



SERVICE STANDARD 1.4.6

NSW RFS WEBSITES

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SOPs	> None
Owner	Executive Director Executive Services
Contact	Director Corporate Communications
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1 Purpose

- 1.1 As a NSW Government agency the NSW Rural Fire Service (NSW RFS) has an obligation to comply with Government policy which requires agencies to:
- Streamline their websites to focus on customer needs, including accessibility requirements;
 - Ensure efficient and effective use of online channels; and
 - Ensure all websites are identified as an official NSW Government website.
- 1.2 This Service Standard facilitates a consistent approach to the development and maintenance of NSW RFS websites and establishes the standards expected of NSW RFS members and third parties with regard to the construction, maintenance and content of any NSW RFS website.
- 1.3 Content posted to any NSW RFS website is corporate information and care must be taken to ensure that content is consistent with the Organisational Values of the NSW RFS and Service Standard 1.1.7 Code of Conduct and Ethics, and the NSW Government policies.

2 Definitions

- 2.1 For the purpose of this Service Standard the following definitions apply:
- Brigades and business units:** all NSW RFS brigades, districts, regional and head office business units, or any third party managing an online presence on behalf of the NSW RFS such as a brigade, district, regional or head office business unit;
 - NSW RFS website:** any website, page or section of a website or page which represents the NSW RFS including districts, brigades or business units;
 - Member:** all NSW RFS volunteers and salaried staff. For the purposes of this Service Standard, the term also includes contract, temporary and seasonal staff;
 - Website content manager:** the nominated person (including third parties) responsible for the development and/or content that appears on the website including producing, sourcing and updating content, working with members who contribute content and ensuring all content complies with acceptable standards.

3 Policy

- 3.1 As NSW RFS websites are intended for public use, only content for public consumption shall be published.
- 3.2 The NSW RFS website and any content shall not be used to communicate information that is relevant only to members. Other internal channels for such communication include:
 - a. MyRFS;
 - b. The intranet;
 - c. Facebook (including member page/s);
 - d. Email; and
 - e. Other local networks.
- 3.3 The public website has been designed with increased capacity and resilience and shall be the central point for the dissemination of public alerts and warnings such as major fire updates. To ensure reliability, districts and brigades shall link to this information, rather than repeat or re-publish on their website.
- 3.4 Content managers managing NSW RFS websites are reminded that online communication is a form of broad public communication and as such, members are accountable for any content they post to a NSW RFS website.

Content Management

- 3.5 All NSW RFS websites shall have a content manager appointed.
- 3.6 All members and third parties appointed as content managers of a NSW RFS website or page are responsible for ensuring all content reflects the nature of this Service Standard and other applicable policies or guidelines.
- 3.7 All content shall respect and reflect the Organisational Values of the NSW RFS.
- 3.8 Members and content managers shall not create or post content to a NSW RFS website that is in breach of NSW RFS Service Standards or could negatively affect the image or reputation of the NSW RFS. This includes but is not limited to, content which could:
 - a. Be misleading or deceptive;
 - b. Result in victimisation or harassment;
 - c. Lead to criminal penalty or civil liability;
 - d. Divulge confidential or sensitive information;
 - e. Reasonably be found to be vexatious, offensive, obscene, threatening, abusive, defamatory or culturally insensitive;
 - f. Misrepresent the official position of the NSW RFS; or
 - g. Be of a commercial or political nature.
- 3.9 Brigades and districts that choose to host a website shall ensure that the information posted:
 - a. Complies with this and other NSW RFS Service Standards;
 - b. Is lawful;
 - c. Is regularly monitored;
 - d. Is regularly updated;
 - e. Is accurate;
 - f. Is not in conflict with any policy of the NSW RFS; and
 - g. Is consistent with current organisational messages.

- 3.10 Other considerations include:
- a. Ensuring the information is relevant to user needs;
 - b. The simplicity of language and design (plain language: no jargon);
 - c. Consistency of messages; and
 - d. Is inclusive (i.e. the different formats for presenting different types of information and the different ways in which it can be absorbed).
- 3.11 Members found to have breached this Service Standard may be subject to disciplinary action in accordance with Service Standard 1.1.2 Discipline.

Approvals

- 3.12 In consultation with Corporate Communications, the following approvals to establish a website or page are required prior to any development commencing:
- a. For District offices the written approval of the relevant Regional Manager; and
 - b. For Business units the written approval of the relevant Director.

Copyright and privacy

- 3.13 All NSW RFS members and third parties are reminded to act at all times in accordance with, and ensure that content they create or post complies with:
- a. The *Privacy and Personal Information Protection Act 1998*;
 - b. All copyright and intellectual property laws;
 - c. The Intellectual Property Management Framework for the NSW Public Sector;
 - d. Service Standard 1.1.14 Personal Information and Privacy; and
 - e. Other relevant NSW RFS Service Standards.
- 3.14 Member only information such as contact lists shall only be published on secure services such as MyRFS.
- 3.15 In accordance with Service Standard 1.1.19 Intellectual Property, members and third parties shall ensure they do not infringe on copyright or intellectual property by publishing photographs, videos or other content via online channels, unless consent has been received from the owner of the content and, where appropriate, ownership/copyright is acknowledged.

