Subject: Amended Terms of Service for Apple Music or Apple Books
From: David Low <lowd@ARTS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 16:04:46 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1397 bytes) , text/html (3343 bytes)

We're finalizing an audiobook that we would like to distribute through Apply Music and/or Apple Books. Can anyone recommend a contact at Apple that we can work with to develop an amended Terms of Service?

Thank you!

Best,

David

David Low
Web Manager | Public Affairs
National Endowment for the Arts
400 7th Street SW | Washington DC 20506
lowd@arts.gov | 202-682-5794 (p) | 202-682-5611 (fax)
Learn more about the arts in your community at arts.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community

Subject: Social media opening at NASA
From: "Dunbar, Brian (HQ-NA001)" <brian.dunbar@NASA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 17:04:03 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1372 bytes) , text/html (4 kB)

Presenting content that literally no one else in the universe has to a few million highly engaged social media followers. Does that sound like an interesting way to spend your day?

https://www.usajobs.gov/GetJob/ViewDetails/575168000

Brian Dunbar
Internet Services Manager/
COMIT Task Order Manager
NASA Office of Communications
300 E St. SW
Washington, DC 20546

O – 202 358 0873
M- (b) (6)

https://www.nasa.gov
Twitter: @DunbarNASA

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Amended Terms of Service for Apple Music or Apple Books
From: David Low <lowd@ARTS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 18:08:31 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1392 bytes) , text/html (2893 bytes)

We're finalizing an audiobook that we would like to distribute through Apple Music and/or Apple Books. Can anyone recommend a contact at Apple that we can work with to develop an amended Terms of Service?

Thank you!

David

David Low
Web Manager | Public Affairs
National Endowment for the Arts
400 7th Street SW | Washington DC 20506
lowd@arts.gov | 202-682-5794 (p) | 202-682-5611 (fax)
Learn more about the arts in your community at arts.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community

Subject: CMS for Army organization
From: (b) (6), (b) (7)((b) (6), (b) (7)(C) MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 14:33:21 -0400
Content-Type: text/plain
Parts/Attachments: text/plain (20 lines)

We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: CMS for Army organization
From: Gregory Your <gyour@USAID.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 14:51:09 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2599 bytes) , text/html (3413 bytes)

Most of DoD seems to be heading toward AFPIMS managed out of the Defense Media Agency. I'd check there.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Mon, Aug 3, 2020 at 2:49 PM (b) (6), (b) (7)(C) <000009bb3a14e753-dmarc-request@listserv.gsa.gov> wrote:

> We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.
>
> ##
>
> This message was sent to the Web Content Managers Forum, a community of
> government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit:
> http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest!
> Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the
> message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but
> change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for U.S. government
> employees, so please consider that before sharing outside our community.
> ##

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: CMS for Army organization
From: "(b) (6) CIV US NDU" <(b) (6) NDU.EDU>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 18:55:57 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (57 lines)

Jason:

Public or internal?

(b) (6)
Knowledge Management Officer
National Defense University
Fort McNair
Washington, DC 20319
(b) (6)

-----Original Message-----
From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of (b) (6), (b) (7)(C)
Sent: Monday, August 3, 2020 2:33 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] CMS for Army organization

We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&amp;data=02%7C01%(b) (6) 40ndu.edu%7C6c338d85e2764b7408a108d837ddd006%7Cabfe949f1dc8462bbf873527168dc052%7C0%7C1%7C637320773096943747&amp;sdata=fpXAT9IGNsPuTv6HygrOdd3ybpKdTBnhZ6UtXLKys3Y%3D&amp;reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: CMS for Army organization
From: Bridget Serchak <BSerchak@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 18:58:34 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (10 kB) , image003.jpg (10 kB)

Yes, that is what DoD OIG did just as I was departing as chief, public affairs there back in September 2016.

We had had a custom system built in house and when the folks who built it left, the DMA option was found to be ideal within DoD.

Bridget

****
Bridget Ann Serchak
Director of Public Relations
Voice of America
U.S. Agency for Global Media
(formerly Broadcasting Board of Governors)
330 Independence Avenue, S.W.
Washington, D.C. 20237
202 382 5975 Direct
202 382 5977 Main
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
@insidevoa

Voice of America
****

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gregory Your
Sent: Monday, August 3, 2020 2:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] CMS for Army organization

Most of DoD seems to be heading toward AFPIMS managed out of the Defense Media Agency. I'd check there.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Mon, Aug 3, 2020 at 2:49 PM (b) (6), (b) (7)(C) <000009bb3a14e753-dmarc-request@listserv.gsa.gov> wrote:

> We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.
>
> **
> This message was sent to the Web Content Managers Forum, a community of
> government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit:
> http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest!
> Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the
> message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but
> change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for U.S. government
> employees, so please consider that before sharing outside our community.
> **

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: CMS for Army organization
From: "(b) (6) CIV US NDU" <(b) (6) NDU.EDU>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 19:21:49 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (84 lines)

I second AFPIMS for public-facing content. NDU migrated there in 2014 or so. It's low cost, and ticks a lot of compliance boxes right from the start.

For internal content, we are in the process of merging an on-prem 2016 SharePoint instance (for Ops content), and an O365 Government account (for Academic content) into one giant O365 A5 (academic) cloud.

(b) (6)
Knowledge Management Officer
National Defense University
Fort McNair
Washington, DC 20319
(b) (6)

-----Original Message-----
From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of Gregory Your
Sent: Monday, August 3, 2020 2:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] CMS for Army organization

Most of DoD seems to be heading toward AFPIMS managed out of the Defense Media Agency. I'd check there.

r/g

G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA) U. S. Agency for International Development
(desk) 202-712-0301

On Mon, Aug 3, 2020 at 2:49 PM (b) (6), (b) (7)(C) <000009bb3a14e753-dmarc-request@listserv.gsa.gov <mailto:000009bb3a14e753-dmarc-request@listserv.gsa.gov> > wrote:

We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.

****

This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
<https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6) 40ndu.edu%7Cb23801734d544050e0a308d837df4c58%7Cabfe949f1dc8462bbf873527168dc052%7C0%7C1%7C637320779485111209&sdata=TY6zffdRx764af8j1TR4Ewtvnd%2Ffqf08w%2BA3ozVQOpk%3D&reserved=0>

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov <mailto:listserv@listserv.gsa.gov>
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: CMS for Army organization
From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 15:43:49 -0400
Content-Type: text/plain
Parts/Attachments: text/plain (22 lines)

We are looking for both intra- and internet CMS solutions. We are currently using Sharepoint 2013, and would like to upgrade to a new system—potentially even Cloud-based, but we aren't sure if that will be possible in the immediate future.

The content merging for your internal content between Sharepoint and O365 Gov't to one giant A5 account is interesting, and potentially very relevant to our research of potential options to explore. Thank you!

****

This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

(b) (6)

Subject: Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] CMS for Army organization
From: "(b) (6), (b) (7)(C) CIV (USA)"(b) (6), (b) (7)(C) @MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Mon, 3 Aug 2020 20:52:12 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (126 lines)

I third AFPIMS from DMA!

Thank you,
(b) (6), (b) (7)(C)

) (7)(C)
Navy Media
Defense Media Activity
(b) (6)
(b) (6), (b) (7)(C) @mail.mil

____
From: Content Managers [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] on behalf of (b) (6) CIV US NDU [000005f36102a1fe-dmarc-request@LISTSERV.GSA.GOV]
Sent: Monday, August 03, 2020 3:21 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] CMS for Army organization

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

I second AFPIMS for public-facing content. NDU migrated there in 2014 or so. It's low cost, and ticks a lot of compliance boxes right from the start.

For internal content, we are in the process of merging an on-prem 2016 SharePoint instance (for Ops content), and an O365 Government account (for Academic content) into one giant O365 A5 (academic) cloud.

(b) (6)
Knowledge Management Officer
National Defense University
Fort McNair
Washington, DC 20319
(b) (6)

-----Original Message-----
From: Content Managers [Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of Gregory Your
Sent: Monday, August 3, 2020 2:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] CMS for Army organization

Most of DoD seems to be heading toward AFPIMS managed out of the Defense Media Agency. I'd check there.

r/g

G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA) U. S. Agency for International Development
(desk) 202-712-0301

On Mon, Aug 3, 2020 at 2:49 PM (b) (6), (b) (7)(C) <000009bb3a14e753-dmarc-request@listserv.gsa.gov <Caution-mailto:000009bb3a14e753-dmarc-request@listserv.gsa.gov> > wrote:

We are researching potential CMS platforms to implement in our (Army-based) organization of roughly 900 personnel. Any recommendations for specific CMS platforms to explore? We are unsure if we will be able to implement a platform that requires cloud computing, so CMS solutions inside and outside of the Cloud will both be considered.

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/ <Caution-https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6) 40ndu.edu%7Cb23801734d544050e0a308d837df4c58%7Cabfe949f1dc8462bbf873527168dc052%7C0%7C1%7C637320779485111209&sdata=TY6zffdRx764af8j1TR4Ewtvnd%2Ffqf08w%2BA3ozVQOpk%3D&reserved=0>

Getting too many messages? Don't unsubscribe--try the daily digest!

Create a new message and address it to listserv@listserv.gsa.gov <Caution-mailto:listserv@listserv.gsa.gov>
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Does your agency inventory its digital presence?
From: Natalie Davidson - QQF <natalie.davidson@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 4 Aug 2020 10:29:18 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2022 bytes) , text/html (7 kB)

Does your agency/organization maintain an inventory of its official digital presence--websites, apps, AI, audio or video libraries, including social media and collaboration accounts on third party sites)?

If so, how? Do they use a commercial product to do this? Or has your agency developed something to do this? And how's that working out--what are the pros and cons of the method that's being used?

Whose responsibility is it to maintain this inventory? CIO? Communication/Outreach?

And lastly, how important do you think it is for there to be an authoritative inventory of your agency's official digital presence? Does/would an inventory help your organization manage and allocate resources? Should an agency's digital presence inventory be available to the public so that the public can validate authenticity and authoritative status?

Thanks,

Natalie
(U.S. Digital Registry program manager)

--

GSA
U.S. General Services Administration

Natalie Davidson
User Experience
Technology Transformation Service

Mobile: (b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: USWDS Sketch - getting started
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 4 Aug 2020 15:46:32 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1904 bytes) , text/html (4037 bytes)

Hi there everyone,
We are migrating to the USWDS per the USDA mandate. I have downloaded the USWDS Sketch file and mocked up our header and footer, but was looking to see if anyone had any tips or tricks for doing full page mockups in Sketch using the USWDS components?
Thanks in advance,

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221
https://www.usda.gov/

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Does your agency inventory its digital presence?
From: (b) (6) (b) (6)IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 4 Aug 2020 12:43:10 -0500
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (13 kB)

The State of Iowa publishes a Directory of all agency websites and social media accounts. We hope it is largely accurate and complete although an agency could create a new social media account or program based website and forget to list it in the directory. We use Monsido to monitor the site and if we find any broken links we work with the agency to get their profile updated.

Our directory was developed by our staff using .Net and is available for reuse by other government entities. The directory also connects to our Active Directory (LDAP) to allow Iowans to search for the phone number and email information for all state employees.

https://directory.iowa.gov
https://directory.iowa.gov/organization/Index
https://directory.iowa.gov/social

On Tue, Aug 4, 2020 at 11:19 AM Natalie Davidson - QQF <natalie.davidson@gsa.gov> wrote:

> Does your agency/organization maintain an inventory of its official digital presence--websites, apps, AI, audio or video libraries, including social media and collaboration accounts on third party sites)?
>
> If so, how? Do they use a commercial product to do this? Or has your agency developed something to do this? And how's that working out--what are the pros and cons of the method that's being used?
>
> Whose responsibility is it to maintain this inventory? CIO? Communication/Outreach?
>
> And lastly, how important do you think it is for there to be an authoritative inventory of your agency's official digital presence? Does/would an inventory help your organization manage and allocate resources? Should an agency's digital presence inventory be available to the public so that the public can validate authenticity and authoritative status?
>
> Thanks,
>
> Natalie
> (U.S. Digital Registry program manager)
>
> --
>
> GSA U.S. General Services Administration
>
> **Natalie Davidson**
> User Experience
> Technology Transformation Service
>
> Mobile: (b) (6)
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

ocio Office of the Chief Information Officer

(b) (6)
Pronouns: She/Her/Hers
eGovernment Services Coordinator
200 E. Grand Avenue | Des Moines, IA 50309
(b) (6)
ocio.iowa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: What Do People Ask Us About the Most? Two Top Five Lists from the USAGov Contact Center
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 4 Aug 2020 15:49:46 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1900 bytes) , text/html (5 kB)

Hi Content Managers,

For the past year, the USAGov Contact Center has been doing a monthly deep-dive study of its calls and chats with the public. The latest post on the USAGov Blog gives an inside look at the top questions in English and Spanish that people have been asking about government benefits and services. Take a peek and see if any of the questions are related to your work or your agency!

We're always experimenting and learning new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and subscribe to the blog.

Thanks,

Nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Terms of Use for employees using your CMS
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 13:27:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1506 bytes) , text/html (5 kB)

All,

Has anyone implemented a Terms of Use that their website content managers are required to read & sign as part of their acceptance into gaining access to a CMS for managing their public website content? If you have, could you contact me directly with a copy of your Terms of Use that those folks are required to sign?

Thanks

-SH
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6) (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Siteimprove for intranet?
From: "Edstrom, Cathy" <Edstrom.Cathy@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 13:48:14 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1221 bytes) , text/html (3071 bytes)

All,

Is anyone using Siteimprove (or one of the other QA tools) to scan their Intranet content?

Thanks,

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Does your agency inventory its digital presence?
From: Natalie Davidson - QQF <natalie.davidson@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 13:50:21 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (17 kB)

Very impressive! Thanks so much for sharing (b) (6) Is it okay if we follow up off the listserv if we have questions?

Thanks again,
Natalie

On Tue, Aug 4, 2020 at 2:53 PM (b) (6) <(b) (6) iowa.gov> wrote:

> The State of Iowa publishes a Directory of all agency websites and social media accounts. We hope it is largely accurate and complete although an agency could create a new social media account or program based website and forget to list it in the directory. We use Monsido to monitor the site and if we find any broken links we work with the agency to get their profile updated.
>
> Our directory was developed by our staff using .Net and is available for reuse by other government entities. The directory also connects to our Active Directory (LDAP) to allow Iowans to search for the phone number and email information for all state employees.
>
> https://directory.iowa.gov
> https://directory.iowa.gov/organization/Index
> https://directory.iowa.gov/social
>
> On Tue, Aug 4, 2020 at 11:19 AM Natalie Davidson - QQF <natalie.davidson@gsa.gov> wrote:
>
>> Does your agency/organization maintain an inventory of its official digital presence--websites, apps, AI, audio or video libraries, including social media and collaboration accounts on third party sites)?
>>
>> If so, how? Do they use a commercial product to do this? Or has your agency developed something to do this? And how's that working out--what are the pros and cons of the method that's being used?
>>
>> Whose responsibility is it to maintain this inventory? CIO? Communication/Outreach?
>>
>> And lastly, how important do you think it is for there to be an authoritative inventory of your agency's official digital presence? Does/would an inventory help your organization manage and allocate resources? Should an agency's digital presence inventory be available to the public so that the public can validate authenticity and authoritative status?
>>
>> Thanks,
>>
>> Natalie
>> (U.S. Digital Registry program manager)
>>
>> --
>>
>> GSA U.S. General Services Administration
>>
>> **Natalie Davidson**
>> User Experience
>> Technology Transformation Service
>>
>> Mobile: (b) (6)
>>
>> ---
>>
>> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
>> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>>
>> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
>> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
>> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>>
>> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.
>
> --
>
> ocio Office of the Chief Information Officer
>
> (b) (6)
> Pronouns: She/Her/Hers
> eGovernment Services Coordinator
> 200 E. Grand Avenue | Des Moines, IA 50309
> (b) (6)
> ocio.iowa.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

> forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

GSA U.S. General Services Administration

Natalie Davidson

User Experience
Technology Transformation Service

Mobile: (b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Job Opportunity at National Science Foundation: Communications Specialist
From: "Edillon, Terri" <tedillon@NSF.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 18:32:09 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (24 kB) , text/html (5 kB) , image001.jpg (5 kB) , image002.jpg (19 kB) , image003.jpg (24 kB)

Hello!

The NSF Office of Polar Programs has a fresh, new vacancy for a GS-12-13 Communications Specialist! I am very excited about this position as the person filling it will be my teammate. Ideally, the person will have mad science writing and social media skills and will be supporting some very cool science (heh) in a variety of exciting ways. There's always a lot going on in OPP, and you get to work with some really great people on some amazing projects.

And yes, this person will get to visit Antarctica and the Arctic! ☺

Please share this vacancy widely with your networks. Thanks!

DE - https://www.usajobs.gov/GetJob/ViewDetails/575453600
MP - https://www.usajobs.gov/GetJob/ViewDetails/575453200

Terri Edillon
Communications Specialist
NSF Of [redacted] Programs
Office: (b) (6) | Mobile: (b) (6)
www.nsf.gov | www.usap.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Siteimprove for intranet?
From: "Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 19:58:29 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2892 bytes) , text/html (4 kB)

no, our Intranet is behind the firewall so it can't "reach in"

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Edstrom, Cathy <000009c143f5f99d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, August 5, 2020 9:48 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Siteimprove for intranet?

All,

Is anyone using Siteimprove (or one of the other QA tools) to scan their Intranet content?

Thanks,

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Does your agency inventory its digital presence?
From: (b) (6) <(b) (6) IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 15:05:29 -0500
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (23 kB)

(b) (6) reach me directly to discuss our work with the State Directory of digital assets for Iowans. I can be reached at iowa.gov or 515-201-9781

On Wed, Aug 5, 2020 at 2:49 PM Natalie Davids QF <natalie.davidson@gsa.gov> wrote:

> Very impressive! Thanks so much for sharing (b) (6) Is it okay if we follow up off the listserv if we have questions?
>
> Thanks again,
> Natalie
>
> On Tue, Aug 4, 2020 at 2:53 PM (b) (6) <(b) (6) iowa.gov> wrote:
>
>> The State of Iowa publishes a Directory of all agency websites and social media accounts. We hope it is largely accurate and complete although an agency could create a new social media account or program based website and forget to list it in the directory. We use Monsido to monitor the site and if we find any broken links we work with the agency to get their profile updated.
>>
>> Our directory was developed by our staff using .Net and is available for reuse by other government entities. The directory also connects to our Active Directory (LDAP) to allow Iowans to search for the phone number and email information for all state employees.
>>
>> https://directory.iowa.gov
>> https://directory.iowa.gov/organization/Index
>> https://directory.iowa.gov/social
>>
>> On Tue, Aug 4, 2020 at 11:19 AM Natalie Davidson - QQF <natalie.davidson@gsa.gov> wrote:
>>
>>> Does your agency/organization maintain an inventory of its official digital presence--websites, apps, AI, audio or video libraries, including social media and collaboration accounts on third party sites)?
>>>
>>> If so, how? Do they use a commercial product to do this? Or has your agency developed something to do this? And how's that working out--what are the pros and cons of the method that's being used?
>>>
>>> Whose responsibility is it to maintain this inventory? CIO? Communication/Outreach?
>>>
>>> And lastly, how important do you think it is for there to be an authoritative inventory of your agency's official digital presence? Does/would an inventory help your organization manage and allocate resources? Should an agency's digital presence inventory be available to the public so that the public can validate authenticity and authoritative status?
>>>
>>> Thanks,
>>>
>>> Natalie
>>> (U.S. Digital Registry program manager)
>>>
>>> --
>>>
>>> GSA U.S. General Services Administration
>>>
>>> **Natalie Davidson**
>>> User Experience
>>> Technology Transformation Service
>>>
>>> Mobile: (b) (6)
>>>
>>> ---
>>>
>>> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
>>> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>>>
>>> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
>>> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
>>> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>>>
>>> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.
>>
>> --
>>
>> ocio Office of the Chief Information Officer
>>
>> (b) (6)
>> Pronouns: She/Her/Hers
>> eGovernment Services Coordinator
>> 200 E. Grand Avenue | Des Moines, IA 50309
>> (b) (6)
>> ocio.iowa.gov

> > This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> > For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
> >
> > Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> > The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> > *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
> >
> > This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.
>
> --
>
> U.S. General Services Administration
>
> **Natalie Davidson**
>
> User Experience
> Technology Transformation Service
>
> Mobile: (b) (6)
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

(b) (6)
Pronouns: She/Her/Hers
eGovernment Services Coordinator
200 E. Grand Avenue | Des Moines, IA 50309
(b) (6)
ocio.iowa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: Comms opportunity at EPA! GS-14 Team Leader
From: "Siedschlag, Gregory" <Siedschlag.Gregory@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 5 Aug 2020 21:43:54 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2091 bytes) , text/html (7 kB)

Calling All Communications Leaders – CLOSES THURSDAY, AUG. 6

The communications branch in the Environmental Protection Agency's Office of Pesticide Programs is looking for a **permanent team leader**. We manage external communications for the pesticides program by developing communications for major announcements, responding to external parties, managing web content, and much more.

The selected candidate will:

- Serve as team leader at the GS-14 level, managing preparation and review of communications materials and inquiry responses;

- Oversee the development and implementation of short- and long-term communication strategies;

- Develop communications materials about environmental issues and/or decisions for public consumption;

- Develop written responses to media and public inquiries.

Apply at https://www.usajobs.gov/GetJob/ViewDetails/574537800.

The position closes on Thursday, Aug. 6. Please apply or share with your networks!

Best regards,

Greg Siedschlag
Chief, Communication Services Branch
Office of Pesticide Programs
U.S. Environmental Protection Agency
Phone: (703) 603-9044
Cell: (b) (6) [redacted]
https://www.epa.gov/pesticides
pronouns: he/him/his

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Job Opportunity at National Science Foundation: Communications Specialist
From: "(b) (6) <(b) (6)IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 6 Aug 2020 10:14:47 -0500
Content-Type: multipart/related
Parts/Attachments: text/plain (24 kB) , text/html (9 kB) , image001.jpg (9 kB) , image002.jpg (19 kB) , image003.jpg (24 kB)

Intriguing! So this job is based in Alexandria and is not a telecommute option is that correct?

On Wed, Aug 5, 2020 at 1:36 PM Edillon, Terri <000000f6ffec555a-dmarc-request@listserv.gsa.gov> wrote:

> Hello!
>
> The NSF Office of Polar Programs has a fresh, new vacancy for a GS-12-13 Communications Specialist! I am very excited about this position as the person filling it will be my teammate. Ideally, the person will have mad science writing and social media skills and will be supporting some very cool science (heh) in a variety of exciting ways. There's always a lot going on in OPP, and you get to work with some really great people on some amazing projects.
>
> And yes, this person will get to visit Antarctica and the Arctic! ☺
>
> Please share this vacancy widely with your networks. Thanks!
>
> DE - https://www.usajobs.gov/GetJob/ViewDetails/575453600
>
> MP - https://www.usajobs.gov/GetJob/ViewDetails/575453200
>
> **Terri Edillon**
>
> Communications Specialist
>
> NSF Office of Polar Programs
>
> Office: (b) (6) | Mobile: (b) (6)
>
> www.nsf.gov | www.usap.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

Office of the Chief Information Officer

(b) (6)
Content Manager-Project Management Office
200 East Grand Avenue | Des Moines, IA 50309
mobile (b) (6)
ocio.iowa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Listserv email and website recommendations
From: Nicholas Sabula <nsabula@NCD.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 6 Aug 2020 20:38:59 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2566 bytes) , text/html (9 kB)

I could use the community's advice on listserv/newsletter options and website designers/providers. Small agency. Small budget.

We have an outdated, cheap listserv that we'd like to update to an accessible email/newsletter subscription platform for content at a reasonable price.

Our Drupal 7 site needs a refresh and I'm looking at upgrade paths (8/9) or another CMS. GPO last designed/hosted our site years ago and now we're hosting with our IT provider that has not supported our site appropriately. At minimum we're looking at a redesign.

As content managers, what options work for you? Any input appreciated, as we're looking at options/decisions in the next few weeks.

Thanks,
Nick

Nicholas J. Sabula
Public Affairs Specialist
National Council on Disability
1331 F Street, NW, Suite 850, Washington, DC 20004
nsabula@ncd.gov
202-272-2076 Voice | (b) (6) Cell

NCDthumbnai

NCD.gov | **Facebook** | **Twitter** | **Instagram**

About the National Council on Disability (NCD): First established as an advisory Council within the Department of Education in 1978, NCD became an independent federal agency in 1984. In 1986, NCD recommended enactment of an Americans with Disabilities Act (ADA), and drafted the first version of the bill which was introduced in the House and Senate in 1988. Since enactment of the ADA in 1990, NCD has continued to play a leading role in crafting disability policy, and advising the President, Congress and other federal agencies on disability policies, programs, and practices.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Drupal4Gov Webinar: Future proofing now for your Drupal 9 move
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thu, 6 Aug 2020 20:57:28 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (9 kB) , text/html (43 kB)

This webinar is longer than our regular ones – but it will totally be worth it!

From: Drupal4Gov <drupal4gov@gmail.com>
Sent: Thursday, August 6, 2020 4:00 PM
To: Dearie, Jessica <Dearie.Jessica@epa.gov>
Subject: Drupal4Gov Webinar: Future proofing now for your Drupal 9 move

Drupal GovCon info and Webinar on Future proofing for Drupal 9 View this email in your browser

Drupal4Gov

Webinar: Let's Get Ready To Move to Drupal 9!

Mike Madison of Acquia will take you through the ins and outs of getting ready for Drupal 9 through future proofing your sites now on August 20th from 2pm EST to 4pm EST.

Attendees will learn how to:

- Prepare for the actual update (steps to take before you update)
- Make sure the update doesn't break : all_the_things
- Utilize best practices to make the update easier

Please note this webinar will start at 2pm EST and run for 2 hours with at least one break.

Meet our speaker:

Mike Madison is a Drupal Architect with over 15 years of experience using open source technologies like Drupal, Wordpress, and Mediawiki. Mike is a manager on Acquia's Professional Services team where he helps enterprise, government, and higher education customers to implement Drupal and other technologies. Aside from his work at Acquia, Mike blogs about web and Drupal related materials, contributes to Drupal4Gov as the tech lead for the Drupal GovCon conference, and is a former maintainer of Acquia's Build and Launch Tools (BLT). Previously Mike built and led a multi-million dollar Drupal capability at the US Department of Energy's Pacific Northwest National Laboratory. He also spent several years freelancing using Drupal and Wordpress to serve clients across the US and abroad.

Acquia is the open digital experience company that empowers the world's most ambitious brands to embrace innovation and create customer moments that matter.

Get your Webinar ticket

Have You Registered for Virtual Drupal GovCon, yet?

Drupal GovCon prides itself on providing a wide range of session tracks for everyone on your team, no matter their role or level of experience. Registration for Drupal GovCon is free and this year, Drupal4Gov is working with Baltimore Camp to host a virtual Drupal GovCon/ Baltimore Drupal Camp for 2020. Same great content, just in the privacy of your home.

Register Now

Volunteer for Virtual DGC and Bmore Camp!

Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees to helping speakers set up their zoom rooms. Volunteers also get special perks like thank yous, shout outs, smiles and the DGC team's unending gratitude. So, dust off those clicking fingers and join in the fun as a 2020 Virtual event VOLUNTEER!

Volunteer Today!

Sponsor Drupal GovCon 2020

Why yes, we are interested in more sponsors! To get sponsorship details as soon as we finalize our new prospectus for the virtual conference, please reach out to our marketing department and sign up for the newsletter.

Signup 4 Sponsorship Newsletter

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Listserv email and website recommendations
From: "Macadaeg, Robert J - ODEP" <Macadaeg.Robert.J@DOL.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Fri, 7 Aug 2020 11:49:19 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (15 kB)

Hi Nick,

I'm no expert at such things, but I think an interagency agreement, perhaps with an agency that has a mission peripheral to NCD, would be your best bet.

Otherwise as far as newsletter SaaS goes, staying within the FedRAMP Marketplace will limit you to services you can't afford/justify.

Looking at you, Granicus.

But if you could hop onto an agency running a Drupal multisite instance and maybe even get a topic on their GovDelivery account, you could run with the big dogs and not deplete all $3M of NCD's budget.

Seems simple when I type it, but I'm doubtless missing a thousand complications. Best of luck to you.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Nicholas Sabula
Sent: Thursday, August 6, 2020 4:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Listserv email and website recommendations

I could use the community's advice on listserv/newsletter options and website designers/providers. Small agency. Small budget.

We have an outdated, cheap listserv that we'd like to update to an accessible email/newsletter subscription platform for content at a reasonable price.

Our Drupal 7 site needs a refresh and I'm looking at upgrade paths (8/9) or another CMS. GPO last designed/hosted our site years ago and now we're hosting with our IT provider that has not supported our site appropriately. At minimum we're looking at a redesign.

As content managers, what options work for you? Any input appreciated, as we're looking at options/decisions in the next few weeks.

Thanks,
Nick

Nicholas J. Sabula
Public Affairs Specialist
National Council on Disability
1331 F Street, NW, Suite 850, Washington, DC 20004
nsabula@ncd.gov
202-272-2076 Voice | (b) (6) Cell

NCDthumbnai

NCD.gov | Facebook | Twitter | Instagram

About the National Council on Disability (NCD): First established as an advisory Council within the Department of Education in 1978, NCD became an independent federal agency in 1984. In 1986, NCD recommended enactment of an Americans with Disabilities Act (ADA), and drafted the first version of the bill which was introduced in the House and Senate in 1988. Since enactment of the ADA in 1990, NCD has continued to play a leading role in crafting disability policy, and advising the President, Congress and other federal agencies on disability policies, programs, and practices.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Intranet broken links and Accessibility tools
From: "Edstrom, Cathy" <Edstrom.Cathy@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Edstrom, Cathy
Date: Mon, 10 Aug 2020 17:42:19 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1240 bytes) , text/html (2919 bytes)

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Intranet broken links and Accessibility tools #2 - <08-10-20>
From: "Pollard, Michael F" <michael.f.pollard@HUD.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pollard, Michael F
Date: Mon, 10 Aug 2020 17:59:04 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2514 bytes) , text/html (5 kB)

Hi Cathy:

We are using WAVE.

(b) (6)

URL: https://chrome.google.com/webstore/detail/wave-evaluation-tool/jbbplnpkjmmeebjpijfedlgcdilocofh

Thanks

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "Mendoza, Estella (Stella)" <estella.mendoza@RL.DOE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mendoza, Estella (Stella)
Date: Mon, 10 Aug 2020 17:59:21 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2648 bytes) , text/html (7 kB)

Here at the Hanford Site we are using Siteimprove.

thanks

Estella Mendoza,Management Analyst
Department of Energy, Richland Operations Office
Security, Emergency Services &
Information Management Division
Estella.Mendoza@rl.doe.gov
(b) (6) (Work)
(Cell)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS
Date: Mon, 10 Aug 2020 18:36:40 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2872 bytes) , text/html (6 kB)

An old manual tool I have used is Total Validator… might work for you.

Yours,
Jason

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "Pleiss, Kristina M" (b) (6) @TVA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pleiss, Kristina M
Date: Mon, 10 Aug 2020 18:37:47 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3978 bytes) , text/html (7 kB)

Hi,

We use Siteimprove for several of our public websites and it's a very handy tool. In addition to what you mentioned, we've found the policy feature in particular helps with:

- content (e.g., updated #s, references to individual, program names) and functionality (e.g., link structure, embeds) changes
- quality assurance (e.g., AP style adherence, phone formats, stale content)
- inclusion/accessibility (e.g., preferred terms, reading level, alt tag)
- performance (e.g., image size, https only)

Thanks,

Kristina Pleiss
Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority
400 W. Summit Hill Drive
Knoxville, TN 37902

(b) (6)
(b) (6) @tva.gov

NOTICE: This electronic message transmission contains information that may be TVA SENSITIVE, TVA RESTRICTED, or TVA CONFIDENTIAL. Any misuse or unauthorized disclosure can result in both civil and criminal penalties. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of the content of this information is prohibited. If you have received this communication in error, please notify me immediately by email and delete the original message.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Edstrom, Cathy <000009c143f5f99d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

This is an EXTERNAL EMAIL from outside TVA. THINK BEFORE you CLICK links or OPEN attachments. If suspicious, please click the "Report Phishing" button located on the Outlook Toolbar at the top of your screen.

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Intranet broken links and Accessibility tools
From: "Dempsey-Reed, LaChelle" <lachelle.dempsey-reed@FINCEN.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dempsey-Reed, LaChelle
Date: Mon, 10 Aug 2020 18:50:35 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (8 kB)

There is a product out there called SortSite that does both.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Monday, August 10, 2020 2:37 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

An old manual tool I have used is Total Validator… might work for you.

Yours,
Jason

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Maher, Mary - REE-ERS, Washington, DC
Date: Mon, 10 Aug 2020 20:22:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3275 bytes) , text/html (4 kB)

At the risk of being perceived as a product endorsement, I will say that SiteImprove rocks.

We've reviewed a number of tools, and this one is the most comprehensive and also user friendly. It shows you the issues, and exactly where they are located--and importantly HOW to address. Also comes with a priority map to help you prioritize items with the greatest impact. Not cheap, but worth the investment.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Edstrom, Cathy <000009c143f5f99d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Intranet broken links and Accessibility tools
From: "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke
Date: Mon, 10 Aug 2020 20:31:06 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (9 kB)

We have had both Siteimprove and Monsido - Monsido does a good job on both broken links and accessibility and it is quite a bit less expensive than Siteimprove. We also find Monsido to be more user friendly than Siteimprove.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) (b) (6) (m:) (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Maher, Mary - REE-ERS, Washington, DC <000005e1d9549da1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 4:22 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

CAUTION: This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.

At the risk of being perceived as a product endorsement, I will say that SiteImprove rocks.

We've reviewed a number of tools, and this one is the most comprehensive and also user friendly. It shows you the issues, and exactly where they are located--and importantly HOW to address. Also comes with a priority map to help you prioritize items with the greatest impact. Not cheap, but worth the investment.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Edstrom, Cathy <000009c143f5f99d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Intranet broken links and Accessibility tools
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Mon, 10 Aug 2020 20:31:49 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3688 bytes) , text/html (6 kB)

Hi Cathy,

I'm going to throw my increasing weight (COVID-tide humor?) behind a product that you might not be able to use, Scrutiny from PeacockMedia. When I picked it up, it was everything I thought I'd need to spend thousands on a subscription for, purchased outright for just £99. Now, it's something like $115. Hmm. There's math for that…

It crawls sites from your desktop (inside your firewall, one assumes), finding broken links, misspellings, and arbitrary content of your choice. The lead dev answers her own email (and seems really nice – but it might help that I love her work – who knows?) and seems genuinely interested in producing a good product.

Also, it runs on a Mac. Only. On. A. Mac.

L8r!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6) [redacted]
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "(b) (6) (HHSC)" <(b) (6) HHSC.STATE.TX.US>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (HHSC)
Date: Mon, 10 Aug 2020 21:17:09 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (9 kB)

We use SortSite. Another one from Europe. It's a little clunky but gets us everything we need and is a desktop app, no subscription needed, and inexpensive.

