



CF Item Barcode Sign

Page 1
Date 14-Feb-2005
Time 11:39:44 AM

Login Name John Manfredi (Records Assistant II)



UN-CS-RAI-USAA-DB01-2005-00034

Expanded Number **UN-CS-RAI-USAA-DB01-2005-00034**

External ID

Title

**Chapter 07: Field Office website content guidelines of Procedural Manual for UNICEF
Division of Communication (DOC) Web With User Guidelines.**Date Created
07-Feb-2005 at 12:23 PMDate Registered
07-Feb-2005 at 12:23 PM

Date Closed

Primary Contact
Owner Location Common Service Task Force
Home Location UN-CS-RAF-USAA-DB01-2005-0001 (In Container)
Current Location/Assignee Common Service Task Force since 07-Feb-2005 at 12:23 PM

FI2: Status Certain? No

FI3: Record Copy? No

J01: In, Out, Internal Rec or Rec Copy

Contained Records
Container

Date Published Fd3: Doc Type - Format Da1:Date First Published Priority

Record Type **A02 UN-CS-RAI-COMMON SERVICE ECARD/DEM/WRITE**

Document Details In TRIM Store, Adobe PDF File, 4 MB C:\DOCUME~1\TRIMSE~1\LOCALS~1\Temp\b6r36300_1.pdf

Print Name of Person Submit Image

Signature of Person Submit

Number of images
without cover

Field Office website content guidelines

Release version (1.04)

14 June 2004

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1. Introduction

These guidelines and standards aim to:

- Establish a common structure and information categories which will apply to all Field Office websites. The structure, categories and their names are together referred to as an 'information architecture.'
- Indicate required minimum content which should be present in every Field Office website.
- Reduce or eliminate inconsistencies among the different UNICEF web pages dealing with information about a single country.
- Clarify approval procedures.
- Give an idea of resource requirements for creating and maintaining a Field Office website.
- Indicate the procedure for creating a new Field Office site.

2. Audiences

The audiences for this document include:

- Field Office web focal points
- Web content creators for Field Office sites
- Persons using the RedDot templates to build field office websites.

Content approvers (Reps or their designees) may also find it useful.

The following are suggested as appropriate audiences for Field Office web pages, for purposes of planning content.

- Global general public
- Government: national, regional, local, ministries

- Journalists, in country or around the world
- Education/teachers
- Partners: local and regional partners, implementing and otherwise
- Donors: government/institutional, individuals
- Programme specialists: area experts, officials
- Young people in country
- Young people around the world
- Researchers
- General public in country. Our ability to reach the general public, including youth, in a given country via the Internet will be proportional to the degree of Internet access among the public. In many countries, relatively few people have easy access to the Internet.

3. Communication goals

The following are suggested as appropriate goals, for purposes of strategic planning for Field Office websites.

- Draw more visitors to Field Office sites and to the global UNICEF site
- Educate/inform users about what UNICEF is doing in a specific country to achieve global goals related to:
 - UNICEF's Medium-Term Strategic Priorities
 - the Millennium Development Goals
 - A World Fit for Children
 - poverty reduction
- Encourage Field Offices to tell human interest stories related to UNICEF's work
- Recognize the essential role and contribution of governments
- Recognize the vital contributions of UNICEF partners
- Engage young people
- Support programme communications: public education, behavioural change, etc.
- Empower programme specialists by providing them with information they can use in their work
- Promote good media coverage
- Get donations: government, institutional, individual
- Create positive/supportive attitudes towards UNICEF among members of the public
- Turn bystanders into activists
- Reduce publication costs.

4. Role of the standard information architecture

An 'information architecture' is a way of organizing web contents. It consists of categories and names. The names are standard and should not be changed; however, new categories can be added when they are needed.

The standard information architecture for Field Office websites is defined in the tables below. The tables provide the following information:

- Names of content categories and subcategories
- Brief description of what content is appropriate for a given category and subcategories
- Mention of any related issues.

What the information architecture does

The information architecture (or IA for short):

- Applies to all Field Office sites.
- Sketches out the possible categories for Field Office website content.
- Indicates the names which should be used on the website for the categories. (In order to maintain consistency of messaging, category and subcategory names should not be changed. If you want to use a different name, please contact DOC and discuss your needs.)
- Gives content planners an idea of how to organize their content.
- Helps users who browse UNICEF websites, by ensuring that they will find some consistency in how content is organized. A user who knows how to find information on one Field Office site will know how to find the same information on another similar site, because the same categories will be on both sites.
- Indicates what content is required for every Field Office site and what is optional. (Very little content is required; most content is optional, and the Field Office will decide whether or not to add it to their site.)

What the information architecture does not do

The IA does NOT:

- Tell you what specific pages you need on a Field Office website (with a couple of exceptions, the IA only indicates categories, not specific web pages). The specific pages you will need on a Field Office site will depend on what content you want to post. DOC can provide advice.
- Prevent any Office from posting new types of content which are not described in the IA. If you have content which does not seem to fit the IA, please see 'How to add a new category'.

How to use the information architecture

The information architecture is used during the planning phase, when creating a new Field Office site, and when adding new content to an existing Field Office site.

Planning content for a new Field Office website

If you are the web focal point for a Field Office and are planning to create a new website, first make a list of all content you want to put up. Next, use the information architecture to organize the content; a form is provided to help with this (see the 'Content plans form' in the Appendix).

For example, a list of Field Office website content could include:

1. Press releases
2. Information on UNICEF work in child protection
3. Information on UNICEF work in early childhood
4. Speeches and statements by the Representative
5. Feature stories illustrating the impact of UNICEF's work
6. (etc.)

Organizing this with the information architecture results in the following:

Main content category	Subcategories	Content

Activities	Child protection	Outline of issues, actions and results, 300 words each. Links to partner websites and to related press releases.
Activities	Early childhood	As above
Media centre	Press releases	Index and links to full text of press releases
Media centre	Official statements	Speeches and statements by the Representative
Real lives	[none]	Feature stories illustrating the impact of UNICEF's work
Etc.		

Please see the 'Content plans form' in the Appendix. You can complete the form and send it in once you have a complete list of what you plan to put on your website.

The information architecture can also provide ideas for content which may not have been in your original plans. The architecture provides an overview of what types of content have worked well for other Field Offices; the same content may work just as well for your Office. Review the categories and consider whether you would like to post corresponding information.

