



Republic of the Philippines
Department of Social Welfare and Development

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SUBJECT: GUIDELINES ON THE DSWD WEBSITE DEVELOPMENT AND CONTENT MANAGEMENT

I. RATIONALE

The Department of Social Welfare and Development's presence on the World Wide Web is essential to its vision, mission and goals for public service which is anchored on the Social Contract of the Aquino Administration with the Filipino people to institutionalize open, transparent, accountable, and participatory governance. With the significant impact of the internet as a source of information for most of the people, the Department recognizes the presence of its official website in delivering information and services to the public.

The fast-paced trends and innovations in website management, as well as the increasing utilization of the internet, make the current business processes susceptible to ever changing requirements. In order to be adept with these changes and achieve its full potential, there is a need to put in place a robust and secured website following an acceptable industry standard. With such, the Information and Communications Technology Management Service (ICTMS) in collaboration with the Social Marketing Service (SMS) conceptualized the website development and content management guidelines.

II. LEGAL BASES

A. Open Government: Transparency and Accountability

The Philippine Government is strongly committed to building an open, transparent, and accountable Government. The government ensures that a culture of good governance and transparency is maintained both in public and private sectors.

B. Digital Inclusion, Gender Fairness and Citizen's Access

On June 29, 2010, the Joint Circular No. 1, series of 2010, was signed by the National Computer Center (NCC) and the National Council on Disability Affairs (NCDA) to set accessible website design guidelines as recommended by the Philippine Web Accessibility Group (PWAG). Its objective is to enhance usability and web accessibility of government agencies specifically for Persons with Disabilities (PWDs).

To provide guidelines on the gender-fair use of language, the University Center for Women's Studies of the University of the Philippines in Diliman, Quezon City released a primer, the *Gender-Fair Language*.

C. Citizen's Engagement and Participation

Section 93, or the Transparency Seal Provision of the General Appropriations Act of FY 2013, requires government agencies to "maintain a transparency seal on their official websites."

This also hopes to "inspire Filipinos in the civil service to be more open to citizen engagement; on the other, to invite the Filipino citizenry to exercise their right to participate in governance." Aligned with this, the government also recognizes the need to include sections about feedbacks, comments, social media, etc., on government websites to forge a deeper government-citizens engagement and increased citizen participation.

D. Privacy of Personal Information

The Philippine Government "recognizes the vital role of information and communications technology in nation-building and its inherent obligation to ensure that personal information and communications systems in the government and in the private sector are secured and protected."

The R.A. 10173 or the "Data Privacy Act of 2012," an act "protecting individual personal information and communications systems in the government and the private sector," aims to "protect the fundamental human right of privacy of communication while ensuring free flow of information to promote innovation and growth."

E. Information Security / Cybersecurity

The "National Security Policy 2011-2016: Securing the Gains of Democracy" Section VI.B.2 of the National Security Policy mentioned "cybercrimes" as an example of "transnational crimes." The government recognizes that the "growing cyber space dependence comes with an increased level of exposure and vulnerability to cyber-attacks. These could lead to the paralysis of communication infrastructure, international financial systems, critical government services and defense military command and control systems."

III. DEFINITION OF TERMS

The Definition of Terms found in Annex A shall be used, and shall form an integral part of this policy. The Definition of Terms may be updated from time to time to reflect new specifications and perspectives in the use of website.

Cyber-attack - deliberate exploitation of computer systems, technology-dependent enterprises and networks. Cyber-attacks use malicious code to alter computer code, logic or data, resulting in disruptive consequences that can compromise data and lead to cybercrimes, such as information and identity theft.

Dashboard (also, digital dashboard) - electronic interface used to acquire and consolidate data across an organization. A digital dashboard provides in-depth business analysis, while providing a real-time snapshot of department productivity, trends and activities and key performance indicators, etc.

Domain - refers to any group of users, workstations, devices, printers, computers and database servers that share different types of data via network resources. There are also many types of subdomains.