(b) (6)
Texas HHS Communications
Web Services
(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 12:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

WARNING: This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Here at the Hanford Site we are using Siteimprove.

thanks

Estella Mendoza,Management Analyst
Department of Energy, Richland Operations Office
Security, Emergency Services &
Information Management Division
Estella.Mendoza@rl.doe.gov
(b) (6) (Work)
(Cell)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Intranet broken links and Accessibility tools
From: Aleck Che-Mponda <Aleck.Che-mponda@BIS.DOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Aleck Che-Mponda <Aleck.Che-mponda@BIS.DOC.GOV>
Date: Mon, 10 Aug 2020 22:12:38 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (16 kB)

DynoMapper is another website crawler/analysis tool you can compare.   Broken links, compliance features and site mapping features.

Aleck Che-Mponda
Office of the Chief Information Officer,
Bureau of Industry and Security

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6) (HHSC)
Sent: Monday, August 10, 2020 5:17 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

EXTERNAL .GOV EMAIL: Do not click any links or open any attachments unless you trust the sender and know the content is safe.

We use SortSite. Another one from Europe. It's a little clunky but gets us everything we need and is a desktop app, no subscription needed, and inexpensive.

(b) (6)
Texas HHS Communications
Web Services
(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, August 10, 2020 12:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

WARNING: This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Here at the Hanford Site we are using Siteimprove.

thanks

Estella Mendoza,Management Analyst
Department of Energy, Richland Operations Office
Security, Emergency Services &
Information Management Division
Estella.Mendoza@rl.doe.gov
(b) (6) (Work)
(Cell)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Intranet broken links and Accessibility tools
From: (b) (6) (b) (6) @LBL.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (b) (6) @LBL.GOV>
Date: Mon, 10 Aug 2020 15:23:43 -0700
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) multipart/related (5 kB) , text/html (18 kB) , clip_image001.jpg (45 kB)

We just switched from SiteImprove to Monsido because Monsido cost us a little less than HALF what we were paying for SiteImprove, AND because SiteImprove was too much for our content maintainers to take in, understand, and act on.

Don't get me wrong, SiteImprove is an amazing tool and well worth the money if you have a dedicated team of web content and UX professionals who understand and can use all the detailed information it offers.

We don't.

Like a lot of academic and research web sites, we spread content duties far and wide. Most of my creators and maintainers are scientists, post-docs and students, admins, etc. SiteImprove was too detailed and confusing for them to use effectively. So, we just were not using what we paid for.

I miss SiteImprove's extras (like the social media share widget) and high-touch customer service, but it wasn't worth more than double what we were paying.

I also like a feature of Monsido that lets you make immediate, temporary changes to your website globally. I've found this really useful for immediate fixes to things like:

- Hardcoded URLs in headers or footers (that may take a little more time to fix) track down
- A single bad link embedded in multiple pages (while I track down and kill them all)
- The Brits & Aussies on staff who refuse to use American spellings of the Queen's English (I just overrule them globally)

Hope that's useful!

M

(b) (6)
Computing Sciences Communications
Lawrence Berkeley National Laboratory
v. (b) (6) ***e.*** (b) (6)@lbl.gov, ***w.*** cs.lbl.gov

BERKELEY LAB
Bringing Science Solutions to the World

On Aug 10, 2020, at 10:59 AM, Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV> wrote:

Here at the Hanford Site we are using Siteimprove.

thanks

Estella Mendoza,Management Analyst
Department of Energy, Richland Operations Office
Security, Emergency Services &
Information Management Division
Estella.Mendoza@rl.doe.gov
(b) (6) (Work)
(Cell)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools
From: "Martinez, Delva" <DMartinez@OSMRE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Martinez, Delva
Date: Mon, 10 Aug 2020 22:39:40 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (6 kB) , text/html (19 kB) , clip_image001.jpg (45 kB)

Thank you! That was very insightful. You are correct about the amount of information you receive and the lack of dedicated time to review what is provided.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) (b) (6)@LBL.GOV>
Sent: Monday, August 10, 2020 4:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

We just switched from SiteImprove to Monsido because Monsido cost us a little less than HALF what we were paying for SiteImprove, AND because SiteImprove was too much for our content maintainers to take in, understand, and act on.

Don’t get me wrong, SiteImprove is an amazing tool and well worth the money if you have a dedicated team of web content and UX professionals who understand and can use all the detailed information it offers.

We don’t.

Like a lot of academic and research web sites, we spread content duties far and wide. Most of my creators and maintainers are scientists, post-docs and students, admins, etc. SiteImprove was too detailed and confusing for them to use effectively. So, we just were not using what we paid for.

I miss SiteImprove’s extras (like the social media share widget) and high-touch customer service, but it wasn’t worth more than double what we were paying.

I also like a feature of Monsido that lets you make immediate, temporary changes to your website globally. I’ve found this really useful for immediate fixes to things like:

- Hardcoded URLs in headers or footers (that may take a little more time to fix) track down
- A single bad link embedded in multiple pages (while I track down and kill them all)
- The Brits & Aussies on staff who refuse to use American spellings of the Queen’s English (I just overrule them globally)

Hope that’s useful!

M

(b) (6)
Computing Sciences Communications
Lawrence Berkeley National Laboratory
v. (b) (6) ***e.*** (b) (6)@lbl.gov, ***w.*** cs.lbl.gov

BERKELEY LAB
Bringing Science Solutions to the World

> On Aug 10, 2020, at 10:59 AM, Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV> wrote:
>
> Here at the Hanford Site we are using Siteimprove.
>
> thanks
>
> Estella Mendoza,Management Analyst
> Department of Energy, Richland Operations Office
> Security, Emergency Services &
> Information Management Division
> Estella.Mendoza@rl.doe.gov
> (b) (6) (Work)
> (Cell)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
> **Sent:** Monday, August 10, 2020 10:42 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools
>
> What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?
>
> Cathy Edstrom, IT Specialist
> US EPA, Office of Mission Support,
> Office of Information Management,
> Web Content Services Division
> Desk: 202-566-0581 I Cell: (b) (6)

Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government

Subject: Re: Intranet broken links and Accessibility tools
From: "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke
Date: Tue, 11 Aug 2020 10:42:39 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (7 kB) , text/html (21 kB) , clip_image001.jpg (45 kB)

What (b) (6) says supports what I said - that Monsido is easier to use when you don't have a lot of time to delve into all the information that Siteimprove provides.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) (b) (6) (m:) (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) (b) (6) @LBL.GOV>
Sent: Monday, August 10, 2020 6:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

CAUTION: This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.

We just switched from SiteImprove to Monsido because Monsido cost us a little less than HALF what we were paying for SiteImprove, AND because SiteImprove was too much for our content maintainers to take in, understand, and act on.

Don't get me wrong, SiteImprove is an amazing tool and well worth the money if you have a dedicated team of web content and UX professionals who understand and can use all the detailed information it offers.

We don't.

Like a lot of academic and research web sites, we spread content duties far and wide. Most of my creators and maintainers are scientists, post-docs and students, admins, etc. SiteImprove was too detailed and confusing for them to use effectively. So, we just were not using what we paid for.

I miss SiteImprove's extras (like the social media share widget) and high-touch customer service, but it wasn't worth more than double what we were paying.

I also like a feature of Monsido that lets you make immediate, temporary changes to your website globally. I've found this really useful for immediate fixes to things like:

- Hardcoded URLs in headers or footers (that may take a little more time to fix) track down
- A single bad link embedded in multiple pages (while I track down and kill them all)
- The Brits & Aussies on staff who refuse to use American spellings of the Queen's English (I just overrule them globally)

Hope that's useful!

M

(b) (6)
Computing Sciences Communications
Lawrence Berkeley National Laboratory
v. (b) (6), ***e.*** (b) (6) @lbl.gov, ***w.*** cs.lbl.gov

BERKELEY LAB
Bringing Science Solutions to the World

> On Aug 10, 2020, at 10:59 AM, Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV> wrote:
>
> Here at the Hanford Site we are using Siteimprove.
>
> thanks
>
> Estella Mendoza,Management Analyst
> Department of Energy, Richland Operations Office
> Security, Emergency Services &
> Information Management Division
> Estella.Mendoza@rl.doe.gov
> (b) (6) (Work)
> (Cell)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
> **Sent:** Monday, August 10, 2020 10:42 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government

Subject: Re: Intranet broken links and Accessibility tools
From: (b) (6) (b) (6) SUSSEX.NJ.US>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) SUSSEX.NJ.US
Date: Tue, 11 Aug 2020 11:54:16 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3227 bytes) , text/html (7 kB)

+1 Siteimprove

(b) (6)
Sussex County Website Management
One Spring Street
NJ 07860
(b) (6)
(P)(b) (6)

Follow Us! | Web | Email News | Facebook | Twitter | Instagram | County Directory

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 1:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Divis
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "(b) (6) <(b) (6) MONTGOMERYCOUNTYMD.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) MONTGOMERYCOUNTYMD.GOV>
Date: Tue, 11 Aug 2020 12:26:41 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1513 bytes) , text/html (4 kB)

Anyone have experience with DubBot?

They are a newer offering in this market.

--(b) (6)
Senior Information Technology Specialist
Montgomery County, Maryland, Department of Technology Services
(b) (6) montgomerycountymd.gov
Phone: (b) (6)

Take 10 minutes to be counted now – visit: https://2020census.gov/

VOTE
For voting related information, visit/Para obtener información relacionada con votar, visite:
www.777vote.org
STAY SAFE
montgomerycountymd.gov/COVID19

For COVID-19 Information and resources, visit: www.montgomerycountymd.gov/COVID19

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Intranet broken links and Accessibility tools
From: "Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO)
Date: Tue, 11 Aug 2020 13:26:58 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (8 kB) , image001.png (7 kB)

Hi all,

First things first: Why the dedicated Accessibility tools don't check dead links is crazy to my thinking.

From an accessibility standpoint, I've looked at most of these tools and found them lacking. Why? Because fundamentally these tools are the single adjustable wrench in every homeowners' drawer. Great for amateurs, frustrating and poorly suited for professionals. The "all in ones" are pretty limited accessibility tools because at their core they are code checkers, and thus only check lines of HTML code for technical issues (missing ALT tags, etc.), NOT Javascript, custom injects (e.g. Tableau, PowerBI, etc), or multiple versions of pages (such as adaptive views for screensize). To correct for this, some of the tools mentioned then flag possible errors for checking (these tools create huge lists of "violations" that are false positives).

If you want to check for accessibility, I'd strongly recommended working with a dedicated accessibility toolset, with a manual process to supplement it (since no tool finds everything). Accessibility is technical **and** human factors, and so the best tools are ones that incorporate an understanding of how assistive tech works with a whole page for real people, not just if a particular line of code validates.

That said, I know some local governments might not have resources for professional accessibility tools. within that context, I am more on the side of using "lighter" consolidated tools to find dead links and obvious accessibility code violations. The more robust ones generate far too much info for a small team to manage, and only a small team should use this approach.

Regards,
Mark D. Urban
CDC/ATSDR Accessibility Program Manager
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
Murban@CDC.gov | 919-541-0562 office
OCIO Office of the Chief Information Officer

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, August 11, 2020 8:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Anyone have experience with DubBot?

They are a newer offering in this market.

--(b) (6)
[redacted]
Senior Information Technology Specialist
Montgomery County, Maryland, Department of Technology Services
(b) (6) montgomerycountymd.gov
Phone: (b) (6)

Take 10 minutes to be counted now – visit: https://2020census.gov/

www.montgomerycountymd.gov/COVID19

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: '(b) (6) <(b) (6) NEBRASKA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Tue, 11 Aug 2020 13:37:13 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (8 kB) , text/html (26 kB) , image001.jpg (45 kB)

I will second all things listed here by (b) (6) We are in a similar situation with our content creators ability to use Siteimprove to its full potential. We used it for several years but recently moved to Monsido for about half the cost. Very satisfied with the new platform.

(b) (6) | *Webmaster*
OFFICE OF COMMUNICATIONS
Nebraska Department of Health and Human Services
OFFICE: (b) (6) | FAX: (b) (6)
DHHS.ne.gov | **Facebook** | **Twitter** | **LinkedIn**

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Monday, August 10, 2020 5:24 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

We just switched from SiteImprove to Monsido because Monsido cost us a little less than HALF what we were paying for SiteImprove, AND because SiteImprove was too much for our content maintainers to take in, understand, and act on.

Don't get me wrong, SiteImprove is an amazing tool and well worth the money if you have a dedicated team of web content and UX professionals who understand and can use all the detailed information it offers.

We don't.

Like a lot of academic and research web sites, we spread content duties far and wide. Most of my creators and maintainers are scientists, post-docs and students, admins, etc. SiteImprove was too detailed and confusing for them to use effectively. So, we just were not using what we paid for.

I miss SiteImprove's extras (like the social media share widget) and high-touch customer service, but it wasn't worth more than double what we were paying.

I also like a feature of Monsido that lets you make immediate, temporary changes to your website globally. I've found this really useful for immediate fixes to things like:

- Hardcoded URLs in headers or footers (that may take a little more time to fix) track down
- A single bad link embedded in multiple pages (while I track down and kill them all)
- The Brits & Aussies on staff who refuse to use American spellings of the Queen's English (I just overrule them globally)

Hope that's useful!

M

(b) (6)
Computing Sciences Communications
Lawrence Berkeley National Laboratory
v. (b) (6) ***e.*** (b) (6) @lbl.gov, ***w.*** cs.lbl.gov

BERKELEY LAB
Bringing Science Solutions to the World

> On Aug 10, 2020, at 10:59 AM, Mendoza, Estella (Stella) <000009ccff3973a6-dmarc-request@LISTSERV.GSA.GOV> wrote:
>
> Here at the Hanford Site we are using Siteimprove.
>
> thanks
>
> Estella Mendoza,Management Analyst
> Department of Energy, Richland Operations Office
> Security, Emergency Services &
> Information Management Division
> Estella.Mendoza@rl.doe.gov
> (b) (6) (Work)
> (Cell)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
> **Sent:** Monday, August 10, 2020 10:42 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools
>
> What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?
>
> Cathy Edstrom, IT Specialist
> US EPA, Office of Mission Support,
> Office of Information Management,

Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Intranet broken links and Accessibility tools
From: "(b) (6) <(b) (6) HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Tue, 11 Aug 2020 18:30:07 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (6 kB) , text/html (11 kB) , image001.png (7 kB)

Are we talking about content management? Like reshelving books in a bookstore, or refolding pants found in the shirt section of a clothing retailer?

I wonder how many supervisors regularly review the digital content in their domain.

This is a problem I am forcing myself to deal with at home. Where I am both supervisor and worker. I'm thinking more is not always better. And maybe cheap is not enough. Maybe the problem is not the cost or availability of the software, but my expectations, or my job descriptions. In my case, all these parameters align. Maybe it's just a small town thing. I live on an island.

We use Siteimprove at work. To me, the Siteimprove findings are valid. I don't always make any change, but I do "listen".

Take care. Stay healthy.
(b) (6)
ITS III. Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Urban, Mark (CDC/OCOO/OCIO)
Sent: Tuesday, August 11, 2020 3:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Hi all,

First things first: Why the dedicated Accessibility tools don't check dead links is crazy to my thinking.

From an accessibility standpoint, I've looked at most of these tools and found them lacking. Why? Because fundamentally these tools are the single adjustable wrench in every homeowners' drawer. Great for amateurs, frustrating and poorly suited for professionals. The "all in ones" are pretty limited accessibility tools because at their core they are code checkers, and thus only check lines of HTML code for technical issues (missing ALT tags, etc.), NOT Javascript, custom injects (e.g. Tableau, PowerBI, etc), or multiple versions of pages (such as adaptive views for screensize). To correct for this, some of the tools mentioned then flag possible errors for checking (these tools create huge lists of "violations" that are false positives).

If you want to check for accessibility, I'd strongly recommended working with a dedicated accessibility toolset, with a manual process to supplement it (since no tool finds everything). Accessibility is technical **and** human factors, and so the best tools are ones that incorporate an understanding of how assistive tech works with a whole page for real people, not just if a particular line of code validates.

That said, I know some local governments might not have resources for professional accessibility tools. within that context, I am more on the side of using "lighter" consolidated tools to find dead links and obvious accessibility code violations. The more robust ones generate far too much info for a small team to manage, and only a small team should use this approach.

Regards,
Mark D. Urban
CDC/ATSDR Accessibility Program Manager
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
Murban@CDC.gov | 919-541-0562 office
OCIO Office of the Chief Information Officer

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, August 11, 2020 8:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Anyone have experience with DubBot?

They are a newer offering in this market.

--(b) (6)

[redacted]
Senior Information Technology Specialist
Montgomery County, Maryland, Department of Technology Services
(b) (6) montgomerycountymd.gov
Phone: (b) (6)

Take 10 minutes to be counted now – visit: https://2020census.gov/

www.montgomerycountymd.gov/COVID19

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	Re: Intranet broken links and Accessibility tools
From:	"Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Maher, Mary - REE-ERS, Washington, DC
Date:	Tue, 11 Aug 2020 20:39:27 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (9 kB) , text/html (15 kB) , image001.png (7 kB)

well said, (b) (6)

PS: You may be on an island, but sometimes I feel like I am too ;)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, August 11, 2020 2:30 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Are we talking about content management? Like reshelving books in a bookstore, or refolding pants found in the shirt section of a clothing retailer?

I wonder how many supervisors regularly review the digital content in their domain.

This is a problem I am forcing myself to deal with at home. Where I am both supervisor and worker. I'm thinking more is not always better. And maybe cheap is not enough. Maybe the problem is not the cost or availability of the software, but my expectations, or my job descriptions. In my case, all these parameters align. Maybe it's just a small town thing. I live on an island.

We use Siteimprove at work. To me, the Siteimprove findings are valid. I don't always make any change, but I do "listen".

(b) (6) care. Stay healthy.
ITS III. Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Urban, Mark (CDC/OCOO/OCIO)
Sent: Tuesday, August 11, 2020 3:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Hi all,

First things first: Why the dedicated Accessibility tools don't check dead links is crazy to my thinking.

From an accessibility standpoint, I've looked at most of these tools and found them lacking. Why? Because fundamentally these tools are the single adjustable wrench in every homeowners' drawer. Great for amateurs, frustrating and poorly suited for professionals. The "all in ones" are pretty limited accessibility tools because at their core they are code checkers, and thus only check lines of HTML code for technical issues (missing ALT tags, etc.), NOT Javascript, custom injects (e.g. Tableau, PowerBI, etc), or multiple versions of pages (such as adaptive views for screensize). To correct for this, some of the tools mentioned then flag possible errors for checking (these tools create huge lists of "violations" that are false positives).

If you want to check for accessibility, I'd strongly recommended working with a dedicated accessibility toolset, with a manual process to supplement it (since no tool finds everything). Accessibility is technical **and** human factors, and so the best tools are ones that incorporate an understanding of how assistive tech works with a whole page for real people, not just if a particular line of code validates.

That said, I know some local governments might not have resources for professional accessibility tools. within that context, I am more on the side of using "lighter" consolidated tools to find dead links and obvious accessibility code violations. The more robust ones generate far too much info for a small team to manage, and only a small team should use this approach.

Regards,
Mark D. Urban
CDC/ATSDR Accessibility Program Manager
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
Murban@CDC.gov | 919-541-0562 office
OCIO Office of the Chief Information Officer

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, August 11, 2020 8:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Anyone have experience with DubBot?

They are a newer offering in this market.

--(b) (6)

Senior Information Technology Specialist
Montgomery County, Maryland, Department of Technology Services
(b) (6) montgomerycountymd.gov
Phone: (b) (6)

Take 10 minutes to be counted now – visit: https://2020census.gov/

www.montgomerycountymd.gov/COVID19

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government

websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: user testing software
From: "Pleiss, Kristina M" (b) (6) @TVA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pleiss, Kristina M
Date: Tue, 11 Aug 2020 23:01:35 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2074 bytes) , text/html (4 kB)

Hi,

We are gearing up to conduct user testing on our public website and would appreciate any recommendations for software (e.g., Optimizely, Lookback). Our testing will consist of small group interactive sessions (remote for now). We would like to be able to record user interactions with our website including video, audio commentary, navigation trails, heat maps, etc. Thanks in advance for any software and/or resource suggestions!

Thanks,

Kristina Pleiss
Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority
400 W. Summit Hill Drive
Knoxville, TN 37902

(b) (6)
(b) (6) @tva.gov

NOTICE: This electronic message transmission contains information that may be TVA SENSITIVE, TVA RESTRICTED, or TVA CONFIDENTIAL. Any misuse or unauthorized disclosure can result in both civil and criminal penalties. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of the content of this information is prohibited. If you have received this communication in error, please notify me immediately by email and delete the original message.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Intranet broken links and Accessibility tools
From: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date: Wed, 12 Aug 2020 12:42:19 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (10 kB) , image001.png (7 kB)

Yes. I see that the Deque axe people say that their axe browser plugin can find ~50 percent of accessibility problems. HHS and other agencies have accessibility checklists for each of the top file types.

From: Urban, Mark (CDC/OCOO/OCIO) <000001ca0d4a70cf-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, August 11, 2020 9:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Hi all,

First things first: Why the dedicated Accessibility tools don't check dead links is crazy to my thinking.

From an accessibility standpoint, I've looked at most of these tools and found them lacking. Why? Because fundamentally these tools are the single adjustable wrench in every homeowners' drawer. Great for amateurs, frustrating and poorly suited for professionals. The "all in ones" are pretty limited accessibility tools because at their core they are code checkers, and thus only check lines of HTML code for technical issues (missing ALT tags, etc.), NOT Javascript, custom injects (e.g. Tableau, PowerBI, etc), or multiple versions of pages (such as adaptive views for screensize). To correct for this, some of the tools mentioned then flag possible errors for checking (these tools create huge lists of "violations" that are false positives).

If you want to check for accessibility, I'd strongly recommended working with a dedicated accessibility toolset, with a manual process to supplement it (since no tool finds everything). Accessibility is technical **and** human factors, and so the best tools are ones that incorporate an understanding of how assistive tech works with a whole page for real people, not just if a particular line of code validates.

That said, I know some local governments might not have resources for professional accessibility tools. within that context, I am more on the side of using "lighter" consolidated tools to find dead links and obvious accessibility code violations. The more robust ones generate far too much info for a small team to manage, and only a small team should use this approach.

Regards,
Mark D. Urban
CDC/ATSDR Accessibility Program Manager
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
Murban@CDC.gov | 919-541-0562 office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, August 11, 2020 8:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

Anyone have experience with DubBot?

They are a newer offering in this market.

--(b) (6)
[redacted]
Senior Information Technology Specialist
Montgomery County, Maryland, Department of Technology Services
(b) (6) montgomerycountymd.gov
Phone: (b) (6)

Take 10 minutes to be counted now – visit: https://2020census.gov/

www.montgomerycountymd.gov/COVID19

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Managing documents in a Drupal environment
From: "Dooley, Wayne (NIH/OD) [E]" <wayne.dooley@NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dooley, Wayne (NIH/OD) [E]
Date: Wed, 12 Aug 2020 15:18:51 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (1871 bytes) , text/html (45 kB) , image003.jpg (45 kB)

We're attempting to manage PDFs on our existing Drupal 8 site, looking for best practices from the community. Our site is fairly small, we're hosting about 1k documents. We're having difficulties keeping up with linking, version control, and auditing. Ending up with orphaned and multiple versions ('-0') documents is an ongoing struggle. If we grow the site, the lack of effective controls will most certainly multiply our issues. If you can help with any (or all) of the following, I'd greatly appreciate:

1. Would you be willing to share any policies/guidance on how you manage documents?
2. Can you recommend Drupal modules that have helped you successfully extend the media capabilities?
3. Are there external tools you use to manage your site assets?

Thanks in advance!

Wayne Dooley
Drupal Solutions Evangelist
Information Management Team, HR SAID

NIH | Office of Human Resources

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Managing documents in a Drupal environment
From: "(b) (6) <(b) (6)CITYOFMADISON.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 12 Aug 2020 15:40:05 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4046 bytes) , text/html (12 kB) , image001.jpg (12 kB)

Hi Wayne,

Are you using the Media module? At DrupalCon I attended a session on this and it seems like the way to go for images, documents, and other types of media. Rather than a document being linked to on multiple pages, you add that document as a Media item (which is basically an entity reference) and then add that one Media item to those pages. There is also a contrib module called Entity Usage that can help you keep track of where media is being used. We are still on Drupal 7, so we aren't using this yet, but when we go to Drupal 9 our plan is to start using the Media module. Of course, making sure your content editors are properly using this and replacing the document in the Media instance when there is a new version rather than making a new Media instance with the new document version, is a lot of the work.

Thanks!
(b) (6)
City of Madison, WI

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Dooley, Wayne (NIH/OD) [E]
Sent: Wednesday, August 12, 2020 10:19 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Managing documents in a Drupal environment

Caution: This email was sent from an external source. Avoid unknown links and attachments.

We're attempting to manage PDFs on our existing Drupal 8 site, looking for best practices from the community. Our site is fairly small, we're hosting about 1k documents. We're having difficulties keeping up with linking, version control, and auditing. Ending up with orphaned and multiple versions ('-0') documents is an ongoing struggle. If we grow the site, the lack of effective controls will most certainly multiply our issues. If you can help with any (or all) of the following, I'd greatly appreciate:

1. Would you be willing to share any policies/guidance on how you manage documents?
2. Can you recommend Drupal modules that have helped you successfully extend the media capabilities?
3. Are there external tools you use to manage your site assets?

Thanks in advance!

Wayne Dooley
Drupal Solutions Evangelist
Information Management Team, HR SAID

NIH | Office of Human Resources

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	Re: Managing documents in a Drupal environment
From:	"Dooley, Wayne (NIH/OD) [E]" <wayne.dooley@NIH.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dooley, Wayne (NIH/OD) [E]
Date:	Wed, 12 Aug 2020 17:43:52 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (5 kB) , text/html (55 kB) , image004.jpg (55 kB) , image001.jpg (55 kB)

Hi (b) (6)
We are using the Media module, which does make our life somewhat easier. We're not using the Entity Usage module, which definitely looks worthy to investigate. Thanks for your help!

Wayne Dooley
Drupal Solutions Evangelist
Information Management Team, HR SAID

NIH | Office of Human Resources

From: (b) (6) <(b) (6) CITYOFMADISON.COM>
Sent: Wednesday, August 12, 2020 11:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Managing documents in a Drupal environment

Hi Wayne,

Are you using the Media module? At DrupalCon I attended a session on this and it seems like the way to go for images, documents, and other types of media. Rather than a document being linked to on multiple pages, you add that document as a Media item (which is basically an entity reference) and then add that one Media item to those pages. There is also a contrib module called Entity Usage that can help you keep track of where media is being used. We are still on Drupal 7, so we aren't using this yet, but when we go to Drupal 9 our plan is to start using the Media module. Of course, making sure your content editors are properly using this and replacing the document in the Media instance when there is a new version rather than making a new Media instance with the new document version, is a lot of the work.

Thanks!
(b) (6)
City of Madison, WI

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Dooley, Wayne (NIH/OD) [E]
Sent: Wednesday, August 12, 2020 10:19 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Managing documents in a Drupal environment

Caution: This email was sent from an external source. Avoid unknown links and attachments.

We're attempting to manage PDFs on our existing Drupal 8 site, looking for best practices from the community. Our site is fairly small, we're hosting about 1k documents. We're having difficulties keeping up with linking, version control, and auditing. Ending up with orphaned and multiple versions ('-0') documents is an ongoing struggle. If we grow the site, the lack of effective controls will most certainly multiply our issues. If you can help with any (or all) of the following, I'd greatly appreciate:

1. Would you be willing to share any policies/guidance on how you manage documents?
2. Can you recommend Drupal modules that have helped you successfully extend the media capabilities?
3. Are there external tools you use to manage your site assets?

Thanks in advance!

Wayne Dooley
Drupal Solutions Evangelist
Information Management Team, HR SAID

NIH | Office of Human Resources

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Join me at the 8/17 huddle on search and SEO
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Wed, 12 Aug 2020 16:15:31 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1769 bytes) , text/html (2771 bytes)

Hi Web Managers,

I'm writing to invite you to join me for the second Web Managers Community Huddle on Monday, August 17, 3:00-3:30 p.m. ET. This will be an informational meeting for open and organic information exchange. The topic for this huddle will be **search and SEO**.

I will send out a separate calendar invite. You will need to accept the invite to receive information on how to join the huddle. Please also let me know if you need any accommodations to fully participate in this meeting.

I look forward to seeing you at the huddle on the 17th!

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Invitation: Web Managers Community Huddle @ Mon Aug 17, 2020 3pm - 3:30pm (EDT) (content-managers-l@listserv.gsa.gov)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Wed, 12 Aug 2020 20:21:00 +0000
Content-Type: multipart/mixed
Parts/Attachments: text/plain (2884 bytes) , text/html (11 kB) , text/calendar (11 kB) , invite.ics (11 kB)

You have been invited to the following event.

Web Managers Community Huddle

When Mon Aug 17, 2020 3pm – 3:30pm Eastern Time - New York **more details »**

Calendar content-managers-l@listserv.gsa.gov

Who
- ammie.farrajfeijoo@gsa.gov - organizer
- content-managers-l@listserv.gsa.gov
- dawn.mccleskey@gsa.gov

Join me for the second Web Managers Community Huddle. This will be an informational meeting for open and organic information exchange. The topic for this huddle will be **search and SEO**.

Join ZoomGov Meeting

https://gsa.zoomgov.com/j/1617962643?pwd=MXRraVZDdXhhYWtqWU1qOUt5Q2hPdz09

Meeting ID: (b) (6)

(b) (6)

Going (content-managers-l@listserv.gsa.gov)? **Yes** - **Maybe** - **No** more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Job Opportunity at Peace Corps: Communications Specialist (Marketing)
From: "Wilson, Andrew" <awilson@PEACECORPS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilson, Andrew
Date: Thu, 13 Aug 2020 14:54:39 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (9 kB) , text/html (7 kB) , image001.png (9 kB)

Greetings!

We have just posted a new position in the office that I oversee for a Communications Specialist (Marketing) and I would like to encourage interested folks to apply or, alternatively, to share with your own networks. Peace Corps is a great place to work and this is an exciting opportunity to be the point person for engaging with a community of ~250K Returned Peace Corps Volunteers (among other duties).

The announcement is here: https://www.usajobs.gov/GetJob/ViewDetails/576115800. A few details on this:

- **Open & closing dates**: 08/12/2020 to 08/26/2020
- **Salary**: $61,519 to $111,493 per year
- **Grade**: FP 04 – 05 (roughly equivalent to GS 9-12 range)

If anyone has any questions, please don’t hesitate to reach out – this person will report directly to me.

AW

Andrew Wilson
Director of the Office of the Third Goal and Returned Volunteer Services
Peace Corps I Office of the Director
1275 First Street NE,Washington, DC 20526
Email: awilson@peacecorps.gov

Peace Corps

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Job Opportunity at Peace Corps: Communications Specialist (Marketing)
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Thu, 13 Aug 2020 15:58:55 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (9 kB) , text/html (13 kB) , image001.png (9 kB)

Hi Andrew!

Man, it's been too long since we saw each other in person.

Would you consider someone who lives in CA for this job? She can't move to DC ...

Thanks!

(b) (6), (b) (7)(C)
of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)@state.gov
(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Wilson, Andrew <0000093c4dbd862c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, August 13, 2020 10:54 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Job Opportunity at Peace Corps: Communications Specialist (Marketing)

Greetings!

We have just posted a new position in the office that I oversee for a Communications Specialist (Marketing) and I would like to encourage interested folks to apply or, alternatively, to share with your own networks. Peace Corps is a great place to work and this is an exciting opportunity to be the point person for engaging with a community of ~250K Returned Peace Corps Volunteers (among other duties).

The announcement is here: https://www.usajobs.gov/GetJob/ViewDetails/576115800. A few details on this:

- **Open & closing dates**: 08/12/2020 to 08/26/2020
- **Salary**: $61,519 to $111,493 per year
- **Grade**: FP 04 – 05 (roughly equivalent to GS 9-12 range)

If anyone has any questions, please don't hesitate to reach out – this person will report directly to me.

AW

Andrew Wilson
Director of the Office of the Third Goal and Returned Volunteer Services
Peace Corps I Office of the Director
1275 First Street NE,Washington, DC 20526
Email: awilson@peacecorps.gov

Peace Corps

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: August’s USWDS Monthly Call: Understanding UX Debt
From: DigitalGov University <digitalgovu@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, DigitalGov University <digitalgovu@GSA.GOV>
Date: Fri, 14 Aug 2020 12:29:33 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3012 bytes) , text/html (15 kB)

Hello,

The U.S. Web Design System (USWDS) team will host the August USWDS monthly call on Thursday, August 20th at 2:30pm ET. Register today at https://go.usa.gov/xfyeG

This month, Dan Williams, USWDS product lead, is joined by Suran De Silva, User Experience Product Manager at the IRS, for a discussion about UX debt and how it can impact the quality of your products and services. Suran will cover what UX debt is, why it can be an issue, how to identify it, and tips to reduce UX debt in your work.

We'll also check out the newest changes and updates to the design system, and have a chance for Q&A.

This event is part of a monthly series that takes place on the third Thursday of each month. We post a video of each call at digital.gov/events shortly after the event.

Watch the video from last month’s call to learn more about the design system’s recent form component’s updates!.

Connect with USWDS:

- USWDS website
- USWDS on GitHub
- Join the USWDS Public Slack
- Twitter
- Join our community
- Email

We look forward to seeing you!

Blog, Communities, Services, Resources, DigitalGov University (DGU)
Medium, Facebook, Twitter, YouTube, Subscribe

--

DigitalGov Events
digitalgovu@gsa.gov
https://digital.gov/events/

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Fw: Webinar next week! Drupal4Gov Webinar: Future proofing now for your Drupal 9 move
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Mon, 17 Aug 2020 13:40:45 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (9 kB) , text/html (32 kB)

I noticed discussion last week about Granicus and updating a Drupal 7 site. This 2 hour webinar on Thursday might be helpful to folks here looking at moving to Drupal 9 (from 7 or 8).

Please keep in mind, this is a 2 hour webinar so it starts at 2 instead of the usual 3pm start time.

Kirsten

---------- Forwarded m ----
From: **Drupal4Gov** <(b) (6)@gmail.com>
Date: Thu, Aug 13, 2020 at 3:00 PM
Subject: Drupal4Gov Webinar: Future proofing now for your Drupal 9 move

Drupal GovCon, Webinar and Upcoming Drupal Dev Classes

View this email in your browser

Drupal4Gov

Webinar: Let’s Get Ready To Move to Drupal 9!

Mike Madison of Acquia will take you through the ins and outs of getting ready for Drupal 9 through future proofing your sites now on August 20th from 2pm EST to 4pm EST.

Attendees will learn how to:

- Prepare for the actual update (steps to take before you update)
- Make sure the update doesn't break : all_the_things
- Utilize best practices to make the update easier

Please note this webinar will start at 2pm EST and run for 2 hours with at least one break.

Meet our speaker:

Mike Madison is a Drupal Architect with over 15 years of experience using open source technologies like Drupal, Wordpress, and Mediawiki. Mike is a manager on Acquia’s Professional Services team where he helps enterprise, government, and higher education customers to implement Drupal and other technologies. Aside from his work at Acquia, Mike blogs about web and Drupal related materials, contributes to Drupal4Gov as the tech lead for the Drupal GovCon conference, and is a former maintainer of Acquia's Build and Launch Tools (BLT). Previously Mike built and led a multi-million dollar Drupal capability at the US Department of Energy's Pacific Northwest National Laboratory. He also spent several years freelancing using Drupal and Wordpress to serve clients across the US and abroad.

Acquia is the open digital experience company that empowers the world’s most ambitious brands to embrace innovation and create customer moments that matter.

Get your Webinar ticket

Have You Registered for Virtual Drupal GovCon, yet?