Creating a new Field Office site

Once all content is ready (see 'Approval procedures') and training has been received (see 'RedDot training'), DOC will discuss with you the plans for your site, to ensure that all the right categories will be created. The discussion will be based on the information architecture. Once agreed on the final structure for your site, DOC will create a blank website, ready for you to input your content.

Adding new content to an existing Field Office site

If you have an existing Field Office site, but want to add a new type of content to it, then the information architecture can give you the name of the category you need.

For example, if you don't have any information on UNICEF partners in your country, but are thinking of adding some to an existing site, then the IA will tell you where this information should go: The section on 'Partners' is the place for partnership information. DOC can create the 'Partners' category for you when it is necessary, so that you can add content to it.

5. Information architecture for Field Office websites

The following three tables describe what kind of content is required (i.e., which must be present on every Field Office website), and indicate suggested high priority content and medium priority content. In this context, 'high priority' and 'medium priority' are suggestions; your final decision on what content to develop for your site should be based on local conditions and available resources.

Required content

The following content is required for each Field Office website. If this content does not exist when a Field Office wishes to launch its website, then at a minimum there should be a schedule for creating it.

Name of main content category	Names of subcategories	Description of content	Related issues
The children	<ul style="list-style-type: none"> • Early years • Primary school years • Adolescence 	<p>For each of the three life stages:</p> <ul style="list-style-type: none"> • A core text providing an introduction/overview of what life is like for a child of the given ages in the country. • Word count: 250 – 500 words, for each of the 3 life stages. • Write for a non-specialist audience. • Focus on children and families, not on UNICEF. Provide a personal, up-close picture. • Address issues of rights, discuss the legal situation of children, consider the role of duty-bearers in country. • Include quotations and photos of children. • Include DPP-approved statistics (such as those from the SOWC Report or from the Childinfo website) (source must be indicated) • For any statistics other than those from SOWC or the Childinfo website, Field 	<p>When people come to the UNICEF site, content focused on children around the world is what they expect and should receive. It should be 'front and centre'. This content category would respond to that need, providing a detailed and localized portrait of life in a given country.</p> <p>The section on 'The children' must be written for a general audience, interested in the issues but with no specific development experience. Programmatic material is not suitable for these</p>

		<p>Offices must consult with DPP—see the section on ‘Statistics’.</p> <p>Optional supplementary or linked content:</p> <ul style="list-style-type: none"> • Illustrative examples or in-depth discussions of particular problems or issues. • ‘Expert opinion’, from UNICEF staff, partners or other respected sources. • Links to first person accounts (under ‘Real lives’, see below). 	<p>pages. If in doubt, DOC can recommend web sub-editors who work remotely and do piecework.</p>
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High priority content

The following is suggested high-priority content for Field Office web pages.

Name of main content category	Names of subcategories	Description of content	Related issues
Overview	[none]	<ul style="list-style-type: none"> • A powerful introduction providing real-world context for the country and why UNICEF is there, by mentioning the main socioeconomic issues relevant for children • Word count: 250-500 words • Do not provide geopolitical, geographic, or demographic details UNLESS they are directly relevant for children. Steer clear of politics if possible. 	
Activities	Select from the following list. The choice of which issue areas to highlight under ‘Activities’ is up to the Field Office.	<p>Core content - for each activity:</p> <ol style="list-style-type: none"> 1. country-specific information on the issue, also based on and referencing global issues, documents and processes (the MTSP, the MDGs, the CRC, a WFFC (Special Session), poverty reduction, other) as appropriate. 	Field Offices who plan to post web information relating to a given topic/issue should review what is already on the UNICEF site concerning

	<ul style="list-style-type: none"> • Girls' education • Immunization plus • Child protection • HIV/AIDS • Early childhood • Adolescence • Communities and families • Child rights • Health • Nutrition • Water, environment and sanitation • [OTHER: not mentioned above] <p>If you have an area of UNICEF activity which is not on the list above, simply contact DOC and describe the content. A new category can be created for you. See 'How to add a new category'.</p>	<p>2. information on UNICEF activities to address the issue, including in the first place an overview of UNICEF actions written for the general public.</p> <p>3. Where available, a description of the impact of UNICEF's work.</p> <ul style="list-style-type: none"> • Suggested word count: core discussion of each priority, 250-500 words. Overview of UNICEF actions, also 250-500 words. Additional content as appropriate. • Ensure your content reflects a rights-based approach, without being bureaucratic in tone. • Include concrete facts about problems and results. <p>Other possible content:</p> <ul style="list-style-type: none"> • Information for governments, partners or donors. Programmatic details (location, partners, desired results, duration, status, funding information, contact persons, etc.) • Campaign information, to support programme communications related to the priorities • Links to country office press releases and other media information in an online Media centre (see below, Medium-priority content) to support press coverage of UNICEF's work. • Links to other websites. Links must be reviewed and approved for UNICEF appropriateness. 	<p>that topic. This will help consistency of content and messaging. For example, an Office planning to create a section on their website about 'child protection' in their country should review the 'child protection' web module on the global site before developing the country-specific information.</p>
Real lives	<p>[Use the same subcategories as 'Activities'.]</p>	<p>Feature stories and first-person accounts. Suggested word count: 500 words.</p>	<p>The global 'Information by country' section and thematic modules in 'What we do' will contain feature stories about people and situations in</p>

<p>Partners</p>	<p>[Use the same subcategories as for 'Activities'.]</p>		<p>countries around the world. In addition to these, Field Offices are encouraged to develop their own 'real lives' stories for use in their own web modules and on the UNICEF global website to attract interest in country programmes.</p>
		<p>Core content:</p> <ul style="list-style-type: none"> Names of partners active in the country, descriptions of their roles, links to their websites. <p>Optional content:</p> <ul style="list-style-type: none"> Country-specific information on how to become a UNICEF partner. (Information on regional partnerships should go on regional office pages.) Provide links from the partnership information to the information for each of the priorities they are helping to address ('UNICEF priorities' above) <p>The 'Partners' page could be a single page, or (if partnership information is extensive) it could consist of several pages, one for partners working in each priority.</p> <p>Word counts: as appropriate. Names and descriptions of individual partners could each constitute a single paragraph of 25-100 words.</p>	<p>'Partnerships' is a main category separate from 'Activities' in order to provide a more visible place to link to, and recognize the contributions of, UNICEF partners.</p> <p>Partnerships are an essential aspect of UNICEF's work. Including partnership information will provide appropriate recognition for the partners, strengthen cooperation, and promote further support and cooperation.</p> <p>Links to websites of partners should be reciprocal (i.e. request partners to link back to us), in order to increase site traffic.</p>

			<p>Linking to outside sites is an accepted practice on the web. Rather than diverting traffic from one's own site, it actually increases traffic, as long as links are reciprocal and the linked sites are reputable and of good quality. Research suggests that sites that do NOT link to other sites are viewed with distrust by many web users.</p>
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Medium priority content

The following is suggested medium priority content for Field Office web pages.

