

Web Content - Formats and Guidelines

Web Page Text

The CMS provides editors with a simple interface that allows them to directly enter text via a Text Editor application, which allows for some basic text formatting. Text formatting is controlled by templates that have already been designed and structured in accordance with Communications' standards. Content Editors should not reformat text in any way, other than bold, size, etc. Underline text should only be used for web links – in which case this is formatted automatically when a link is created.

Documents

Documents uploaded to the website should be of a certain file format and file size. The preferred format is PDF (portable document file) as they are generally smaller file sizes, more secure (cannot easily be altered) and most users will be able to open them. Microsoft Word, PowerPoint & Publisher documents must be converted to PDF. For a document to be easily downloaded, it should not exceed a file size of 10Mb. All documents must meet accessibility standards.

Images

All images uploaded to the website must be either JPG, PNG or GIF formats and should not exceed 800px in width or 800px in height or 1Mb in file size. You must have appropriate permission to use any third party images.

Videos

The NHS Lothian site has a limited capacity to host videos. Videos should be in MP4 format. Small video files (less than 50Mb) can be uploaded directly by editors but anything larger should be uploaded to an appropriate video host (YouTube, Vimeo etc) to ensure/retain the quality of the video and the user experience. Official accounts are managed by the communications team.

All videos must meet accessibility standards.

Web Links

Web links to other websites are permitted, only if the website provides additional information which would benefit our users. Content Owners must ensure that external websites are suitable for linking to and that the links remain active. In most cases it is not necessary to obtain permission to do so, but it can be useful to arrange a reciprocal link back to NHS Lothian websites.

Content Management System (CMS) Security

For a User to make any changes to information on the website, they must have a user account to access to the Content Management System.

Each Content Editor is responsible for ensuring that their user account password remains secure. User account details should not be shared. If an Editor suspects that someone may know their password, they should contact the Web Team to have it reset.

If malicious changes made to the CMS lead to any form of complaint or litigation, then the Content Editor, whose username and password was used to access the CMS, will be held accountable.