

## Administrative Policy No. 15.18.01

<b>Subject:</b>	Standards for Internet Websites and Public-Facing Web Applications
<b>Information Contact:</b>	Office of Communications Mail stop 45100 360-902-7829
<b>Authorizing Source:</b>	Office of the Secretary Senior Director, Office of Communications
<b>Effective Date:</b>	<b>September 3, 2013</b>
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<b>Approved By:</b>	<b><i>Original signed by Lori Melchiori</i></b> Senior Director, Office of Policy and Rules

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### Purpose

This policy provides direction for programs involved in the creation or branding of a website that represents DSHS. It ensures consistency throughout the DSHS suite of websites and web applications by providing criteria to evaluate if a website is a DSHS property. DSHS has a centralized team responsible for maintaining a high standard of quality that will best serve our clients and stakeholders, while protecting the DSHS brand and ensuring security, accessibility, and analytics to all DSHS properties.

### Scope

This policy applies to all DSHS administrations building public facing websites or digital applications.

### Policy

Any new website meeting the criteria for a DSHS property must be built by DSHS communication's web services. Any website using a DSHS logo, image, icon, or any DSHS trademark, must follow the DSHS Style Guide, and obtain permission via web services.

### Responsibility

- A. Any public facing website built by a DSHS administration should involve web services.
  - a. If a DSHS program is considered a stakeholder in a website, a member of Web Services must be consulted from the beginning of the project, or the bid process, whichever comes first.
  - b. If a DSHS program is part of a financial grant that involves website procurement, a member of web services should be consulted during the website build process.

- B. A member of web services must be involved in all website procurement activities.
- C. A member of web services must be consulted by any DSHS program acting as a stakeholder in a website build.
- D. Web services team must be given administrative access to any site owned by DSHS.
- E. The senior director of the office of communications or designee is responsible for oversight of website compliance.

DSHS Official