Use of the NSW RFS Crest

- 3.16 The NSW Government logo and NSW RFS Crest shall only be used in accordance with NSW Government policy and Service Standard 1.4.2 NSW RFS Brand so as to provide assurance to users that they are interacting with an authoritative and credible entity.
- 3.17 Any member or third party wishing to use the NSW RFS Crest on any NSW RFS website is reminded to do so in accordance with Service Standard 1.4.2 NSW RFS Brand. This does not prevent the posting of images containing the Crest incidentally e.g. shown on personal protective clothing or vehicles.

Use of images and videos

- 3.18 So as to preserve the good name and reputation of the NSW RFS the content manager shall ensure that images and/or videos are not displayed or linked which:
- a. Bring the NSW RFS into disrepute;
 - b. Could reasonably be found to violate the NSW RFS Code of Conduct and Ethics;
 - c. Are not consistent with the NSW RFS Organisational Values;
 - d. Depict the NSW RFS in an unprofessional light;
 - e. Could reasonably be found to be crude, threatening, vulgar, obscene or pornographic;
 - f. Encourages improper safety, operational or work related practices;

- g. Portrays content of a sensitive nature such as serious or critical injury, fatalities or incidents that are under investigation;
- h. Could reasonably be found to cause distress to members of the community or the NSW RFS; or
- i. Identify people under the age of 18 without written parental consent.

Roles and responsibilities

- 3.19 NSW RFS Corporate Communications shall ensure:
- a. Content on the public website remains current and relevant;
 - b. A register of approved websites and nominated content managers is maintained; and
 - c. A website content audit schedule is developed and maintained.
- 3.20 The nominated district, brigade or business unit content manager shall be responsible for ensuring:
- a. Site content remains current, relevant, interesting and of use to the public;
 - b. Compliance to relevant Service Standards and procedures (including NSW Government directives and guidelines);
 - c. Any user-based forums or feedback facilities are monitored and inappropriate content is removed;
 - d. Appropriate web style guides are followed; and
 - e. Appropriate records of published content are kept.

Brigade, district and business unit websites

- 3.21 In order to ensure accessibility of website content, all content posted to the NSW RFS or District websites shall conform to Web Content Accessibility Guidelines (WCAG) 2.0 and other relevant government policies relating to website design and presentation of information. Brigades are encouraged to ensure content on brigade websites meets WCAG 2.0 standards.
- 3.22 Administrators of district websites shall register their website by emailing online@rfs.nsw.gov.au. This will allow NSW RFS Corporate Communications to assist the district develop and manage their website.
- 3.23 Administrators of brigade websites are strongly encouraged to register their website by emailing online@rfs.nsw.gov.au.
- 3.24 Corporate Communications shall monitor and review district, brigade and business unit websites. If content is identified which:
- a. Is defamatory, abusive, harassing or hateful;
 - b. Includes any abusive, obscene, indecent or offensive language;
 - c. Violates copyright or other forms of licences and consent;
 - d. Encourages conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, state, national or international law;
 - e. Contravenes this or any other NSW RFS Service Standard; or
 - f. Divulges confidential or sensitive information,
- then Corporate Communications, after consultation with the relevant manager or director, may request the content manager to remove the content or the website.
- 3.25 To ensure currency and consistency, content already published on the NSW RFS website must not be copied or duplicated to other sites or pages. Instead, district, brigade and business unit websites may link to or feed from the public website e.g. district websites may link to the Neighbourhood Safer Places page on the public website, but shall not copy or duplicate information to the district website.

4 Links

- > *Government Information (Public Access) Act 2009*
- > *Government Sector Employment Act 2013*
- > *Privacy and Personal Information Protection Act 1998*
- > *Rural Fires Act 1997*
- > *State Records Act 1998*
- > *Coroners Act 2009*
- > *State Emergency and Rescue Management Act 1989*
- > C2012-08 NSW Government Website Management
- > W3C WAI Web Content Accessibility Guidelines (WCAG) 2.0
- > Intellectual Property Management Framework for the NSW Public Sector
- > Service Standard 1.1.2 Discipline
- > Service Standard 1.4.8 Media
- > Service Standard 1.1.7 Code of Conduct and Ethics
- > Service Standard 1.1.14 Personal Information and Privacy
- > Service Standard 1.1.19 Intellectual Property
- > Service Standard 1.4.2 NSW RFS Brand
- > Service Standard 1.4.5 Social Media
- > Policy P5.1.6 Records Management

5 Amendments

AMENDMENT DATE	VERSION NO	DESCRIPTION
22 Mar 2012	1.0	Initial release
22 Jul 2014	2.0	<ul style="list-style-type: none">> Repealed and remade Service Standard 1.4.6 v1.0> Reviewed to incorporate NSW Government compliance requirements> Aligned with NSW RFS website upgrade
5 Dec 2017	2.1	<ul style="list-style-type: none">> Repeals and remakes Service Standard 1.4.6 v2.0> Administrative update only