they chose.

Keep in mind that some visitors will be using an old browser and will not be able to view newer technologies. Use an alternative for lower end browsers.

Like graphics, audio and video clips can enhance the information content of a page, but they can easily be overused.

MIME types should be restricted to Gif, TIFF, and JPEG.

Know what it is you want to accomplish with your Web Site. Without a clear statement of purpose and objectives the project will begin to wander off course and bog down.

Always consider that information ages and will only be useful for a limited time unless updated. Published information should be reviewed at least three times a year.

Every page shall have a title. The title will be as short as possible but fully informative and specific (e.g., "Waste Operations Team" is preferable to "Waste"). The title is important because it is frequently used as a key to identify the document on hot lists, search result sets, and site indexes.

Spelling and grammar should be correct within a document.

Home pages will follow an organizational template (see Attachment 1).

Home pages should be syntactically correct.

When the home page is moved to a new location, make a link or redirect plus notify visitors of the change in location.

Provide search capabilities for large and complex WWW sites.

Every page should be tested with multiple viewers (Netscape and Microsoft Internet Explorer) in the newest version and the previous version.

Approvals

Attachment 2, Environmental Management Web Site Approval Form, must be completed and signed by the DOE Program Manager. The EM Web Team must receive this form prior to posting the home page to any server and electronic copy to keep as backup.