Drupal GovCon prides itself on providing a wide range of session tracks for everyone on your team, no matter their role or level of experience. Registration for Drupal GovCon is free and this year, Drupal4Gov is working with Baltimore Camp to host a virtual Drupal GovCon / Baltimore Drupal Camp for 2020. Some

Camp to host a virtual Drupal GovCon / Baltimore Drupal Camp for 2020. Same great content, just in the privacy of your home.

Register Now

Become a Drupal Developer with Debug Academy

Whether you're new to Drupal or a seasoned site-builder, Debug Academy's comprehensive Drupal course covers the topics you need to become a Drupal developer. In this course, you'll combine the building blocks of the web (HTML, CSS, Javascript) with Drupal best practices to build your own Drupal site, while learning topics like frontend and backend development, theming, module development, and much more!

Learn More

Volunteer for Virtual DGC and Bmore Camp!

Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees to helping speakers set up their zoom rooms. Volunteers also get special perks like thank yous, shout outs, smiles and the DGC team’s unending gratitude. So, dust off those clicking fingers and join in the fun as a 2020 Virtual event VOLUNTEER!

Volunteer Today!

Subject: Webinar on Thursday:
From: "Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO)
Date: Mon, 17 Aug 2020 13:41:43 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (7 kB) , text/html (11 kB) , image001.png (7 kB)

All,

Please share widely, especially with State/local/tribal units.

Colleagues,

In working with local Health Departments and Emergency Managers, it became clear that organizations are often having challenges producing materials that are usable by everyone during an emergency response. Not just members of the public with disabilities, but often mobile users, users in rural or limited technology areas, and people using auto-translation tools.

In an emergency, PDF is often used as it's the fastest "time to publish" for emergency information. However, it's not very usable, and making a PDF "fully accessible" can be time-consuming. However, just a few minutes effort can make it MUCH better.

Reach the most people with your documents, even in times of crisis. By learning the basics of PDF and document accessibility, your emergency communications will be in a position for maximum impact in minimal time.

Join us for "**How to make PDFs accessible for emergency communications**" on **Thursday**, **August 20th** from **1:30-2:30PM ET.**

This training has been developed in collaboration with the Centers for Disease Control and Prevention (CDC) and Deque Systems, Inc.

At the conclusion of this course, participants will be able to:
- Ensure PDFs you create have a basic set of common accessibility issues resolved, creating a better user experience for people with disabilities.
- Understand the basics of Adobe Acrobat Pro's "accessibility wizard."
- Set yourself up for in-depth, fuller-coverage accessibility testing in the future.
- Reach a larger audience by making your PDFs more consumable for all.

Register Now!

Notes:
- no general endorsement of Deque, Inc products or services by CDC is intended or implied.
- Deque will not use registrations for marketing purposes.
- This training is about improving PDF communications in an emergency, not making a PDF fully accessible.

Regards,
Mark D. Urban
Co-Chair, HHS Section 508 Operations Board
CDC/ATSDR Accessibility Program Manager
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
Murban@CDC.gov | 919-541-0562 office
OCIO Office of the Chief Information Officer

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	Request: Section 508 Instructions
From:	"Giasson, Tesi" <Tesi.Giasson@HUD.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Giasson, Tesi
Date:	Mon, 17 Aug 2020 19:36:49 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1396 bytes) , text/html (3306 bytes)

Hi Fellow Web Managers,

If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.

Thanks!

Tesi

Tesi Giasson
HUD Community Planning & Development (CPD) Web Manager
Alternate Information Systems Security Officer
tesi.giasson@hud.gov I 202-402-5187

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Request: Section 508 Instructions
From: Mark Buchko - IDRGT <mark.buchko@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mark Buchko - IDRGT <mark.buchko@GSA.GOV>
Date: Mon, 17 Aug 2020 16:00:28 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2893 bytes) , text/html (6 kB)

Did you check out section508.gov yet? If not check out: https://section508.gov/create/pdfs

Sincerely,
Mark G. Buchko 🇺🇸
GSA IT, Section 508 Team (IDRA)
1800 F Street, N.W.
Room: 1321
Washington, D.C. 20405
(W) (202)219-1987
(C) (b) (6)

GSA
Economic Catalyst
Proactive Federal Partner
Operational Excellence

"GSA's mission is to deliver the best value in real estate, acquisition, and technology services to the government and the American people."

- Learn more about GSA.
- Let us know how we're doing.

On Mon, Aug 17, 2020 at 3:59 PM Giasson, Tesi <000009e0c9cdb796-dmarc-request@listserv.gsa.gov> wrote:

> Hi Fellow Web Managers,
>
> If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.
>
> Thanks!
>
> Tesi
>
> Tesi Giasson
>
> HUD Community Planning & Development (CPD) Web Manager
>
> Alternate Information Systems Security Officer
>
> tesi.giasson@hud.gov | 202-402-5187
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Request: Section 508 Instructions
From: "Letalien, Bethany" <Bethany.Letalien@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Letalien, Bethany
Date: Mon, 17 Aug 2020 20:01:04 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2938 bytes) , text/html (11 kB)

I'd start with section508.gov/create. The videos are particularly useful. I no longer agree to teach anyone about Word, PowerPoint, or PDF until they've reviewed the materials on that site.

Bethany Letalien
Section 508 Program Manager
U.S. Office of Personnel Management
Office of Communications
bethany.letalien@opm.gov
Desk: 202-606-2242
Cell: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Giasson, Tesi
Sent: Monday, August 17, 2020 15:37
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request: Section 508 Instructions

Hi Fellow Web Managers,

If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.

Thanks!

Tesi

Tesi Giasson
HUD Community Planning & Development (CPD) Web Manager
Alternate Information Systems Security Officer
tesi.giasson@hud.gov | 202-402-5187

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Request: Section 508 Instructions
From: "Hinkley, Carolyn" <carolyn.hinkley@EE.DOE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Hinkley, Carolyn
Date: Mon, 17 Aug 2020 20:11:38 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2669 bytes) , text/html (6 kB)

Tesi:

We have instructions here for pdfs:

https://www.energy.gov/eere/communicationstandards/web-requirements-and-best-practices-pdfs

Carolyn

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Giasson, Tesi
Sent: Monday, August 17, 2020 1:37 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request: Section 508 Instructions

Hi Fellow Web Managers,

If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.

Thanks!

Tesi

Tesi Giasson
HUD Community Planning & Development (CPD) Web Manager
Alternate Information Systems Security Officer
tesi.giasson@hud.gov | 202-402-5187

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Request: Section 508 Instructions
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ANNAPOLIS.GOV>
Date: Mon, 17 Aug 2020 16:16:07 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3035 bytes) , text/html (7 kB)

Great question! Could you, please, share it with all?

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)

website | map | email

On Mon, Aug 17, 2020 at 3:58 PM Giasson, Tesi <000009e0c9cdb796-dmarc-request@listserv.gsa.gov> wrote:

> Hi Fellow Web Managers,
>
> If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.
>
> Thanks!
>
> Tesi
>
> Tesi Giasson
>
> HUD Community Planning & Development (CPD) Web Manager
>
> Alternate Information Systems Security Officer
>
> tesi.giasson@hud.gov | 202-402-5187
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Request: Section 508 Instructions
From: Michael Horton - M1ED <michael.horton@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Michael Horton - M1ED <michael.horton@GSA.GOV>
Date: Mon, 17 Aug 2020 16:21:59 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3092 bytes) , text/html (7 kB)

Hello Tesi -

You can find instructions, authoring guides, checklists, and a micro video series for each of the document types you mentioned on Section508.gov

- Documents (Word)
- PDF
- Presentations (PPT)
- Spreadsheets (XLS)

Thank you, and have an *accessible* day!

~Michael

Michael Horton
Accessible Design & Development Advisor
Office of Government-wide Policy
1800 F Street, NW, Washington, DC 20405
Office 202-969-7292 | Mobile (b) (6)
Buy. Build. Be Accessible. | Section508.gov

On Mon, Aug 17, 2020 at 3:59 PM Giasson, Tesi <000009e0c9cdb796-dmarc-request@listserv.gsa.gov> wrote:

> Hi Fellow Web Managers,
>
> If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.
>
> Thanks!
>
> Tesi
>
> Tesi Giasson
>
> HUD Community Planning & Development (CPD) Web Manager
>
> Alternate Information Systems Security Officer
>
> tesi.giasson@hud.gov | 202-402-5187
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Request: Section 508 Instructions
From: "Hutcherson, Clay R" <clay.r.hutcherson@HUD.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Hutcherson, Clay R
Date: Mon, 17 Aug 2020 20:28:45 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2652 bytes) , text/html (5 kB)

We have a "Tips and Tricks" section on our internal S508 page at the very bottom.

http://hudatwork.hud.gov/HUD/cio/po/i/508/index

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Giasson, Tesi
Sent: Monday, August 17, 2020 3:37 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request: Section 508 Instructions

Hi Fellow Web Managers,

If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.

Thanks!

Tesi

Tesi Giasson
HUD Community Planning & Development (CPD) Web Manager
Alternate Information Systems Security Officer
tesi.giasson@hud.gov | 202-402-5187

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Multilingual COVID videos for lesser known languages from Hawaii
From: "(b) (6) <(b) (6) HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 17 Aug 2020 20:39:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1159 bytes) , text/html (2069 bytes)

https://www.youtube.com/channel/UCPgWP2yulsriJG90_LZO7ag/videos

The State of Hawaii's Office of Language access created the following videos, Perhaps they can help an underserved audience in your part of the nation.

aloha
(b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community

Subject:	Re: Request: Section 508 Instructions
From:	"Sierra, Alba (ACF)" <alba.sierra@ACF.HHS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sierra, Alba (ACF)
Date:	Tue, 18 Aug 2020 00:03:14 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (10 kB)

This is from HHS
https://www.hhs.gov/web/section-508/additional-resources/index.html

Alba Sierra
Office of the Chief Information Officer (OCIO)
Administration for Children and Families (ACF)
U.S. Department of Health and Human Services (HHS)
Email: alba.sierra@acf.hhs.gov
Office: (202) 401-1462

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hinkley, Carolyn
Sent: Monday, August 17, 2020 4:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request: Section 508 Instructions

Tesi:

We have instructions here for pdfs:

https://www.energy.gov/eere/communicationstandards/web-requirements-and-best-practices-pdfs

Carolyn

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Giasson, Tesi
Sent: Monday, August 17, 2020 1:37 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request: Section 508 Instructions

Hi Fellow Web Managers,

If anyone created Section 508 compliance instructions to provide to employees on the steps of how to make a file (Nuance PDF, MS Word, Excel, and/or PPT) accessible, would you please share with me - tesi.giasson@hud.gov.

Thanks!

Tesi

Tesi Giasson
HUD Community Planning & Development (CPD) Web Manager
Alternate Information Systems Security Officer
tesi.giasson@hud.gov | 202-402-5187

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: https://protect2.fireeye.com/url?k=01321e7c-5d660700-01322f43-0cc47adc5fa2-4a74d19cfd48fd76&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: https://protect2.fireeye.com/url?k=94b09d6a-c8e48416-94b0ac55-0cc47adc5fa2-cd57e6ad719866df&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Leading a design team -- yep, it's a federal job. (Would you like it?)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Tue, 18 Aug 2020 19:07:53 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2007 bytes) , text/html (4 kB)

Hello! I'm recruiting again.

The job is labeled as Supervisory Public Affairs Specialist 1035/GS-13 (with promotion potential to GS-14), but I think of the job as head of a geographically distributed design studio.

The design team is responsible for visual design (duh), audiovisuals, brand identity and publications. You'd be responsible for the team.

3 words: Coolest job ever (assuming that you're into design).

https://www.usajobs.gov/GetJob/ViewDetails/576403700

L8r!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Multilingual COVID videos for lesser known languages from Hawaii
From: "(b) (6) <(b) (6) HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Tue, 18 Aug 2020 19:20:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2544 bytes) , text/html (5 kB)

Thanks (b) (6) I subscribed too.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Monday, August 17, 2020 10:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Multilingual COVID videos for lesser known languages from Hawaii

https://www.youtube.com/channel/UCPgWP2yulsriJG90_LZO7ag/videos

The State of Hawaii's Office of Language access created the following videos, Perhaps they can help an underserved audience in your part of the nation.

aloha
(b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: 🔎 Recap from 8/17 community huddle
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Wed, 19 Aug 2020 09:49:12 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2520 bytes) , text/html (7 kB)

Hello web managers,

Thanks to those of you who attended Monday’s community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.

Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:

- Multilingual search
- Advanced search options
- Usability challenges
- Structured data

Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts “want to tinker all day.” It was great to bring together experts and newcomers together in the same virtual room.

🔎 Let’s continue the conversation from Monday’s huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**

If you haven’t already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.

Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: 🔎 Recap from 8/17 community huddle
From: Young Craig C <craig.c.young@IRS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Young Craig C <craig.c.young@IRS.GOV>
Date: Wed, 19 Aug 2020 14:06:09 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (12 kB)

I was surprised to see that so many agencies are using SOLR search in some capacity. For those that said SOLR, I'd be curious to know if you have direct access to its admin interface.

We're "powered" by SOLR (Acquia search), but we don't have direct access to any configuration beyond what's available in the Drupal Search API module.

If anyone wants to talk Search API configuration with Solr, let me know!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo
Sent: Wednesday, August 19, 2020 9:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

Hello web managers,

Thanks to those of you who attended Monday's community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.

Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:

- Multilingual search
- Advanced search options
- Usability challenges
- Structured data

Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts "want to tinker all day." It was great to bring together experts and newcomers together in the same virtual room.

🔎 Let's continue the conversation from Monday's huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**

If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.

Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Search API configuration with Solr (was Recap from 8/17 community huddle)
From: '(b) (6) (b) (6)@WV.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 19 Aug 2020 15:10:06 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (17 kB)

For us it's a component of Coldfusion, and CFadministrator gives us access to Solr's own dashboard like this:
https://www.cfguide.io/coldfusion-administrator/data-services-solr-server/

(b) (6)
Programmer Analyst II
Web and Application Development
WV Division of Rehabilitation Services
(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Young Craig C
Sent: Wednesday, August 19, 2020 10:06 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

I was surprised to see that so many agencies are using SOLR search in some capacity. For those that said SOLR, I'd be curious to know if you have direct access to its admin interface.

We're "powered" by SOLR (Acquia search), but we don't have direct access to any configuration beyond what's available in the Drupal Search API module.

If anyone wants to talk Search API configuration with Solr, let me know!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo
Sent: Wednesday, August 19, 2020 9:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

Hello web managers,

Thanks to those of you who attended Monday's community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.

Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:

- Multilingual search
- Advanced search options
- Usability challenges
- Structured data

Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts "want to tinker all day." It was great to bring together experts and newcomers together in the same virtual room.

🔎 Let's continue the conversation from Monday's huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**

If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.

Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This email and any files transmitted with it are intended solely for the individuals or entities originally addressed, and may contain confidential and privileged information protected by law. If you are not the intended recipient, any dissemination, distribution, copying, or action taken in relation to the contents of this email is prohibited and may be unlawful. If you have received this email in error, please notify the sender immediately and permanently delete the original and any copy or printout.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: 🔎 Recap from 8/17 community huddle
From: Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Date: Wed, 19 Aug 2020 13:21:36 -0700
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (14 kB)

Hi Ammie,
I'd like to learn more about how agencies are optimizing for voice search. What are agencies doing in this area? Do we have best practices for optimizing government sites for voice search? Who's seeing success? What problems are you encountering? If you want to tackle a topic other than search for the next huddle, maybe we could discuss this later this year?

I'd also like to hear how agencies are doing with implementation of 21st Century IDEA. Our 2020 (executive branch) agency reports are due to OMB in December - what are agencies working on, and is there something GSA could be doing to help?

Thanks!
-Rachel

U.S. General Services Administration

Rachel Flagg
Content Strategist | Federal Web Council Co-Chair
Office of Government-wide Technology Policy
rachel.flagg@gsa.gov

On Wed, Aug 19, 2020 at 6:54 AM Ammie Farraj Feijoo <ammie.farrajfeijoo@gsa.gov> wrote:

> Hello web managers,
>
> Thanks to those of you who attended Monday's community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.
>
> Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:
> - Multilingual search
> - Advanced search options
> - Usability challenges
> - Structured data
>
> Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts "want to tinker all day." It was great to bring together experts and newcomers together in the same virtual room.
>
> 🔎 Let's continue the conversation from Monday's huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**
>
> If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.
>
> Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.
>
> Ammie
>
> **Ammie Farraj Feijoo (she/her)**
> Technology Transformation Services
> U.S. General Services Administration
> 202-394-3670 | ammie.farrajfeijoo@gsa.gov
>
> Contact the U.S. Web Design System: uswds@support.digitalgov.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: 🔎 Recap from 8/17 community huddle
From: "Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Maher, Mary - REE-ERS, Washington, DC
Date: Thu, 20 Aug 2020 13:38:25 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (18 kB)

This has me wondering what is Search.gov doing to optimize for voice search, since most of us are using that search as a shared service...

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Sent: Wednesday, August 19, 2020 4:21 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

Hi Ammie,
I'd like to learn more about how agencies are optimizing for voice search. What are agencies doing in this area? Do we have best practices for optimizing government sites for voice search? Who's seeing success? What problems are you encountering? If you want to tackle a topic other than search for the next huddle, maybe we could discuss this later this year?

I'd also like to hear how agencies are doing with implementation of 21st Century IDEA. Our 2020 (executive branch) agency reports are due to OMB in December - what are agencies working on, and is there something GSA could be doing to help?

Thanks!
-Rachel

U.S. General Services Administration

Rachel Flagg
Content Strategist |
Federal Web Council Co-Chair
Office of Government-wide Technology Policy
rachel.flagg@gsa.gov

On Wed, Aug 19, 2020 at 6:54 AM Ammie Farraj Feijoo <ammie.farrajfeijoo@gsa.gov> wrote:

> Hello web managers,
>
> Thanks to those of you who attended Monday's community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.
>
> Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:
>
> - Multilingual search
> - Advanced search options
> - Usability challenges
> - Structured data
>
> Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts "want to tinker all day." It was great to bring together experts and newcomers together in the same virtual room.
>
> 🔎 Let's continue the conversation from Monday's huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**
>
> If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.
>
> Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.
>
> Ammie
>
> **Ammie Farraj Feijoo (she/her)**
> Technology Transformation Services
> U.S. General Services Administration
> 202-394-3670 | ammie.farrajfeijoo@gsa.gov
>
> Contact the U.S. Web Design System: uswds@support.digitalgov.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

Subject:	Re: 🔎 Recap from 8/17 community huddle
From:	Young Craig C <craig.c.young@IRS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Young Craig C <craig.c.young@IRS.GOV>
Date:	Thu, 20 Aug 2020 16:34:37 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (20 kB)

Isn't the onus on the sites to setup schema that declare what content is for crawlers to consume for voice search?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Maher, Mary - REE-ERS, Washington, DC
Sent: Thursday, August 20, 2020 9:38 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

This has me wondering what is Search.gov doing to optimize for voice search, since most of us are using that search as a shared service...

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Sent: Wednesday, August 19, 2020 4:21 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] 🔎 Recap from 8/17 community huddle

Hi Ammie,
I'd like to learn more about how agencies are optimizing for voice search. What are agencies doing in this area? Do we have best practices for optimizing government sites for voice search? Who's seeing success? What problems are you encountering? If you want to tackle a topic other than search for the next huddle, maybe we could discuss this later this year?

I'd also like to hear how agencies are doing with implementation of 21st Century IDEA. Our 2020 (executive branch) agency reports are due to OMB in December - what are agencies working on, and is there something GSA could be doing to help?

Thanks!
-Rachel

U.S. General Services Administration
Rachel Flagg
Content Strategist | Federal Web Council Co-Chair
Office of Government-wide Technology Policy
rachel.flagg@gsa.gov

On Wed, Aug 19, 2020 at 6:54 AM Ammie Farraj Feijoo <ammie.farrajfeijoo@gsa.gov> wrote:

> Hello web managers,
>
> Thanks to those of you who attended Monday's community huddle. Plus, an extra big THANK YOU to **Craig Collins-Young** for proposing the topic and **Dawn McCleskey** for cohosting the huddle with me.
>
> Over 125 community members joined the open-mic conversation on search and SEO. The 30 minutes went by too quickly! We discussed a variety of things related to search and SEO, including:
>
> - Multilingual search
> - Advanced search options
> - Usability challenges
> - Structured data
>
> Attendees had all levels of experience —many simply want their search and SEO to work while several enthusiasts "want to tinker all day." It was great to bring together experts and newcomers together in the same virtual room.
>
> 🔎 Let's continue the conversation from Monday's huddle on this listserv. **Tell us about a recent challenge or success related to search and SEO.**
>
> If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.
>
> Please contact me at ammie.farrajfeijoo@gsa.gov if you have an idea for a topic for the next huddle.
>
> Ammie

> **Ammie Farraj Feijoo (she/her)**
> Technology Transformation Services
> U.S. General Services Administration
> 202-394-3670 | ammie.farrajfeijoo@gsa.gov
>
> Contact the U.S. Web Design System: uswds@support.digitalgov.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: [EXTERNAL]Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools
From: "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Ghariani, Heitham
Date: Fri, 21 Aug 2020 12:49:33 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (16 kB)

At OCC we use both SortSite and SiteImprove.

- SortSite (desktop product) is used for intranet scans to find broken links and 508 issues. It does an OK job at finding the broken links, but has a downside of getting bogged down if your site is too large. The way we run it, it must be initiated manually by a person on the team and it has to run on the computer for a long time.
- We also use SiteImprove (cloud service) on both our public and intranet sites.
    - But for our intranet we only use the site analytics module which is initiated by user clicks/JavaScript. The analytics are really good. Easier to understand than google analytics, but a little slower to run reports.
    - On the public sites we use analytics and the quality module. The quality module is very good and preferred to SortSite by our web specialists for resolving broken links, spelling, grammar and 508. We get a weekly report. Again, we only use the quality module (broken links and usability) on our public sites and not our intranet. The quality module must scan your content to find issues and our agency isn't willing to create a security exemption in order to allow SiteImprove to scan our internal sites.

Regards,

Heitham Ghariani
OCC BankNet Program Manager – Public Affairs
(571) 643-9476

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Dempsey-Reed, LaChelle
Sent: Monday, August 10, 2020 2:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL]Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

There is a product out there called SortSite that does both.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Monday, August 10, 2020 2:37 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

An old manual tool I have used is Total Validator… might work for you.

Yours,
Jason

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Edstrom, Cathy
Sent: Monday, August 10, 2020 10:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Intranet broken links and Accessibility tools

What tools are federal agencies using to check for broken links and accessibility? Is anyone using Siteimprove? monsido?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 I Cell: (b) (6)
Office: WJC West 5329U

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: August 2020 highlights from the Federal Web Council
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Mon, 24 Aug 2020 08:33:43 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3402 bytes) , text/html (11 kB)

Happy Monday, web managers!

The Federal Web Council, an interagency group of digital and web directors, meets regularly to collaborate across agencies and work together to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're going to send out occasional Council updates—and this is the first.

The Council met on Thursday, August 20, 2020, and was joined by the Digital.gov team. We discussed ways agency web/digital teams can collaborate with GSA and the Digital.gov team to create content, offer or attend training, share successes, and more. We encourage you to:

- Subscribe to the Digital.gov newsletter. Visit https://digital.gov/about/subscribe/ and submit your email address.
- Encourage everyone on your team to join this Web Manager Community (and any other communities that interest you).
- If you have a story to share, let us know, and the Digital.gov team will work with you to develop it. As an example, they recently published a case study from HHS on how they're listening through their performance measurement program. Email the team at digitalgov@gsa.gov to share your story.

On another note, by mid-December, all federal executive branch agencies must submit their second annual report on progress implementing 21st Century IDEA. See, for example, GSA's 2019 report on its progress in implementing 21st Century IDEA at gsa.gov/digitalstrategy. GSA is drafting a template for our 2020 report, and we'll share that with you shortly. Though it's not required to use the template, you're welcome to use it to develop your report as well. Coordinate your reporting efforts with your agency CIO.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: August 2020 highlights from the Federal Web Council
From: Gray Brooks <gray.brooks@GSA.GOV>
Reply To: gray.brooks@gsa.gov
Date: Mon, 24 Aug 2020 12:03:50 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (15 kB)

Thank you for sending this out!!! Read outs like this will be really, really helpful to institutionalize and keep up.

Gray

```
{
 "team": "TTS",
 "compa
 "cell": (b) (6)
 "links": [{
   "name": "api.data.gov - API analytics for federal agencies",
   "url": "https://api.data.gov"
 }, {
   "name": "US Government API listserve",
   "url": "https://bit.ly/apilistservedc"
 }]
}
```

On Mon, Aug 24, 2020 at 8:37 AM Ammie Farraj Feijoo <ammie.farrajfeijoo@gsa.gov> wrote:

> Happy Monday, web managers!
>
> The Federal Web Council, an interagency group of digital and web directors, meets regularly to collaborate across agencies and work together to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're going to send out occasional Council updates—and this is the first.
>
> The Council met on Thursday, August 20, 2020, and was joined by the Digital.gov team. We discussed ways agency web/digital teams can collaborate with GSA and the Digital.gov team to create content, offer or attend training, share successes, and more. We encourage you to:
>
> - Subscribe to the Digital.gov newsletter. Visit https://digital.gov/about/subscribe/ and submit your email address.
> - Encourage everyone on your team to join this Web Manager Community (and any other communities that interest you).
> - If you have a story to share, let us know, and the Digital.gov team will work with you to develop it. As an example, they recently published a case study from HHS on how they're listening through their performance measurement program. Email the team at digitalgov@gsa.gov to share your story.
>
> On another note, by mid-December, all federal executive branch agencies must submit their second annual report on progress implementing 21st Century IDEA. See, for example, GSA's 2019 report on its progress in implementing 21st Century IDEA at gsa.gov/digitalstrategy. GSA is drafting a template for our 2020 report, and we'll share that with you shortly. Though it's not required to use the template, you're welcome to use it to develop your report as well. Coordinate your reporting efforts with your agency CIO.
>
> Ammie
>
> **Ammie Farraj Feijoo (she/her)**
> Technology Transformation Services
> U.S. General Services Administration
> 202-394-3670 | ammie.farrajfeijoo@gsa.gov
>
> Contact the U.S. Web Design System: uswds@support.digitalgov.gov
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: URL Shortener Survey
From: Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Date: Wed, 26 Aug 2020 11:31:44 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1670 bytes) , text/html (5 kB)

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo
Go.USA.gov
GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: URL Shortener Survey
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Wed, 26 Aug 2020 17:00:11 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3656 bytes) , text/html (10 kB)

Does this mean there is a plan to kill the url shortener?

Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

Kirsten

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do
you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please
take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey
link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank
you for your help!

Sofia
Lorenzo
Go.USA.gov
GSA
- TTS - Solutions - PX Portfolio/USAGov

**Note:
We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: URL Shortener Survey
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Wed, 26 Aug 2020 18:19:19 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (12 kB)

That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!

Thanks,
Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221
https://www.usda.gov//

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Wednesday, August 26, 2020 1:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] URL Shortener Survey

Does this mean there is a plan to kill the url shortener?

Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo

Go.USA.gov

GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: URL Shortener Survey
From: Gregory Your <gyour@USAID.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gregory Your <gyour@USAID.GOV>
Date: Wed, 26 Aug 2020 14:24:45 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (14 kB)

We ended up with Rebrand.ly because go.usa.gov will only handle internal .gov addresses. That messed us over on a lot of different fronts.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Wed, Aug 26, 2020 at 2:22 PM Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@listserv.gsa.gov> wrote:

> That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!
>
> Thanks,
>
> Lisa
>
> **Lisa G. Wilcox / Web Design Lead / FAC-COR Level I**
>
> **Advanced Certified Scrum Master /**
>
> **Certified Scrum Master**
> lisa.wilcox@usda.gov / 202-999-9619
>
> **USDA ERS**
>
> Office: 202-694-5574 / Fax: 202-245-4781
>
> 355 E. Street S.W.
>
> Washington DC 20024-3221
>
> https://www.usda.gov//
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
> **Sent:** Wednesday, August 26, 2020 1:00 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** Re: [CONTENT-MANAGERS-L] URL Shortener Survey
>
> Does this mean there is a plan to kill the url shortener?
>
> Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.
>
> Has there been less usage of it since it rolled out in 2009?
>
> (b) (6)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
> **Sent:** Wednesday, August 26, 2020 11:31 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo

Go.USA.gov

GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: Re: URL Shortener Survey
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Wed, 26 Aug 2020 18:29:14 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (21 kB)

Lisa, there is an approved URL shortener. Any gov't employee can use it.

It's

https://go.usa.gov/

25 Most Popular Go.USA.gov Links | Go.USA.gov

Go.USA.gov has shortened 6,103,478 URLs that have been clicked 215,124,050 times.

go.usa.gov

Several have used it to shorten URLs that show up on the front page, the top 25 of them.

From: Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
Sent: Wednesday, August 26, 2020 2:19 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Kirsten Burgard <KBurgard@voanews.com>
Subject: RE: [CONTENT-MANAGERS-L] URL Shortener Survey

That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!

Thanks,
Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221
https://www.usda.gov//

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Wednesday, August 26, 2020 1:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] URL Shortener Survey

Does this mean there is a plan to kill the url shortener?

Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo
Go.USA.gov
GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] URL Shortener Survey
From: "Lewis, Rebecca" <rebecca_lewis@FWS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Lewis, Rebecca
Date: Wed, 26 Aug 2020 18:53:06 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (25 kB)

That is what this survey is for. If you use it please take the survey.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
Sent: Wednesday, August 26, 2020 2:29 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] URL Shortener Survey

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

Lisa, there is an approved URL shortener. Any gov't employee can use it.

It's

https://go.usa.gov/

25 Most Popular Go.USA.gov Links | Go.USA.gov

Go.USA.gov has shortened 6,103,478 URLs that have been clicked 215,124,050 times.

go.usa.gov

Several have used it to shorten URLs that show up on the front page, the top 25 of them.

From: Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
Sent: Wednesday, August 26, 2020 2:19 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Kirsten Burgard <KBurgard@voanews.com>
Subject: RE: [CONTENT-MANAGERS-L] URL Shortener Survey

That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!

Thanks,
Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221
https://www.usda.gov//

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Wednesday, August 26, 2020 1:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] URL Shortener Survey

Does this mean there is a plan to kill the url shortener?

Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo
Go.USA.gov
GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject:	Re: URL Shortener Survey
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dearie, Jessica
Date:	Wed, 26 Aug 2020 19:09:54 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3828 bytes) , text/html (8 kB)

I use go.usa.gov ALL. THE. TIME!
It's my go-to shortner for any .gov links. I only use bit.ly if I can't use GO.
It's not only nice for getting shorter URLs, but also great for statistics and usage data.

Having access to GO as a free service has been really nice.

I answered the survey but wanted to pass along how much I value GO since the survey doesn't really distinguish between use of GO and other shortners.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Sofia Lorenzo - QQBC
Sent: Wednesday, August 26, 2020 11:32 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo
Go.USA.gov
GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: URL Shortener Survey
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Wed, 26 Aug 2020 19:19:56 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (16 kB)

One nice thing about owning a government website is that it's pretty trivial to alias a short URL – and have the added capability of creating custom URLs – and automating it. We forget that, sometimes. Not sure why…

Not to beat-up go.usa.gov, but I could easily see my customers using farmers.gov/7-random-characters. What's that? 5 minutes of tweaking in Drupal? An hour? Maybe this for folks on D7? https://www.drupal.org/project/shurly

Better yet – someone write a nice D8 module and release it to the community. We need to do more of that sharing stuff.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wilcox, Lisa - REE-ERS, Washington, DC
Sent: Wednesday, August 26, 2020 2:19 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] URL Shortener Survey

That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!

Thanks,
Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221
https://www.usda.gov//

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6) [redacted]
Sent: Wednesday, August 26, 2020 1:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] URL Shortener Survey

Does this mean there is a plan to kill the url shortener?

Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

(b) (6) [redacted]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo

Go.USA.gov

GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	The Six Things We Learned From Our Instagram Audit -- USAGov
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Wed, 26 Aug 2020 15:59:39 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1883 bytes) , text/html (6 kB)

Hi Content Managers,

At USAGov, we love Instagram! And we recently did an audit to see how our @USAGov Instagram account was performing. We're sharing the results in the latest post on the USAGov Blog. See the six things we discovered through the audit, including the topics and types of posts that people liked the most. And find out the best times and days of the week to post on Instagram.

We're always experimenting and learning new ways to use data and technology to connect people with their government. Learn along with us, and subscribe to our blog.

Thanks,

nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: White List Request
From: "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke
Date: Wed, 26 Aug 2020 21:43:49 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2056 bytes) , text/html (6 kB)

Good afternoon:

Each year, the Department of the Treasury, Bureau of the Fiscal Service sends out a customer survey to approximately 20,000 members of the federal government financial management community asking for feedback on the services we provide to other government agencies. We use that important feedback to improve our services.

The survey is sent out on our behalf by Qualtrix using the address "Commissioner Timothy Gribben < noreply@qemailserver.com>"

There are certain agencies that block the above unless it is whitelisted. If it is blocked, our customers don't receive the survey and can't provide feedback.

Could you possibly check with your agency's IT staff to verify that the above address is whitelisted and if it is blocked, could you work with your IT staff to get it whitelisted?

We would really appreciate your help with this in order to make our survey effective.

Thank you very much.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) (b) (6) (m:) (b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Nominations sought for the U.S. Federal Government Domain End of Term 2020 Web Archive
From: "Springer, Michelle" <mspringer@LOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Springer, Michelle
Date: Thu, 27 Aug 2020 17:50:57 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (33 kB) , text/html (7 kB) , image001.jpg (33 kB)

Forwarding this to the list from Abbie Grotke in the Web Archiving Program at the Library of Congress:
==

WE NEED YOUR HELP TO PRESERVE THE .GOV WEB DOMAIN!

How would YOU like to help preserve the United States federal government .gov/.mil Web domain for future generations? But, that's too huge of a swath of Internet real estate for any one person or organization to preserve, right?!

Wrong! The volunteers working on the End of Term Web Archiving Project are doing just that. BUT WE NEED YOUR HELP!

And that's where YOU come in. You can help the project immensely by nominating your favorite .gov website/document/dataset, other federal government websites, or governmental social media account with the End of Term Nomination Tool. You can nominate as many sites as you want. Nominate early and often! Win a prize for the most seed nominations!! Tell your friends, family and colleagues to do the same. Help us preserve the .gov domain for posterity, public access, and long-term preservation. Only YOU can help prevent ... link rot!

End of Term 2020 Nomination Tool

Submit URLs here: - https://digital2.library.unt.edu/nomination/eth2020/

About the End of Term 2020 Project: https://end-of-term.github.io/eotarchive/

End of Term Web Archive (2008, 2012, and 2016)
http://eotarchive.cdlib.org/

Follow us on Twitter @eotarchive

For more information, contact eot-info@archive.org
....
Abbie Grotke
Assistant Head, Digital Content Management Section
Web Archiving Program
202-707-2833
abgr@loc.gov
https://www.loc.gov/programs/web-archiving/

LIBRARY
LIBRARY OF CONGRESS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] URL Shortener Survey
From: Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Date: Thu, 27 Aug 2020 16:03:01 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (10 kB) , text/html (24 kB)

Good afternoon, web managers!