Name of main content category	Names of subcategories	Description of content	Related issues
Resources	Publications	<ul style="list-style-type: none"> • Lists of available publications, with descriptions and ordering information • Downloadable PDFs 	UNICEF publications produced by DOC will be put into the main online Publications Catalogue. Field Office web pages can link to individual publications in this catalogue, but should not duplicate information that is already online. In addition, Field Office web pages provide complete information on their own publications.
	Events	<ul style="list-style-type: none"> • Information on relevant conferences, campaigns, commemorative days in the country or region. 	
	Technical and policy documents	<ul style="list-style-type: none"> • Documents with a more specialized audience than official UNICEF publications but which are relevant and approved for public release. These may include studies and evaluations 	
	Videos	<ul style="list-style-type: none"> • Catalogue and ordering information. (For Offices that produce their own videos.) 	If sufficient technical expertise is available in the office, these pages can include online video clips.
	Newsletter / Magazine / Periodicals	<ul style="list-style-type: none"> • Regular Newsletters or magazines published by the office can be excerpted online or made available in full text, either as HTML or as PDF. 	
Media centre	Press releases	<ul style="list-style-type: none"> • Press releases produced by the Field Office. 	

		<ul style="list-style-type: none"> Link to global UNICEF press centre on the web. 	<p>Donor updates: An approval process already exists for donor updates. Please refer to the section on 'Emergency information'. All donor updates posted to the web must follow the approval process described there.</p> <p>Liaise with PFO, PSD, GRO as required on all 'support' content.</p>
	Fact sheets		
	Official statements	<ul style="list-style-type: none"> Speeches and other statements by UNICEF, UN or government officials which relate to UNICEF issues and programmes 	
	Contact information	<ul style="list-style-type: none"> Contact information specifically for journalists 	
Support UNICEF in [country name]		<ul style="list-style-type: none"> Information on volunteering, donations, funding requirements, specific to the country in question. Pre-produced donor information: donor updates, donor reports, which have already been through standard approval process. If PSD has created an online donations page on a separate site: Link to the donations page. (See the section on 'Donations pages for Field Offices'. Donations pages will not reside in the Field Office site per se.) 	
For children and youth		<ul style="list-style-type: none"> Content by and for the young in E/F/S and/or in the local language. 	
About UNICEF [country name]	FAQ	<p>Questions frequently asked about UNICEF in the country, with answers. Possible questions include:</p> <ul style="list-style-type: none"> How do I request funding from the UNICEF Office (for a project)? How can I access offline resources (e.g. an information centre)? How do I order brochures, posters, videos from UNICEF? (The answer should be included in the 'Resources' section—just add a link from the FAQ) Are there UNICEF Internships available in 	

		<p>the country?</p> <ul style="list-style-type: none"> - What is the procedure for consultancy with UNICEF? - What type of activities does UNICEF fund? 	
	Contact us	<ul style="list-style-type: none"> • Detailed contact information. • Feedback form or email address 	<p>All Field Offices will have basic contact information provided through the IBC pages; if the Office wishes to provide detailed information, for example how to contact specific individuals about particular projects, then this could be included here.</p>

How to add a new content category

If you have content which you would like to post on your site, but which does not seem to fit into any of the categories described above, then please complete the form 'Adding a new content category' in the Appendix and send to DOC (see 'Contact information'.

If there is no appropriate category, then a new category will be created and will become available for **all** Field Offices to use. Otherwise, DOC may advise that one of the existing categories should be used. No content should be posted without finding an appropriate category.

What to put on your home page

The home page of any Field Office website should highlight news and updates prominently and provide links to other web content in the site. Suitable graphics include photo(s) from the country that conform to UNICEF's photo guidelines.

The RedDot templates will allow Offices to add links and descriptive text of their choice to their homepages. Field Offices can use their homepages to highlight recent additions or high priority content. For example, a Field Office home page could feature the following links:

- Recently added human interest story
- Latest press release(s)
- New publication(s)
- Update on UNICEF work on a particular country priority
- Photo from a recent event and link to related article

Other possible content for Field Office pages

The following might be of interest:

- Translations of the CRC, 'A World Fit for Children' or other important global documents into local languages
Category placement: If a Field Office decides to provide translations of important global documents, they could be placed in the '**Resources**' main category and linked from any related '**Activities**'
- Translations of information on UNICEF global priorities, from the global website, into local languages. Please contact the DOC web team to discuss placement of this information on the web (see 'Contact information').
- Employment information: jobs with UNICEF in the given country.
Category placement: '**About UNICEF in [country name]**' and subcategory '**Employment**'
- Detailed map. All maps must be UN-approved, or based on UN approved maps available from the Cartographic Section (current URL: <http://www.un.org/Depts/Cartographic/english/>)
- Archived content. Archived content (from older pages on a website) could be of interest to some users. However it will have to be managed carefully, and may not be worth the overhead required to maintain it.

Archived content could include:

- Content that existed on previous iterations of the field office website before the web upgrade, or
- Content added after the new field office site is launched, which subsequently loses all but archival/historical interest

Steps required to post archived content on the web include:

- Initial review. Why should the content be kept? Is any information inaccurate or dangerously out of date? How long should the content be kept?
- Marking the pages as archival material with a suitable text at the top of each page
- Periodic review to decide whether to keep or delete the content

- History of UNICEF in the country. This is a lower priority than providing information on the current situation of children and UNICEF activities. However it may still be of interest for some users.