Microsite - an auxiliary website with independent links and address that is accessed mainly from a larger site.

Subdomain - an Internet domain which is part of a primary domain.

Web Hosting - hosting arrangement in which a web host (often an internet service provider) maintains clients' websites on its computers and provides related services. These services may include leasing of hard disk space, maintenance of hardware and software, provision of backup and security, content integrity, credit card processing, email boxes, and high speed internet connection.

Website - a location connected to the Internet that maintains one or more pages on the World Wide Web.

Website Content Management - creating, storing, managing and publishing web page content, which may be in the form of text, audio, graphics, video, etc. The WCM may also organize, index or otherwise present data uniquely for specific site visitors.

Website Development - refers to the tasks associated with developing websites for hosting via intranet or Internet. The Web development process includes Web design, Web content development, client-side/server-side scripting and network security configuration, among other tasks.

IV. OBJECTIVES

The Department's website development and content management guidelines seek to establish standards that will:

1. Support the Department's vision, mission and goals for an effective, open, transparent and accountable public service;

2. Guide the website development and content management work of the department and its attached agencies to comply with established standards, policies, rules and regulations of the Government of the Philippines; and,
3. Facilitate the governance of making available accurate and up-to-date information to support service delivery of the department.

V. COVERAGE

This policy covers all existing and planned websites for the Department's Central Office, Field Offices, National Program Management Offices, special projects and attached agencies.

VI. WEBSITE BASIC SPECIFICATIONS

A. Universal Resource Locator

1. The DSWD website shall be found at www.dswd.gov.ph as a top level domain assigned by gov.ph domain name registrars of the Department of Science and Technology – Information and Communications Technology Office (DOST-ICTO).
2. All field office websites and microsites shall be named as a sub-domain of DSWD (e.g. fo1.dswd.gov.ph).

B. Website Hosting

The DSWD website shall be hosted in at least three (3) web hosting locations as defined by the ICTMS for business continuity and to conform to Administrative Order No. 39, series of 2013.

C. Website Template

In accordance with Administrative Order No. 39 which mandates all government offices to migrate to the Government Web Hosting Service (GWHS) of the Department of Science and Technology-Information and Communications Technology Office (DOST-ICTO), the DSWD website shall follow the prescribed government web template for the following reasons:

- a) To institutionalize a corporate identity for all government websites by having a common look and feel that will also facilitate the ease of use and navigation for users;
- b) To facilitate the creation and / or migration of agency websites and content buildup by providing templates based on mature web content management systems platforms;
- c) To ensure that the design and content of government website comply with the (Government Website Template Design) GWTD Guidelines;
- d) To ensure that government websites are responsive to optimal viewing on mobile devices; and
- e) To institutionalize accessibility for persons with disabilities (PWDs) on all government websites.

D. Website Content

The DSWD Website shall include, in the minimum, the following contents:

1. **Transparency Seal**, in compliance with Section 93 or the Transparency Seal Provision of the General Appropriations Act of 2014 (RA 10633), which includes the following:
 - a) The agency's mandates and functions, names of its officials with their position and designation, and contact information;
 - b) Annual reports, as required under National Budget Circular Nos. 507 and 507-A dated January 31, 2007 and June 12, 2007, respectively, for the last three (3) fiscal years;
 - c) Approved budgets and corresponding targets;
 - d) Major programs and budgets categorized in accordance with the five key results areas under EO No. 43, s. 2011;
 - e) The program/projects beneficiaries as identified in the applicable special provisions;

f) Status of implementation and program/project evaluation and/or assessment reports; and

g) Annual procurement plan, contracts awarded, and the name of contractors/suppliers/consultants.

2. **Services/Major Programs and Projects**

3. **Contact information** shall be provided to give end users a way to inquire about the agency and its services offered.

4. **Downloadable documents**, e.g. reports, forms, manuals, policies, presentations, etc.

5. **Press releases and news articles**

6. **Citizen's Charter**, which includes the following:

a) Mandate of the government agency;

b) Frontline services of the government agency that may be demanded by customers;

c) Service standards; and,

d) Steps on how to avail the products and services offered by the agency.