To answer (b) (6) question directly, no, there is no plan to shut down Go.USA.gov at this time. However, we are currently evaluating the future of our URL shortener service based on some large infrastructure upgrades that will be needed to keep Go.USA.gov online. Through information collected through user interviews and survey data we hope to get a better understanding of how people are using our Go service, and how many people are actually using Go versus other commercial shorteners, as the landscape has changed significantly since we launched the service in 2009. The information collected will assist USAGov in determining the future direction of the service. Should there be any change to the service, we promise it will not be without notice.

Thank you,

The Go.USA.gov Team

On Thu, Aug 27, 2020 at 8:49 AM Lewis, Rebecca <000003f71b8ad907-dmarc-request@listserv.gsa.gov> wrote:

> That is what this survey is for. If you use it please take the survey.
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
> **Sent:** Wednesday, August 26, 2020 2:29 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] URL Shortener Survey
>
> **This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.**
>
> Lisa, there is an approved URL shortener. Any gov't employee can use it.
>
> It's
>
> https://go.usa.gov/
>
> 25 Most Popular Go.USA.gov Links | Go.USA.gov
>
> Go.USA.gov has shortened 6,103,478 URLs that have been clicked 215,124,050 times.
>
> go.usa.gov
>
> Several have used it to shorten URLs that show up on the front page, the top 25 of them.
>
> ---
>
> **From:** Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
> **Sent:** Wednesday, August 26, 2020 2:19 PM
> **To:** Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Kirsten Burgard <KBurgard@voanews.com>
> **Subject:** RE: [CONTENT-MANAGERS-L] URL Shortener Survey
>
> That's interesting, because for agencies that have pages of reports or publications with long titles, an approved URL shortener would be great!
>
> Thanks,
> Lisa
>
> **Lisa G. Wilcox / Web Design Lead / FAC-COR Level I**
> **Advanced Certified Scrum Master /**
> **Certified Scrum Master**
> lisa.wilcox@usda.gov / 202-999-9619
>
> **USDA ERS**
> Office: 202-694-5574 / Fax: 202-245-4781
> 355 E. Street S.W.
> Washington DC 20024-3221
> https://www.usda.gov//
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
> **Sent:** Wednesday, August 26, 2020 1:00 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** Re: [CONTENT-MANAGERS-L] URL Shortener Survey
>
> Does this mean there is a plan to kill the url shortener?
>
> Cause this : "We're evaluating the future of the URL shortening solution" sure seems like you are.

Has there been less usage of it since it rolled out in 2009?

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sofia Lorenzo - QQBC <sofia.lorenzo@GSA.GOV>
Sent: Wednesday, August 26, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] URL Shortener Survey

Good morning, web managers!

Do you use a URL shortener? The USAGov team wants to hear from government agencies that use any URL shortener for agency business. We're evaluating the future of the URL shortening solution we provide and we would appreciate getting your input.

Please take this short survey before September 4th; it should take you no longer than 15 minutes to complete.

Survey link: https://feedback.gsa.gov/jfe/form/SV_4IWJow0TK63Ec2p?source=Web_COP

Thank you for your help!

Sofia Lorenzo
Go.USA.gov
GSA - TTS - Solutions - PX Portfolio/USAGov

**Note: We are cross-posting from another listserv; we apologize if you're getting this email twice.*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: SAVE THE DATE - 2020 Interagency Accessibility Forum (IAAF)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Thu, 27 Aug 2020 16:05:10 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2939 bytes) , text/html (12 kB)

SAVE THE DATE: October 6-7, 2020

2020 Interagency Accessibility Forum

You are invited to participate in the Virtual 2020 Interagency Accessibility Forum (IAAF) October 6 - October 7, 2020. This October will be **National Disability Employment Awareness Month (NDEAM) 2020.** This year marks not only the 75th observance of NDEAM, but also the 30th anniversary of the ADA. Both milestones are being commemorated with a range of events and activities centered on the theme *"Increasing Access and Opportunity"*.

The virtual forum features inspirational keynote speakers such as Thomas Harkin, former United States Senator, who in 1990, introduced the ADA in the Senatewhich was signed by President George H.W. Bush on July 26, 1990). Janet Dhillon, Chair of the U.S. Equal Employment Opportunity Commission is also a featured keynote speaker.

Virtual panel discussion will focus on 3 areas: Customer Experiences & Content Creation, Acquisition & Program Management, and Innovation. In addition, the forum will include virtual exhibits from 24 IT companies with accessibility programs and services, who will display how their products and services support those with disabilities.

We are expecting at least 400 attendees from both the federal and private sectors, who are coming together to learn, share, demonstrate, and encourage accessibility of information and communication technology. IAAF 2020 will be co-hosted by the U.S. General Services Administration and the U.S. Census Bureau.

Stay tuned! We will send you a follow-up email with a link to register for this event.

Event Details

WHEN: Wednesday, October 6, 2020 - Thursday, October 7, 2020
WHERE: Virtual
TIME: 9:00 am - 4:00 pm ET
WHO: Federal government employees, contractors, and industry technology and accessibility service providers
QUESTIONS: Contact iaaf@gsa.gov

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov
*Please allow 3 business days to receive a response from the Accessibility Team.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Webinar - HHS YouTube Modernization
From: "Geiler, Christen (OS/ASPA)" <Christen.Geiler@HHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Geiler, Christen (OS/ASPA)
Date: Thu, 27 Aug 2020 21:08:18 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1887 bytes) , text/html (4 kB)

Webinar - HHS YouTube Modernization

The HHS Digital Community presents, Andrew Palczewski of HHS, ASPA sharing the efforts of the ASPA digital team to modernize the HHS YouTube channel and align it with YouTube best practices. This ongoing effort has not only improved the channel's look and feel, but has led to increases in video views, view duration, and other key metrics.

Join us to learn more about what was done and the results of the improvements.

Webinar: HHS YouTube Modernization

Sep 17, 2020 1:30 PM - 2:30 PM EDT

Click to Register

After registering, you will receive a confirmation email containing information about joining the webinar.

Please let me know if you have any questions.

Christen Geiler
Management and Program Analyst
Room 423D.2, 4th Floor
Hubert Humphrey Building, Washington DC
Email: Christen.Geiler@hhs.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: [QUESTION] Structured Data and URL field
From: '(b) (6) <(b) (6)NYCOPPORTUNITY.NYC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 28 Aug 2020 19:45:53 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3250 bytes) , text/html (10 kB)

ACCESS NYC (https://access.nyc.gov/) is a marketing site / aggregator of government benefits from Federal, NY State, and NYC levels for NYC Residents.
It hosts information form 50+ benefits, programs, services in 11 languages.

Our team has bee experimenting with Structured Data for Google Search, and including Special Announcements (https://developers.google.com/search/docs/data-types/special-announcements#government-benefits-info-url)

A question I'm wondering if anyone can help answer:
Regarding this field, would it make more sense for the url field to be the url of the authoritative administering agency, of our site's page, or something else?

- Special Announcements > governmentBenefitsInfo > url

Example:
Here's ACCESS NYC's Unemployment Insurance Program Guide (in Russian) - https://access.nyc.gov/ru/programs/nys-unemployment-insurance/

The page's Google Rich Results Test (which flags 'missing url' as an error): https://search.google.com/test/rich-results?id=aZ3xwTthbdnsn386FQjcpA

To resolve the 'missing url', do any of these urls make sense to use?

- Authoritative Agency Page: https://www.ny.gov/services/get-unemployment-assistance
- ACCESS NYC Page (in Russian): https://access.nyc.gov/ru/programs/nys-unemployment-insurance/
- ACCESS NYC Page (in English): https://access.nyc.gov/programs/nys-unemployment-insurance/
- something else?
- neither! we're doing this wrong!

Thanks!

--
(b) (6) | **ACCESS NYC Product / Program Manager**
Mayor's Office for Economic Opportunity
City Of New York (b) (6) (desk) I (b) (6) (mobile)
(b) (6)nycopportunity.nyc.gov I nyc.gov/opportunity
Follow NYC Opportunity on Facebook I Twitter I Instagram

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: [QUESTION] Structured Data and URL field
From: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Date: Mon, 31 Aug 2020 08:57:47 -0400
Content-Type: text/html
Parts/Attachments: text/html (28 lines)

Hi (b) (6) [redacted] I believe that the url to include should be the url that has the in-depth information that the special announcement refers to. Generally, the search engines want the structured data to reflect content on web pages, and not to be unique content. So, whichever page has the information referenced briefly in the special announcement should be the target. There is a support group set up by Google for government agencies to get help with their Special Announcement implementation. To join see https://developers.google.com/search/docs/data-types/special-announcements#troubleshooting as they will be able to tell you exactly what they hope to see in that field! There is also an article on digital.gov that gets into the basics of setting up Special Announcement structured data: https://digital.gov/2020/05/11/experimenting-with-specialannouncement-markup/ though you may be further along than the type of stuff it talks about. Sincerely, David Kaufmann USA.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: [QUESTION] Structured Data and URL field
From: "(b) (6) <(b) (6)NYCOPPORTUNITY.NYC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 31 Aug 2020 20:29:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3562 bytes) , text/html (9 kB)

Thanks for that info and those references David!

We discussed those a bit further and it seems there's 4 specific government program guides that we host that have had explicit / urgent COVID-19 related Special Announcements.
For now, we've only ended up adding the associated authoritative URL to these programs, and across these translations:

- Unemployment Insurance
- Emergency Food Assistance Program
- Economic Impact Payments
- Sick and Safe Leave

(b) (6) | **ACCESS NYC Product / Program Manager**
Mayor's Office for Economic Opportunity
City Of New York (b) (6) (desk) I (b) (6) (mobile)
(b) (6)nycopportunity.nyc.gov I nyc.gov/opportunity
Follow NYC Opportunity on Facebook I Twitter I Instagram

From: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Sent: Monday, August 31, 2020 8:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6)
<(b) (6)nycopportunity.nyc.gov>
Subject: Re: [QUESTION] Structured Data and URL field

Hi (b) (6) I believe that the url to include should be the url that has the in-depth information that the special announcement refers to. Generally, the search engines want the structured data to reflect content on web pages, and not to be unique content. So, whichever page has the information referenced briefly in the special announcement should be the target. There is a support group set up by Google for government agencies to get help with their Special Announcement implementation. To join see https://developers.google.com/search/docs/data-types/special-announcements#troubleshooting as they will be able to tell you exactly what they hope to see in that field! There is also an article on digital.gov that gets into the basics of setting up Special Announcement structured data: https://digital.gov/2020/05/11/experimenting-with-specialannouncement-markup/ though you may be further along than the type of stuff it talks about. Sincerely, David Kaufmann USA.gov

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Innovation is booming - help us hire a USPTO GS11 Public Affairs Specialist (Social Media)
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura
Date: Wed, 2 Sep 2020 17:32:17 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (50 kB) , text/html (10 kB) , image003.jpg (50 kB)

I know a lot of folks are looking for jobs these days – below is an awesome opportunity in my office, open to those in government and the general public….please feel free to share far and wide!

If you've ever heard me talk about work at the U.S. Patent and Trademark Office, you know we love creativity and entrepreneurship. Also, terrible puns.

My office at USPTO is hiring a social media specialist (GS 11, with promotion potential to GS12).
With ~50,000 followers on each of our main platforms (and a growing Instagram presence) we need your help finding the right person help us continue to grow our audience - everyone from IP nerds to congress to inventors.

Link on USAJobs:
CCO-2020-0019 Public Affairs Specialist (Social Media) MP
CCO-2020-0020 Public Affairs Specialist (Social Media) DE

Come help us "shape the future by telling the story of American innovation".
You'd join a highly creative bunch with a record of pretty cool past projects:

- Our decade-long #CreepyIP social media campaign
- New award winning campaigns like the Veterans keepsake project, #10MillionPatents and #PeopleofPTO
- A faux 8-bit video game about IP for social media and an accompanying IP and video games documentary
- Content strategies and policy for new agency platforms, like Instagram
- Interviewing inspiring inventors like Ellen Achoa (inventor, astronaut, and first Latina in space) and grabbing a selfie with Steve Sasson (the guy who ***literally*** invented the digital camera)

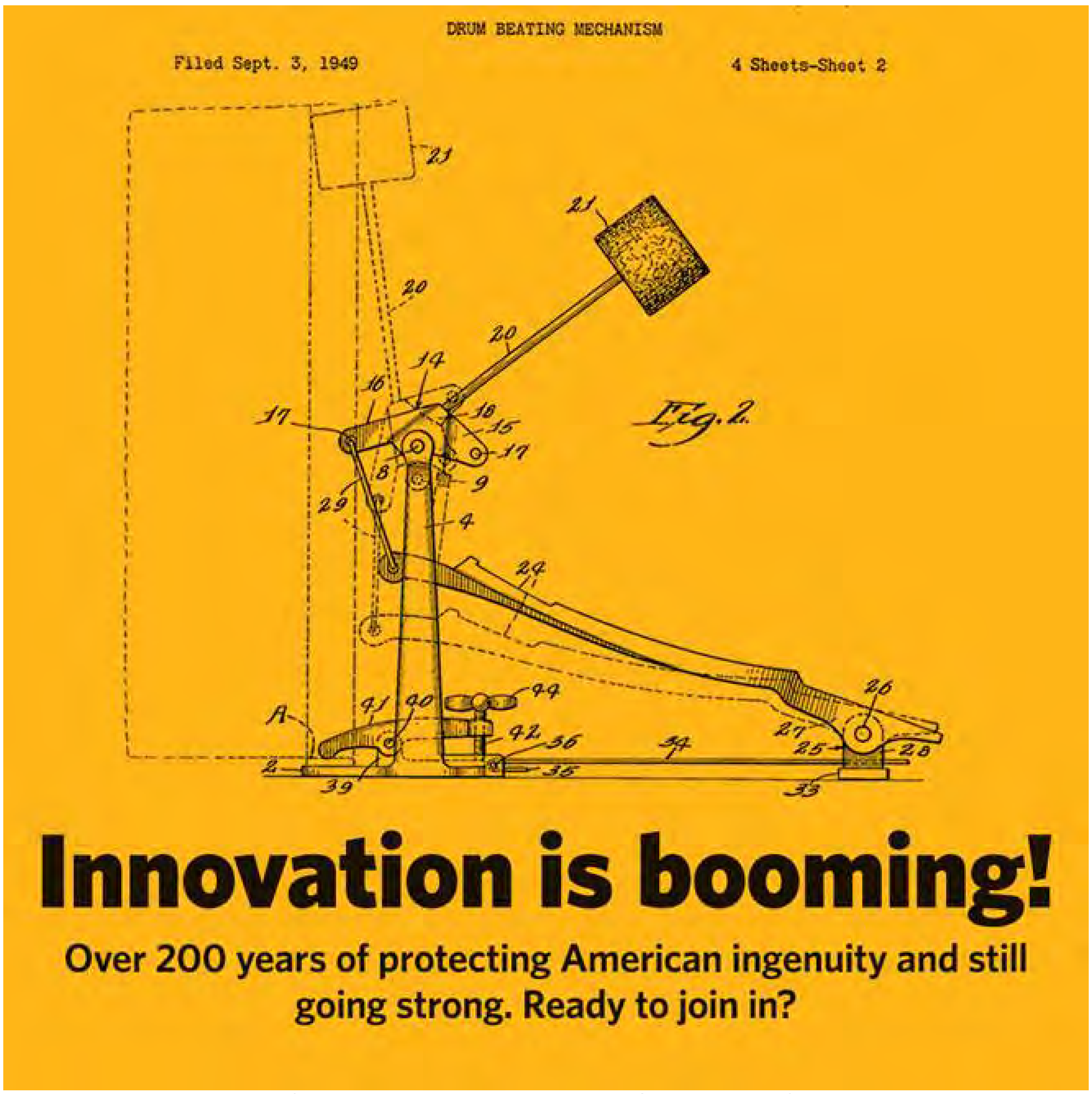
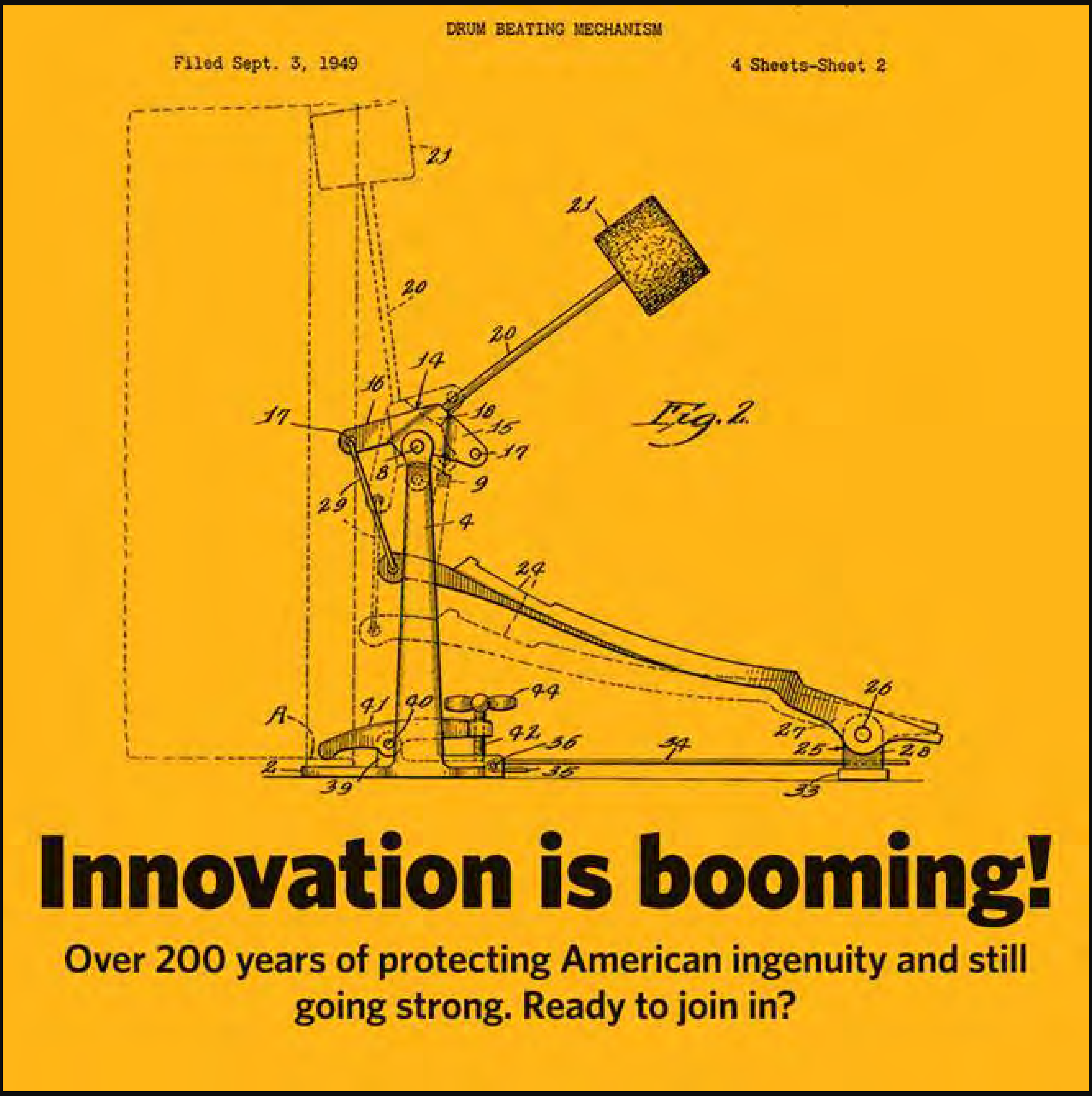


Figure 1: [1949 Patent drawing of a drum pedal.] Innovation is booming! Over 200 years of protecting American ingenuity and still going strong. Ready to join in?

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l


DRUM BEATING MECHANISM
Filed Sept. 3, 1949
4 Sheets-Sheet 2
Fig. 2.
21
20
14
16
17
18
15
8
9
29
4
24
A
41
40
44
42
36
34
27
25
26
28
2
39
35
33
Innovation is booming!
Over 200 years of protecting American ingenuity and still going strong. Ready to join in?

Subject:	National Library of Medicine is hiring
From:	"Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date:	Wed, 2 Sep 2020 22:06:50 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3386 bytes) , text/html (9 kB)

The National Library of Medicine (NLM) at the National Institutes of Health (NIH) is pleased to announce recruitment for a Supervisory Technical Information Specialist, Grade 13 in the Public Services Division. (Below is one of four positions described at https://www.nlm.nih.gov/careers/LO_PSD_Supervisory_Technical_Information_Specialists20200902.html.)

The application period for this announcement is September 2, 2020 to September 11, 2020. The salary range is from $102,663 to $133,465 per year.

Unit Head, Reference & Web Services Section, Public Services Division
This position is in the Reference & Web Services Section (RWS) in the Public Services Division (PSD) at the National Library of Medicine. The incumbent will supervise a team of professional staff and work closely with the RWS Section Head and PSD management and advise on issues of web governance, policy, content strategy, content management and web technology.
Please contact Terry Ahmed, Head, Reference & Web Services Section, at ahmedt@mail.nlm.nih.gov with questions about the position.

Links to the USAJOBS listings:
Supervisory Technical Information Specialist (DE)
Job Announcement Number: NIH-NLM-DE-20-10862209
https://www.usajobs.gov/GetJob/ViewDetails/577544100
DE stands for delegated examining. Typically, candidates who are entering Federal service for the first time from the private sector will need to apply for delegated examining positions.

Supervisory Technical Information Specialist (MP)
Job Announcement Number: NIH-NLM-MP-20-10862219
https://www.usajobs.gov/GetJob/ViewDetails/577544000
MP stands for merit promotion. Applicants for MP announcements must be qualified current or former federal employees.
In addition to an interesting, challenging work environment, NLM has a great location on the campus of the National Institutes of Health in Bethesda, Maryland. A Metro subway station (Medical Center on the Red Line) and bus stops on the NIH campus provide access to DC, suburban Maryland, and Northern Virginia. NLM offers flexible telework schedules and is currently on maximum telework due to COVID-19. To learn more about working at NLM see the NLM careers page.
Please contact Kerina Hawthorne, Human Resources Specialist, at hawthornekl@mail.nih.gov with questions about the application process or status of the application.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: SiteImprove Data Privacy Tool
From: (b) (6) <(b) (6) ADMIN.NV.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ADMIN.NV.GOV>
Date: Wed, 9 Sep 2020 14:48:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1737 bytes) , text/html (4 kB) (b) (6)

Question from the State of Nevada: Is anyone using the SiteImprove Data Privacy Tool for Web Content? How is it working; are there others that are preferable?

(b) (6) | Chief, Research, Planning and Grant Management
Enterprise IT Services Team
State of Nevada | Department of Administration
(b) (6) E: (b) (6) admin.nv.gov

This communication, including any attachments, may contain confidential information and is intended only for the individual or entity to whom it is addressed. Any review, dissemination or copying of this communication by anyone other than the intended recipient is strictly prohibited. If you are not the intended recipient, please contact the sender by reply e-Mail and delete all copies of the original message.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Free opportunity: mini-writing boot camp
From: Heidi Leech - ZOD <heidi.leech@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Heidi Leech - ZOD <heidi.leech@GSA.GOV>
Date: Wed, 9 Sep 2020 11:36:33 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1559 bytes) , text/html (1864 bytes)

Hello!

I spied this on Apolitical.co, an online international community of government/civil servants, and thought it might be of interest to some. I don't know much about this opportunity specifically, but I've attended a few Apolitical webinars and enjoyed them.

The 5-Week Writing Boot Camp for Public Servants
Free Online Boot Camp | Exclusive for Public Servants & Policymakers | Register by 25 September

Heidi

(Cross-posting on the Plain Language list too)

--
Heidi Leech, Digital Designer
Digital Communication PMO
GSA Office of Strategic Communication
202-215-2183

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Brief CMS User Questionnaire
From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Date: Fri, 11 Sep 2020 13:07:20 -0400
Content-Type: text/plain
Parts/Attachments: text/plain (33 lines)

Does anyone have experience using any of the following content management systems, and would be willing to fill out a brief questionnaire? I would like to gather some information from content managers and users with hands-on experience of the system.

- Adobe AEM (Sites, Assets, Forms)
- Sitecore
- Drupal
- Brightspot
- Liferay
- GovAccess

Your time and expertise is very much appreciated.

Please contact (b) (6), (b) (7)(C)civ@mail.mil if you would like to help out!

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: Brief CMS User Questionnaire
From: "Hazen, Allison" <Allison.Hazen@USITC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Hazen, Allison
Date: Fri, 11 Sep 2020 17:22:44 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (57 lines)

I do with Drupal and would be happy to assist. A bit of experience with the others, but mostly with Drupal.

Allison Hazen
Webmaster, www.usitc.gov

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C)
Sent: Friday, September 11, 2020 1:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Brief CMS User Questionnaire

Does anyone have experience using any of the following content management systems, and would be willing to fill out a brief questionnaire? I would like to gather some information from content managers and users with hands-on experience of the system.

- Adobe AEM (Sites, Assets, Forms)
- Sitecore
- Drupal
- Brightspot
- Liferay
- GovAccess

Your time and expertise is very much appreciated.

Please contact (b) (6), (b) (7)(C) civ@mail.mil if you would like to help out!

****
This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Re: Brief CMS User Questionnaire
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date:	Fri, 11 Sep 2020 18:00:08 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (7 kB)

Hey (b) (6), (b) (7)(C) [redacted] you can also attend the Drupal GovCon free virtual event Spetmebre 23-25. There's even a getting started session or migration session for the training day on the 23rd.

https://www.drupalgovcon.org/

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Hazen, Allison <0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, September 11, 2020 1:22 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Brief CMS User Questionnaire

I do with Drupal and would be happy to assist. A bit of experience with the others, but mostly with Drupal.

Allison Hazen
Webmaster, https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.usitc.gov%2F&amp;data=02%7C01%7CKBurgard%40VOANEWS.COM%7Cb8de39b463f24a74e46008d85677b0ab%7Cba99e87c6

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C) [redacted]
Sent: Friday, September 11, 2020 1:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Brief CMS User Questionnaire

Does anyone have experience using any of the following content management systems, and would be willing to fill out a brief questionnaire? I would like to gather some information from content managers and users with hands-on experience of the system.

- Adobe AEM (Sites, Assets, Forms)
- Sitecore
- Drupal
- Brightspot
- Liferay
- GovAccess

Your time and expertise is very much appreciated.

Please contact (b) (6), (b) (7)(C) [redacted] civ@mail.mil if you would like to help out!

****
This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&amp;data=02%7C01%7CKBurgard%40VOANEWS.COM%7Cb8de39b463f24a74e46008d85677b0ab%7Cba99e87c673541c2b1c1354eee3a8659%

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&amp;data=02%7C01%7CKBurgard%40VOANEWS.COM%7Cb8de39b463f24a74e46008d85677b0ab%7Cba99e87c673541c2b1c1354eee3a8659%

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: FW: UMD's 2021 VIRTUAL PM Symposium - Call for Speakers Now Open
From: "Brantley, William" <William.Brantley@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Brantley, William
Date: Fri, 11 Sep 2020 18:16:51 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (26 kB)

Passing on the announcement.

Dr. Bill Brantley (he/him)
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

WE'RE LOOKING FOR SPEAKERS
SHARE YOUR PM KNOWLEDGE AND EXPERIENCES
UNIVERSITY OF MARYLAND
VIRTUAL PROJECT MANAGEMENT SYMPOSIUM
APRIL 22-23, 2021
ABSTRACTS DUE NOV 2, 2020
PMSYMPOSIUM.UMD.EDU
PROJECT MANAGEMENT CENTER FOR EXCELLENCE

We're going VIRTUAL for our 2021 Symposium and we are looking for speakers!

Share your PM knowledge and experiences on trending topics, best practices, academic research, lessons learned and case studies!

- Live event takes place April 22-23, 2021
- Seeking 55 Individual Session Speakers
- All live sessions will be recorded for later viewing
- Each session is 45 minutes in length
    - 5 minute introduction
    - 30 minute presentation
    - 10 minute Q&A
- View the **TOPICS OF INTEREST**

Abstracts Due: November 2nd

Submit Your Abstract Today

Did you Miss the 2020 Symposium?

You can still experience all the presentations through the session recordings.

- 4 keynote speakers
- 53 individual sessions on a variety of PM topics
- Earn up to 42.75 PDUs
- Only $125

Find Out More Information

PROJECT MANAGEMENT
CENTER FOR EXCELLENCE
A.J. CLARK SCHOOL OF ENGINEERING
Civil & Environmental Engineering Department

Project Management Center for Excellence, University of Maryland - Civil & Environmental Engineering, 1173 Glenn Martin Hall, College Park, MD 20742

Unsubscribe

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

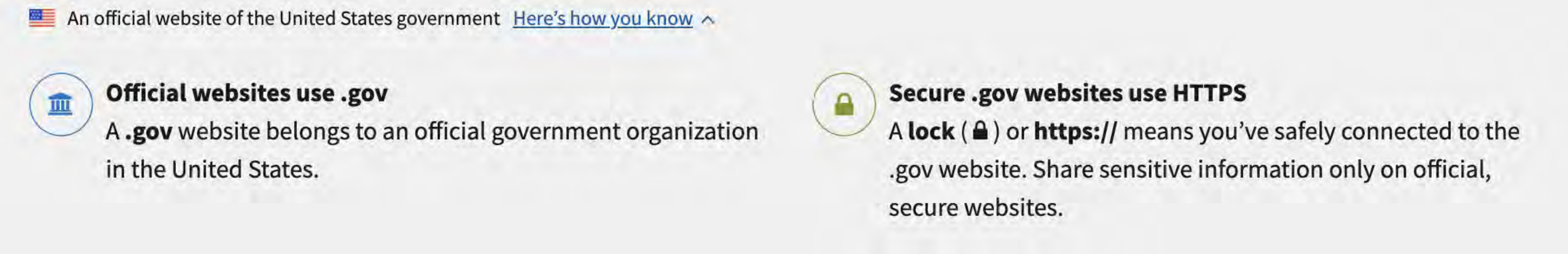
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Updates on the USWDS banner
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Fri, 11 Sep 2020 15:23:57 -0400
Content-Type: multipart/related
Parts/Attachments: text/plain (91 kB) , text/html (9 kB) , uswds banner.png (91 kB)

Web managers,

We recently updated the banner in the U.S. Web Design System (USWDS). ***Please update your banner copy as soon as possible.***

The banner is the component positioned above the header that identifies a site as an official government site. The updated banner now explains that the combination of an official .gov or .mil domain *and* a secure HTTPS connection are the best way to assure the public that they are connected to an official site.



An official website of the United States government Here's how you know

Official websites use .gov
A **.gov** website belongs to an official government organization in the United States.

Secure .gov websites use HTTPS
A **lock** (🔒) or **https://** means you've safely connected to the .gov website. Share sensitive information only on official, secure websites.

Ahead of the release, we captured feedback around the banner. We also noted August 2019 research from USAGov that shows the banner is an effective way to help visitors understand that a U.S. government website is official and secure.

Based on this research, we updated the copy to make it more concise and clear. We also developed official language support for other languages, starting with Spanish. And, knowing that the .gov and .mil government top-level domains have specific usage and requirements, we developed a version of the banner for each top-level domain.

☐ ***We encourage teams to update their banner copy as soon as possible.*** For additional background on why we made the update and details on what has changed, read the recent blog post or visit the component guidance to learn how to update your banner copy.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Managing All Sites
From: "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS
Date: Fri, 11 Sep 2020 22:31:43 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1799 bytes) , text/html (9 kB)

Hello All,

I'm curious if anyone has a system (or an idea of one) they are using to manage their website inventory?

Information like:

- Site (and related info path, server, ip, assets directory size etc…)
- Content (auditing accountability, outdated, etc…)
- Contributors (Editors / Webmaster)
- Users (analytics)

…an area where one could pull together information for developers all the way up leadership for example.

Thanks,
Jason

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: September’s USWDS Monthly Call: Three New Components
From: DigitalGov University <digitalgovu@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, DigitalGov University <digitalgovu@GSA.GOV>
Date: Mon, 14 Sep 2020 08:00:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2714 bytes) , text/html (13 kB)

Hello!

The U.S. Web Design System (USWDS) team will host the September USWDS Monthly Call on **Thursday, September 17 at 2:30 p.m. ET**.

Register today by clicking here.

This month, Dan Williams, USWDS product lead, will introduce and demo three new components:

- **Identifier.** The identifier, a supplement to your standard site footer, discloses a site’s parent agency and displays agency links required by federal policy.
- **Time picker.** The time picker is one of two new additions to the forms components that allow visitors to select a time from a drop-down menu.
- **Step indicator.** The step indicator is the second addition to the forms components that allow users to follow their progress in a step-by-step process.

We'll also check out the newest changes and updates to the design system, and have a chance for Q&A.

This event is part of a monthly series that takes place on the third Thursday of each month. We post a video of each call at digital.gov/events shortly after the event.

Watch the video from last month’s call to learn more about the design system’s recent form component’s updates!

Connect with USWDS:

- USWDS website
- USWDS on GitHub
- Join the USWDS Public Slack
- Twitter
- Join our community
- Email

We look forward to seeing you!

