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<b>Website Management</b>	<b>ACA Standards: 4-4020, 4-4100</b>		
<b>Robert Patton, Director</b> <b>Oklahoma Department of Corrections</b>	<b>Signature on File</b>		

## Website Management

The Oklahoma Department of Corrections (DOC) recognizes the growing use of the Internet as a vehicle to receive and exchange information. In order to maintain the agency's professional image, the following policies and procedures have been established to ensure the agency's web pages are current, accurate, and visually consistent.

### I. General Standards and Guidelines

Oklahoma Information Technology Accessibility Standards and Section 508 of the Rehabilitation Act direct that information be accessible on the public access Internet. All divisions will comply with website guidelines for the public and intranet websites so that information displayed will remain accurate, timely, consistent with agency policy, and accessible to all visitors. These guidelines are posted on the DOC website at [www.ok.gov/doc](http://www.ok.gov/doc).

#### A. Visual Continuity

In order to maintain compliance with state and federal Internet accessibility standards DOC websites have implemented a core style. The administrator of Executive Communications will ensure all pages within the websites adhere to the approved standard. Oklahoma Correctional Industries (OCI) and Agri-Services will be permitted to develop a separate style for their website.

#### B. Agency Web Manager

The administrator of Executive Communications will identify an agency website manager who will ensure all updates, deletions, or new materials

received for posting to the web have the appropriate approval and comply with website guidelines prior to placement on the agency's public and internal websites.

C. Public Website Management (4-4020)

The publicly accessed website will contain information helpful to the public such as the offender inquiry, sex offender information, fugitives, facility information and other data deemed necessary and beneficial to the public. All information published for the public website shall be made accessible using state and federal guidelines. Requests for exemptions from standards must meet the criteria given in the Oklahoma Information Technology Accessibility Standards.

D. Agency Intranet Website Management (4-4100)

The agency intranet is comprised of sections used by agency staff only. The intranet will not have public access in order to maintain security in areas such as training, policies and procedures and internal communications. Intranet web pages will be accessed by employees via password only. The intranet will maintain a core style for visual continuity. All information published for the intranet website must be made accessible using Oklahoma Information Technology Accessibility Standards (62 O.S. § 34.16) and federal guidelines ([Section 508 of the Rehabilitation Act](#) (29 U.S.C. '794 d)), as amended by the Workforce Investment Act of 1998 [P.L. 105 - 220, August 7, 1998]).

E. Prohibited Uses of the Agency Website

The following restrictions will be observed when submitting updates, additions, deletions and enhancement to division primary and subsidiary web pages:

1. No use of the official agency website pages for personal or commercial gain. OCI and Agri-Services website will be permitted links for commercial purposes.
2. No graphics containing signatures. All documents normally containing a signature will list "Signature on File" or omit the signature.
3. No agency linking of official agency home pages to personal pages.
4. No agency linking of official agency website pages to political or religious websites.
5. No posting of personal addresses, cell or home phone numbers of DOC employees.

6. No harassment or libelous statements toward others are prohibited.
7. With the exception of OCI and Agri-Services, no linking to commercial websites for gain is prohibited.
8. With the exception of OCI and Agri-Services, no endorsement of any commercial product, service or brand name.
9. No posting or linking of obscene materials or websites is prohibited.
10. Posting or linking to other items that could detract from the agency's professional image. When a question of appropriateness arises, the associate directors/division managers judgment will prevail.
11. No endorsement or promotion of any political cause, candidate or religious belief.

## II. Executive Staff Responsibilities

### A. Annual Review

Associate directors and division managers are responsible for reviewing, approving, maintaining, and/or removing content posted on their portion of the web site as well as any unique divisional/unit pages. Shared website sections will identify on the web page the division that is responsible for maintaining the currency of that page. Each associate director, division manager or designee will routinely review website pages under their area of responsibility to ensure accuracy, accessibility, and relevancy.

### B. Division Designee

Each associate director or division manager may designate an individual in their division who is responsible for management questions regarding website content, accessibility and approval. The name of the designee shall be forwarded to the web manager. The designated individual will coordinate and review all updates, additions, deletions and enhancement to the division's primary and subsidiary web pages. All changes, once reviewed and approved, will be submitted to the agency web manager for posting.

### C. Electronic Publishing Laws

Copyright and trademark laws apply to electronic publishing, including the Internet. Written permission will be obtained prior to publishing graphics, photographs, drawings, video clips or sound clips if they are not the trademark or copyright owner or in the public domain. All electronic publications are subject to the same agency policies as print publications. Trademark or copyright violations are prohibited.

III. Website Security, Backup and Archive

OK.GOV will back-up the entire agency website on a daily basis and is responsible for website server security, protection and appropriate firewalls. The DOC webmaster shall archive the content of the website monthly.

IV. References

Policy Statement No. P-020100 entitled "Management of Oklahoma Department of Corrections Information"

[Section 508 of the Rehabilitation Act](#) (29 U.S.C. '794 d), as amended by the Workforce Investment Act of 1998 (P.L. 105 - 220), August 7, 1998

O.S. 62 § 34.16

V. Action

The director of Internal/External Communications is responsible for compliance with this procedure.

The administrator of Executive Communications is responsible for the annual review and revisions.

Any exceptions to this procedure will require written approval from the director.

This procedure is effective as indicated.

Replaced: Operations Memorandum No. OP-020111 entitled "Website Management" dated October 22, 2013

Distribution: Policy and Operations Manual  
Agency Website