Content to avoid

Do not include the following on Field Office pages:

- Content duplicating that which can be found elsewhere on unicef.org. Such content should in general be linked rather than duplicated. This includes:
 - general information about UNICEF
 - information on UNICEF global priorities
 - information on the structure of UNICEF
 - global financial information
 - other content already on the UNICEF site.
- Content that does not relate to UNICEF's work or areas of expertise. For example, UNICEF should not attempt to provide detailed economic information about a country, since this is done better by other sites which focus primarily on economic issues. However, selected economic indicators from SOWC (or approved by DPP) could be provided in the context of information on the situation of children and women.
- Message board, unless ITD agrees and the Field Office is ready to moderate it on a daily basis.
- Statistics which are not from the SOWC nor from childinfo.org, without consultation with DPP (see 'A note on statistics').
- Information on internal office activities.
- Internal documents, including country office annual reports, BCAs, MPOs, PPOs, or others. See 'Public versus internal documents'.
- Content focusing on UNICEF as an organization (instead focus on children, priorities and UNICEF actions).
- Any maps that have not been UN-approved.
- Contingency plans, preparedness plans, emergency profiles, security/supply/logistical information, unedited sitreps, unedited donor updates, or any information relating to UNICEF contingency planning in emergencies, See 'Emergency information'.

6. Approval procedures for Field Office web content

All Field Office web content must be properly approved, in order to ensure national/local relevance and accordance with UNICEF's global priorities and position. **Final accountability for all content of web pages maintained by a Field Office rests with the UNICEF Representative.** 'All content' means any content that is added to a Field Office site, in the form of texts, revisions to existing texts, photos, captions, other graphics, PDF or multimedia content, links, and any other content.

The Representative can personally approve web content, or can designate a staff member as the web content approver. The approver should be a senior member of staff, who can take a global perspective on material that will potentially be seen by millions of people around the world.

A few types of content require special review and approval procedures, described below under 'Special types of content'.

7. Special types of content

Statistics on Field Office websites

The following has been developed in cooperation with DPP, who have the organizational responsibility for all statistical data.

Statistics from SOWC, childinfo.org, and standard UN statistics

Field Offices can freely include statistics from the SOWC Report or from the Childinfo website, www.childinfo.org, on their sites. Standard UN statistics, such as estimates from the Population Division, can also be used freely.

No statistics are perfect or entirely free from error. The SOWC statistics are the best that UNICEF can create. The SOWC statistics are created through a very rigorous process of collection and assessment designed to minimize the errors involved in the estimation process. This process does involve Field Offices via the CRING exercise conducted every year. DPP is currently working with other agencies to agree on common indicators and estimates (WHO, UNESCO, WB, UNFPA, etc.) to eliminate the multiplicity of estimates for the same indicator at the same time and for the same space.

Statistics from other sources

If you have statistics which are not from SOWC or childinfo.org, but which you would like to publish on your website, then please follow this procedure:

1. Consult with DPP, Trevor Croft. Provide DPP with as much information as possible, including data source and the results of your office's assessment of the statistics. Involve your monitoring and evaluations officer, and wherever appropriate involve the relevant programme officer. DPP is there to provide support in assessment; where an office has already done a thorough assessment of the statistics, the consultation process is expected to be quick.

2. If the consultation indicates that the statistics can be published, then please indicate the source of the statistics on your web pages, and please add a disclaimer. Example:

[text of web page:]

The nutritional survey indicates that over 95% of the population is now using iodized salt (source: UNICEF nutritional survey 2003*).

[disclaimer--use this exact wording:]

*** Some statistics may differ from UNICEF's official data due to differences such as definitions and sample size.**

Complete official UNICEF data can be found on the main UNICEF website at www.unicef.org

Following this procedure will ensure that:

- the web audience, potentially numbering in the millions, has access to the most accurate statistics;
- the organization's message is consistent, not confused or contradictory;
- the best statistics from the local level will pass into general use.

In a few cases, official government statistics for a given country may not be updated despite evidence indicating that they are inaccurate. In such cases, UNICEF statistics may disagree with government figures. If there is an urgent need to publish such statistics on the Field Office web, then the Field Office must consult with DPP on a case-by-case basis to let them know about any discrepancies and to determine what should be done. Please send your query to Trevor Croft, who will forward it to the appropriate person(s) in DPP.

Format

Indicate the source of all statistics in the text of your web pages. Example:

"Net primary school enrolment has now increased to 57% (*source: State of the World's Children 2003*)."

Maps

All maps on the UNICEF website must be prepared from UN-approved maps. In particular, all national borders must be depicted as on UN approved maps. You may access UN approved maps on the UN site at:

<http://www.un.org/Depts/Cartographic/english/htmain.htm> .

In addition, all maps on the UNICEF website must carry or link to the standard disclaimer. You may link to a version on your own pages or to the disclaimer maintained by the New York web team, at http://www.unicef.org/about/legal_maps.html .

These requirements apply to maps automatically generated from software, as well as to maps created by graphic artists.

Emergency information

The following has been developed in cooperation with EmOps and with Media Section.

In most cases there should not be a separate 'emergency' section on a field office site, except for specific short-duration emergency situations such as natural disasters. Instead, emergency-related information can be provided in these ways:

1. Most emergency-related information should be integrated into the 'Activities' category, under the most relevant topic. For example, information on protection of children during armed conflict belongs in 'Activities > Child protection'.

2. Donor information related to emergencies, such as donor updates and appeals, can go under 'Support UNICEF' and can be linked from the relevant categories under 'Activities.'
3. Urgent updates can be provided as press releases or news notes under 'Latest.'

Non-public emergency information

The following types of documents/information are not public and should not be posted at any time on the web:

- Contingency plans, preparedness plans, emergency profiles, or any information relating to UNICEF contingency planning in emergencies
- Security, supply or logistics information relating to an emergency

Natural disasters

A separate section might make sense for websites of countries affected by a natural disaster. However, this applies only for the short term; in the longer term, information about emergency programming should be integrated with information about UNICEF's primary programme activities, in the category 'Activities'.

Therefore, once the immediate aftermath of a natural disaster has passed, a corresponding emergency module should be phased out or archived, and any information still having web relevance should be integrated into the 'Activities' category of the site.

If a country is affected by a long-standing emergency or series of emergencies, then a separate 'emergency' section should not be created; the information should be integrated into 'Overview' and 'Activities'.