The Digital.gov Team

--

DigitalGov Events
digitalgovu@gsa.gov
https://digital.gov/events/

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

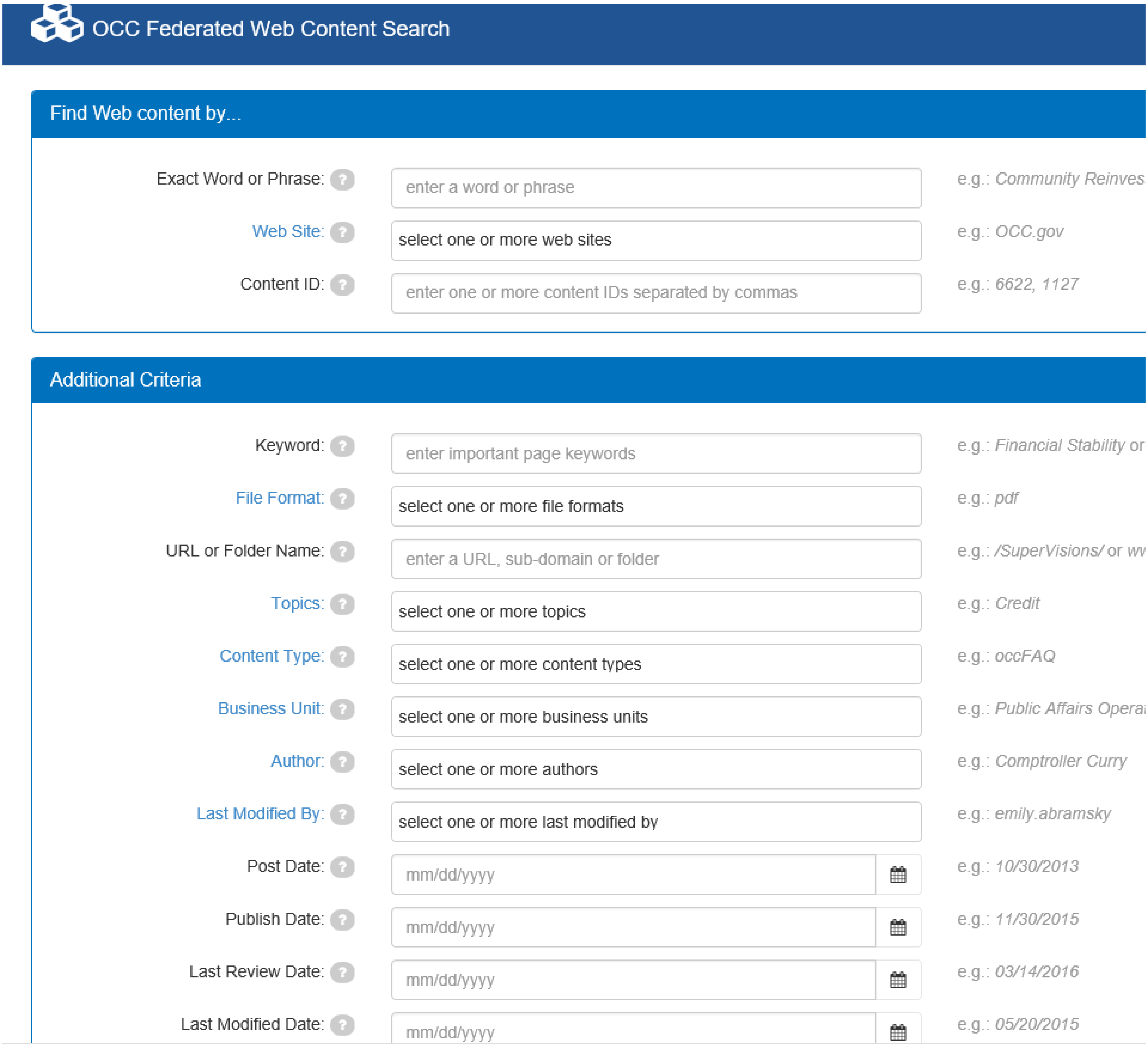
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: [EXTERNAL][CONTENT-MANAGERS-L] Managing All Sites
From: "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Ghariani, Heitham
Date: Mon, 14 Sep 2020 15:59:18 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (13 kB) , image001.png (84 kB) , image002.png (72 kB)

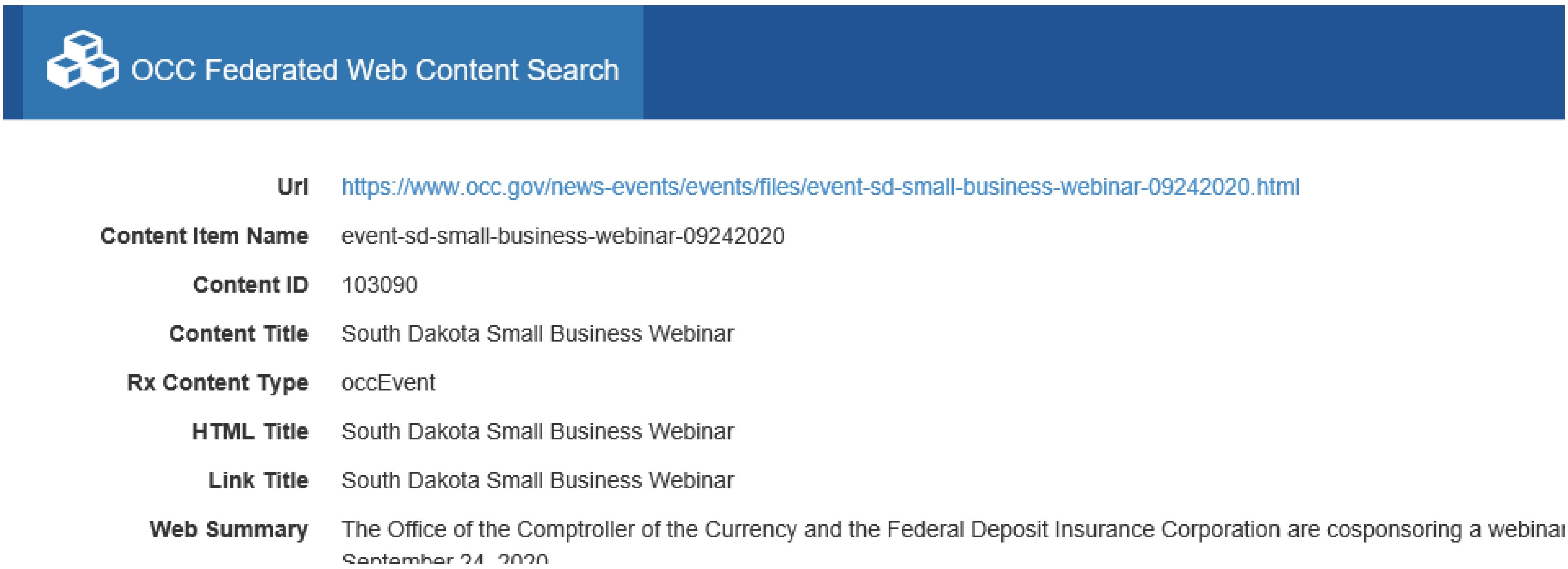
We don't have something that does all of those. But we did have an idea that would be focused on helping content specialists conduct content analysis without using the CMS itself.

We take all of our files and HTML and publish out the various metadata and body content fields as XML and to a database. Then we built a search interface that allows the team to search the content by site or any relevant metadata field.

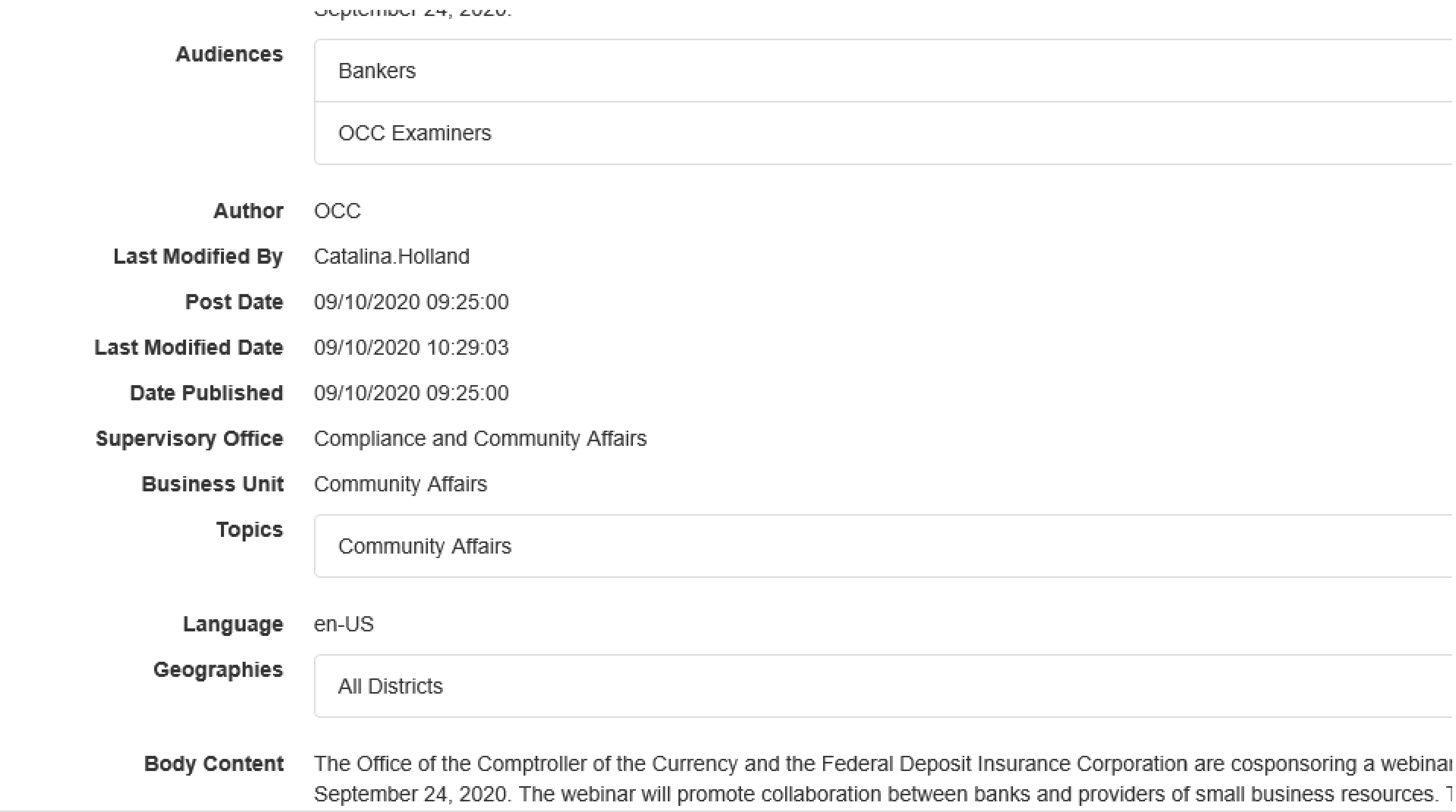
So if you are diligent about putting in fields like author, last audit/review data, last updated date (system updated) you can use the system to quickly assess content by site.


OCC Federated Web Content Search
Find Web content by...
Exact Word or Phrase:
enter a word or phrase
e.g.: Community Reinves
Web Site:
select one or more web sites
e.g.: OCC.gov
Content ID:
enter one or more content IDs separated by commas
e.g.: 6622, 1127
Additional Criteria
Keyword:
enter important page keywords
e.g.: Financial Stability or
File Format:
select one or more file formats
e.g.: pdf
URL or Folder Name:
enter a URL, sub-domain or folder
e.g.: /SuperVisions/ or ww
Topics:
select one or more topics
e.g.: Credit
Content Type:
select one or more content types
e.g.: occFAQ
Business Unit:
select one or more business units
e.g.: Public Affairs Operat
Author:
select one or more authors
e.g.: Comptroller Curry
Last Modified By:
select one or more last modified by
e.g.: emily.abramsky
Post Date:
mm/dd/yyyy
e.g.: 10/30/2013
Publish Date:
mm/dd/yyyy
e.g.: 11/30/2015
Last Review Date:
mm/dd/yyyy
e.g.: 03/14/2016
Last Modified Date:
mm/dd/yyyy
e.g.: 05/20/2015

Results


OCC Federated Web Content Search

Url	https://www.occ.gov/news-events/events/files/event-sd-small-business-webinar-09242020.html
Content Item Name	event-sd-small-business-webinar-09242020
Content ID	103090
Content Title	South Dakota Small Business Webinar
Rx Content Type	occEvent
HTML Title	South Dakota Small Business Webinar
Link Title	South Dakota Small Business Webinar
Web Summary	The Office of the Comptroller of the Currency and the Federal Deposit Insurance Corporation are cosponsoring a webina September 24, 2020



September 24, 2020.

Audiences	Bankers OCC Examiners
Author	OCC
Last Modified By	Catalina.Holland
Post Date	09/10/2020 09:25:00
Last Modified Date	09/10/2020 10:29:03
Date Published	09/10/2020 09:25:00
Supervisory Office	Compliance and Community Affairs
Business Unit	Community Affairs
Topics	Community Affairs
Language	en-US
Geographies	All Districts
Body Content	The Office of the Comptroller of the Currency and the Federal Deposit Insurance Corporation are cosponsoring a webinar September 24, 2020. The webinar will promote collaboration between banks and providers of small business resources. T

Heitham Ghariani
OCC BankNet Program Manager – Public Affairs
Cell 571.643.9476 Work 202.868.0977

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Friday, September 11, 2020 6:32 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL][CONTENT-MANAGERS-L] Managing All Sites

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello All,

I'm curious if anyone has a system (or an idea of one) they are using to manage their website inventory?

Information like:

- Site (and related info path, server, ip, assets directory size etc…)
- Content (auditing accountability, outdated, etc…)
- Contributors (Editors / Webmaster)
- Users (analytics)

…an area where one could pull together information for developers all the way up leadership for example.

Thanks,
Jason

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

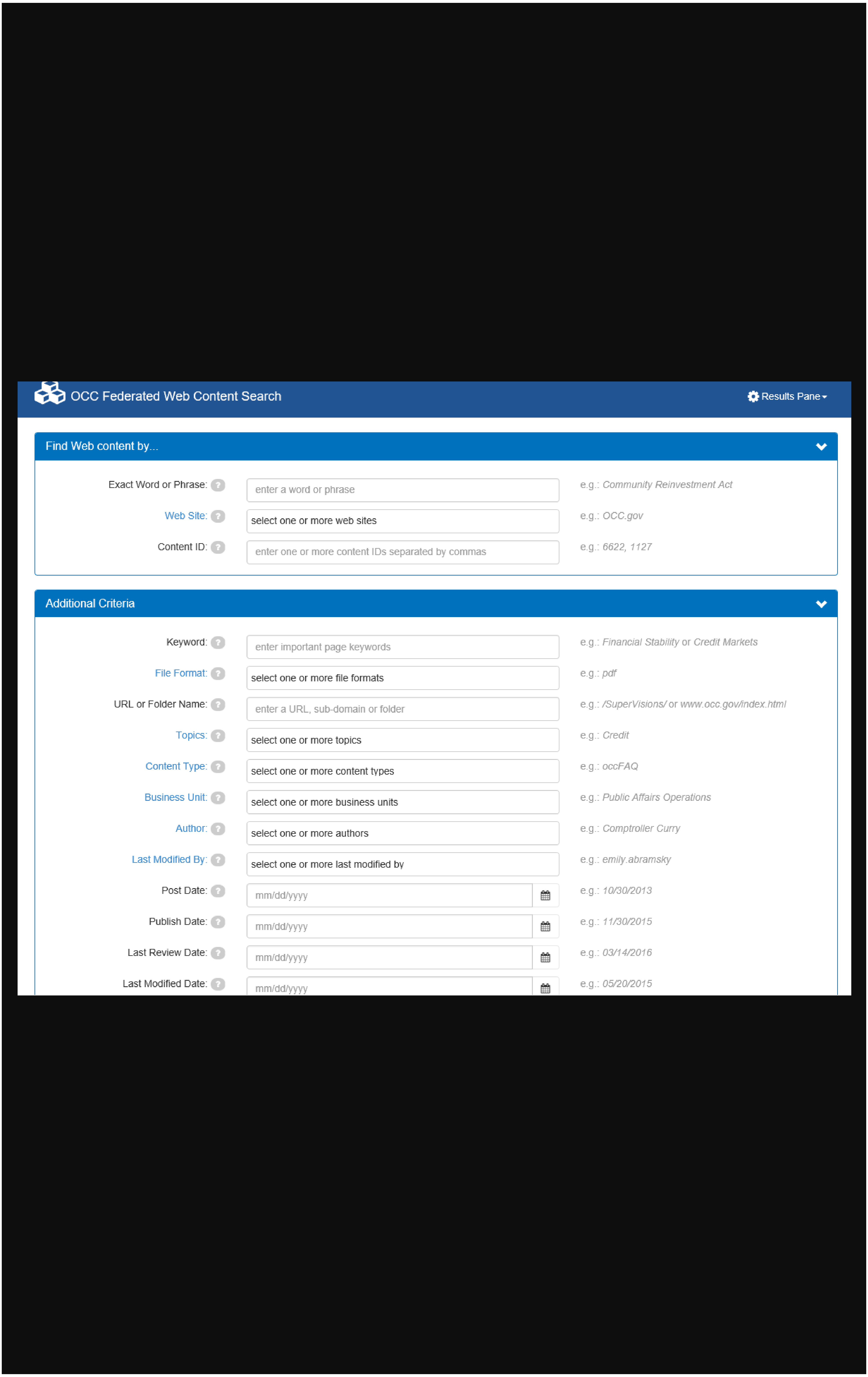
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l



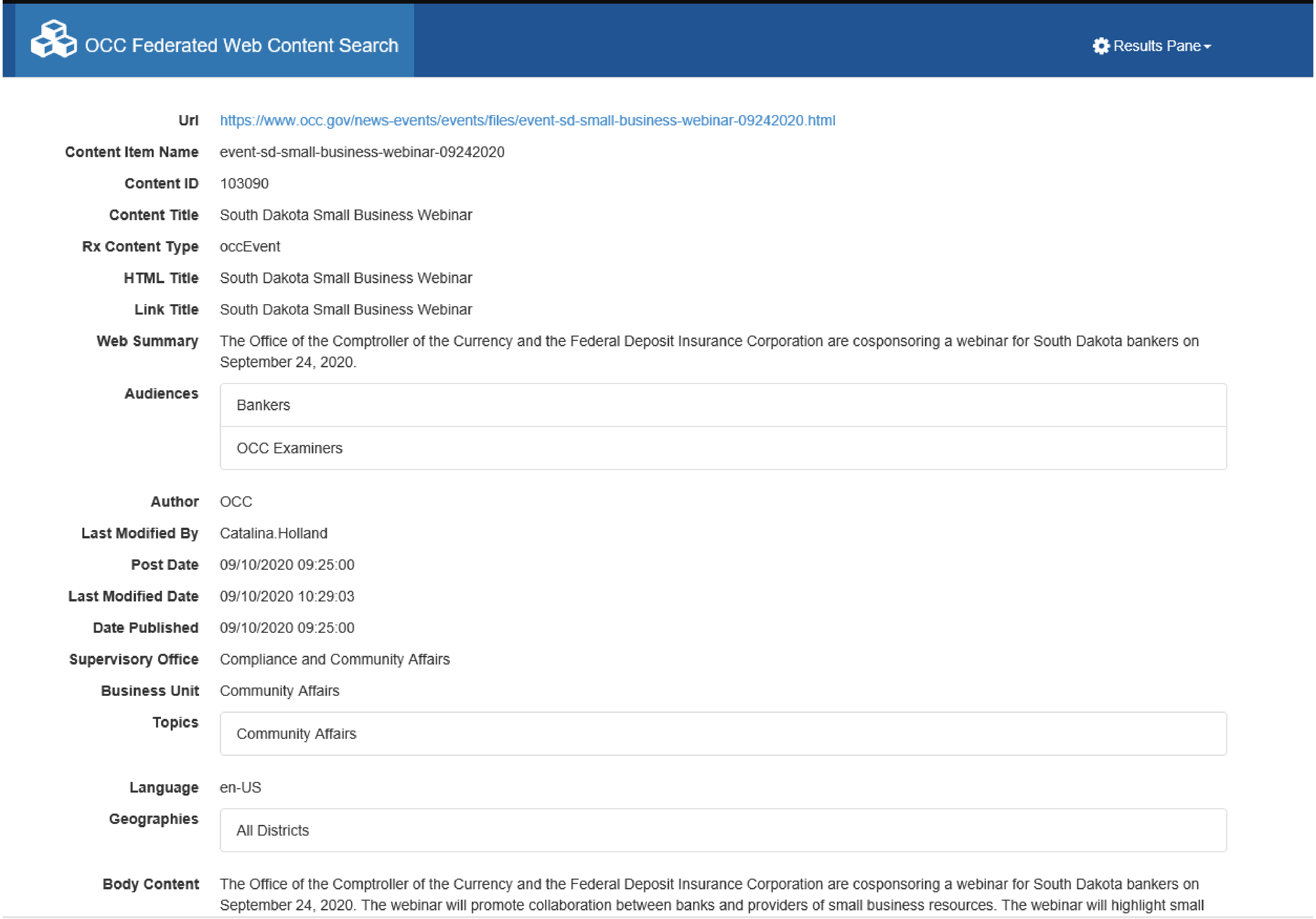
OCC Federated Web Content Search

Find Web content by...

Exact Word or Phrase:	enter a word or phrase	e.g.: *Community Reinvestment Act*
Web Site:	select one or more web sites	e.g.: *OCC.gov*
Content ID:	enter one or more content IDs separated by commas	e.g.: *6622, 1127*

Additional Criteria

Keyword:	enter important page keywords	e.g.: *Financial Stability* or *Credit Markets*
File Format:	select one or more file formats	e.g.: *pdf*
URL or Folder Name:	enter a URL, sub-domain or folder	e.g.: */SuperVisions/* or *www.occ.gov/index.html*
Topics:	select one or more topics	e.g.: *Credit*
Content Type:	select one or more content types	e.g.: *occFAQ*
Business Unit:	select one or more business units	e.g.: *Public Affairs Operations*
Author:	select one or more authors	e.g.: *Comptroller Curry*
Last Modified By:	select one or more last modified by	e.g.: *emily.abramsky*
Post Date:	mm/dd/yyyy	e.g.: *10/30/2013*
Publish Date:	mm/dd/yyyy	e.g.: *11/30/2015*
Last Review Date:	mm/dd/yyyy	e.g.: *03/14/2016*
Last Modified Date:	mm/dd/yyyy	e.g.: *05/20/2015*



Url	https://www.occ.gov/news-events/events/files/event-sd-small-business-webinar-09242020.html
Content Item Name	event-sd-small-business-webinar-09242020
Content ID	103090
Content Title	South Dakota Small Business Webinar
Rx Content Type	occEvent
HTML Title	South Dakota Small Business Webinar
Link Title	South Dakota Small Business Webinar
Web Summary	The Office of the Comptroller of the Currency and the Federal Deposit Insurance Corporation are cosponsoring a webinar for South Dakota bankers on September 24, 2020.
Audiences	Bankers OCC Examiners
Author	OCC
Last Modified By	Catalina.Holland
Post Date	09/10/2020 09:25:00
Last Modified Date	09/10/2020 10:29:03
Date Published	09/10/2020 09:25:00
Supervisory Office	Compliance and Community Affairs
Business Unit	Community Affairs
Topics	Community Affairs
Language	en-US
Geographies	All Districts
Body Content	The Office of the Comptroller of the Currency and the Federal Deposit Insurance Corporation are cosponsoring a webinar for South Dakota bankers on September 24, 2020. The webinar will promote collaboration between banks and providers of small business resources. The webinar will highlight small

Subject: Drupal Developer position at GAO-closes 9/25
From: "Dooley, Sharon W" <DooleyS@GAO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dooley, Sharon W
Date: Mon, 14 Sep 2020 16:05:55 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1759 bytes) , text/html (4 kB)

GAO is looking to hire someone with Drupal experience. The position closes September 25 and can be based nearly anywhere GAO has offices (DC, LA, Chicago, Denver, Dallas, Atlanta, …).

Link for the public (veterans receive preference): https://www.usajobs.gov/GetJob/ViewDetails/578653600

Link for current federal employees with competitive status, veterans and applicants with disabilities: https://www.usajobs.gov/GetJob/ViewDetails/578654400

(Apologies for cross-posting. We're trying to get the word out any way we can think of. Please share with anyone you think may be interested.)

Sharon W. Dooley
Director, Web Services Group
Information Systems and Technology Services
U.S. Government Accountability Office
441 G Street, NW
Washington, DC 20548
www.gao.gov
202-512-6987 (office)
(b) (6) (mobile)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: REGISTER NOW - 2020 Interagency Accessibility Forum (IAAF)
From: Interagency Accessibility Forum <iaaf@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Interagency Accessibility Forum <iaaf@GSA.GOV>
Date: Mon, 14 Sep 2020 14:02:49 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3100 bytes) , text/html (15 kB)

Annual Interagency Accessibility Forum

Enabling Missions through Accessible Technology – Leaving No One Behind

October 6 & 7, 2020

Dates:

October 6-7, 2020

Time:

9:30 A.M. to 4:30 P.M.

Location:

Virtual

Why attend?

The 2020 Interagency Accessibility Forum: *Enabling Missions through Accessible Technology: Leaving No One Behind* celebrates the 75th observance of the National Disability Employment Awareness Month (NDEAM), and the 30th anniversary of the Americans with Disability Act (ADA).

On October 6th and 7th, 2020, over 400 thought leaders from the private and government sectors will virtually convene at the 2020 Interagency Accessibility Forum to discuss strategies to increase access and opportunity to those with disabilities. The theme for the 2020 IAAF will be "Enabling Missions through Accessible Technology - Leaving No One Behind".

This year's forum will be a fully virtual event.

Inspirational keynote speakers will include: the honorable Congressman Jim Langevin, Chair of the Bipartisan Disability Caucus; Thomas Harkin, former United States Senator and author and chief Senate sponsor of the ADA; and Janet Dhillon, Chair of the U.S. Equal Employment Opportunity Commission.

Virtual panel discussions will focus on three areas: Customer Experiences & Content Creation, Acquisition & Program Management, and Innovation. The forum will include a virtual Exhibitor Round-Robin demonstration where 24 accessibility consultants and/or IT companies with accessibility programs, will each take five minutes in rapid succession to demonstrate their products and services that support those with disabilities.

Who should attend?

- Acquisition professionals
- Accessibility program managers
- Content and web creators
- Human Resources personnel
- IT acquisitions requiring officials
- Web content managers
- All federal personnel and contractors interested in accessibility

Registration

Registration

Click here to register for IAAF.

If unable to process a registration, please email the IAAF Team, your name, title, email, any special needs and agency. The IAAF Team will register for you and send confirmation of registration until registration has closed.

This email notification was issued by the IAAF support team.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Managing All Sites
From: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date: Mon, 14 Sep 2020 18:36:14 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3730 bytes) , text/html (13 kB)

I export:

- 100-percent content inventory from SEO Spider, a desktop spidering program
- Traffic, search landings, referrers, device use, from Google Analytics
- Mobile Usability Problems reports from Google Search Console
- Survey data from Qualtrics
- CMS template names from our CMS
- CMS activity (page promotion) report
- Partial accessibility scan using axe-core custom script

I use Python to build two tables and some reports. For the Page table I roll up things like broken links, up to the page level, a count and the text – ending up with one row per page. For the Content Group table I summarize everything to the organizational owner and “communication package” / information architecture level, and import into Tableau.

Can share more offline if interested.

Dan Wendling, National Library of Medicine/NIH/HHS

From: Flaherty, Jason -FS <000009cd01d3837e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, September 11, 2020 6:32 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Managing All Sites

Hello All,

I’m curious if anyone has a system (or an idea of one) they are using to manage their website inventory?

Information like:

- Site (and related info path, server, ip, assets directory size etc…)
- Content (auditing accountability, outdated, etc…)
- Contributors (Editors / Webmaster)
- Users (analytics)

…an area where one could pull together information for developers all the way up leadership for example.

Thanks,
Jason

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	Sharing - optional reporting template for 21st Century IDEA
From:	Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Date:	Thu, 17 Sep 2020 10:19:45 -0700
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (2418 bytes) , text/html (10 kB) , 2020 [AGENCY] Report to OMB - 21st Century IDEA - Template.docx (52 kB)

Hi, Web Managers!
Did you know that **all federal executive branch agencies** are required to report to OMB by December 20 on our progress to implement PL 115-336, the 21st Century Integrated Digital Experience Act?

At GSA, we've developed a template for our 2020 report, and I'm sharing it with you, in case you find it useful for your own reporting purposes. See attached Word doc.

1. Use of this template is OPTIONAL; your agency is free to develop its own report format. You may also include your update as part of a pre-existing reporting mechanism such as your agency's congressional justification, instead of submitting a separate report.

2. Agency CIOs are tasked in the law with submitting their agency's progress reports, so you will need to coordinate with your agency CIO, and your Federal Web Council Rep, to develop and submit your report.

3. Agencies must also publish this report online; we're publishing our report on our gsa.gov/digitalstrategy page. For consistency, please consider publishing your report on your agency.gov/digitalstrategy page, as well.

Contact your agency's Web Council Rep with questions.

Thanks!
-Rachel

GSA
U.S. General Services Administration

Rachel Flagg
Content Strategist | Federal Web Council Co-Chair
Office of Government-wide Technology Policy
rachel.flagg@gsa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

DESCRIPTION: This is a template for federal executive branch agencies to prepare their 2020 report to OMB on their progress to implement 21st Century IDEA. Use of this template is OPTIONAL.

INSTRUCTIONS: Fill out the template below, replacing logos, agency names, etc., as indicated in the comments. Delete this instructions page before submitting your report.

- **Report Content**: Focus on the *major* accomplishments your agency made in 2020 to modernize your websites and digital services, including:
    - Efforts (including costs) related to digitization of services, particularly around High Impact Service Provider (HISPs) and Customer Experience Action Plans;
    - Improvements to internal management systems, policies, governance models;
    - Consolidation and streamlining of content and websites; and
    - Improved compliance with laws and policies for federal websites and digital services.
    - Finally, as noted in Section 4(d) of 21st Century IDEA, you must report on your progress to digitize "any paper based form that is related to serving the public".
- **Length**: Main body of the report should not exceed two pages.
- **Publication Guidance**: Publish a copy of this report on your agency's flagship public-facing website.
    - Link to your report from your ***agency.gov/digital-strategy*** page.
    - If you post the report as a PDF, please include an HTML version as well.
- **OMB Submission Guidance**: Work with your agency CIO to submit your report to OMB at ofcio@omb.eop.gov.
    - You may submit either a document/PDF, or link to the report on your website
- **Due Date:** December 20, 2020.
- **Reminders**
    - Update the ***document name*** to replace [AGENCY] with your agency acronym (e.g., GSA, HUD)
        - Should read similar to: "2020 GSA Report to OMB..."
    - ***Delete*** this instruction page before submitting.

U.S. General Services Administration

Public Law 115-336, “21st Century Integrated Digital Experience Act”

December 2020 Report

Prepared for the Office of Management and Budget and the public per the requirements of section 3(d) of Public Law 115-336.

Commented [1]: Replace with agency seal/logo

Commented [2]: Replace with official agency name

The General Services Administration’s Progress to Implement the 21st Century Integrated Digital Experience Act

2020 Annual Report

Commented [3]: Replace with agency name

Background

Section 3(d) of the [21st Century Integrated Digital Experience Act](#) (21st Century IDEA)[1]requires the head of each Federal executive branch agency to report annually (through 2023) to the Director of the Office of Management and Budget (OMB) and the public on the agency’s progress to implement the requirements of the Act, and modernize their websites and digital services. The information below details the efforts of the U.S. General Services Administration (GSA) to modernize the agency’s websites and digital services in 2020.

Commented [4]: Replace with agency name

GSA Efforts to Date

Commented [5]: Replace with agency acronym

We are leveraging 21st Century IDEA to streamline our digital footprint and deliver an easy online experience to customers and partners. Building on the work we began in 2019, our focus in 2020 was to...

Commented [6]: link to 2019 report

Major accomplishments for 2020 include....

Commented [7]: Include a brief write-up of major accomplishments; report body (excluding title page) should not exceed two (2) pages

Accomplishment #1

[Brief (1-2 paragraph) description of accomplishment and impact. Focus on work (including costs) related to meeting the goals of the [CX CAP Goal](#).]

Commented [8]: Briefly document each top accomplishment from the past year related to website modernization or digitization of services

Accomplishment #2

[Brief (1-2 paragraph) description of accomplishment and impact.]

Accomplishment #3

[Brief (1-2 paragraph) description of accomplishment and impact.]

Digitization of Forms

As required in Section 4(d), we have digitized all paper-based forms related to serving the public. Our forms are published in our [GSA Forms Library](#).

Commented [9]: Update with status of forms digitization work, and include a link to agency forms repository

____

/s/ Agency Head
Title

---

[1] Public Law 115-336, 132 Stat. 5025-5028.

Subject: Fw: DrupalGovCon is next week - keynotes and a what to expect when attending webinar today
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Thu, 17 Sep 2020 17:38:46 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (16 kB) , text/html (61 kB)

Just sharing...

We have a webinar today at 3 to tell you all about how to do Drupal GovCon next week. And yes, I did fix the keynotes bios (Sorry Sara)

Just making sure folks who might be interested in attending the Free Drupal event next week know it's happening...online (as all things are now)...

Keynotes from Sara Cope, Noel Hidalgo, Joe Castle & Harish Rao 👥

View this email in your browser

#DrupalGovCon

Webinar: What To Expect at Virtual Drupal GovCon and Baltimore Camp 2020

This is new to all of us, so co-leads Jess Dearie and Nneka Hector have been hard at work leading a truly incredible all volunteer team to make this the best virtual event we can. Thanks to our fabulous sponsors, speakers, trainers, volunteers and planning team, you won't miss a minute of any of it!

So, on Thursday, September 17th at 3pm ET, join Jess Dearie, Vice President of Drupal4Gov, llc for a special preview of how to participate and get the most out of Drupal GovCon and Baltimore Camp.

Webinar Ticket!

Training Day Dual Keynotes: September 23rd @Noon

Title: Do The Work!
Speaker: Noel Hidalgo
Twitter: @BetaNYC

Since 2009, he has organized BetaNYC to be a driving force to improve New York City's use of technology and share its data. BetaNYC has advocated for a suite of government transparency laws, including the city's transformative open data law and city record online law. BetaNYC runs the New York City Civic Innovation Lab/Fellows program, in partnership with the Manhattan Borough President Gale A. Brewer, and curates the NYC School of Data community conference.

Title: Open Source in the Federal Government: Anecdotes & Evidence

Speaker: Joseph Castle
Twitter: @jrcastle_vt | LinkedIn: jrcastle | GitHub: jcastle

Joseph Castle serves as the Product Owner & Front-End Engineer of Code.gov where he is responsible for maintaining the Code.gov website and overseeing federal agency implementation of the White House's Federal Source Code Policy. Dr. Castle earned his PhD from Virginia Tech and his dissertation focused on open source software publication by the federal government. He served in the Obama Administration, is a U.S. Army veteran, and a Fed100 recipient.

……

Core & Captioning Sponsorship Provided by Acquia

ACQUIA
EXPERIENCE DIGITAL FREEDOM

The security, reliability, and agility of the Acquia Platform enables government departments and agencies to properly align their resources and deliver on their mission. Learn more at Acquia.com/gov.

Check out the Acquia presentation in the Networking Room at 10:45am on Thursday, September 24.

……

Opening Keynote: September 24th @Noon

Title: Digging Into User Experience at Any Level
Speaker: Sara Cope, Lead Engineer, Digital.gov
Twitter: @sarassassin | digital.gov

Sara is a Dayton, Ohio based software engineer, and program manager for the U.S. General Services Administration (GSA) where she works on open innovations. Her passion for tech was ignited as a young girl when she and her siblings would piece together computers in order to play Sierra games on DOS. She is now the PM and lead engineer on Digital.gov at GSA. In her off-hours, she is a habitual volunteer and currently works with Dayton Code Together with the hope of raising up folks who are traditionally marginalized in tech. When Sara isn't immersed in all things web, she can be found playing tabletop games, enjoying her local park system, or playing with her 3 boys - 1 of which is a pug named Bowie.

……

Featured Sponsor

agileana®

Agileana is a lean, agile, digital support agency in the Washington DC metropolitan area that provides Drupal support, DevOps, Drupal 7 migration, podcast strategy and execution, and integrated digital marketing support to federal agencies, public universities and community colleges, and municipalities. Past clients include the White House, World Bank, NASA, FCC, Forest Service, Departments of State, Interior, Defense, and Agriculture.

Check out the Agileana presentation in the Networking Room at 2:15pm on Friday, September 25.

……

Closing Keynote: September 25th @Noon

Title: What Today's COVID-19 Crisis Means for Tomorrow's Digital Infrastructure

Speaker: Harish R. Rao, Founder and CEO of Interpersonal Frequency
Twitter: @HarishIFsight | LinkedIn | @IFSight | I.F. on LinkedIn | @IFSight on Facebook

Harish R. Rao is the founder and CEO of Interpersonal Frequency (I.F.). I.F. empowers government and civic organizations to be relevant, accountable, responsive, and engaging to their communities through the use of data-driven technology and award winning websites. Harish guides I.F. to help counties, cities, utilities, and public libraries across the country use data, design, and technological innovation to fix what's broken.

Now...

Don't forget to register!

Drupal GovCon prides itself on providing a wide range of session tracks for everyone on your team, no matter their role or level of experience. Registration for Drupal GovCon is **free** and required to access the links for the session live streams.

Grab your free ticket

Volunteer at DGC

Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees navigate the conference to zoom room monitoring. You also get the benefit of meeting new people, and hopefully - new friends. Plus, we can't do this without you! So, dust off those clicking fingers and join in the fun as a VOLUNTEER!

