DSWD
Department of Social Welfare and Development

ADMINISTRATIVE ORDER
NO. _____ 20
Series of 2021

SUBJECT: AMENDMENT TO THE ADMINISTRATIVE ORDER (AO) NO. 08, SERIES OF 2015 – GUIDELINES ON THE DSWD WEBSITE DEVELOPMENT AND CONTENT MANAGEMENT

I. RATIONALE

The World Wide Web or the internet is an essential channel of communication in this age of modern technology. Hence, the creation of a corporate website, which houses significant information of an office, organization, or agency, is now considered an indispensable tool for disseminating information and in establishing a feedback mechanism.

The presence of the Department of Social Welfare and Development in the internet world/cyberspace is crucial in communicating the efforts of the department in the attainment of its Vision, Mission and Goals of providing efficient service delivery to the Filipino public. DSWD caters to the social welfare needs of Filipinos of all ages nationwide and even extends to the millions of Overseas Filipinos (OFs).

Through its official website, the Department makes information easily accessible to Filipinos with access to the internet, in any part of the world. Giving priority to earn the public's trust, DSWD also utilizes the website as a medium to promote transparency in its implementation of programs and services, by posting accomplishment reports and program status.

With the fast-paced trends that have been brought about by technology and the public's changing pattern in communication, innovations in website management must also be adopted in response to the needs and the requirement of the public for information.

In line with this, DSWD through its Social Marketing Service (SMS) and the Information and Communications Technology Management Service (ICTMS), proposed the creation of a new website design that is more responsive, both to the public's needs, and the Department's intent for information dissemination.

The said design was finalized in a workshop conducted in March 2020 and was launched for public viewing in April 2020. The new website, although designed to be more client-friendly, remains compliant to Administrative Order No. 39 of the Office of the President issued on July 12, 2013, "Mandating Government Agencies to Migrate to the Government Web Hosting Service (GWHS) of the Department of Science and Technology-Information and Communications Technology Office (DOST-ICTO)."

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II. LEGAL BASES

In line with the present need of the Department for a more information-friendly website, the new website design was developed and launched, with adherence to the guidelines set by National Government as stipulated in:

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F. ***Website Design***

Under Administrative Order (AO) No. 39 of the former Department of Science and Technology-Information and Communications Technology Office (DOST-ICTO), all government websites must have a distinguishing look. Thus, the AO prescribed a government web template that provides the guidelines for the overall website look for all government offices. The Field Office website shall adhere to the government web template but may also add some rational/localized features or designs, ensuring that the overall government web template look will not be compromised.

III. DEFINITION OF TERMS

The Definition of Terms found in Annex A shall be used and shall form part of this policy. The following terms are proposed to be included to reflect new specifications and perspectives in the use of the website:

1. Cyber-attack – *refers to the* 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.

2. Dashboard (also, digital dashboard) - *refers to the* 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.

3. 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.

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

5. Subdomain - *refers to* an Internet domain that is part of a primary domain.

6. Web Hosting - *refers to the* 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.

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

8. Website Content Management *(WCM)* - *refers to* 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.

9. 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.

10. Website Monitoring Matrix - *refers to* a standard report of the website monitoring done regularly.

IV. OBJECTIVES

The Department's website development and content management guidelines seek to establish standards and operating protocols on the enhancement of the Department's official website in order to effectively communicate the services provided by DSWD to its clientele.

VI. WEBSITE BASIC SPECIFICATIONS

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C. Website Template

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e) *To institutionalize accessibility for persons with disabilities to all government websites.*

f) *An internal DSWD website template shall be used to create a uniform appearance to all FO websites and microsites (apart from the required content in compliance with A.O. 39 of DOST). These include the colors to be used and the content of the homepage i.e., what content should appear on the homepage.*

VII. WEBSITE GOVERNANCE

A. Website Content Management and Monitoring

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4. Coordinate with the members of the DSWD Central Office Website Content Management Team (CO-WCMT) about 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, copy furnished FOs and NPMOs for reference, on the first week of the first month of every quarter.

6. The DSWD CO-WCMT shall use Google Analytics to monitor the number of new users and the number of visits per day.

7. Act as the team leader of the DSWD CO-WCMT.

B.   Website Development and Maintenance

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4. Create web content management accounts for all members of the Website Content Management Team to enable them to directly contribute content to the DSWD website;

7. Create a real-time monitoring dashboard for web analytics and reporting that is accessible to the SMS and FOs and NPMOs if applicable;

8. Provide technical assistance to all members of the DSWD Central Office Website Content Management Team (CO-WCMT) relative to website content creation and management; and,

9. Act as the Assistant Team Leader of the DSWD CO-WCMT.

VIII.   WEBSITE CONTENT MANAGEMENT TEAM

For purposes of clarity, the team managing the website shall be redefined as the Website Content Management Team, thereby, amending the previous term Web Content Management Team.