Sitreps

Sitreps are primarily internal documents, not for public release. (This statement is based on the definition of a sitrep, available from EmOps.) When sitreps are posted anywhere on the UNICEF web, whether on a Field Office site or on the global site, they must follow an established editing and approval procedure in order to make them ready for public release:

1. Country office writes the sitrep
2. Regional office review (optional)
3. OpCen reviews/edits
4. Media Section reviews/edits.

Only after the Media edit can the sitrep be posted on the web. Certain information (security, supply/logistics) is automatically removed before it can be posted.

Any sitrep for posting on any part of the UNICEF web, including country office websites, must follow the same approval procedure. The same applies to any sitrep-type information, which includes any descriptions of a developing emergency situation, details on UNICEF activities in response to it, political developments, humanitarian responses and the impact on children. (Sitreps are therefore an exception to the standard web approval procedure; standard country website content only requires approval by the Regional Office.)

There are two reasons for this approval procedure:

1. **Consistency.** There must not be two versions of a sitrep. If a sitrep is written in country X and posted on the UNICEF website for that country, the content of that report must be identical to the content of the sitrep for country X which is posted on

the global web by EMOPS. This also refers to information developed outside the Field Office but which refers to the situation in the country—for example, information posted in the global Press Centre or 'Countries in crisis' pages.

2. **Sensitivity of information.** Sitreps sometimes discuss sensitive topics, such as political developments affecting the work of UNICEF. This information must be reviewed and edited carefully before public release. (Some types of information contained in sitreps, such as security and supply/logistics information, is automatically deleted before public release.)

Field Offices wishing to post sitreps on the web can do the following:

- link to existing sitreps (identical to those approved for the global site)
- copy/paste information from existing sitreps approved for the global site
- follow above procedure for approval of sitrep-type information if not created in the context of an existing sitrep.

The simplest and most practical way to post sitrep information on the web is to link, re-post or copy directly from an already released sitrep.

Donor updates

Donor updates follow an established approval procedure:

1. Country office writes
2. Regional Office reviews/edits
3. Geneva reviews and edits
4. Occasionally DOC and EMOPS review and edit

Only after all these steps can a donor update be posted on the web.

Just as with sitreps, there needs to be consistency among the donor updates that are posted on the web. Therefore any donor update for posting on any part of the UNICEF web must follow the same approval procedure. The simplest and most practical way to post donor updates is to link, re-post or copy directly from an already released donor update.

Donor updates, along with other information for donors, should be placed in the 'Support UNICEF' category. Donor updates can also be linked from the 'Activities' section, or from a short-term 'emergency' module, but they should always be available from 'Support UNICEF'.

Information for journalists

Emergency-related information for journalists can be placed in the online 'media centre' on the country site, in the form of press releases and other approved content especially intended for journalists.

Donations pages for Field Offices

In order to create an online donations page, a Field Office must approach PSD. Please refer to the information below for details on how to do this. Once a donations page has been set up, you can link to it from a Field Office website. The actual donations pages themselves will not be on the field office website; they will be on a separate server. Supporting content can reside on the Field Office website.

Countries with Full PSD Support (CF/AI/1998-007)

PSD is currently working on an arrangement which will allow the creation of customized donations pages, to be centrally hosted on a dedicated server. All online donations will be handled through PSD. No other arrangements for donations pages should be made. Please contact Penny Whitworth (pwhitworth@unicef.org) for further information.

The Field Office RedDot templates will accommodate the necessary links to the dedicated donations server.

Countries with No PSD Presence

PSD is currently upgrading the donation pages on the global website. The redesign simplifies the process and concentrates on providing a conducive environment for the international donor to support UNICEF and be provided appropriate care and cultivation. Please contact Penny Whitworth (pwhitworth@unicef.org) for further information.

8. Other issues

Languages

A Field Office can build its website in English, French, Spanish, or a local language, or any combination thereof, as is deemed most effective by the Office. All web content, regardless of language, must be reviewed and approved by the UNICEF Representative or his/her designated approver.

One of the key roles of the website is to publicise UNICEF's priorities and work to a global audience - which means having content in languages accessible to them. Therefore DOC recommends that core content which is not in English, French or Spanish be translated into one of those languages. For purposes of translation, core content includes the section on 'The children', and introductory pages from the section on 'Activities'.

Field Offices may wish to translate into a local language selected content from the global UNICEF site. If you are interested in doing so, please let your Regional Office web focal point know in advance. In cases where the same language is spoken in several countries, the Regional Office web focal point may be able to coordinate use of the same translated content for several Field Office modules.

The following content on the global UNICEF web may be of interest for translating into local languages:

- Information on the UNICEF priorities in 'What we do'
- Texts describing UNICEF and discussing UNICEF's role in child rights and development, from the 'Why we do it' module or the About UNICEF module
- Press materials. Please be sure to inform the Media Section in NYHQ in advance if you wish to translate any of the materials in the online global Press Centre.

Public documents and internal documents

The following has been developed in cooperation with PD, DPP and EmOps.

All of the following documents are **internal** (i.e., not for the public) and should not go on the web. Content approvers (UNICEF Reps or persons designated by the Rep) should be informed of this requirement.

Documents not to be posted on the web include:

- Basic Cooperation Agreement (BCA)
- Master Plan of Operations (MPO), unless the government of the country concerned has specifically indicated that it could be released
- Program Plans of Operations (PPO)
- Contingency plans, preparedness plans, emergency profiles, or any information relating to UNICEF contingency planning in emergencies
- Security, supply or logistics information relating to an emergency
- Unedited SitReps and unedited donor updates (see 'Emergency information')

By contrast, the following documents are considered public, and may be posted on UNICEF sites:

- Executive Board documents (any)
- Situation Assessment and Analysis
- Country Programme Recommendation (CPR)/Country Programme Document (CPD)
- SitReps and donor updates that have been reviewed and edited via the established procedure (see 'Emergency information')

Copyright and terms of use

All Field Office sites must link to the global copyright notice and terms of use, via a 'Legal' link on the homepage. The copyright notice and terms may be periodically updated by the Legal Advisor; local copies could become outdated. Therefore, it is best simply to link to the copyright and terms on the global site.