Volunteer

Birds of a Feather

Our virtual BoFs are pre-scheduled this year. Check out our Birds of a Feather page to see what's being offered or to schedule your own. All BoFs are held in the same virtual room and the link to that room will be [--this blurb isn't quite finished!--]

Check out the BoF schedule

Join Us for Contributions

We're going to be contributing back on two exciting initiatives during Drupal GovCon: D9 Readiness Contributions and Live Captioning. Join us for one or both, just sign up to **reserve your spot by Tuesday, September 22nd**. We'll have mentors on hand to help get you started, too.

Count Me In to Contribute

Drupal GovCon, a production of Drupal4Gov, is made possible by our wonderful sponsors and volunteers.
Graciously hosted by the NIH Library.

Subject: Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Sharing - optional reporting template for 21st Century IDEA
From: (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Date: Thu, 17 Sep 2020 20:46:38 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (15 kB)

```
Classification: UNCLASSIFIED
=======================================================
```

Thanks Rachel. Nice of you to share this.

(b) (6), (b) (7)(C)
Office of Strategic Operations
Strategic Planning and Commununications
(b) (6), (b) (7)(C)
Myers Briggs: ISFP

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rachel Flagg - M1ED
Sent: Thursday, September 17, 2020 1:20 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Sharing - optional reporting template for 21st Century IDEA

Hi, Web Managers!
Did you know that **all federal executive branch agencies** are required to report to OMB by December 20 on our progress to implement PL 115-336, the 21st Century Integrated Digital Experience Act?

At GSA, we've developed a template for our 2020 report, and I'm sharing it with you, in case you find it useful for your own reporting purposes. See attached Word doc.

1. Use of this template is OPTIONAL; your agency is free to develop its own report format. You may also include your update as part of a pre-existing reporting mechanism such as your agency's congressional justification, instead of submitting a separate report.

2. Agency CIOs are tasked in the law with submitting their agency's progress reports, so you will need to coordinate with your agency CIO, and your Federal Web Council Rep, to develop and submit your report.

3. Agencies must also publish this report online; we're publishing our report on our gsa.gov/digitalstrategy page. For consistency, please consider publishing your report on your agency.gov/digitalstrategy page, as well.

Contact your agency's Web Council Rep with questions.

Thanks!
-Rachel

GSA
U.S. General Services Administration
Rachel Flagg
Content Strategist | Federal Web Council Co-Chair
Office of Government-wide Technology Policy
rachel.flagg@gsa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

```
=======================================================
Classification: UNCLASSIFIED
```

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Google Knowledge Panels
From: Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
Date: Mon, 21 Sep 2020 15:07:43 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1415 bytes) , text/html (3758 bytes)

Content Management Colleagues,

I am curious if anyone has had success speaking with Google about Google Knowledge Panels for search phrases that are relevant to your organizations. I have seen that some folks have reached out to civicssupport@google.com and received responses. Any success stories?

Thank you,

Jillian Buttecali
Senior Financial Institution and Policy Analyst
Board of Governors of the Federal Reserve System
202-641-0909
uscurrency.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: REGISTRATION IS CLOSING - 2020 Interagency Accessibility Forum (IAAF)
From: Interagency Accessibility Forum <iaaf@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Interagency Accessibility Forum <iaaf@GSA.GOV>
Date: Wed, 23 Sep 2020 17:27:11 -0400
Content-Type: multipart/related
Parts/Attachments: text/plain (137 kB) , text/html (16 kB) , image.png (137 kB)

Have you registered yet?

Annual Interagency Accessibility Forum
Enabling Missions through Accessible Technology – Leaving No One Behind
October 6 & 7, 2020
GSA
United States Census Bureau
CIO COUNCIL

Registration for the virtual 2020 Interagency Accessibility Forum (IAAF) will close on **Wednesday, September 30, 2020**. If you haven't already, please **register** now to secure your spot!

Why attend?

Over 400 thought leaders from the private, government, and international sectors will virtually convene at the 2020 IAAF to discuss strategies to increase access and opportunity to those with disabilities. This event will be fully virtual. Inspirational keynote speakers will include: the honorable Congressman Jim Langevin, Chair of the Bipartisan Disability Caucus; the honorable Thomas Harkin, former United States Senator and author and chief Senate sponsor of the ADA; Janet Dhillon, Chair of the U.S. Equal Employment Opportunity Commission and Dr. Paula Briscoe, Deputy Director,
Intelligence Community Equal Employment and Diversity

IAAF 2020 has a full, two day agenda of expert panel discussions focusing on: Customer Experiences & Content Creation, Acquisition & Program Management, and Innovation. The forum will include a virtual Exhibitor Round-Robin demonstration where accessibility consultants and/or IT companies with accessibility programs will demonstrate their products and services that support those with disabilities. For more information, visit the IAAF website.

Registration

Click here to register for IAAF.

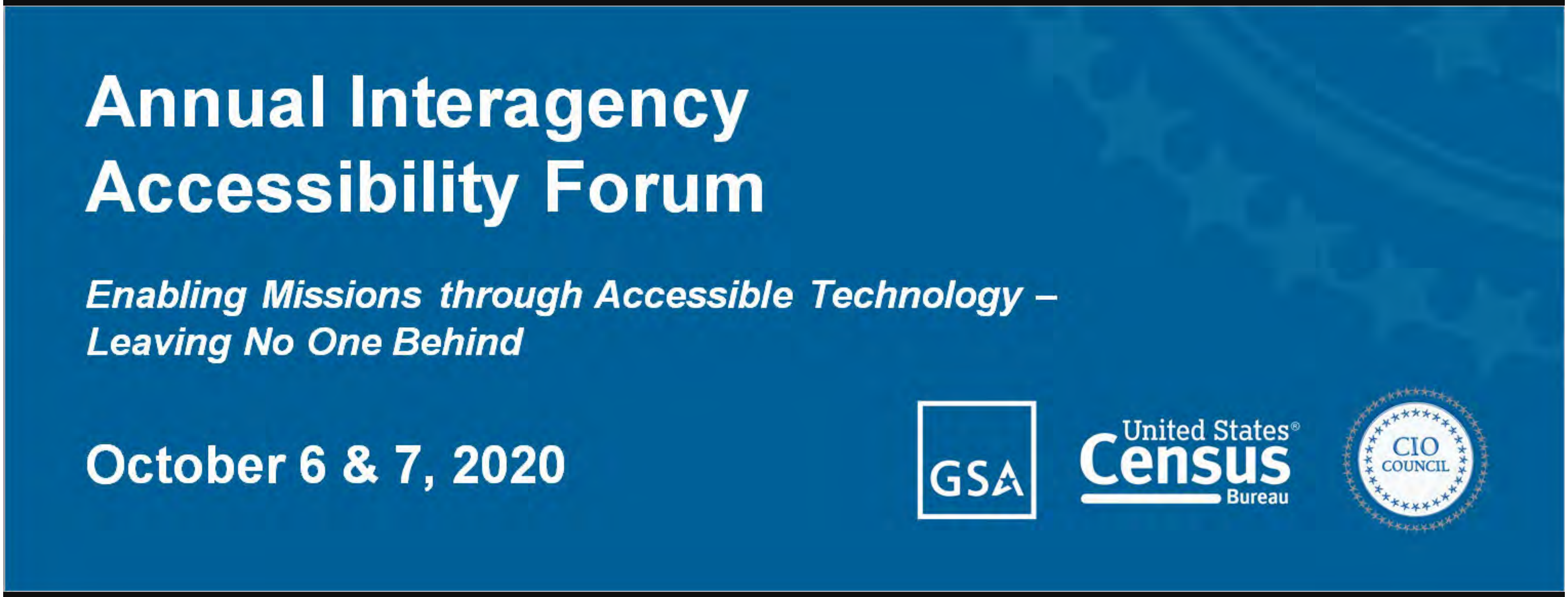
*Please note that your completed registration will cover both days of the event.

If unable to process a registration, please email the IAAF Team with your name, title, email, agency and any special needs. The IAAF Team will register for you and send confirmation of registration until registration has formally closed.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.



Annual Interagency Accessibility Forum

Enabling Missions through Accessible Technology – Leaving No One Behind

October 6 & 7, 2020

GSA
United States® Census Bureau
CIO COUNCIL

Subject: CMS Questionnaire, pt. 2 - AFPIMS & Co. (UNCLASSIFIED)
From: "(b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA)" <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA) <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Date: Wed, 23 Sep 2020 22:21:25 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (40 lines)

CLASSIFICATION: UNCLASSIFIED

Hello again Content Managers,

I reached out a couple of weeks ago with a CMS questionnaire, and I received a lot of great feedback (all of which happened to be from Drupal users). I wanted to request feedback again, this time from AFPIMS users. I would also love to hear from Adobe AEM and Sitecore users as well, if there are any out there.

If you're willing to help by answering a brief questionnaire I've put together, please email me at (b) (6), (b) (7)(C)civ@mail.mil - The feedback I received for Drupal the first go-around was very helpful and eye-opening. I hope to receive that sort of feedback for AFPIMS, AEM, or Sitecore as well.

Thank You!

(b) (6), (b) (7)(C)
Visual Information Specialist
Public Health Communication
U.S. Army Public Health Center
(b) (6), (b) (7)(C)civ@mail.mil
(b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: It's Drupal GovCon Time!
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dearie, Jessica
Date: Thu, 24 Sep 2020 14:20:57 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (15 kB) , text/html (5 kB) , image003.png (15 kB)

The Drupal GovCon team has been working hard to bring Drupal GovCon to everyone this year in a virtual format.
The conference runs from 10am – 6:15pm ET today and tomorrow and is completely FREE!

Free - but you do need to register to access the digital rooms. We have both Zoom rooms as well as streaming over YouTube live.
Check out the schedule! We also have a virtual networking room and virtual Birds of Feather (BoFs) sessions!

Not technical? Neither are all of our attendees! We have sessions across multiple session tracks – like Successful Projects Start with Great RFPs
There's something for everyone!

12pm ET Keynote: Digging Into User Experience at Any Level
Sara is a Dayton, Ohio based software engineer, and program manager for the U.S. General Services Administration (GSA) where she works on open innovations. Catch her keynote on YouTube live!

Jessica Dearie
ORD Intranet Coordinator
ORD SharePoint Site Collection Administrator
ORD Office of Scien ion Management
Drupal4Gov (join us(b) (6) @gmail.com)
202-564-8718
https://intranet.ord.epa.gov/

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: CMS Migration Experience (UNCLASSIFIED)
From: "(b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA)" <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA) <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Date: Thu, 24 Sep 2020 20:00:57 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (39 lines)

(b) (6)

CLASSIFICATION: UNCLASSIFIED

Greetings Content Managers,

I am researching options for a new CMS and I'd like to learn more details on both the migration process and personnel requirements. Was hoping to solicit this community for some answers for my research. I would love to know how long it took you to launch, whether you needed to hire any additional personnel, and other questions along these lines.

If you have been involved in the process of migrating your web content onto a new CMS platform and would be willing to answer some questions I have, please let me know! Systems of interest are mostly Drupal, AEM, Sitecore, and AFPIMS at this time, but any experience with migration and implementation would be useful.

Thank you

(b) (6), (b) (7)(C)
Visual Information Specialist
U.S. Army Public Health Center
8252 Black Hawk RD
Aberdeen Proving Ground, MD 21010
(b) (6), (b) (7)(C)civ@mail.mil
Office: (b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Drupal -- Did you know?
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Thu, 24 Sep 2020 20:57:35 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2027 bytes) , text/html (4 kB)

Hi Folks,

I wouldn't normally "advertise" a software convention here, but there have been at least a couple of inquiries on the list about content management systems (I'm assuming for contracting purposes).

So, hey, y'all know there's a Drupal GovCon going on right now? They've had (and will continue to have) sessions about contracting, capabilities, accessibility, etc., all today and some of tomorrow – and the sessions have been recorded. Better interactivity on the live sessions, though.

Here you go: https://www.drupalgovcon.org/

Enjoy.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: CMS Migration Experience (UNCLASSIFIED)
From: "(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (Bureau of Administration) <(b) (6) COOKCOUNTYIL.GOV>
Date: Fri, 25 Sep 2020 11:20:37 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (79 lines)

(b) (6), (b) (7)(C)
I guess it would depend on a lot of factors (amount of data, how many different rounds, if you have lots of different content types to migrate, etc. but one of the biggest is how well your current content fields and formats match up with your new (target) CMS.

We have not done it ourselves and had data migrated for us, but there are always niggling issues or thing you might manually have to fix. It is good to have at least 2-3 test rounds to check and fix/redo. Good to have testers check in detail, and if you can do each content type or otherwise segment it out (so you don't do EVERYTHING) at once helps with testing to make sure you had a chance to thoroughly check things.

That said, when we did a complete rebuild (where we went from a mixed bag of WP and AquaLogic to Drupal) we opted to have everything manually re-entered. We have decentralized content creation, where each agency manages their own content. So this accomplished both getting the content in (from a mish mosh to a structured central system) AND the training for the authors/editors, since they needed to learn the tool to be able to get the content entered! Then we had a small amount that the central admin group needed to work on and populate. This also took care of populating new content fields we had added in the redesign.

Not sure if this answers your question directly, but hope it gives you a sense of variables to consider.
-(b) (6)

(b) (6) | Information Technology Communications Manager
Cook County | Bureau of Administration| Communications Program
p: (b) (6) e: (b) (6) cookcountyil.gov

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA)
Sent: Thursday, September 24, 2020 3:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)

External Message Disclaimer

This message originated from an external source. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

CLASSIFICATION: UNCLASSIFIED

Greetings Content Managers,

I am researching options for a new CMS and I'd like to learn more details on both the migration process and personnel requirements. Was hoping to solicit this community for some answers for my research. I would love to know how long it took you to launch, whether you needed to hire any additional personnel, and other questions along these lines.

If you have been involved in the process of migrating your web content onto a new CMS platform and would be willing to answer some questions I have, please let me know! Systems of interest are mostly Drupal, AEM, Sitecore, and AFPIMS at this time, but any experience with migration and implementation would be useful.

Thank you

(b) (6), (b) (7)(C)
Visual Information Specialist
U.S. Army Public Health Center
8252 Black Hawk RD
Aberdeen Proving Ground, MD 21010
(b) (6), (b) (7)(C) civ@mail.mil
Office: (b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

****
This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.

****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)
From: "(b) (6), (b) (7)(C) CIV (USA)" <(b) (6), (b) (7)(C)civ@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) CIV (USA)
Date: Fri, 25 Sep 2020 14:34:03 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (130 lines)

Hi (b) (6), (b) (7)(C)
I think it depends on what your goal is. Is your goal just to move to a new system? Are you redesigning concurrently? Will you be restructuring information architecture?

Navy.mil recently moved from an obsolete custom built Microsoft CMS to AFPIMS and we also performed a design change and restructured content. The design documentation was provided prior to launching the migration however we had a couple of designers to fill in gaps of documentation. We had a team of three developers developing modules for the new design, a database administrator, testers, a content curation team of twenty-ish sailors re-categorizing content-- 100k photos, 25k stories, among other content. We officially started the migration in July of 2019 and launched this past July 2020. So although there was a lot of great work going on prior to the actual migration effort, it technically took a full year to get to what was deemed our minimum viable product.

But (b) (6) is totally correct. It depends on what your effort entails and the size of the resources you have access too. We actually lucked out as we had some projects put on hold because of the pandemic. We were able to leverage a lot more of our team to help with the content curation.

This is just glossing over our migration. Hopefully it helps and I'm glad to answer any other specific questions you have. And good luck with your migration!

Thank you,
(b) (6), (b) (7)(C)

[redacted] (b) (6), (b) (7)(C)
Navy Media
Defense Media Activity
(b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)civ@mail.mil

From: Content Managers [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] on behalf of (b) (6) (Bureau of Administration) [(b) (6)COOKCOUNTYIL.GOV]
Sent: Friday, September 25, 2020 7:20 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

(b) (6), (b) (7)(C)
I guess it would depend on a lot of factors (amount of data, how many different rounds, if you have lots of different content types to migrate, etc. but one of the biggest is how well your current content fields and formats match up with your new (target) CMS.

We have not done it ourselves and had data migrated for us, but there are always niggling issues or thing you might manually have to fix. It is good to have at least 2-3 test rounds to check and fix/redo. Good to have testers check in detail, and if you can do each content type or otherwise segment it out (so you don't do EVERYTHING) at once helps with testing to make sure you had a chance to thoroughly check things.

That said, when we did a complete rebuild (where we went from a mixed bag of WP and AquaLogic to Drupal) we opted to have everything manually re-entered. We have decentralized content creation, where each agency manages their own content. So this accomplished both getting the content in (from a mish mosh to a structured central system) AND the training for the authors/editors, since they needed to learn the tool to be able to get the content entered! Then we had a small amount that the central admin group needed to work on and populate. This also took care of populating new content fields we had added in the redesign.

Not sure if this answers your question directly, but hope it gives you a sense of variables to consider.
-(b) (6)

(b) (6) | Information Technology Communications Manager
Cook County | Bureau of Administration| Communications Program
p: (b) (6) e: (b) (6)cookcountyil.gov

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA)
Sent: Thursday, September 24, 2020 3:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)

External Message Disclaimer

This message originated from an external source. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

CLASSIFICATION: UNCLASSIFIED

Greetings Content Managers,

I am researching options for a new CMS and I'd like to learn more details on both the migration process and personnel requirements. Was hoping to solicit this community for some answers for my research. I would love to know how long it took you to launch, whether you needed to hire any additional personnel, and other questions along these lines.

If you have been involved in the process of migrating your web content onto a new CMS platform and would be willing to answer some questions I have, please let me know! Systems of interest are mostly Drupal, AEM, Sitecore, and AFPIMS at this time, but any experience with migration and implementation would be useful.

Thank you

(b) (6), (b) (7)(C)
Visual Information Specialist
U.S. Army Public Health Center
8252 Black Hawk RD
Aberdeen Proving Ground, MD 21010
(b) (6), (b) (7)(C) civ@mail.mil
Office: (b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

****
This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

Subject: Re: CMS Migration Experience (UNCLASSIFIED)
From: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erville, Kathleen (CFPB)
Date: Fri, 25 Sep 2020 14:40:00 +0000
Content-Type: multipart/mixed
Parts/Attachments: text/plain (4 kB) , text/html (12 kB) , image001.png (74 kB) , realistic-schedule-worksheet.xls (25 kB) , timeline-for-content-migration copy.doc (35 kB) , DHS-web-strategic-plan-final.doc (86 kB)

Hi (b) (6), (b) (7)(C)

You are embarking on one of the all-time challenging assignments for web managers, that has only gotten more complex through the ages. I have been involved in multiple migrations over the years, so I have a trove of artifacts I've held onto. I'm sharing some of the best ones for a shake-out by you or others who may want to dive in when they get a migration assignment - hope it helps!

- h/t to Tony Bryne of Real Story Group and formerly of GSA for his “realistic schedule” worksheet (screenshot below) which details the many steps to build into your schedule
- A copy of my rough schedule and tasks for the DHS migration in 2012
- A copy of my strategic plan that spells out the steps, etc. to document the project with our leadership, project team and community of practice/web council

It would be wonderful if you could share the results of your survey of the current platforms out there – I’m sure the results will be interesting to me and others on this forum. I commend you on taking this type of approach to the choices before you...

All the best,

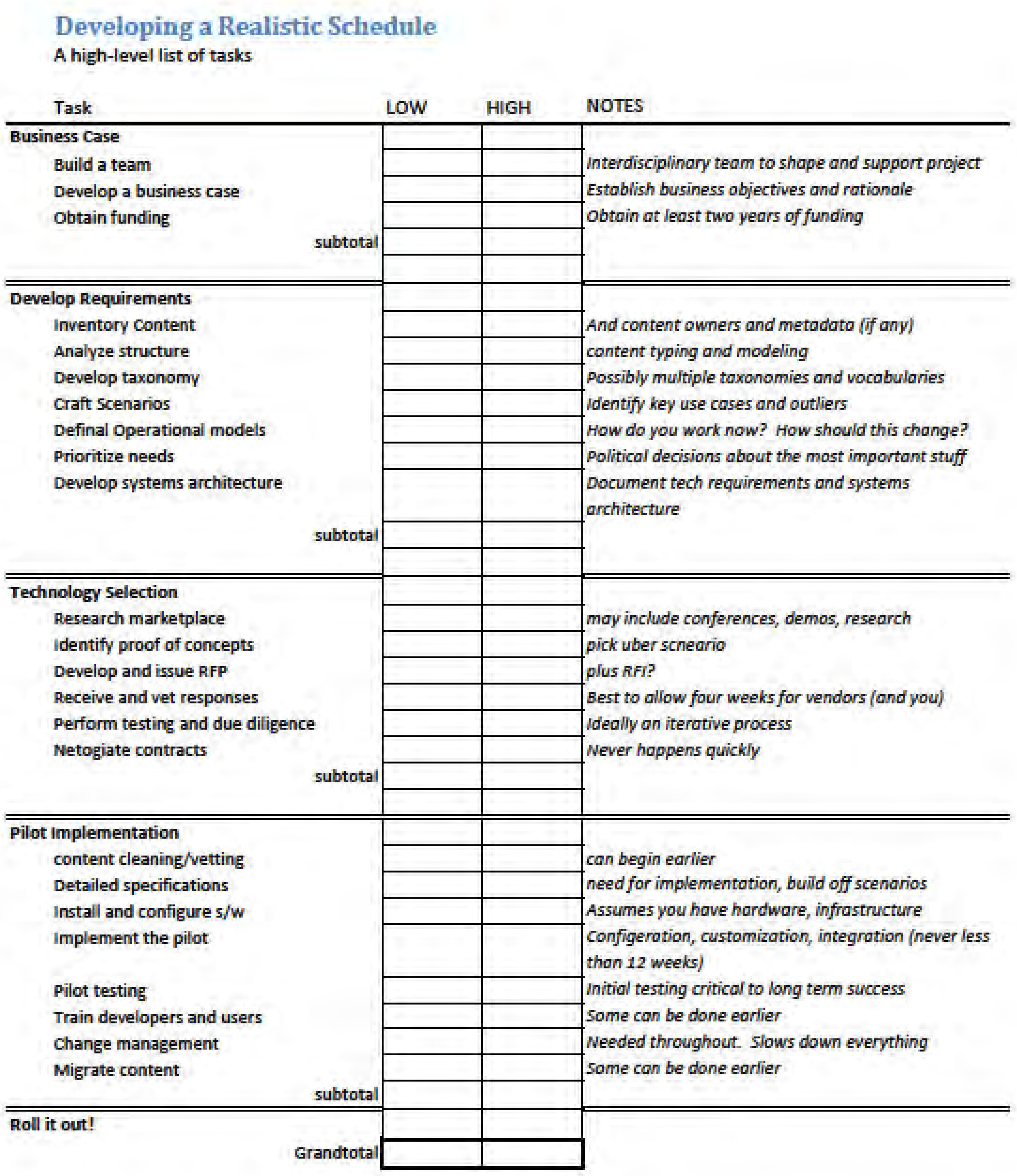
Kathy

//////////////

Kathleen Erville
Content Strategist | Office of Consumer Response
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

Confidentiality Notice: If you received this email by mistake, you should notify the sender of the mistake and delete the e-mail and any attachments. An inadvertent disclosure is not intended to waive any privileges.



Developing a Realistic Schedule

A high-level list of tasks

Task	LOW	HIGH	NOTES
Business Case			
Build a team			*Interdisciplinary team to shape and support project*
Develop a business case			*Establish business objectives and rationale*
Obtain funding			*Obtain at least two years of funding*
subtotal			
Develop Requirements			
Inventory Content			*And content owners and metadata (if any)*
Analyze structure			*content typing and modeling*
Develop taxonomy			*Possibly multiple taxonomies and vocabularies*
Craft Scenarios			*Identify key use cases and outliers*
Definal Operational models			*How do you work now? How should this change?*
Prioritize needs			*Political decisions about the most important stuff*
Develop systems architecture			*Document tech requirements and systems architecture*
subtotal			
Technology Selection			
Research marketplace			*may include conferences, demos, research*
Identify proof of concepts			*pick uber scneario*
Develop and issue RFP			*plus RFI?*
Receive and vet responses			*Best to allow four weeks for vendors (and you)*
Perform testing and due diligence			*Ideally an iterative process*
Netogiate contracts			*Never happens quickly*
subtotal			
Pilot Implementation			
content cleaning/vetting			*can begin earlier*
Detailed specifications			*need for implementation, build off scenarios*
Install and configure s/w			*Assumes you have hardware, infrastructure*
Implement the pilot			*Configeration, customization, integration (never less than 12 weeks)*
Pilot testing			*Initial testing critical to long term success*
Train developers and users			*Some can be done earlier*
Change management			*Needed throughout. Slows down everything*
Migrate content			*Some can be done earlier*
subtotal			
Roll it out!			
Grandtotal			

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA)
Sent: Thursday, September 24, 2020 4:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)

CLASSIFICATION: UNCLASSIFIED

Greetings Content Managers,

I am researching options for a new CMS and I'd like to learn more details on both the migration process and personnel requirements. Was hoping to solicit this community for some answers for my research. I would love to know how long it took you to launch, whether you needed to hire any additional personnel, and other questions along these lines.

If you have been involved in the process of migrating your web content onto a new CMS platform and would be willing to answer some questions I have, please let me know! Systems of interest are mostly Drupal, AEM, Sitecore, and AFPIMS at this time, but any experience with migration and implementation would be useful.

Thank you

(b) (6), (b) (7)(C)
Visual Information Specialist
U.S. Army Public Health Center
8252 Black Hawk RD
Aberdeen Proving Ground, MD 21010
(b) (6), (b) (7)(C)civ@mail.mil
Office: (b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

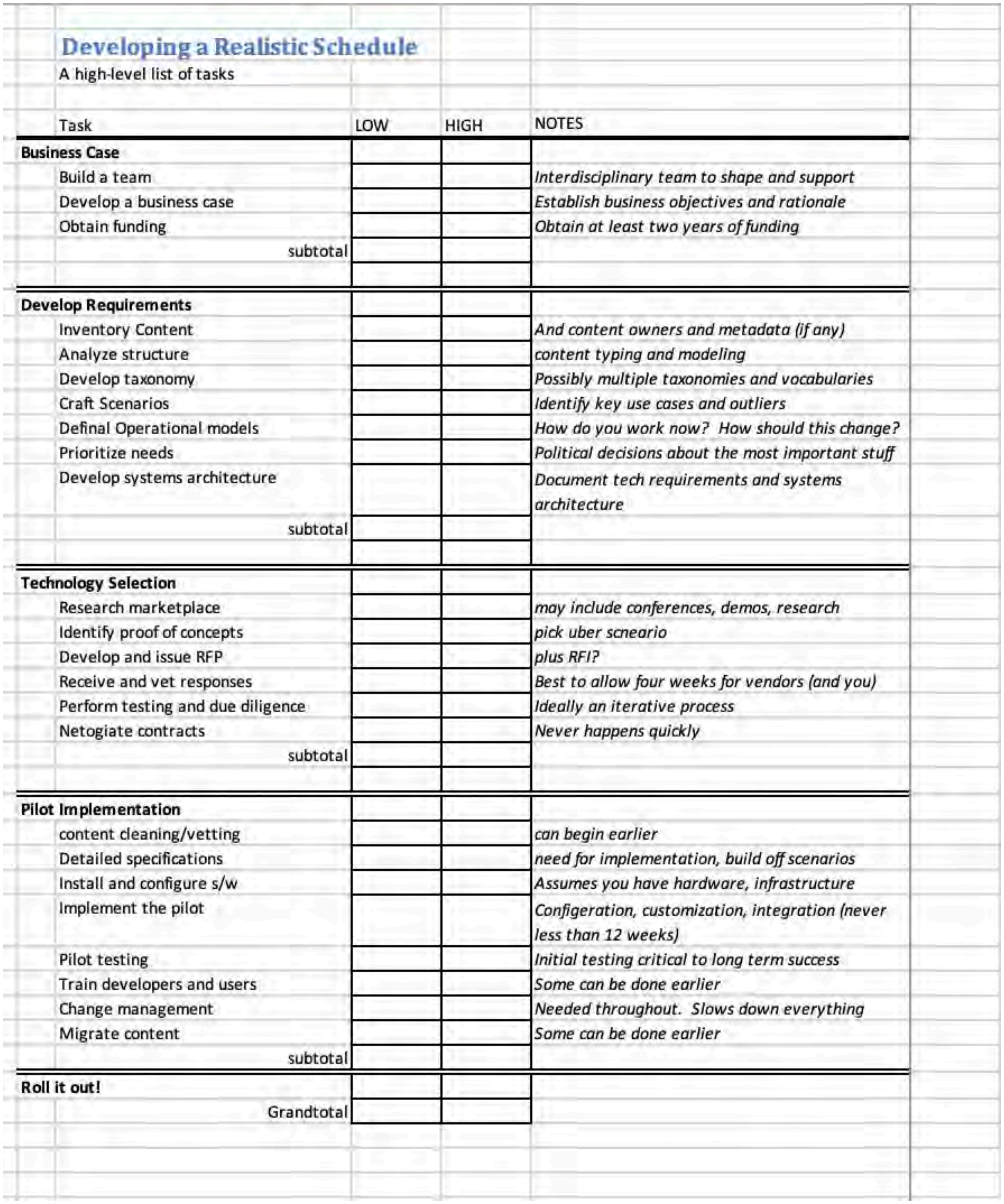
****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l



Developing a Realistic Schedule

A high-level list of tasks

Task	LOW	HIGH	NOTES
Business Case			
Build a team			*Interdisciplinary team to shape and support*
Develop a business case			*Establish business objectives and rationale*
Obtain funding			*Obtain at least two years of funding*
subtotal			
Develop Requirements			
Inventory Content			*And content owners and metadata (if any)*
Analyze structure			*content typing and modeling*
Develop taxonomy			*Possibly multiple taxonomies and vocabularies*
Craft Scenarios			*Identify key use cases and outliers*
Defina1 Operational models			*How do you work now? How should this change?*
Prioritize needs			*Political decisions about the most important stuff*
Develop systems architecture			*Document tech requirements and systems architecture*
subtotal			
Technology Selection			
Research marketplace			*may include conferences, demos, research*
Identify proof of concepts			*pick uber scneario*
Develop and issue RFP			*plus RFI?*
Receive and vet responses			*Best to allow four weeks for vendors (and you)*
Perform testing and due diligence			*Ideally an iterative process*
Netogiate contracts			*Never happens quickly*
subtotal			
Pilot Implementation			
content cleaning/vetting			*can begin earlier*
Detailed specifications			*need for implementation, build off scenarios*
Install and configure s/w			*Assumes you have hardware, infrastructure*
Implement the pilot			*Configeration, customization, integration (never less than 12 weeks)*
Pilot testing			*Initial testing critical to long term success*
Train developers and users			*Some can be done earlier*
Change management			*Needed throughout. Slows down everything*
Migrate content			*Some can be done earlier*
subtotal			
Roll it out!			
Grandtotal			

- Draw the blueprint
    - Governance and discovery (complete)
    - Content audit and consolidation (in progress)
    - Develop plan for our platform, general IA and overview of taxonomy.
    - Coordinate draft timeline (should be attached to this plan) with OCIO/ESDO and other key active partners.

- Build the foundation
    - Technology selection and requirements (complete)
    - Roles and responsibilities for content migration IPT finalized
    - Partnerships negotiated and project manpower/funding secured
        - (Feb 6 – 29) Staffing

    - Build the basic redesign structure. Information architecture and taxonomy
        - (Feb 6 - Mar 2) Discovery and research for IA
        - (Mar 5 - Mar 30) Wireframes developed and approved
        - (April 2 - April 23) Theme developed and approved

    - Approve content and functional specifications for common page types; select modules
        - (Feb-12) Outreach to Web Council on content strategy, OCIO fee proposal, page types list
        - (Mar 12 – 26) Module best practices and alignment

    - Design and theming
        - (April 2 - April 23) Theme developed and approved

    - Develop detailed migration plan with detailed steps and testing included
        - (Mar 19 - Mar 30) USA Search configured, tested and deployed in test environment for DHS
        - (April 2 - May 31) SEO on HTML pages to Dublin Core standards
        - (July 26 - August 16) SEO on PDFs by publishers
        - (Aug 17 - Aug 30) Redirects from old to new

    - Migrate existing content to new system (30% of the effort)
        - (May 24 - June 22) Content Migration and QA
        - (Jun-29) Beta Launched
        - (Aug-30) Live cut-over

- Manage the lifecycle
    - Dot gov management reforms (including metrics)
        - (May-12) Metrics guide complete (target)
        - (Sep-12) Expert review with web scorecard
    - Testing and due diligence

        - (June 25 - June 28) Review and vet with HQ Liaisons, OPA, S-1, Adjust
    - Develop a process for managing feedback
        - (June 29 - July 13) Ideascale public feedback period
        - (July 16 - July 25) Review public feedback and make changes
    - Content publishing training and help desk operations
        - (April 2 - May 15) Training discovery and materials development

    - Future planning

Chronological Timeline

Feb 6 - 29	Staffing
Feb-12	Outreach to Web Council on content strategy, fee proposal, page types list
Feb 6 - Mar 2	Discovery and research for IA
Mar 5 - Mar 30	Wireframes developed and approved
Mar 19 - Mar 30	USA Search configured, tested and deployed in test environment for DHS
Mar 12 - 26	Module best practices and alignment
April 2 - April 23	Theme developed and approved
April 2 - May 31	SEO on HTML pages to Dublin Core standards
April 2 - May 15	Training discovery and materials development
May-12	Metrics guide complete (target)
May 2 - May 29	Workflow roles finalized and assigned to existing content
May 22 - June 8	Training announced, scheduled and delivered
May 24 - June 22	Content Migration and QA
June 25 - June 28	Review and vet with HQ Liaisons, OPA, S-1, Adjust
Jun-29	Beta Launched
June 29 - July 13	Ideascale public feedback period
July 2 - Aug 15	Long-term training and Help Desk Stands Up;
July 16 - July 25	Review public feedback and make changes
July 26 - August 16	SEO on PDFs by publishers
July 27 - Aug 16	Video and image library populated and launched
Aug 17 - Aug 30	Redirects from old to new
Aug-30	Live cut-over
Sep-12	Expert review with web scorecard

DEPARTMENT OF HOMELAND SECURITY

DHS.gov Strategic Plan

Fiscal Year 2012

(b) (6), (b) (7)(C) Director of Web Communications
Office of Public Affairs, DHS
2/1/2012

[This document summarizes the FY2012 web strategy for the headquarters website. The plan lays out high-level strategic goals and provides objectives and tangible action items for achieving these goals. The goals and objectives in this plan are consistent with and in support of the Secretary's Action Directive on Web Systems Optimization and the 2011 Executive Order 13571 Streamlining Service Delivery and Improving Customer Service.]