7. **Accessible Design Guidelines**, as provided in Section 2 of JMC No. 1, series of 2010 re: Accessible Website Design Guidelines by NCD, NCC and PWAG

8. **Frequently Asked Questions (FAQ)**

a) Questions and corresponding answers

9. **Help Desk information**

a) Information and guidelines on the DSWD services; and,

- b) Contact details, e-mail, telephone number, SMS, Facebook and twitter accounts.

10. Online Maps and charts visualizing DSWD program beneficiaries

VII. Website Governance

A. Website Content Management and Monitoring

The Social Marketing Service shall be responsible for the overall DSWD website content management and monitoring. The specific functions and responsibilities under Website Content Management and Monitoring are as follows:

1. Facilitate the creation of web content on all DSWD websites as mandated and/or requested by respective offices;
2. Daily monitor DSWD website content using the monitoring tool developed by the ICTMS;
3. Ensure that website content is updated and appropriate;
4. Coordinate with the members of the DSWD Central Office Web Content Management Team (CO-WCMT) with regard to the updating of their respective pages;
5. Prepare a quarterly report that consolidates the monitoring activities conducted by the SMS, the sub-website administrators/focal persons, and the monitoring output of the ICTMS. The consolidated report shall be submitted to the coach monitor and oversight committee on the first week of the first month of every quarter; and,
6. Act as the team leader of the DSWD Central Office Web Content Management Team.

B. Website Development and Maintenance

The Information and Communications Technology Management Service (ICTMS) shall be responsible for the architecture, development, hosting, maintenance and security of the Department's official website. The specific functions and responsibilities under Website Systems Development are as follows:

1. Design and plan the DSWD website in consideration of the technical, aesthetic and functional requirements of the Department;
2. Develop and configure a secure website application and its related databases for the Central Office, National Program Management Offices, Field Offices, and attached agencies;
3. Assure that all hardware and software hosting the websites are updated and ensure their operational uptime;
4. Create web content management accounts for all members of the Web Content Management Team in order to enable them to directly contribute content to the DSWD website;
5. Continually secure the DSWD Website and provide security implements to lower the risk of cyber attacks;
6. Ensure and monitor 24/7 availability of the DSWD website and provide measures for business continuity;
7. Create a real time monitoring dashboard for web analytics and reporting that is accessible to the SMS;
8. Provide technical assistance to all members of the DSWD Central Office Web Content Management Team (CO-WCMT) relative to website content creation and management; and,
9. Act as the Assistant Team Leader of the DSWD Central Office Web Content Management Team.

C. Other Applicable Policies

1. Information Security

Web pages in the DSWD network resources are limited to official and organizational sites. These pages are strictly prohibited from hosting pages in behalf of individuals and organizations that are not affiliated with the Department, except in special cases when hosting a page shall serve the Department's mission.

2. **Copyright**

All electronic publications must follow prescribed standards on copyright and trademarks. Web publishers must secure permission when including copyrighted material (e.g., text, photographs, audio, video, or graphics) and must include a permission statement or disclaimer as required by the owner.

3. **Implied Endorsement**

Links from a DSWD page to any non-DSWD website must not imply the Department's endorsement of the site's products or services.

4. **Privacy**

Web content must be in accordance with all laws governing personal privacy and the confidentiality of information to ensure protection of both DSWD and non-DSWD users. Service agreements that outsource data processing activities to third parties must ensure compliance with appropriate privacy and confidentiality regulations.

VIII. Web Content Management Team

A. DSWD Central Office Web Content Management Team

The DSWD Central Office Web Content Management Team (CO-WCMT) shall be composed of all OBSUs and NPMOs that contribute content to DSWD websites and maintain their respective microsities within the dswd.gov.ph domain. The CO-WCMT shall coordinate with the DSWD Central Office's Legal Service for the review and clearance of articles or web content that may have legal implications. In times of disasters, the CO-WCMT shall ensure an hourly update of relevant information for the reference of the media, other NGAs and the general public.