Other websites linking to your site or using your content

DOC has created standard policies governing requests from non-UNICEF sites either to link to UNICEF sites or to use UNICEF web content. If you receive such requests, please send the requesting site the agreement form; The latest versions are available from Barbara Catanese in DOC. Please also check out the requesting site yourself, browse its content and make sure it is appropriate from the UNICEF point of view. **Your agreement to a request to link, or to use UNICEF content, means that you have done this check.**

Each Field Office can give agreement to use its own content, i.e. publications, web text, and other content created by the Office. Requests to use content not produced by the Office should be forwarded to the person(s) elsewhere in UNICEF who are responsible for the content in question.

Prioritizing content and keeping web pages current

Websites require periodic updates and regular creative inputs over the life of the project – for as long as they are online. Maintainers of websites should make required updates on an ongoing basis in order to keep their pages current.

The need to constantly update and maintain a website means that you should choose your content carefully. Where there are limited resources, only high-priority content should be created. Where resources are sufficient, you can choose to add medium-priority content as well.

DOC is preparing a web content development policy, which will provide further guidance on when to update web content.

Naming convention

A field Office website will be referred to as the 'UNICEF [country name] site'. For example, the site maintained by the Sri Lanka office will be known as the 'UNICEF Sri Lanka site'. The term 'UNICEF web site' refers to the entire site located at www.unicef.org, including pages produced in NYHQ, in country offices, and elsewhere.

URLs

The standard for URL addressing of Field Offices web pages will continue as is:

www.unicef.org/countryname/

No special procedures are required in order to obtain these URLs; they will be automatically assigned when the Field Office website is ready for launch.

9. Staff roles, responsibilities and resources

There are five basic types of roles for Field staff in building and maintaining a website:

1. Content creators.
2. Approver.
3. Content contributors. (Content contributors build web pages with the RedDot CMS.)
4. Focal point.
5. IT Officers.

1. Content creators

These are all the people who write text, edit text, take photos, coordinate and oversee content production, and so forth. Content creators are responsible for producing and updating content according to the needs of the Office and according to the standards and guidelines described in this and other relevant documents. We strongly recommend that overall planning and coordination of web content be performed by a communications officer who is familiar with how the web works and is a regular web user. The overall coordinator and planner of content is also an ideal candidate for focal point (see #4 below).

2. Approver

Final accountability for all content of web pages maintained by a Field Office rests with the UNICEF Representative. The Representative can personally approve web content, or can designate a staff member as the web content approver. If another person is designated as approver, the Rep will still remain accountable. The approver should be a senior member of staff, who can take a global perspective on material that will potentially be seen by millions of people around the world. See also 'Approval procedures for Field Office web content'.

3. Content contributors

A **'content contributor'** is a person who builds web pages using RedDot. Content contributors will receive training in using the Field Office templates and will be given access to the RedDot content management system.

Content contributors are responsible for using the templates and RedDot system correctly and according to the instructions provided during training. They are also responsible for creating new pages and updating existing pages in a timely manner, according to the needs of the office. Content contributors must understand how much time is required to create pages, to process them through workflow and to get updates published to the live website, and plan their work accordingly. Each Field Office site should have **two** persons as content contributors; each content contributor will have access to the RedDot system using their own personal account. Current licensing requirements allow us to accommodate no more than two contributors per office.

At least one content contributor per office should be a communications officer. The other may be in communications or in another area. **Both** content contributors should be UNICEF staff or long term consultants (because short-term consultants will take their expertise with them when they leave, depriving your office of the ability to update its web pages for some time).

RedDot training for content contributors

DOC creates and maintains templates for Field Office websites, using the RedDot content management system. The templates allow users with no HTML knowledge to create web pages and maintain sites. The templates work hand-in-hand with the information architecture described in this document. DOC will provide RedDot training to Field Office content contributors. More details are available on request.

4. Focal point

The focal point is the main point of contact for any inquiries relating to the website of a given Field Office. The focal point is responsible for communicating with DOC, regional offices, and other field offices, as required, about the website. The focal point is also responsible for informing staff in her/his Office about guidelines and procedures for building and maintaining the website. The focal point should be up-to-date on all aspects of the website. A focal point must be named when a Field Office begins to develop its site.

A focal point can also be a content creator and/or a content contributor.

5. IT Officers

The role of the IT Officer with regard to field office websites is limited to ensuring connectivity, providing technical browser support and registering queries and problems with the Global Help Desk.

IT staff must not be involved in the entry or uploading of RedDot content or the editing of pictures. Unless otherwise discussed with and agreed by ITD/DOC webteam project leaders, IT Officers will not be developing RedDot templates.

Resources: What you need to build and maintain a website

Required resources

- Ongoing, long-term commitment.
 - Support of the UNICEF Representative
 - Integration of the web into workplanning and job descriptions.
- Budget. For content development, equipment and promotion (not for design, HTML, or programming. Discuss special needs with DOC.)
- Staff time (creating content, approving content, building/updating web pages, acting as focal point)
- Skills
 - Writing (concise, precise, audience-appropriate, links)
 - Editing
- Training in using the RedDot templates
- Guidelines and standards (including this document and others to follow)

Optional but recommended resources

The following are not required, but are recommended.

- Equipment
 - Digital camera. As of the time of writing, Photo Unit's recommended camera is the Canon G5. Check the latest recommendation on the UNICEF Photography Extranet site, <http://www3.extranet.unicef.org/myFolder/max-use/digital-cameras.html> (contact the Photo Unit if you need a password for this site). The Canon G5 is currently listed in the Supply catalogue.
- Software for optimizing photos for the web:
 - Photoshop. You will need to purchase your own software. DOC will support the use of Photoshop for image optimization in the following ways:
 - Providing instructions on using standardized commands to create properly formatted photos
 - Guidelines on what makes a good web photo
- Skills:
 - Optimizing digital images for the web
 - For more information on the correct use of UNICEF photographs, please liaise with the Communication Officer in your office who has access to the UNICEF PHOTOGRAPHY Extranet site. Or, email: photo@unicef.org.

10. Steps for creating a Field Office website

The following are the steps required for creating a new Field Office website.

1. **Get and read the latest version of the Field Office web content guidelines.** Get the latest version from the UNICEF Intranet, under Communications/'RedDot Help Desk', or contact DOC (see 'Contact information'). The guidelines provide lots of information on structure, content, how to prepare for your site, and other issues. They answer many questions.
2. **Plan your content:** Review the content categories in the 'Information architecture' section of the guidelines. Decide which of them you want to use on your website. (Remember: The section called 'The children' is required for all Field Office websites).