Contents

Program vision 3

Guiding Principles 3

Executive Summary 3

Goals 4

  Business goals 4

  Branding goals 4

  Target users 4

  General tasks 5

  Critical success factors 5

  Technology constraints 6

Key Implementation Milestones 6

Stakeholders 7

Goals, Objectives, Action items 7

  Business Goal #1: website consolidation leveraging technology and innovation 7

  Business Goal #2: Adopt customer service standards for the web 10

  Business Goal #3: Improve Search Performance 12

Challenges 12

Assumptions 13

Program vision

- Vision

  To leverage web communications as a strategic business and communications asset and improve customer service across DHS.gov

- Mission

  - Improve the user experience
  - More effectively invest resources and use technology based on agency priorities
  - Support and professionalize the DHS HQ web workforce
  - Leverage web communications to tell the DHS story

Guiding Principles for DHS.gov

1. The site will have a clearly defined purpose outlined in an overarching communication goal/statement
2. The entire site uses template based rather than hand-coded html page-based publishing, allowing staff to focus on adding value to content rather than the mechanics of design or web publishing
3. Publish once, publish everywhere: database driven content flows across the site based on content types and required subject matter tagging; publishing allows content to display in multiple sections of the site
4. To maintain quality and currency and minimize the risks associated with out-of-date or conflicting content, all site sections require a clear but flexible governance structure, with defined roles, processes, and management accountability
5. Content invites user feedback wherever possible and appropriate
6. Sharing of content by public visitors is easily done
7. Presentation of content follows industry good practices for reaching and engaging specific audiences and ensuring search engine optimization
8. Information architecture is driven by the needs of defined priority audiences and DHS communication goals related to those audiences
9. Site sections and content categories are named and arranged to maximize accessibility to the external user
10. All information on a given topic is aggregated and integrated in a single site section, but specific content items can be cross-promoted, displaying in more than one section
11. Content on the headquarters site is organized around DHS units only in sections devoted to organizational information about those units; we are customer-centric instead of organization-centric in how we organize information

Executive Summary

This document summarizes the FY2012 web strategy for the headquarters website (DHS.gov). The plan lays out high-level strategic goals and provides objectives and tangible action items along with a timeline for achieving these goals. The goals and objectives in this plan are consistent with and in support of the Secretary's Action Directive on Web Systems Optimization and the 2011 Executive Order 13571 Streamlining Service Delivery and Improving Customer Service. The driving situation for this action is a combination of the need to move toward a more efficient, effective CMS and the hard stop on September 31st to the current FEMA contract that is funding the Mt. Weather hosting site that DHS.gov currently resides on. To ensure there is ample time to adjust and address any issues, the hard deadline for the redesign and migration of DHS.gov to the new CMS and new commercial hosting site is 1 September 2012.

Goals

Business goals

- Consolidation of HQ websites leveraging technology and innovation
    - Restructure DHS.gov to provide a consolidated resource for priority topics in a unified voice
    - Move to decentralized publishing at HQ
    - Move to a database-driven CMS
    - Move hosting from current DHS/FEMA environment to a commercial hosting site
- Customer service standards for the web
    - Adopt consistent page layouts by content type and standard functional modules
    - Move from org-centric to customer-centric structure
    - Eliminate duplication
    - Eliminate old and no longer relevant content
- Improve search performance
- Develop a comprehensive archival policy, process and practice
- Identify and adopt a training program for web content providers including a "helpdesk" like function.

Branding goals

- Tag-line/message? Idea: Homeland security is hometown security
- Look and feel: single branding theme/skin across all HQ component pages/sections on DHS.gov with the ability to highlight program specific landing pages subject to OPA approval

Target users

- Reviewing our current visitor demographics and what they look at and do on our site will provide a foundation for overall IA planning. This information by itself won't determine the IA/taxonomy but must be taken into account when developing the site redesign. The final direction will be determined by having a clearly defined purpose for the website; laying out key DHS communication goals for the site and defining and prioritizing key audiences and what they want out of our site.

- By frequency – We know that about two thirds of our visitors are new or infrequent (43% in most recent survey) and that their satisfaction scores are lowest; We need to format and package our content to meet their expectations for a quick at-a-glance experience that puts their top tasks within easy reach
- By segment:
    - Business
    - First responders
    - Government (Federal, state, local, tribal, territorial)
    - International travelers
    - Job seekers
    - Law Enforcement and other first responders
    - Media
    - Students and academia
    - Travelers

General tasks

- Fully define primary functions of DHS.gov. Some current functional areas are:
    - Tell the story of DHS – what we are doing and why
    - Conduct business (transactions with citizens, contracts/grants and jobs)
    - Share information about incidents
    - Engage the public on policy issue related to DHS mission
    - Move people/communities/organizations to take action on public safety matters
    - Provide access to data, including raw data on immigration stats and publications
- Baseline current top tasks (based on domain experience only due to lack of analytics data). Need to do additional research to determine what top tasks our priority audiences have.
    - Get forms
    - Find a job
    - Check e-verify
    - File a travel complaint
    - Use biometric identification (the last of our top five typically rotates with seasonal interest items such as grants, hurricanes, etc.)
- Identify any gaps in functions, content, etc… that our priority audiences would need and want.

Critical success factors

- Clearly defined purpose for the DHS website, communicating to prioritized audiences in a way that achieves key communications goals

    - Become a standards organization using common templates for content page types on a database-driven CMS
    - Adopt consistent methods of measuring performance
    - Develop a sustainable staff infrastructure and a distributed publishing model
    - Develop a short and long-term funding strategy

Technology constraints

    - This tool will only be for editorial content cleared for public web use, not applications
    - Web hosting requires multiple environments (development, testing/preview, live)
    - Roles and permissions need to be provisioned so some content managers have ability to make changes in the navigation without dependency on OCIO
    - A common content repository will allow us to stem duplication
    - Known weaknesses in Drupal require workarounds (versioning, enterprise workflow, document handling)

Key Implementation Milestones

- Draw the blueprint
    - Governance and discovery (complete)
    - Content audit and consolidation (in progress)
    - Develop plan for our platform, general IA and overview of taxonomy.
    - Coordinate draft timeline (should be attached to this plan) with OCIO/ESDO and other key active partners.

- Build the foundation
    - Technology selection and requirements (complete)
    - Roles and responsibilities for content migration IPT finalized,
    - Partnerships negotiated and project manpower/funding secured
    - Build the basic redesign structure. Information architecture and taxonomy
    - Approve content and functional specifications for common page types; select modules
    - Design and theming
    - Develop detailed migration plan with detailed steps and testing included
    - Migrate existing content to new system (30% of the effort)

- Manage the lifecycle
    - Dot gov management reforms (including metrics)
    - Testing and due diligence
    - Develop a process for managing feedback
    - Content publishing training and help desk operations
    - Future planning

Stakeholders

S-1 Senior Leadership

DHS Public Affairs senior leadership

OCIO/ESDO

Director Web Communications

HQ Web Team and Content Liaisons

Policy Steering Committee

- Privacy
- OGC
- CISO
- Records Management
- OAST

General Public

Related Stackholders:

Efficiency Review Office

DHS Web Council

White House

Goals, Objectives, Action items

Business Goal #1: New CMS, new design, new hosting – HQ website consolidation leveraging technology and innovation

Objective 1.1: Restructure dhs.gov to provide a consolidated resource for priority topics in a unified voice

Action item 1.1.1 – Create a priority topic index for "microsites" informed from three sources: users (via available research), business units (via their response to federal domain survey); and administration (via a list to be vetted with S-1 from OPA) [Also see related action item 2.2]

Action item 1.1.2 – Review existing site structure with in-house web experts to examine taxonomy and navigation paths to include information from the content audit activity (dependent on 1.3.1) and other existing data

Action item 1.1.3 – Conduct quick online interviews with 8 to 10 users identified from our email list that includes an examination of their top tasks and issues with the current site

Action item 1.1.4 – Develop wireframes with information architecture proposal

Objective 1.2: Move to decentralized publishing at headquarters

Action item 1.2.1 – Identify current headcount for those at HQ involved in web publishing

Identify gaps in content and content providers

Action item 1.2.2 – Develop a workflow model with appropriate roles and responsibilities to include content creator, content approver and content publisher

Action item 1.2.3 - Institute Transition Publishing Plan to include one FTE assisting with publishing to DHS.gov and only HQ web liaisons authorized to promote work for publishing; service level agreements will be suspended for the duration and submissions will be evaluated based on S-1 and OPA priorities; secretarial and statutory publishing requests will get first priority and other projects may be delayed during the transition.

Action item 1.2.4 – Help desk and training plan from OCIO coordinated and approved OPA. (Will be given to Web Council for review and adoption for other components as they move onto the new CMS and hosting platform).

Action item 1.2.5 – Training strategy, curriculum and draft end user training material created

- OPA to harmonize editorial guidelines and complete SOPs
- OCIO to provide documentation and user guides for Drupal publishing

Action item 1.2.6 - OCIO to stand up help desk and online resources for CM help, to include account management. Help desk operations should include:

- support for deficiency reports and change requests to be logged and prioritized for action;
- ticket and tracking system to monitor resolution;

- a transparent process to log bugs and enhancement requests and check status of known issues;
- a unified online hub of information to share program documentation, best practices, a glossary of terms and lessons learned

Action item 1.2.6 – Training program fielded to include basic Drupal publishing and best practices in web communications for web content managers

Action item 1.2.7 – Training program fielded for developers on governance and guidelines for module development, with OCIO in partnership with Web Council platform requirements committee

Objective 1.3: Move to a database Web-CMS

Action item 1.3.1: content audit in partnership with HQ Liaisons

Action item 1.3.2: web content strategy, basic IA and design approach approved by OPA senior leadership and DHS front office

Action item 1.3.3: Delivery of redesign and migration requirements to ESDO and follow-on meeting to assure alignment on expectations (complete)

Action item 1.3.4: Design and theme development

Action item 1.3.5: Identify a best value automated script to facilitate in consultation with DHS.gov systems administrator

Action item 1.3.6: Review content inventory post-purge and tag content into three tiers: content that serves a topic in the IA or helps a target audience with a top task; content that is directly relevant to a topic in the IA; everything else (to be part of a searchable collection)

Action item 1.3.7: manually prep the content and update where needed to bucket into phases with correct tag for the phase it is scheduled for with FY 2012 web activities

- Phase 1: (Target: July 1, 2012) Top level of site is fielded (top level navigation, landing pages, secondary navigation, footer navigation, sitemap); navigation to concentrate on topics based on research about what is popular with users, what is a priority for business units and administration priorities

- Phase 2: (Target: August 30, 2012) Resource directories; This will be content that is curated to include recommended reading based on organizational priorities for identified topic areas; each item in the directory should have a short description of no more than 20 words

- Phase 3: (Target: Sept. 1, 2012) Video and photo assets; Because there is no plan to field a digital asset management module in the FEMA build the migration of DHS photos and videos must be delayed

- Phase 4: (Target: Sept. 1, 2012) Searchable collection (delta of rest of content); All content to be coded with appropriate meta-data using the Dublin Core to assure good search engine optimization

Action item 1.3.8: Adjust content in new CMS to make it fit properly (visually and within the information architecture)

Action item 1.3.9: Integrate third party tools including Google Analytics (if approved); Gov Delivery API, Akamai configuration and social media

Action item 1.3.10: Map content to new IA; analysis, parsing of content, and review and acceptance by responsible department representatives before it can be migrated

Action item 1.3.11: Launch site in beta format at www.homelandsecurity.gov to exist alongside legacy site for a sufficient period to receive public feedback via our satisfaction surveys and use of Ideascale public dialogue

Action item 1.3.12: Review and acceptance of site parsing of content by responsible departments after launch

Action item 1.3.13: Review public feedback and make necessary adjustments prior to shifting from beta publication to publishing at a single site;

Action item 1.3.14: Redirect www.dhs.gov to the new domain and configure redirects to select high traffic pages. Also adjudicate which shortcuts move forward ot the new platform.

Action item 1.3.14: Document cost avoidance for Efficiency Review reporting to ESC

Business Goal #2: Adopt customer service standards for the web

Objective 2.1: Adopt consistent page layouts by content type and standard modules

Action item 2.1.1: Approve common page types ranked high, medium and low

Action item 2.1.2: Quality assurance and best practices on modules; Scan federal Drupal adopters for modules that merit consideration by DHS and QA review for proposed solutions for enterprise

Objective 2.2: Move from org centric to customer centric structure; accomplish this by identifying priority topics for topic pages; to include

Action item 2.2.1: Topics important to the Administration

Action item 2.2.2: Top tasks for users as called out by the key communication goals and priority audiences approved by senior DHS OPA leadership with input from HQ components

Action item 2.2.3: Priority topics for users culled from available sources (satisfaction survey data, GovDelivery data, legacy webtrends data and search data)

Objective 2.3: Move from org centric to customer centric structure; measure this by:

Action item 2.3.1: Receive a web scorecard evaluation from a panel of independent web experts

Action item 2.3.2: Delivery of Metrics Guide outlining KPI standards, guidelines and recommendation for analytics, usability, satisfaction, business goals and search

Objective 2.3: Eliminate duplication

Action item 2.3.1: Create a common content repository on the new platform so URLs in the multi-tenant environment can easily share and republish content

Action item 2.3.2: Assure business rules are published with new workflow and training roll-out to emphasize the need to publish once use links or syndication to share across platforms

Objective 2.4: Eliminate old content

Action item 2.4.1: Identify media storage and develop protocols for moving and accessing legacy content, including necessary VM Ware Install

Action item 2.4.2: Baseline back-up of entire site

Action item 2.4.3: Move content identified as archival to datacenter 2 (accessible via tape)

Action item 2.4.4: Delete content that is out of date including eliminating any orphaned content that is identified in the audit or post-audit review.

Action item 2.4.5: Draft and coordinate a web archive policy and process

Action item 2.4.6: Move archived content from datacenter 2 to a sub-domain at archive.dhs.gov so it is accessible when required

Business Goal #3: Improve Search Performance

Objective 3.1: Implement the USASearch Affiliate offering from GSA with an API to have the same look and feel as DHS.gov; Develop SOPs for using the content manager features within the application

Objective 3.2: Baseline tuning of algorithm for USASearch

Objective 3.3: Identify domains to be included in enterprise search and configure spider search behavior on USASearch implementation so DHS.gov searches across multiple agency domains

Objective 3.4: Review content audit to identify level of effort for addressing gaps in SEO for title tags and descriptions

Objective 3.5: Train new content publishers in use of USASearch and SEO skills, including the Dublin Core meta-tag standards, to optimize HTML and PDF documents

Objective 3.6: Conduct SEO on all HTML and PDF documents in the searchable collection phase of the content migration project

Challenges

Immature policy. The Web Management Directive, written in 2003, is out of date with current operations. It is scheduled to be rewritten in FY12 and will absorb the relevant action directives.

Content audit. We are collecting input from content owners across HQ. Extensions from the January 31 deadline will be given to February 3 and thereafter OPA will take ownership of content review activities.

Metrics. Awaiting Delegation of Authority to OPA to be able to implement the new policy and procedures for using Google Analytics.

Staffing. As we shift to a decentralized publishing model we will need cooperation from HQ support components for providing timely support for this new role.

Calendar of events. We plan to have only one contractor doing legacy content maintenance for the duration of the content migration project, and we are under a moratorium for new page templates for the duration. We must scope and prioritize our work to operate within these constraints to support scheduled web publishing activities for the budget roll-out, Cyber Exercises, FEMA grants and Hurricane season

Archival and record management responsibilities. We are operating without a formal archive policy but in consultation with records management have a plan to pull content suitable for archive to the datacenter pending stand-up of a public facing archive site in FY13

Assumptions

DHS.gov will remain a HQ site and operational components will continue to have their own domains and independent websites, albeit on a common Web CMS Platform with a common content repository.

The new site will use the domain www.homelandsecurity.gov and be launched first in beta format with www.dhs.gov still live to gather feedback and do further testing and remediation; After the beta has launched the www.dhs.gov domain will be redirected to the www.homelandsecurity.gov homepage.

User-centered design will inform decision-making on navigation and design themes selected.

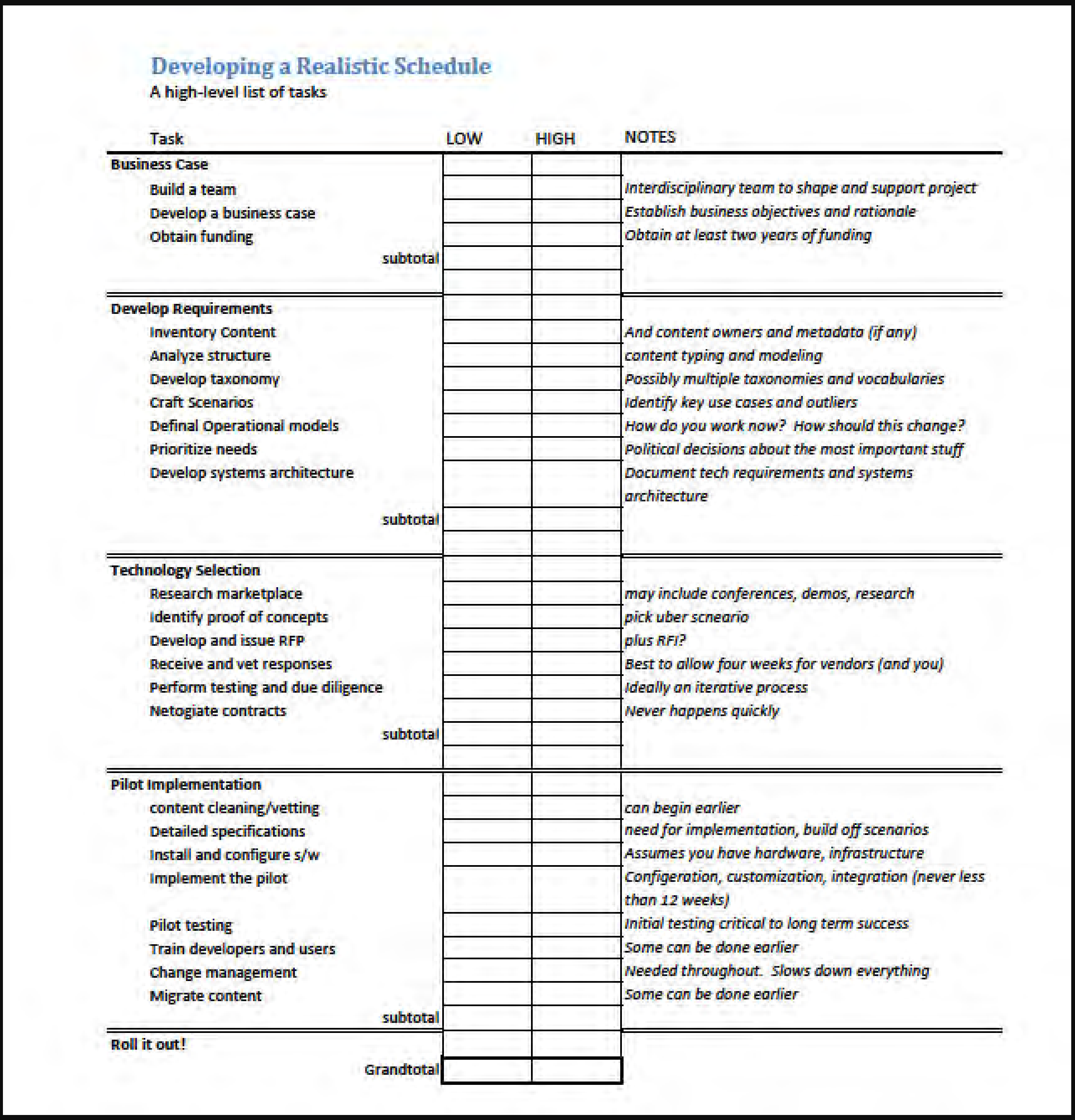
Representation and feedback from each of the HQ support components is a critical success factor for managing our content with a new decentralized workflow; Their role includes doing a content audit and later assisting with SEO; Content that is targeted to be deleted or archived will be moved to Data Center 2 and available on tape with a plan to transfer this to a public facing archives site in FY2013.

Content approvals for publishing will be done within the Drupal platform instead of the email and word document process now in use at DHS.gov, and a new workflow will identify appropriate individuals across the organization to perform this role. Full internal clearance for public release on the content need to be accomplished before it even gets to the publishing process.

Because the entire site will uses template based rather than page-based publishing, allowing staff to focus on adding value to content rather than the mechanics of design or web publishing, custom page web design will be minimized in the future. Any requests will need to be approved by OPA.

All references to staff include full time government employees as well as contract support personnel; OPA contract support must remain in place for the duration of the build to support the Web Migration IPT. Assistance from other HQ office, components and other Federal agencies will be required to fully meet the goals and deadlines of this plan.

The scope of the project is limited. Intranet and HSIN sites are not in scope. Applications will remain where they are and not move with DHS.gov. Website consolidation for other sites will be done as an after action to moving the current DHS.gov website content to the new platform and hosting site.



Developing a Realistic Schedule

A high-level list of tasks

Task	LOW	HIGH	NOTES
Business Case			
Build a team			*Interdisciplinary team to shape and support project*
Develop a business case			*Establish business objectives and rationale*
Obtain funding			*Obtain at least two years of funding*
subtotal			
Develop Requirements			
Inventory Content			*And content owners and metadata (if any)*
Analyze structure			*content typing and modeling*
Develop taxonomy			*Possibly multiple taxonomies and vocabularies*
Craft Scenarios			*Identify key use cases and outliers*
Definal Operational models			*How do you work now? How should this change?*
Prioritize needs			*Political decisions about the most important stuff*
Develop systems architecture			*Document tech requirements and systems architecture*
subtotal			
Technology Selection			
Research marketplace			*may include conferences, demos, research*
Identify proof of concepts			*pick uber scneario*
Develop and issue RFP			*plus RFI?*
Receive and vet responses			*Best to allow four weeks for vendors (and you)*
Perform testing and due diligence			*Ideally an iterative process*
Netogiate contracts			*Never happens quickly*
subtotal			
Pilot Implementation			
content cleaning/vetting			*can begin earlier*
Detailed specifications			*need for implementation, build off scenarios*
Install and configure s/w			*Assumes you have hardware, infrastructure*
Implement the pilot			*Configeration, customization, integration (never less than 12 weeks)*
Pilot testing			*Initial testing critical to long term success*
Train developers and users			*Some can be done earlier*
Change management			*Needed throughout. Slows down everything*
Migrate content			*Some can be done earlier*
subtotal			
Roll it out!			
Grandtotal			

Subject: Re: CMS Migration Experience (UNCLASSIFIED)
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Fri, 25 Sep 2020 14:51:08 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3969 bytes) , text/html (6 kB)

I hope you're attending DrupalGovCon today. There's probably some excellent info available and it's free and online.

https://www.drupalgovcon.org/2020/schedule/09/25

Schedule | Drupal GovCon

In this session we will discuss a bit about why and how we implemented the VA.gov CMS (Drupal 8) as a backend Content API to feed a decoupled, Metalsmith static HTML build and deployment system for the frontend.

www.drupalgovcon.org

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6), (b) (7)(C) CIV USARMY MEDCOM APHC (USA) <000009dc186291ba-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, September 24, 2020 4:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] CMS Migration Experience (UNCLASSIFIED)

CLASSIFICATION: UNCLASSIFIED

Greetings Content Managers,

I am researching options for a new CMS and I'd like to learn more details on both the migration process and personnel requirements. Was hoping to solicit this community for some answers for my research. I would love to know how long it took you to launch, whether you needed to hire any additional personnel, and other questions along these lines.

If you have been involved in the process of migrating your web content onto a new CMS platform and would be willing to answer some questions I have, please let me know! Systems of interest are mostly Drupal, AEM, Sitecore, and AFPIMS at this time, but any experience with migration and implementation would be useful.

Thank you

(b) (6), (b) (7)(C)
Visual Information Specialist
U.S. Army Public Health Center
8252 Black Hawk RD
g Ground, MD 21010
(b) (6), (b) (7)(C) @mail.mil
Office: (b) (6), (b) (7)(C)

CLASSIFICATION: UNCLASSIFIED

****
This message was sent to the Web Content Managers Forum, a community of
government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:
https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&amp;data=02%7C01%7CKBurgard%40VOANEWS.COM%7C0097c237b68f4be1365608d860ca42b2%7Cba99e87c673541c2b1c1354eee3a8659%

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the
message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but
change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government
employees, so please consider that before sharing outside our community.
****

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	JUST RELEASED: 2020 INTERAGENCY ACCESSIBILITY FORUM AGENDA - Great Speakers !!
From:	Section 508 <Section.508@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date:	Fri, 25 Sep 2020 15:51:49 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3459 bytes) , text/html (12 kB)

Annual Interagency Accessibility Forum

Enabling Missions through Accessible Technology – Leaving No One Behind

October 6 & 7, 2020

GSA United States® Census Bureau CIO COUNCIL

Have you registered yet?

The 2020 Interagency Accessibility Forum Agenda has been released! Please look at the great lineup of speakers and presentations we have prepared for you. Do toggle through both days agendas. Then come learn about digital accessibility and more!

Registration for the virtual 2020 Interagency Accessibility Forum (IAAF) will close on **Wednesday, September 30, 2020**. If you haven't already, please register now to secure your spot! (No-Cost event)

Why attend?

Over 500 thought leaders from the private, government, and international sectors will virtually convene at the 2020 IAAF to discuss strategies to increase access and opportunity to those with disabilities. **This event will be fully virtual-- so you can attend from anywhere!!**

Inspirational keynote speakers will include: the honorable Congressman Jim Langevin, Chair of the Bipartisan Disability Caucus; the honorable Thomas Harkin, former United States Senator and author and chief Senate sponsor of the ADA; Janet Dhillon, Chair of the U.S. Equal Employment Opportunity Commission and Dr. Paula Briscoe, Deputy Director, Intelligence Community Equal Employment and Diversity

IAAF 2020 has a full, two day agenda of expert panel discussions focusing on: Customer Experiences & Content Creation, Acquisition & Program Management, and Innovation. The forum will include a virtual Exhibitor Round-Robin demonstration where accessibility consultants and/or IT companies with accessibility programs will demonstrate their products and services that support those with disabilities. For more information, visit the IAAF website, or go directly to the full agenda.

Registration

Click here to register for IAAF. **Please do so by Wednesday September 30th.**

*Please note that your completed registration will cover both days of the event.

If unable to process a registration, please email the IAAF Team with your name, title, email, agency and any special needs. The IAAF Team will register for you and send confirmation of registration until registration has formally closed.

--
Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov
*Please allow 3 business days to receive a response from the Accessibility Team.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Facebook, Twitter, and Short Links: What USAGov Learned from Social Media Users
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Wed, 30 Sep 2020 15:35:44 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1843 bytes) , text/html (6 kB)

Hi Content Managers!

USAGov recently interviewed social media users to get their thoughts about URL shorteners. As a bonus, we came away with some good insights about the different ways they use Facebook and Twitter, and whether users recognize or care whether a social media account or link is official. Find out more from the latest USAGov Blog post.

We're always experimenting and learning new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and subscribe to the blog.

Thanks,

Nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject:	Solving the Instagram 1-link policy
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date:	Thu, 1 Oct 2020 20:14:34 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (12 kB)

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram | bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)
Director I Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)state.gov
(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Solving the Instagram 1-link policy
From: "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS
Date: Thu, 1 Oct 2020 20:58:59 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (15 kB)

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram I bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Solving the Instagram 1-link policy
From: "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Ellison, Ben A
Date: Thu, 1 Oct 2020 21:56:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (9 kB) , text/html (18 kB)

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram I bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Solving the Instagram 1-link policy
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Thu, 1 Oct 2020 22:11:47 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (10 kB) , text/html (20 kB)

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram | bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) [redacted]state.gov

(b) (6), (b) (7)(C) [redacted]

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Examples of customer surveys embedded in web pages?
From: "Walsh, Sheila" <Sheila.Walsh@FDA.HHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walsh, Sheila
Date: Fri, 2 Oct 2020 12:58:01 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1308 bytes) , text/html (3298 bytes)

Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.

Thank you!

Sheila Walsh
Health Communications Specialist
Center for Tobacco Products/US Food & Drug Administration
202-747-4363

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Examples of customer surveys embedded in web pages?
From: Victoria Wales - XACA <victoria.wales@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Victoria Wales - XACA <victoria.wales@GSA.GOV>
Date: Fri, 2 Oct 2020 09:31:11 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3525 bytes) , text/html (17 kB)

Hi Sheila,

USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus

Victoria

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Engagement and Communications | Centers of Excellence | GSA TTS

On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:

> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>
> Thank you!
>
> Sheila Walsh
>
> Health Communications Specialist
>
> Center for Tobacco Products/US Food & Drug Administration
>
> 202-747-4363
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Communications | Centers of Excellence | GSA TTS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	Re: Examples of customer surveys embedded in web pages?
From:	"Berson, Sarah (NIH/NCATS) [E]" <sarah.berson@NIH.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Berson, Sarah (NIH/NCATS) [E]
Date:	Fri, 2 Oct 2020 13:36:13 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (18 kB)

Hi Sheila,

HHS has a two question survey as well: https://www.hhs.gov/web/index.html

Best,
Sarah

Sarah Berson
Writer/Editor
Office of Policy, Communications and Education
National Center for Advancing Translational Sciences
National Institutes of Health
Mobile: (b) (6)

From: Victoria Wales - XACA <victoria.wales@GSA.GOV>
Sent: Friday, October 2, 2020 9:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Hi Sheila,

USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus

Victoria

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Engagement and Communications | Centers of Excellence | GSA TTS

On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:

> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>
> Thank you!
>
> Sheila Walsh
> Health Communications Specialist
> Center for Tobacco Products/US Food & Drug Administration
> 202-747-4363
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Communications | Centers of Excellence | GSA TTS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Examples of customer surveys embedded in web pages?
From: "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wood, Tim (Fed)
Date: Fri, 2 Oct 2020 13:41:23 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (10 kB) , text/html (30 kB)

Commerce.gov has a feature like this which starts with "Helpful" / "Not Helpful" buttons. https://www.commerce.gov/news/press-releases/2020/09/joint-communique-us-brazil-ceo-forum (see under the left side navigation).

Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Victoria Wales - XACA <victoria.wales@GSA.GOV>
Sent: Friday, October 2, 2020 9:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Hi Sheila,

USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus

Victoria

--
Victoria
B. Wales | Phone: 202-812-5032
Strategic
Engagement and Communications | Centers
of Excellence |
GSA
TTS

On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:

> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>
> Thank you!
>
> Sheila Walsh
> Health Communications Specialist
> Center for Tobacco Products/US Food & Drug Administration
> 202-747-4363
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Victoria B. Wales |
Phone: 202-812-5032
Strategic Communications |
Centers
of Excellence |
GSA
TTS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Examples of customer surveys embedded in web pages?
From: "(b) (6) <(b) (6)IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 2 Oct 2020 09:06:38 -0500
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (23 kB)

Two things:
1) Great Section 508 and other resources on that page you directed us to--very helpful!
2) I noticed you work in Translational Sciences. Do you happen to know of any high-quality, inexpensive resources you would recommend for learning either Arabic or Persian? I have friends in the region and I keep toying with learning one or both of the languages. However, enrolling in language classes at a university is a bit more money than I'm comfortable spending at the moment. Any ideas??

Regardless, thanks for contributing to the conversation and have a great weekend!

On Fri, Oct 2, 2020 at 8:56 AM Berson, Sarah (NIH/NCATS) [E] <00000a68321c7c6c-dmarc-request@listserv.gsa.gov> wrote:

> Hi Sheila,
>
> HHS has a two question survey as well: https://www.hhs.gov/web/index.html
>
> Best,
>
> Sarah
>
> Sarah Berson
>
> Writer/Editor
>
> Office of Policy, Communications and Education
>
> National Center for Advancing Translational Sciences
>
> National Institutes of Health
>
> Mobile: (b) (6)
>
> ---
>
> **From:** Victoria Wales - XACA <victoria.wales@GSA.GOV>
> **Sent:** Friday, October 2, 2020 9:31 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?
>
> Hi Sheila,
>
> USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus
>
> Victoria
>
> --
>
> **Victoria B. Wales |** Phone: 202-812-5032
> Strategic Engagement and Communications | Centers of Excellence | GSA TTS
>
> On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:
>
>> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>>
>> Thank you!
>>
>> Sheila Walsh
>>
>> Health Communications Specialist

Center for Tobacco Products/US Food & Drug Administration

202-747-4363

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

Victoria B. Wales | Phone: 202-812-5032
Strategic Communications | [Centers of Excellence](#) | [GSA TTS](#)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

ocio
Office of the
Chief Information Officer

(b) (6)
Content Manager-Project Management Office
200 East Grand Avenue | Des Moines, IA 50309
mobile (b) (6)
ocio.iowa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Examples of customer surveys embedded in web pages?
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura
Date: Fri, 2 Oct 2020 16:02:52 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (12 kB) , text/html (29 kB)

Commerce.gov's implementation is partially modeled on USPTO's original implementation from 2014 (☺*) – so if folks want to check out ours – you can by scrolling to the bottom of the page here: https://www.uspto.gov/trademarks-getting-started/why-hire-private-trademark-attorney. We also expose the actual counts publicly as an accountability mechanism for our employees to improve their 'unhelpful' content…

USPTO also has the "foresee pop-up" that everyone else uses as well, which asks the requires CX questions from OMB.

Hope this info is helpful!

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)
Sent: Friday, October 2, 2020 9:41 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Commerce.gov has a feature like this which starts with "Helpful" / "Not Helpful" buttons. https://www.commerce.gov/news/press-releases/2020/09/joint-communique-us-brazil-ceo-forum (see under the left side navigation).

Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Victoria Wales - XACA <victoria.wales@GSA.GOV>
Sent: Friday, October 2, 2020 9:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Hi Sheila,

USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus

Victoria

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Engagement and Communications | Centers of Excellence | GSA TTS

On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:

> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>
> Thank you!
>
> Sheila Walsh
> Health Communications Specialist
> Center for Tobacco Products/US Food & Drug Administration
> 202-747-4363
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Victoria B. Wales | Phone: 202-812-5032

Strategic Communications | Centers of Excellence | GSA TTS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: Re: Examples of customer surveys embedded in web pages?
From: "(b) (6), (b) (7)(C) (b) (6), (b) (7)(C) @USDOJ.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Fri, 2 Oct 2020 16:04:15 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (15 kB) , text/html (33 kB) , image001.png (12 kB)

+1 to the Commerce.gov example! And if anyone is already using Siteimprove Analytics, they have a new Feedback feature for simple pop-up survey that you can customize for different pages/languages. It requires no additional code on your site beyond the existing Siteimprove code, and is 508 compliant.

For example, on ATF.gov, all our Q&A pages have this simple 2-part survey (in English and Spanish): https://www.atf.gov/firearms/qa/which-firearms-are-regulated-under-nfa

(b) (6), (b) (7)(C)
Chief, Web Media Branch
Digital Media Division
Office of Public and Governmental Affairs
Bureau of Alcohol, Tobacco, Firearms and Explosives

Desk: (b) (6), (b) (7)(C) | **Cell:** (b) (6), (b) (7)(C)

Pronouns: she/her

PROTECTING THE PUBLIC
SERVING OUR NATION

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)
Sent: Friday, October 2, 2020 9:41 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Commerce.gov has a feature like this which starts with "Helpful" / "Not Helpful" buttons. https://www.commerce.gov/news/press-releases/2020/09/joint-communique-us-brazil-ceo-forum (see under the left side navigation).

Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Victoria Wales - XACA <victoria.wales@GSA.GOV>
Sent: Friday, October 2, 2020 9:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Examples of customer surveys embedded in web pages?