As such and in line with the new website, the DSWD shall reconstitute the Central Office Website Content Management Team (CO-WCMT) to be composed of information officers, and designated website content managers from all offices, bureaus, services, and units (OBSUs), and National Project Management Offices (NPMOs), especially those that contribute content to DSWD websites and maintain their respective microsites within the dswd.gov.ph domain. A representative from the Legal Service (LS) shall also be part of the CO-WCMT to provide guidance on matters with legal implications.

The SMS shall coordinate with the DSWD Central Office's LS for the review and clearance of articles or web content that may have legal implications. In times of disasters, the CO-WCMT shall ensure a regular updating of relevant information for the reference of the media, other NGAs, and the general public.

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A. DSWD Central Office Website Content Management Team

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1. OBSUs/NPMOs 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 the web content focal person are as follows:

A. Create and/or update content found on their respective web pages or microsites as the need arises. A Terms of Reference on institutional arrangements may be formulated in accordance with the evolving needs of the websites/microsites. This includes, but are not limited to the following: 1) specific tasks of WCMT members; 2) Institutional partnerships with other national government agencies (NGAs); 3) protocols for content management to ensure that data, information, and knowledge that are for DSWD consumption will remain internal to DSWD;

B. **Ensure that all data posted on their respective microsites are vetted, reviewed, and approved by the head of their OBSU.**

C. Respond to urgent queries or request made by SMS and/or ICTMS for changes in content within twenty-four (24) hours;

D. Coordinate with the team leader for any changes and enhancements made;

E. Promote the DSWD website to NGAs to forge partnerships in terms of content sharing; and

F. Submit a quarterly report for updating and monitoring activities every last Friday of each quarter to the SMS.

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

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

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

1. Create and update content found on their respective web pages weekly, or as required, based on the relevance of the content;

2. Respond to urgent queries or request made by the Regional Information Officer (RIO) and/or Regional Information Communication Technology Officer (RICTO) 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 RIO/Information Officer (IO) and assisted by RICTO/ Information Communication Technology Officer (ICTO). The specific functions and responsibilities are as follows:

A. The Regional Information Officer/ Information Officer shall:

i. Monitor the content of all DSWD Field Office/ Attached Agency websites on a daily basis;

ii. Ensure that *contents* of all DSWD Field Office/ Attached Agency websites are updated and appropriate;

iii. Coordinate with the members of the DSWD Field Office/ Attached Agency Web Content Management Team (FO/AA- WCMT) concerning necessary changes in their respective pages; and,

iv. 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:

i. *Collaborate with ICTMS about the configuration and maintenance of their FO web hosting accounts;*

ii. *Assure that the software hosting the FO websites is updated and ensure their operational uptime;*

iii. Provide security implements to lower the risk of cyber-attacks emanating from field office/ attached agency gateways;

iv. Ensure and monitor the 24/7 availability of the DSWD FO/ Attached Agency website and provide measures for business continuity;

v. Create *real-time* monitoring dashboard for web analytics and reporting that *are* accessible to the RIO/IO;

vi. Provide technical assistance to all members of the DSWD Field Office/ Attached Agency Website Content Management Team (FO/AA-WCMT) concerning website content management; and

vii. 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. Training on matters related to gender sensitivity on the internet, data privacy, and online access of persons with disabilities shall also be provided to members of the Website Content Management Team.

IX. WEBSITE CONTENT MANAGEMENT PROCESS FLOW

The website content management process flow shall be the guide for web content authorization and control. The flow chart, as indicated below, will shorten the development and approval of any proposed web content by any OBSU of the Department. The NPMOs and OBSUs with microsites may develop their own process flow using the website content management process flow as a guide.

Below are its features:

1. All OBSUs developing materials for web publication must start the process by involving SMS at the onset. This would ensure that privacy and FOI concerns are attended to during the initial conceptualization or early in the process. This is shown in the diagram by the two parallel lines going back and forth between the OBSU and SMS.

2. All OBSUs with microsites shall have an elected Data Protection Officer (DPO). All IEC materials of OBSUs should be reviewed by their respective DPO in compliance with the Data Privacy Act (DPA) requirements. This is also applicable to all Field Offices.

   a. As an alternative process, the DPO may be requested to join in the development of the material for web publication. However, this should be considered only if the process proves to be lengthy. As a good practice, the OBSU DPO must not join in the conceptualization and the design process so that process bias is avoided. This ensures that the review for possible data privacy issues and concerns is optimized (no preconception on the part of the DPO).

   b. Depending on the OBSU internal process, the material may be coursed to the Director for approval.

3. All materials with legal implications, particularly those that need to be posted as soon as possible, shall be discussed immediately by SMS to the Legal Service for their opinion. A meeting will be set by SMS with the Legal Service to discuss and resolve the matter at once.