Fill out the 'content plans' form in English, French or Spanish (see appendix __) and get your Rep's approval.

Remember: It is best to plan realistically and build your site over time, rather than trying to create everything at once. In the beginning, we strongly recommend working with a basic minimum of content.

3. **Choose a focal point, and inform your IT Officer that you are planning to create a new website using RedDot.**
4. **Contact DOC:** The focal point should send an email to DOC (see 'Contact information') with the following information:
 - Confirmation of who has been designated the web focal point for the Office
 - Confirmation that the focal point has read the entire text of the content guidelines.
 - Name of your IT officer
 - Attach a completed 'Content plans form' (in the Appendix). DOC will briefly discuss your content plans with you, in order to work out the best structure for the new website. Issues may include deciding on the most appropriate placement of content and establishing whether any new categories are needed.
5. **Get training:** Request RedDot CMS training for two content contributors. (Inform your IT officer that your content contributors will be starting to learn to use RedDot.) DOC will assign your content contributors to training, based on how many countries are currently 'in the queue.' Once you have named a focal point and sent in a list of content, you can request RedDot training. Your office can be developing content while the training is going on; you don't need to wait until all your content is finished and approved.
6. **Get your web content together:** Texts need to be written, photos selected and optimized, photo captions added, resources (such as PDF files, etc.) selected and introductory web text written for them, etc.
Content creation can be going on while plans are still being discussed, but you should be prepared to modify any content that is developed for a category that does not yet exist. We advise discussing new categories BEFORE you write content for them.
7. **Get your Rep's approval for the content.** Reps may approve content directly or assign a senior staff member to approve content.
8. **Request a blank website.** Once you have an agreed website structure (see #4 above), request a blank website from DOC. (A blank website is a site with a minimal starting set of blank pages, ready for content entry.)
9. **Enter content into RedDot:** When your blank website is ready, your trained content contributors will be able to use RedDot to enter your approved content. When you begin to do so, inform your IT officer that your content contributors are now working in RedDot.
10. **Launch your site:** After all the required content has been entered, the website will be ready for launch. Please let DOC know once you reach this stage.
A website will be launched by being made available on the UNICEF web server, with appropriate links from the 'Information by country' pages of the global site. Local web users will be able to access the Field Office site directly by going to the URL of its homepage.

- 11. Maintain and update:** When a site is launched, you must begin to maintain your content. Web content that falls out of date becomes a liability and must be updated or removed.

After a site is launched, you can add any content that was not required for launch. If the content is in an existing section (one that is already on your site), you will be able to modify it or add new web pages.

If the content is for a new section (i.e. one which does not already exist on your site), then send a request to DOC:

- If the section is one of the standard ones listed in the information architecture, it will be added.
- If the section is one not listed in the architecture, then DOC will discuss with you the best options for the content, and may create a new section—in which case it will be available for all Field Offices to use, as a new content category.

11. Change procedures

How to add a new content category

If you have content which you would like to post on your site, but which does not seem to fit into any of the categories described above, then please complete the form 'Adding a new content category' in the Appendix and send to DOC (see 'Contact information').

If there is no appropriate category, then a new category will be created and will become available for **all** Field Offices to use. Otherwise, DOC may advise that one of the existing categories should be used. No content should be posted without finding an appropriate category.

Requesting a change to the templates

The RedDot Field Office templates have been designed to support Field Office needs for publishing on the web a wide variety of textual information, attached documents (PDF, etc.), photos, and other types of content. They incorporate the design requirements of the UNICEF brand. The templates have been extensively tested for browser compatibility. Using the templates requires only a UNICEF computer with an internet connection, basic computer familiarity, and RedDot training; no software installation, web design skills or programming expertise are required.

As new technical needs arise, the HQ web team is planning to continue updating the available templates and adding new ones if necessary. If you have a request for a change or a new functionality to be added to the templates, please fill out the 'Template change request' form (in the Appendix) and send it to the HQ team (see 'Contact information').

Template changes/upgrades will have to be in conformity with the UNICEF brand and our web technology (as specified by IT), and will have to be sustainable in terms of the time needed to develop them and to support their use. Template change requests will be reviewed, queued up and implemented based on their usefulness to all Offices and their technical feasibility.

12. Contact information

The current NYHQ web team Field Office focal point is Laxmi Venkatraman. Please send forms (such as the content planning form or other forms) or inquiries about these guidelines to lvenkatraman@unicef.org.

Staff being trained in using the RedDot templates should contact their trainer for any inquiries related to the training.

Support requests concerning normal template functions (creating pages, adding images, making links, etc.) should be submitted to the Global Help Desk, using normal procedures for a Service Call.

Inquiries about computers, browser software and Internet connectivity should be directed to Field IT staff.

Appendix 1: 'Information by country' modules created by NYHQ

NYHQ has created a simple web module for each UNICEF Field Office country,—whether or not a separate Field Office web module already exists for that country. These modules are known collectively as the 'Information by country' (IBC) section of the UNICEF website. The Field Office module can and should go beyond the module created by NYHQ, by providing more detailed and specific local content.

Benefits of this approach include the following:

- Where there is no Field Office web, there is still information available about the country and about UNICEF's work in the IBC pages.
- Where a Field Office web exists, there is a consistent baseline of information across different countries. Users will be able to find key data about all UNICEF countries easily in the IBC pages. Local content and issues will be reflected in the Field Office pages.

The content for the IBC modules is adapted from the Field Office Annual Reports and from other approved sources. UN-approved maps have been created in-house.

Care must be taken to ensure that the IBC modules and the web pages created by Field Offices are **complementary** to each other. Inconsistencies and contradictory information must be avoided.

There is a risk that some users will be confused by the existence of 2 different modules for each country that also has Field Office pages. This makes it doubly important to ensure consistency, and to provide features which will help users to distinguish between these different but complementary parts of the website. (See also 'Distinguishing Field Office sites from IBC modules', below). It also makes it advisable to link back and forth between 'Information by country' and the Field Office pages wherever possible.

Structure and content of 'Information by country' modules

In order to plan most effectively the content for Field Office modules, it is helpful to examine the planned content for the IBC modules.

