



AUSTRALIAN CUSTOMS AND BORDER PROTECTION SERVICE PRACTICE STATEMENT

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Title: Digital and Online Content Governance

Purpose: To outline the governance framework for content published on digital and online communication channels.

Owner: National Director People and Corporate Services

Category: Corporate

Contact: Director Communication and Media, 02 6275 6306

Summary of main points

Customs and Border Protection Practice Statements are endorsed policy and must be followed by all Customs and Border Protection employees. This Practice Statement outlines:

- Who is responsible for the production of digital and online content
- The characteristics of digital and online content
- Who is accountable for each characteristic of digital and online content
- The rules for use of social media as an official communication channel

The electronic version published on the intranet is the current Practice Statement.

Introduction Statement

The purpose of this practice statement is to assist officers involved in the production and publication of information on internal and external digital and online communication channels and set the framework for a consistent national approach to publishing digital content.

The key outcomes of a national governance approach to producing and publishing digital and online content are:

1. To provide information that is accurate, current, findable, relevant, authoritative, consistent and understandable to staff, industry, the community and partner agencies.

2. To establish rules for authorised staff who participate in social media as an official communication channel.
3. To comply with the recommendations of the [Web Accessibility National Transition Strategy](#) and the [Government 2.0 Taskforce](#).

Compliance with this practice statement will ensure that Customs and Border Protection complies with the web publishing guidelines set out by the Australian Government Information Management Office.

Scope

This Practice Statement applies to all staff involved in the official production and publication of content on the intranet, Customs and Border Protection websites and other corporately endorsed internal and external digital and online communication channels, in particular;

- Content owners – National Directors, National Managers, Executives and Regional Directors
- Content approvers
- Content editors
- Content authors
- Communication and Media
- IT Division

Key Roles and Responsibilities

Content owners:

- National Directors, National Managers, Executives and Regional Directors are the content owners and are responsible for providing the resources required to maintain content, allocate content responsibilities and approve content where required.

Content authors:

- authors sit within business areas and prepare content in the most appropriate format and provide content to Content Editors. These two roles may be combined. Generally speaking the author is the subject matter expert.

Content editors:

- editors are officers tasked to maintain web content on behalf of their respective business area. They prepare content for publication in an online format including editing, layout, publication and review.
- are responsible for confirming that content is accurate, timely and relevant and in consultation with the author determine the review cycle for content.
- publish content on the intranet and web pages.

Content Approvers:

- Approvers are responsible for confirming that content is authoritative. Approvers are at Manager level or above

Communication and Media:

- has ultimate responsibility for all published content
- ensures content is fit for purpose, consistent and suits the audience and may remove content that is not
- owns the information architecture and ensures content is findable.
- manages content and look and feel for intranet and website home pages.

- provides authors, editors and approvers the necessary training, guidelines and ongoing support and advice.

Corporate Systems:

- maintain the systems to support the information architecture and carries out complex changes, provides technical infrastructure, support and advice.

Policy Statement

It is important for our work at the border that staff, industry, the community and our partner agencies can easily access quality information that they can trust. The information we publish on digital and online channels therefore must be accurate, current and consistent.

This content governance framework will support and promote the production of quality content online. This will help staff deliver better service to the public and reduce Customs and Border Protection's exposure to risk by supporting a nationally consistent way of working.

1. Content

Content must have the following characteristics:

- *Accurate and complete:* content must be complete and technically correct. Accountability for accuracy must sit with business areas where the technical expertise for the content lies.
- *Findable:* content must be easily found and presented in a way that makes sense to the user. Accountability sits with Communication and Media to guard against a siloed approach to content presentation and to minimise duplication.
- *On time:* content must be current and delivered to users when they need it. Accountability sits with business areas where the content is created.
- *Understandable:* content must be written concisely and suitable for the channel. Accountability is shared as Communication and Media provide training and support to business areas.
- *Relevant and useful:* content must be relevant to the target audience. Accountability sits with business areas who are closest to the audience.
- *Consistent:* content must be presented to users in a way that is consistent across the channel. Communication and Media is accountable for ensuring that content is presented with a common look and feel, style and language and that messages are aligned.
- *Authoritative:* content must be the latest version. Accountability sits with business areas who determine whether a piece of content is the single instance of it.
- *Accessible:* content must comply with Web Accessibility National Transition Strategy guidelines. Accountability is shared between Communication and Media and business areas.

2. Commenting online

Internally

Customs and Border Protection permits the participation by staff in authorised internal social media, feedback and discussion channels and tools provided that comments are work-related and follow the Australian Public Service Commission's revised guidance on making public comment and participating online.

Externally

Participation in an official capacity on external channels such as social media sites must be approved and follow the Australian Public Service Commission's revised guidance on making public comment and participating online and the Acceptable Use of the Customs and Border Protection Internet Service Practice Statement

Related Instructions and Guidelines

Making Public Comment and Participating Online

Publishing Using Social Media

Responsible Use of Online Social Media and Online Social Networking Services

Related policies and references

Australian Government Information Management Office Web Publishing Guide

Public Service Act 1999

Australian Public Service Values

Australian Public Service Code of Conduct

Australian Public Service Commission protocols for online media participation

Web Content Accessibility Guidelines (WCAG) 2.0

Accessibility Guide for authors and editors.

Consultation

Internal Consultation

- All National Directors.
- The Content Governance Framework as recommended by Stamford Interactive was endorsed by the Operations Committee in June 2010.

Approval

To determine who must approve and endorse each Practice Statement, refer to the Toolkit: Writing Practice Statements.

Approved on		(signature)
By	Michael Pezzullo Chief Operating Officer	
Endorsed on		(signature)

By	Michael Carmody Chief Executive Officer	
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