1. **OBSU/NPMO Web Content Management Focal Person**

Each OBSU and NPMO shall identify a web content focal person responsible for creating and updating their respective content within their domain expertise. The specific functions and responsibilities of web content focal person are as follows:

- A. Create and update content found on their respective web pages or microsities every two (2) weeks;

- B. Respond to queries or request made by SMS and/or ICTMS for changes in content within twenty four (24) hours;
- C. Coordinate with the team leader for any changes and enhancements made; and,
- D. Submit a quarterly report of their updating and monitoring activities to the SMS on the last Friday of the last month of each quarter.

B. DSWD Field Office/Attached Agency Web Content Management Team

The DSWD Field Office/Attached Agency Web Content Management Team (FO/AA-WCMT) shall be composed of focal persons from respective divisions and RPMOs that contribute content to Field Office websites. Similar to the CO-WCMT, the FO/AA-WCMT shall ensure an hourly update of relevant information for the reference of the media, other NGAs and the general public in times of disasters.

The specific functions and responsibilities of web content focal person are as follows:

- 1. Create and update content found on their respective web pages every two (2) weeks;
- 2. Respond to queries or request made by the RIO and/or RICTMU for changes in content within twenty four (24) hours; and,
- 3. Coordinate with the team leader for any changes and enhancements made.

The DSWD Field Office Website Content Management Team shall be led by the Regional Information Officer/Information Officer and assisted by the Regional Information Communication Technology Officer/ Information Communication Technology Officer. The specific functions and responsibilities are as follows:

- A. The Regional Information Officer/ Information Officer shall:
 - (1) Monitor the content of all DSWD Field Office/ Attached Agency websites on a daily basis;
 - (2) Ensure that content of all DSWD Field Office/ Attached Agency websites are updated and appropriate;

- (3) Coordinate with the members of the DSWD Field Office/ Attached Agency Web Content Management Team (FO/AA-WCMT) with regard to necessary changes in their respective pages; and,
- (4) Provide a quarterly report of updating and monitoring activities to the SMS on the last Friday of the last month of each quarter.

B. The Regional Information Communication Technology Officer/ Information Communication Technology Officer shall:

- (1) Collaborate with ICTMS with regard to the configuration and maintenance of their field office webhosting accounts;
- (2) Assure that the software hosting the field office websites are updated and ensure their operational uptime;
- (3) Provide security implements to lower the risk of cyber-attacks emanating from field office/ attached agency gateways;
- (4) Ensure and monitor the 24/7 availability of the DSWD field office / Attached Agency website and provide measures for business continuity;
- (5) Create real time monitoring dashboard for web analytics and reporting that is accessible to the Regional Information Officer / Information Officer;
- (6) Provide technical assistance to all members of the DSWD Field Office/ Attached Agency Web Content Management Team (FO/AA-WCMT) in relation to website content management; and,
- (7) Submit a monthly report to the ICTMS which incorporates the issues and concerns in the maintenance of field office websites.

C. Training Needs of the Web Content Management Team

As provided for in Section 3 of JMC No. 1, series of 2010 by the NCDA, NCC and PWAG, the National Council for Disability Affairs shall conduct training for all duly-designated webmasters on specific scheduled dates. Trainings on matters related to gender sensitivity in the internet and online access of Persons with Disabilities (PWDs) shall also be provided to members of the Web Content Management Team.

IX. Capacity Building

Continual improvement is needed in order to adapt with the fast-paced of modern technology. In a year, changes in website systems and designs are expected, as well as the utilization of website management tools. The ICTMS and SMS shall collaborate with the Institutional Development Group (IDG) in the planning and implementation of continual capacity building of all members of the content management teams covered by this policy.

X. Effectivity

This Administrative Order shall take effect immediately and supersedes previous policies inconsistent herewith.

Issued in Quezon City, This 29th day of May 2015.


CORAZON JULIANO-SOLIMAN
Secretary