- Each country module within 'Information by country' is named as follows: "**At a glance: [Countryname]**".
- Each country module within IBC contains up to 4 web pages:
 1. '**The big picture**': 500 words giving a broad overview of the situation of children and women, of what UNICEF is doing, and of the role of partners in the given country. Link to the Field Office web pages if these exist.
 2. '**Statistics**', drawn from SOWC and updated annually
 3. '**Contact us**'. Telephone number for the Field Office, postal and email address, plus link to the Field Office web pages if these exist.
 4. Optional: '**Real lives**'. DOC is compiling feature stories and first-person accounts from the Field. If a story from the given country has been edited and approved, then it will be linked from the IBC module.

The structure and content development for the Field Office web pages should be coordinated with the structure and content for the IBC pages, to reduce unnecessary duplication and to strengthen and complement each other.

Field Office review of 'Information by country' pages

Field Offices annually review and revise the content in the 'Information by country' pages. Field Offices are thus already familiar with the content of the IBC pages that relate to their country.

Distinguishing Field Office sites from 'Information by country' modules

Field Office web modules can be distinguished from the global 'Information by country' pages by the following features:

- A different template, developed especially for Field Office web modules, which will be visually different from the standard HQ web templates (while still adhering to the brand and Web Style Guide)
- Different content, with correspondingly different page names.
 - The 'Information by country' pages will consist of a single 'The big picture' page, a statistics page, and a 'Real lives' page.
 - The proposed FO information architecture, outlined above, does not use any of the page names or content from the PD pages.
- Different names
 - The 'Information by country' pages will use the naming convention "At a glance: [Country name]", to indicate their role as a brief, standardized reference. Thus: "At a glance: Albania"
 - The FO web pages will contain 'UNICEF' in the page headers. Thus: "UNICEF Albania".
- Optionally, we could add a short paragraph to the initial page of every IBC module for which a Field Office module exists (eventually, all IBC modules would have this descriptor). For example:

"These pages contain a summary of issues in [country name], statistics and feature stories; for detailed local information, go to the UNICEF [country name] pages."
- A clear banner link to the FO web pages will appear prominently on the first page of every IBC country module.

Appendix 2: Content plans form

How to fill out the form:

The form lists all the currently available main content categories. You can copy and paste the entire table into a new Word document. All the cells in blue are for you to enter information.

For each main category that you want to use on your site, enter the names of the subcategories into the blue subcategory cell, if they are required. Then enter a brief description of the content you would like to post on your site into the blue 'description' cell.

EXAMPLE:

Activities	Child protection	Outline of issues, actions and results, 300 words each. Links to partner websites and to related press releases.
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ENTER YOUR INFORMATION BELOW:

Country:

Name of web focal point:

Name of main content category	Names of subcategories	Describe your planned content briefly
The children	<ul style="list-style-type: none">• Early years• Primary school years• Adolescence	
Overview	[none]	

Activities	[Please enter name of subcategory; choose from the list in the 'Information architecture' guidelines, or add your own if necessary]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Activities	[Please enter name of subcategory]	
Real lives	[The same subcategories as under 'Activities' will apply here.]	

Partners	[The same subcategories as under 'Activities' will apply here.]	
Resources	Publications	
	Events	
	Technical and policy documents	
	Videos	
	Newsletter / Magazine / Periodicals	
Media centre	Press releases	
	Fact sheets	
	Official statements	
	Contact information	

Support UNICEF in [country name]		
For children and youth		
About UNICEF [country name]	FAQ	
	Contact us	

Support UNICEF in [country name]			
For children and youth			
About UNICEF [country name]	FAQ		
	Contact us		

Appendix 3: Template change request form

Template changes/upgrades will have to be in conformity with the UNICEF brand and our web technology (as specified by IT), and will have to be sustainable in terms of the time needed to develop them and to support their use. Template change requests will be reviewed, queued up and implemented based on their usefulness to all Offices and their technical feasibility.

Please complete all of the following five fields. You can copy and paste the entire table into a new Word document. All the **cells in blue** are for you to enter information. Use as much space as you need.

1. Country	
2. Name of web focal point	
3. Description of the change or new functionality. Be as specific as you can.	
4. Why is the change needed?	
5. What page(s) of your existing site would be affected, if any? Please be specific, e.g. 'home page', or 'sidebars on content pages'. If possible: What templates does the proposed change affect?	

Appendix 4: Adding a new content category

If you have content which you would like to post on your site, but which does not seem to fit into any of the categories described in the standard information architecture, then please fill out this form and send to DOC (see 'Contact information' in the FO web content guidelines).

Please complete all of the following six fields. You can copy and paste the entire table into a new Word document. All the cells in blue are for you to enter information. Use as much space as you need.

1. Country	
2. Name of web focal point	
3. List target audience(s) for the proposed new content category	
4. Purpose and communication goals: What will the audience do with the content, or how will it affect them? How will UNICEF benefit?	
5. Suggested category name(s).	
6. How much content (number of pages, or total word count) do you envisage adding under the proposed category?	

Appendix 5: Survey of existing Field Office web content

The following is a list of content types found on UNICEF Field Office web pages in 2003.

- Highlights of country activities, UNICEF programmes.
 - Particularly in context of global campaigns or priorities
 - Info on Government activities
 - Official statements
 - Recognition of government role
 - Young people's participation in programmes
- Local press releases
- Child-related social indicators in country
 - Statistics or maps
- Content in local language
 - CRC information in local language. Reference.
- The situation of children in the country
- Employment information
- Local newsletter
- Programme documents
- Local publications: full text (PDF) or ordering info
- Press releases
- Event calendar
- Local photos
- Programme communication material.
- Content in local language
- Links:
 - UN organizations, esp. in country
 - Other int. development organizations
 - Local partners: full contact info/directory, or just link to website.
- Copyright and crediting info/terms of use
- Contact info.
- Info on funding needs
- Sitemap
- Content by young people in country
- Overview of what UNICEF is achieving: summary. Short.
- Summaries of each programme area.
- Human interest stories: first person (including quotations), real lives
- Lessons learned
- Success stories
- Link to supportunicef.org.
- Content for young people: games, puzzle, stuff by/about other young people, virtual exhibits.
- Logo in local language
- Link to UNICEF global home.
- FAQ
- Contact email.
- Feedback form
- Info on ICDB
- VOY links
- History of UNICEF in the country
- Audience surveys.