

Digital Policies and Digital Standards Checklist

Instructions:

For each item below, think about whether your organization has an existing policy, standard or documentation of some sort relating to the topic. The documentation can take different forms. For example, you may have an actual Privacy Policy or privacy may be discussed in an organizational memo. Similarly, you may have a style guide that covers design or a checklist of to-do items related to design. Pass along any related materials that you internally use.

Example Policy Topics:

- ☐ Accessibility (WCAG/W3C)
- ☐ Advertising (paid, social network, grassroots)
- ☐ Appropriate Content/Prohibited Content
- ☐ Branding
- ☐ Channel Creation & Ownership (approved digital channels for use on behalf of the organization)
- ☐ Channel Development Lifecycle (by channel)
- ☐ Children's Online Privacy Protection (COPPA)
- ☐ Cloud Assurance
- ☐ Consumer Online Dispute Resolution Platform
- ☐ Content Ownership
- ☐ Cookies and Tracking Devices
- ☐ Copyrights and Protections (inclusive of links, intellectual property protections)
- ☐ Data Breach Notification Policy
- ☐ Data Cataloguing
- ☐ Data Privacy/ Personally Identifiable Information (PII) Protection
- ☐ Data Shield/ Data Localization
- ☐ Data/Information Security
- ☐ Digital Records Management (all channels)
- ☐ Digital Risk Fiscal Statement
- ☐ Domain Names, Email Addresses, Social Media Handles, Mobile Application Names
- ☐ Email Marketing (CAN/SPAM)
- ☐ Emergency Preparedness and Response/Failover/Disaster Recovery
- ☐ Forward-Looking Statements and Investor Clauses
- ☐ Hosting and Content Storage
- ☐ Information Management and Quality/Redundant, Outdated, Trivial Information (ROT)
- ☐ Online Advertising & Promotion Policy
- ☐ Online Piracy
- ☐ Plain Language
- ☐ Product and Services Integrity Statement
- ☐ Right to Data Portability
- ☐ Search Engine Optimization (SEO)
- ☐ Shareholder Notifications and Disclosures
- ☐ Social Media (official use)
- ☐ Social Media (personal use)
- ☐ Supply Chain Act
- ☐ Technology Identification & Selection
- ☐ Third Party Risk Management
- ☐ Use and Display of Organization's Logo, Registered Names, and Trademarks

Example Design Standards Topics:

- ☐ Page Components (headers, footer, navigation bars, color palette)
- ☐ Style Formatting (Link style/format, use of images/photos/icons, institute logo use, page length, bullets, table formatting, font size/style)
- ☐ Forms Formatting
- ☐ Content Display Format (frames, splash/printer-friendly pages, pop-ups, templates)
- ☐ Editorial Style Guides (writing for the web, info quality, plain & non-discriminatory language, copyediting, style manual, dictionary)
- ☐ Content (content lifecycle, prohibited content attribution, disclaimer, copyright, RSS feed content, non-public content/data)
- ☐ Broadcast Communication (newsletter, opt out language, distribution lists)
- ☐ Review and Revisions (last published notice, corrections, "New" designations)
- ☐ Content Strategies for Specific Pages (thank you, test, error and urgent notices pages)

Example Editorial Standards Topics:

- ☐ Social Media Content
- ☐ Links (text links for images, linking to internal pages & multilingual content, RSS and podcast links, external links, use of logo as link)
- ☐ URLs (redirects and vanity URLs)
- ☐ Navigation and Information Architecture (breadcrumbs, IA)
- ☐ Taxonomy
- ☐ Naming Conventions
- ☐ Non-HTML Content and Corresponding Size Limitations (PDF, MS Office, Flash, multimedia files)
- ☐ Web Content Retention and Archiving (web records, deleting content, archiving)
- ☐ Accessibility (W3C compliance)

Example Publishing & Development Standards Topics:

- ☐ Web Services Models
- ☐ Multimedia Content (scripting, flash, RSS, video, wireless access)
- ☐ Toolsets (web development, form creation, portals)
- ☐ Social Media Tools (blogs, forums, wikis, file sharing, listening platforms)
- ☐ Operating Systems and Browsers (detection and compatibility)
- ☐ Analytics
- ☐ Single Sign On
- ☐ Applications (web applications development, search, stress test, software license)
- ☐ Technical Content Attributes (content access levels, recording content updates)
- ☐ Workflow (creating, modifying, deleting workflows)
- ☐ Code (versions and standards such as HTML, CSS, XHTML)

Example Server & Network Infrastructure Standards Topics:

- ☐ Domains (domain and e-mail address format, alternative domains)
- ☐ Analytics (click through rates, search logs)
- ☐ Cookies and Sign In (personal data retention)
- ☐ Security (privacy, intrusion detection monitoring mechanism, passwords, time outs/auto log offs)
- ☐ Server Software (databases, app/web servers, VPN, operating system, load balancer, file server, WAP)
- ☐ Server Hardware (databases, app/web servers, firewall appliance, disaster recovery, test servers)