4. SMS will inform the OBSU if the material can be posted or not based on the opinion of the Legal Service.

5. A content approval management system shall be created to facilitate posting and monitoring of content for websites under dswd.gov.ph domain.

X. CAPACITY BUILDING

The ICTMS and SMS shall oversee the roll-out and implementation of the new website design to their regional counterparts, as well as collaborate with the Human Resource Management and Development Service (HRMDS) in the planning and implementation of continuous capacity building of all members of the content management teams covered by this policy.

XI. EFFECTIVITY

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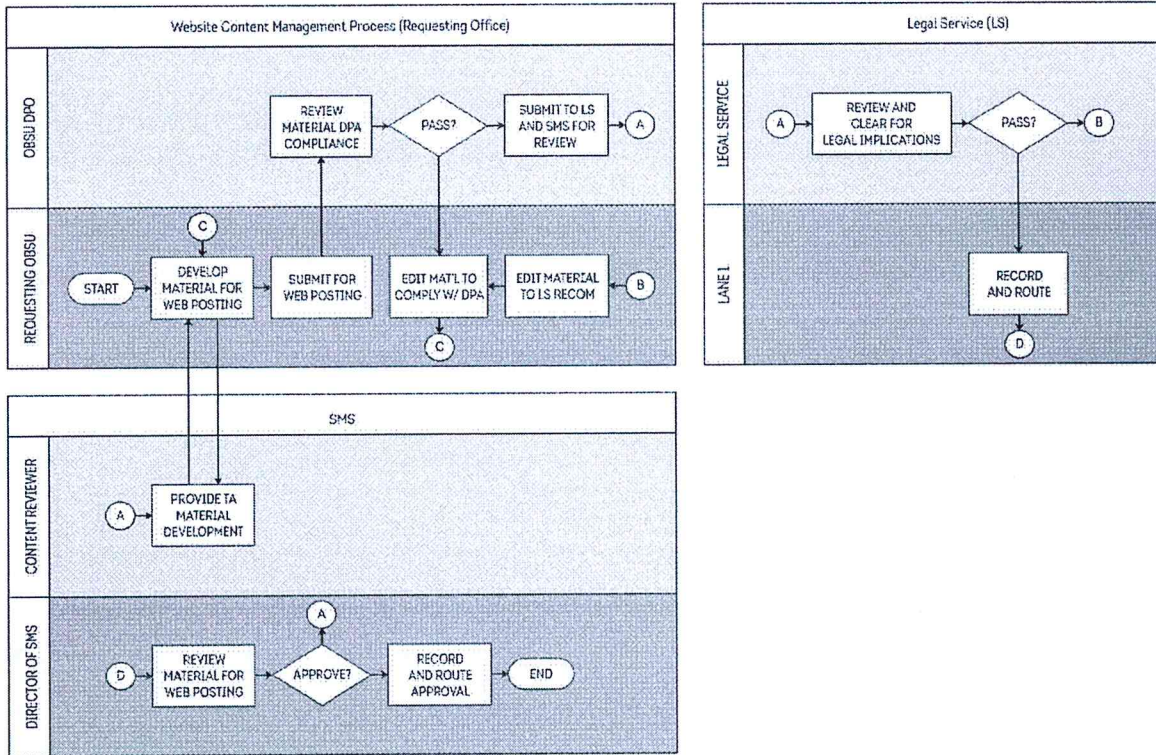Signed this 18th day of Oct , 2021 in Quezon City, Philippines.

ROLANDO JOSELITO D. BAUTISTA
Secretary

ANNEX 1

FLOWCHART OF WEB CONTENT MANAGEMENT PROCESS

LEGEND:

A = Social Marketing Service
B = Requesting OBSU
C = Data Protection Officer
D = SMS Director

Website Content Management Process (Requesting Office)

OBSU DPO
- REVIEW MATERIAL DPA COMPLIANCE
- PASS? → SUBMIT TO LS AND SMS FOR REVIEW → A

REQUESTING OBSU
- C
- START → DEVELOP MATERIAL FOR WEB POSTING → SUBMIT FOR WEB POSTING → EDIT MAT'L TO COMPLY W/ DPA → EDIT MATERIAL TO LS RECOM ← B
- C

Legal Service (LS)

LEGAL SERVICE
- A → REVIEW AND CLEAR FOR LEGAL IMPLICATIONS → PASS? → B

LANE 1
- RECORD AND ROUTE → D

SMS

CONTENT REVIEWER
- A → PROVIDE TA MATERIAL DEVELOPMENT

DIRECTOR OF SMS
- A
- D → REVIEW MATERIAL FOR WEB POSTING → APPROVE? → RECORD AND ROUTE APPROVAL → END