Hi Sheila,

USA.gov does a great job with this, you can see an example at the bottom of this page: https://www.usa.gov/coronavirus

Victoria

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Engagement and Communications | Centers of Excellence | GSA TTS

On Fri, Oct 2, 2020 at 9:13 AM Walsh, Sheila <000004d0cc531932-dmarc-request@listserv.gsa.gov> wrote:

> Hello, Does anyone have links they can share of web pages with customer satisfaction surveys embedded at the bottom of the page? We're working on a two-question survey, and it would help to see examples of how similar surveys look on live webpages.
>
> Thank you!
>
> Sheila Walsh
> Health Communications Specialist
> Center for Tobacco Products/US Food & Drug Administration
> 202-747-4363
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Victoria B. Wales | Phone: 202-812-5032
Strategic Communications | Centers of Excellence | GSA TTS

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: Re: Solving the Instagram 1-link policy
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Fri, 2 Oct 2020 17:50:05 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (15 kB) , text/html (27 kB)

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It's an idea.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, October 2, 2020 9:16 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Morgan, Steven <steven.morgan@ncpc.gov>
Subject: RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn't you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seems like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it here and here, and WaPo's "this trend is already over" take from 2012)

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Thursday, October 1, 2020 6:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram | bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Solving the Instagram 1-link policy
From: "Widener, Charles (Chuck)" <Widener.Charles@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Widener, Charles (Chuck)
Date: Fri, 2 Oct 2020 22:07:13 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (18 kB) , text/html (33 kB)

Rather than trying to make Instagram what it isn't to fit our needs, shouldn't we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that's what its consumers want. They don't want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it's not about that with Instagram. Different medium … different audience … different engagement.

Chuck Widener
Director, Office of Web Communications
Office of Public Affairs
US Environmental Protection Agency
1200 Pennsylvania Avenue, N.W.
Mail Code: 1703A, Washington, D.C. 20460
Tel: 202-564-8403 | widener.charles@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, October 02, 2020 1:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It's an idea.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, October 2, 2020 9:16 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Morgan, Steven <steven.morgan@ncpc.gov>
Subject: RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn't you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seems like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it here and here, and WaPo's "this trend is already over" take from 2012)

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Thursday, October 1, 2020 6:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C) [redacted]
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram I bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

Subject: Re: Solving the Instagram 1-link policy
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Fri, 2 Oct 2020 22:42:39 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (20 kB) , text/html (49 kB)

I agree with you in general. We're definitely not looking for solutions that make people install something or change how they use Instagram, nor do I want to change the images we post.

That said, when companies like the NY Times and Anthropologie, and celebrities like Selena Gomez, provide links to more content, it tells me at least some Instagram users do want more info at least some of the time. I mean, the fact that commercial services have sprung up suggests it's a pretty common desire among brand followers (personal, commercial, and government). Why miss that opportunity?

So if there's a relatively straightforward way to do that, I'd like to pursue it.

(b) (6), (b) (7)(C)
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)e.gov
(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Widener, Charles (Chuck) <00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, October 2, 2020 6:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Rather than trying to make Instagram what it isn't to fit our needs, shouldn't we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that's what its consumers want. They don't want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it's not about that with Instagram. Different medium … different audience … different engagement.

Chuck Widener
Director, Office of Web Communications
Office of Public Affairs
US Environmental Protection Agency
1200 Pennsylvania Avenue, N.W.
Mail Code: 1703A, Washington, D.C. 20460
Tel: 202-564-8403 | widener.charles@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, October 02, 2020 1:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It's an idea.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, October 2, 2020 9:16 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Morgan, Steven <steven.morgan@ncpc.gov>
Subject: RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn't you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seems like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it here and here, and WaPo's "this trend is already over" take from 2012)

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Thursday, October 1, 2020 6:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the “Share To…” function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. “As a service.” So from the user perspective something along the lines of, “Share this post via text message to 5551212 to receive a direct link! We don’t retain your data, our ‘no spam guarantee.’” and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I’m not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram | bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C)rtment of State
(b) (6), (b) (7)(C)e.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

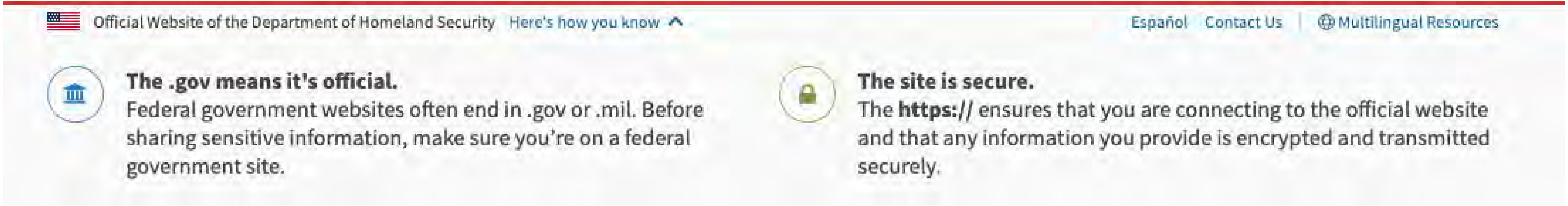
Subject: US Government "Official Site" widget?
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Tue, 6 Oct 2020 14:35:43 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (32 kB) , text/html (7 kB) , image.png (32 kB)

Hi.

For our friends working on USWDS: when did that widget first launch? It's nice! We're going to look into using it, and I have the repository already.

Just wondering its history - how long ago did it launch? I probably missed an email somewhere ...

For anyone wondering what I'm talking about, you can see it in action at the top of my last agency's pages: https://www.uscis.gov/



Official Website of the Department of Homeland Security Here's how you know

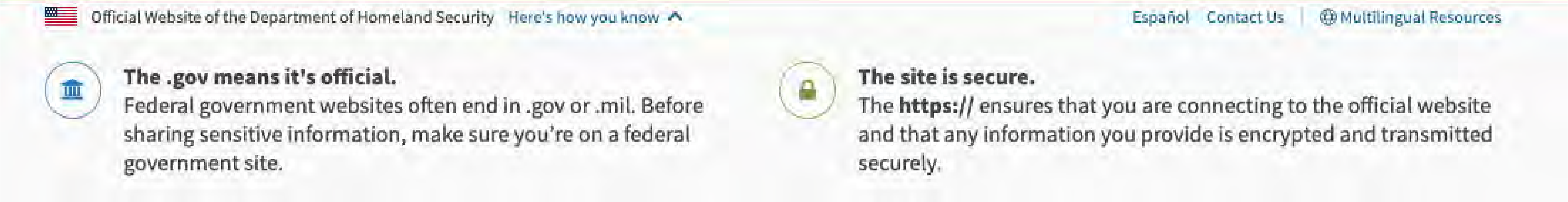
The .gov means it's official.
Federal government websites often end in .gov or .mil. Before sharing sensitive information, make sure you're on a federal government site.

The site is secure.
The **https://** ensures that you are connecting to the official website and that any information you provide is encrypted and transmitted securely.

Thanks!

(b) (6), (b) (7)(C)
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)state.gov
(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l



Official Website of the Department of Homeland Security
Here's how you know
Español
Contact Us
Multilingual Resources

The .gov means it's official.
Federal government websites often end in .gov or .mil. Before sharing sensitive information, make sure you're on a federal government site.

The site is secure.
The **https://** ensures that you are connecting to the official website and that any information you provide is encrypted and transmitted securely.

Subject: Re: US Government "Official Site" widget?
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Tue, 6 Oct 2020 11:52:23 -0400
Content-Type: multipart/related
Parts/Attachments: text/plain (32 kB) , text/html (10 kB) , image.png (32 kB)

We first released the government banner on October 6, 2016 ... ***exactly four years ago today!***

We updated the banner a couple of months ago. We made the copy more concise and clear and now provide official language support for other languages, starting with Spanish.

Research from USAGov that shows the banner is an effective way to help visitors understand that a U.S. government website is official and secure. We encourage all teams to add the banner on official federal websites that use a .gov or .mil domain *and* HTTPS.

Visit https://designsystem.digital.gov/components/banner for the code and implementation guidance.

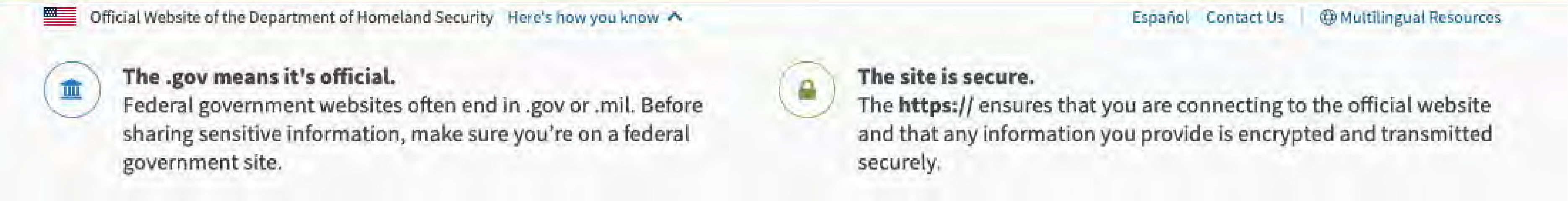
Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

On Tue, Oct 6, 2020 at 10:49 AM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Hi.
>
> For our friends working on USWDS: when did that widget first launch? It's nice! We're going to look into using it, and I have the repository already.
>
> Just wondering its history - how long ago did it launch? I probably missed an email somewhere ...
>
> For anyone wondering what I'm talking about, you can see it in action at the top of my last agency's pages: https://www.uscis.gov/



Official Website of the Department of Homeland Security Here's how you know ^ Español Contact Us | Multilingual Resources

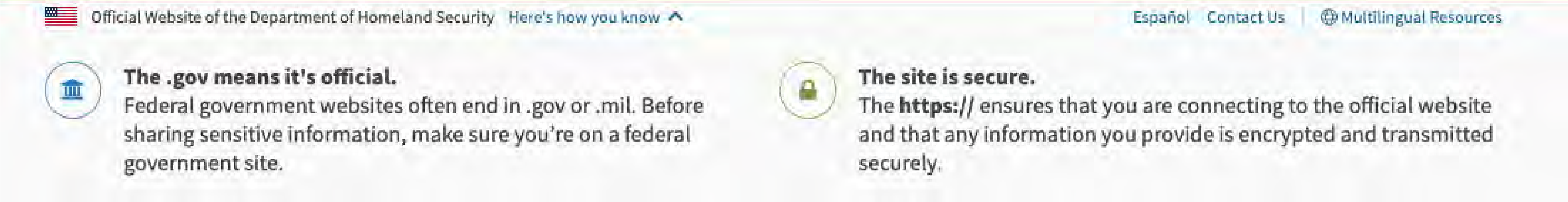
The .gov means it's official.
Federal government websites often end in .gov or .mil. Before sharing sensitive information, make sure you're on a federal government site.

The site is secure.
The **https://** ensures that you are connecting to the official website and that any information you provide is encrypted and transmitted securely.

> Thanks!
>
> (b) (6), (b) (7)(C)
>
> Director | Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> U artment of State
> (b) (6), (b) (7)(C) e.gov
> (b) (6), (b) (7)(C)
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l



Official Website of the Department of Homeland Security Here's how you know

Español Contact Us | Multilingual Resources

The .gov means it's official.
Federal government websites often end in .gov or .mil. Before sharing sensitive information, make sure you're on a federal government site.

The site is secure.
The **https://** ensures that you are connecting to the official website and that any information you provide is encrypted and transmitted securely.

Subject: Q: Survey tool TOS
From: "Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Martin, Beth (FAA)
Date: Tue, 6 Oct 2020 16:55:24 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1730 bytes) , text/html (5 kB)

Colleagues-

I'm aware that the Federal compatible TOS agreements is sadly no longer active. We're looking for a survey tool (like Survey Gizmo, SurveyMonkey, Google Survey, etc.) where an agency has an active TOS in force. We plan to survey about 400 participants and the survey questions would include email addresses. In particular, we want to be certain that email addresses won't be sold and would protect other collected data confidentiality.

Please reach out to me directly and I'll summarize if there's interest. Thank you!

- Beth

Beth A. Martin
Cell: (b) (6) .
Office: (202) 267-4750
beth.martin@faa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Solving the Instagram 1-link policy
From: "Shea, Shannon" <Shannon.Shea@SCIENCE.DOE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Shea, Shannon
Date: Tue, 6 Oct 2020 17:28:50 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (22 kB) , text/html (39 kB)

If you use Instagram stories, you can add a link to the story. (The “swipe up for more” that you see on a lot of stories from corporations.) I believe that unless you do some funky hacks, you need at least 10,000 Instagram followers to have this feature.

Best,
Shannon

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C) [redacted]
Sent: Friday, October 2, 2020 6:43 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I agree with you in general. We're definitely not looking for solutions that make people install something or change how they use Instagram, nor do I want to change the images we post.

That said, when companies like the NY Times and Anthropologie, and celebrities like Selena Gomez, provide links to more content, it tells me at least some Instagram users do want more info at least some of the time. I mean, the fact that commercial services have sprung up suggests it's a pretty common desire among brand followers (personal, commercial, and government). Why miss that opportunity?

So if there's a relatively straightforward way to do that, I'd like to pursue it.

(b) (6), (b) (7)(C) [redacted]

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) [redacted]state.gov

(b) (6), (b) (7)(C) [redacted]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Widener, Charles (Chuck) <00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, October 2, 2020 6:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Rather than trying to make Instagram what it isn’t to fit our needs, shouldn’t we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that’s what its consumers want. They don’t want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it’s not about that with Instagram. Different medium … different audience … different engagement.

Chuck Widener
Director, Office of Web Communications
Office of Public Affairs
US Environmental Protection Agency
1200 Pennsylvania Avenue, N.W.
Mail Code: 1703A, Washington, D.C. 20460
Tel: 202-564-8403 | widener.charles@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, October 02, 2020 1:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It’s an idea.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, October 2, 2020 9:16 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Morgan, Steven <steven.morgan@ncpc.gov>
Subject: RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn’t you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seems like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it here and here, and WaPo’s “this trend is already over” take from 2012)

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Thursday, October 1, 2020 6:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram I bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

content managers listserv.

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Q: Survey tool TOS
From: Betsy Steele - QQC <betsy.steele@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Betsy Steele - QQC <betsy.steele@GSA.GOV>
Date: Tue, 6 Oct 2020 13:34:36 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2972 bytes) , text/html (6 kB)

Qualtrics is sophisticated (and you pay for what you get) but it is also FedRAMP Authorized.

Betsy Steele
FedRAMP Education and Outreach
Technology Transformation Service (TTS)
U.S. General Services Administration
202-821-2125

On Tue, Oct 6, 2020 at 1:21 PM Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov> wrote:

> Colleagues-
>
> I'm aware that the Federal compatible TOS agreements is sadly no longer active. We're looking for a survey tool (like Survey Gizmo, SurveyMonkey, Google Survey, etc.) where an agency has an active TOS in force. We plan to survey about 400 participants and the survey questions would include email addresses. In particular, we want to be certain that email addresses won't be sold and would protect other collected data confidentiality.
>
> Please reach out to me directly and I'll summarize if there's interest. Thank you!
>
> - Beth
>
> **Beth A. Martin**
> Cell: (b) (6) [redacted].
>
> Office: (202) 267-4750
>
> beth.martin@faa.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Survey tool TOS
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Tue, 6 Oct 2020 17:54:43 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (13 kB) , Outlook-gjcs52fj.png (37 kB)

Beth,

SurveyMonkey published USG-friendly terms publicly back in 2013 and they appear to continue to be in force - see https://www.surveymonkey.com/mp/legal/terms-of-use-federal-government/. Back when we were negotiating terms frequently, we would point to the SurveyMonkey model as a best practice for companies to consider.

Amendment to SurveyMonkey Terms of Use Applicable to U.S. Government Users and Subscribers | SurveyMonkey

This Amendment is an agreement between SurveyMonkey Inc. including its affiliates (collectively, " SurveyMonkey ") and the United States Government and applies to any U.S. Government agency users and account holders, who use or access the Services (the " Agency " or " you ").

www.surveymonkey.com

Qualtrics took a similar tack, and as a bonus, they are also FedRamp'd.

Best,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)
IT Specialist I Program and Project Management Unit
U.S. Department of State I Public Diplomacy and Public Affairs
Office of Policy, Planning, and Resources
(b) (6), (b) (7)(C)

Office of Policy, Planning, and Resources
U.S. DEPARTMENT of STATE

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 6, 2020 12:55 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Q: Survey tool TOS

Colleagues-

I'm aware that the Federal compatible TOS agreements is sadly no longer active. We're looking for a survey tool (like Survey Gizmo, SurveyMonkey, Google Survey, etc.) where an agency has an active TOS in force. We plan to survey about 400 participants and the survey questions would include email addresses. In particular, we want to be certain that email addresses won't be sold and would protect other collected data confidentiality.

Please reach out to me directly and I'll summarize if there's interest. Thank you!

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Migration to Drupal 8 or 9 Experience/Feedback
From: "Rumsey, Kathleen" <Kathleen.Rumsey@USITC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rumsey, Kathleen
Date: Tue, 6 Oct 2020 21:07:47 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1475 bytes) , text/html (3618 bytes)

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9. I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 I Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Wed, 7 Oct 2020 13:17:43 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3057 bytes) , text/html (7 kB)

9 doesn't have all the modules ready yet. Most are compatible, but not all.

And I don't think there's exactly a drupal 7 to 9 upgrade path. 8 has a relatively easy path if all the modules have been updated.

So, if you're planning now, I'd suggest 8 but keep an eye on the modules you're planning to use for D7 versioning for a better path to 9.

Kirsten

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Rumsey, Kathleen <0000033ccd3c9b91-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 6, 2020 5:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9. I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: "Parker, Katherine" <KaParker@CNS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Parker, Katherine
Date: Wed, 7 Oct 2020 13:29:40 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (14 kB) , image001.jpg (8 kB)

Agreed, we're in the process of moving from D7 to D8 now and it's a more substantial upgrade. The move from D8 to D9, which we plan to make late next year is minor, not a platform and code migration. I shared this info from a blog I found with my team, might be helpful to you. From D8 to D9, you'll need to:

- look at code and module deprecations (Drupal will note these)
- make sure any custom modules you have are compatible with Drupal 9 (if you build a D8 site now, you can plan and make them compatible)
- update the core codebase to D9 and run update.php

Katherine Parker
Web Developer, Strategic Engagement
Office of Government Relations and Strategic Engagement
AmeriCorps.gov
O: (202) 606-6959 M: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Wednesday, October 7, 2020 9:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

9 doesn't have all the modules ready yet. Most are compatible, but not all.

And I don't think there's exactly a drupal 7 to 9 upgrade path. 8 has a relatively easy path if all the modules have been updated.

So, if you're planning now, I'd suggest 8 but keep an eye on the modules you're planning to use for D7 versioning for a better path to 9.

Kirsten

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Rumsey, Kathleen <0000033ccd3c9b91-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 6, 2020 5:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9.   I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Wed, 7 Oct 2020 14:00:53 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3700 bytes) , text/html (7 kB)

Hi Kathy,

I take it that none of the advertising for late September's Drupal GovCon hit home? There's a @DrupalGovCon Twitter account out there. If you follow it, you'll likely be among the first to find out when the recorded sessions are all posted with polished captions. There's a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9. I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 I Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Wed, 7 Oct 2020 15:05:15 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (25 kB)

This was the email that went out yesterday or maybe Monday, it has the link to the videos... and survey, too.

#DrupalGovCon

T-Shirts and other Swag

We have great t-shirt designs from Karl Kaufmann. You can still get one of those designs on a new mask, T-shirt or tote to remember Drupal GovCon and Baltimore Camp 2020? It's not too late!

Order today and you can be sipping coffee during our next Drupal4Gov webinar from your very own Drupal GovCon mug while wearing a Baltimore Camp shirt!

Buy DGC Merch

Buy Bmore Camp Merch

Survey

Now, tell us about Drupal GovCon. What did we do well? Where can we improve? What was your favorite thing about DGC?

Take the survey

Kicking Yourself for Missing that All-Important Session?

No worries! We got you! Sessions are available on our Drupal4Gov YouTube channel. We've also posted all the recordings on individual session pages so you can use your saved Schedule to quickly access the sessions you're most interested in. **Psst - if you're a speaker** and you haven't uploaded your slides to your session page, this is your cue to do so!

We are still waiting for the updated caption transcripts, so you'll need to use automated captioning for now. We'll update the captions as soon as we can.

Show me the playlists

Thank you to all of our sponsors!

We can't do the work we do all year on Drupal4Gov without the generous support from our sponsors.

Check Out Our Sponsors

That's a wrap; we'll be back next year!

See you for Drupal GovCon 2021 July 28th - July 30th! These dates are our reserved in-person event. If conditions require us to go virtual again, the dates are subject to change.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 7, 2020 10:00 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

I take it that none of the advertising for late September's Drupal GovCon hit home? There's a @DrupalGovCon Twitter account out there. If you follow it, you'll likely be among the first to find out when the recorded sessions are all posted with polished captions. There's a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry
---
Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9.   I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 I Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government

websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: "Brantley, William" <William.Brantley@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Brantley, William
Date: Wed, 7 Oct 2020 15:32:14 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (13 kB) , text/html (37 kB)

Hello:

The email came up very blue on my Outlook. I couldn't see some of the links (including that incredible presentation on why the federal government needs Disciplined Agile ☺).

Could you resend the email in maybe a plain-text format?

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley (he/him)
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Wednesday, October 7, 2020 11:05 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

This was the email that went out yesterday or maybe Monday, it has the link to the videos... and survey, too.

#DrupalGovCon

T-Shirts and other Swag

We have great t-shirt designs from Karl Kaufmann. You can still get one of those designs on a new mask, T-shirt or tote to remember Drupal GovCon and Baltimore Camp 2020? It's not too late!

Order today and you can be sipping coffee during our next Drupal4Gov webinar from your very own Drupal GovCon mug while wearing a Baltimore Camp shirt!

Buy DGC Merch

Buy Bmore Camp Merch

Survey

Now, tell us about Drupal GovCon. What did we do well? Where can we improve? What was your favorite thing about DGC?

Take the survey

Kicking Yourself for Missing that All-Important Session?

No worries! We got you! Sessions are available on our Drupal4Gov YouTube channel. We've also posted all the recordings on individual session pages so you can use your saved Schedule to quickly access the sessions you're most interested in. **Psst - if you're a speaker** and you haven't uploaded your slides to your session page, this is your cue to do so!

We are still waiting for the updated caption transcripts, so you'll need to use automated captioning for now. We'll update the captions as soon as we can.

Show me the playlists

Thank you to all of our sponsors!

We can't do the work we do all year on Drupal4Gov without the generous support from our sponsors.

Check Out Our Sponsors

That's a wrap; we'll be back next year!

See you for Drupal GovCon 2021 July 28th - July 30th! These dates are our reserved in-person event. If conditions require us to go virtual again, the dates are subject to change.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 7, 2020 10:00 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

I take it that none of the advertising for late September's Drupal GovCon hit home? There's a @DrupalGovCon Twitter account out there. If you follow it, you'll likely be among the first to find out when the recorded sessions are all posted with polished captions. There's a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9.   I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate

If you would share what you experienced, lessons learned, "road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 I Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Wed, 7 Oct 2020 15:38:51 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (16 kB) , text/html (47 kB)

T-Shirts and other Swag
We have great t-shirt designs from Karl Kaufmann. You can still get one of those designs on a new mask, T-shirt or tote to remember Drupal GovCon and Baltimore Camp 2020? It's not too late!

Order today and you can be sipping coffee during our next Drupal4Gov webinar from your very own Drupal GovCon mug while wearing a Baltimore Camp shirt!

Buy DGC Merch

Buy Bmore Camp Merch

Survey
Now, tell us about Drupal GovCon. What did we do well? Where can we improve? What was your favorite thing about DGC?

Take the survey

Kicking Yourself for Missing that All-Important Session?
No worries! We got you! Sessions are available on our Drupal4Gov YouTube channel. We've also posted all the recordings on individual session pages so you can use your saved Schedule to quickly access the sessions you're most interested in. **Psst - if you're a speaker** and you haven't uploaded your slides to your session page, this is your cue to do so!

We are still waiting for the updated caption transcripts, so you'll need to use automated captioning for now. We'll update the captions as soon as we can.

Show me the playlists

Thank you to all of our sponsors!
We can't do the work we do all year on Drupal4Gov without the generous support from our sponsors.

That's a wrap; we'll be back next year!
See you for Drupal GovCon 2021 July 28th - July 30th! These dates are our reserved in-person event. If conditions require us to go virtual again, the dates are subject to change.

From: Brantley, William <William.Brantley@USPTO.GOV>
Sent: Wednesday, October 7, 2020 11:32 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Kirsten Burgard <KBurgard@voanews.com>
Subject: RE: Migration to Drupal 8 or 9 Experience/Feedback

Hello:

The email came up very blue on my Outlook. I couldn't see some of the links (including that incredible presentation on why the federal government needs Disciplined Agile ☺).

Could you resend the email in maybe a plain-text format?

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley (he/him)
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Wednesday, October 7, 2020 11:05 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

This was the email that went out yesterday or maybe Monday, it has the link to the videos... and survey, too.

#DrupalGovCon

T-Shirts and other Swag

We have great t-shirt designs from Karl Kaufmann. You can still get one of those designs on a new mask, T-shirt or tote to remember Drupal GovCon and Baltimore Camp 2020? It's not too late!

Order today and you can be sipping coffee during our next Drupal4Gov webinar from your very own Drupal GovCon mug while wearing a Baltimore Camp shirt!

Buy DGC Merch

Buy Bmore Camp Merch

Survey

Now, tell us about Drupal GovCon. What did we do well? Where can we improve? What was your favorite thing about DGC?

Take the survey

Kicking Yourself for Missing that All-Important Session?

No worries! We got you! Sessions are available on our Drupal4Gov YouTube channel. We've also posted all the recordings on individual session pages so you can use your saved Schedule to quickly access the sessions you're most interested in. **Psst - if you're a speaker** and you haven't uploaded your slides to your session page, this is your cue to do so!

We are still waiting for the updated caption transcripts, so you'll need to use automated captioning for now. We'll update the captions as soon as we can.

Show me the playlists

Thank you to all of our sponsors!

We can't do the work we do all year on Drupal4Gov without the generous support from our sponsors.

Check Out Our Sponsors

That’s a wrap; we’ll be back next year!

See you for Drupal GovCon 2021 July 28th - July 30th! These dates are our reserved in-person event. If conditions require us to go virtual again, the dates are subject to change.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 7, 2020 10:00 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

I take it that none of the advertising for late September’s Drupal GovCon hit home? There’s a @DrupalGovCon Twitter account out there. If you follow it, you’ll likely be among the first to find out when the recorded sessions are all posted with polished captions. There’s a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9. I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 I Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government

Subject: Every once in a while, you get a clear signal
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Thu, 8 Oct 2020 20:50:58 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (57 kB) , text/html (9 kB) , image.png (62 kB) , image.png (57 kB)

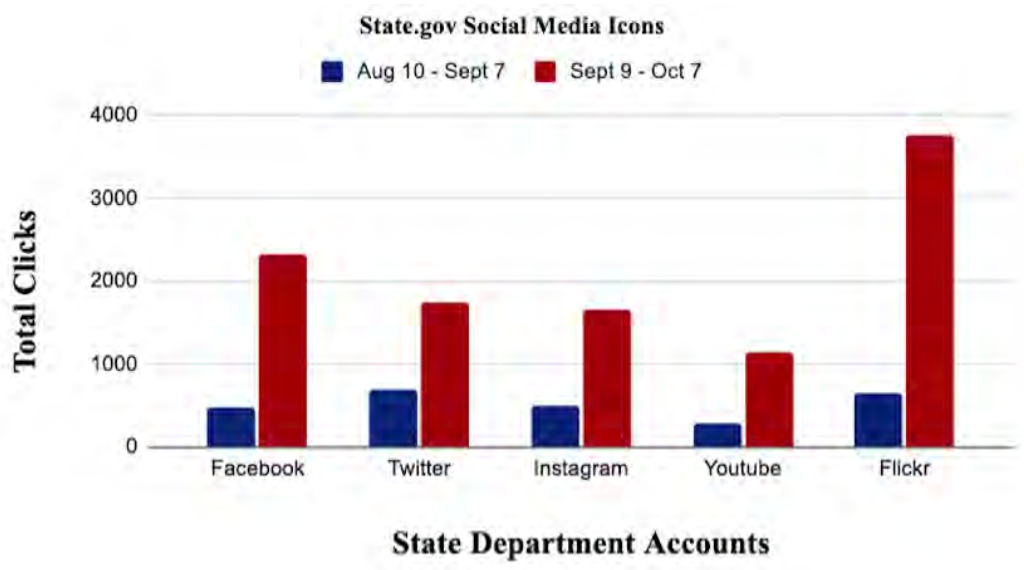
Do you link from your website to your social media channels? Do you ever wonder whether it matters?

We weren't here; the only links to our main social media channels were some small icons in the middle of the state.gov home page. Last month, we added icons to the top and bottom of every page on the site.

The results are crystal clear!

Have you seen similar results?

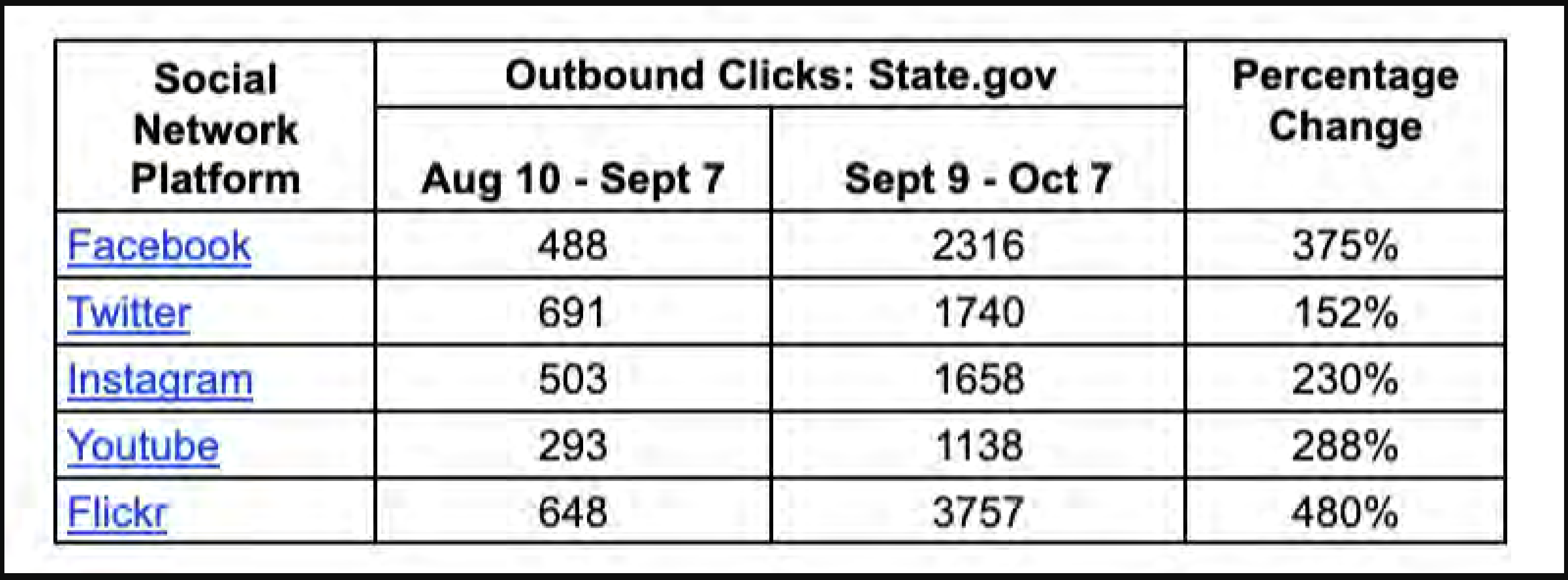
Here are our stats. Note that we launched Sept. 8.



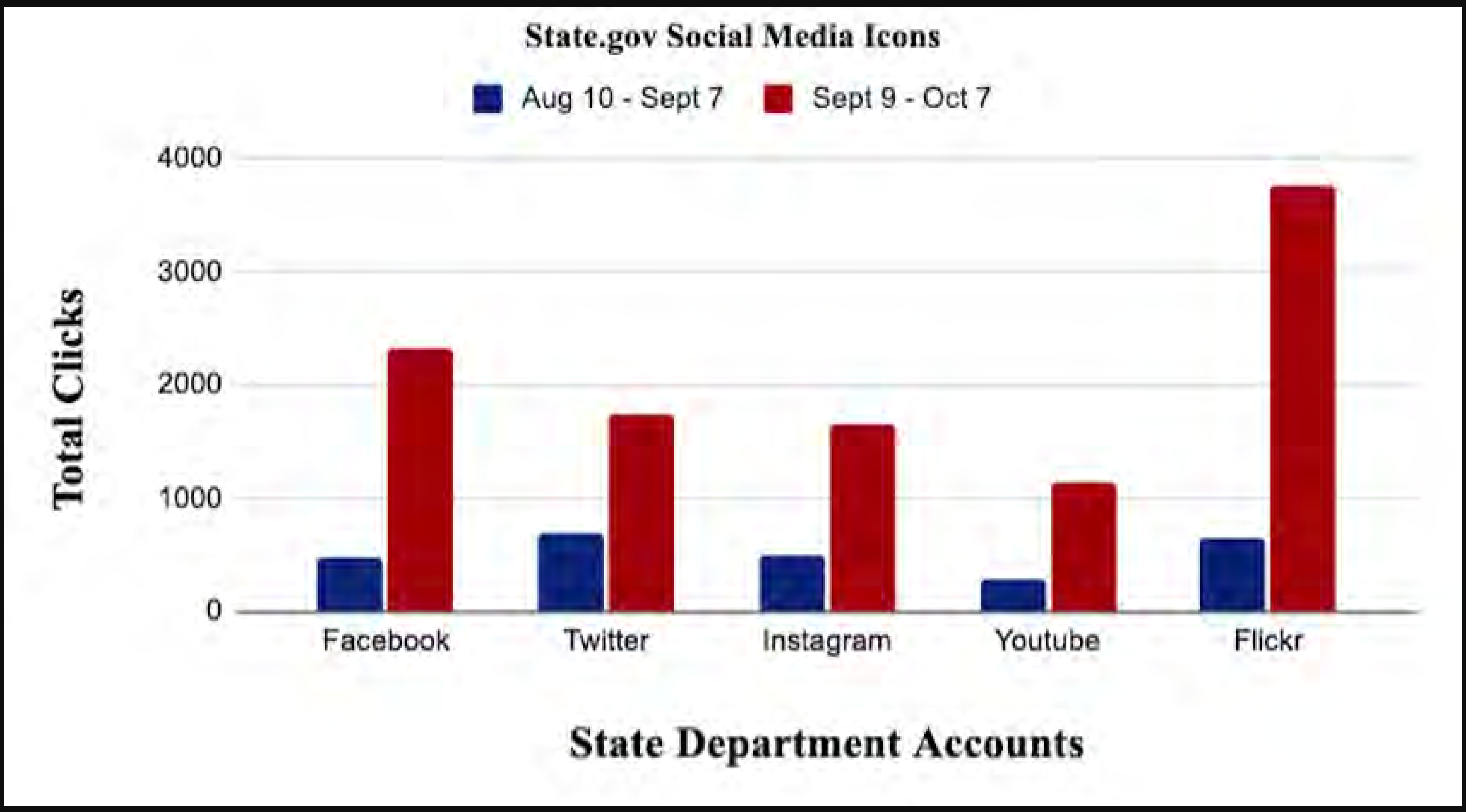
Social Network Platform	Outbound Clicks: State.gov		Percentage Change
	Aug 10 - Sept 7	Sept 9 - Oct 7	
Facebook	488	2316	375%
Twitter	691	1740	152%
Instagram	503	1658	230%
Youtube	293	1138	288%
Flickr	648	3757	480%

(b) (6), (b) (7)(C)
of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)state.gov
(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l



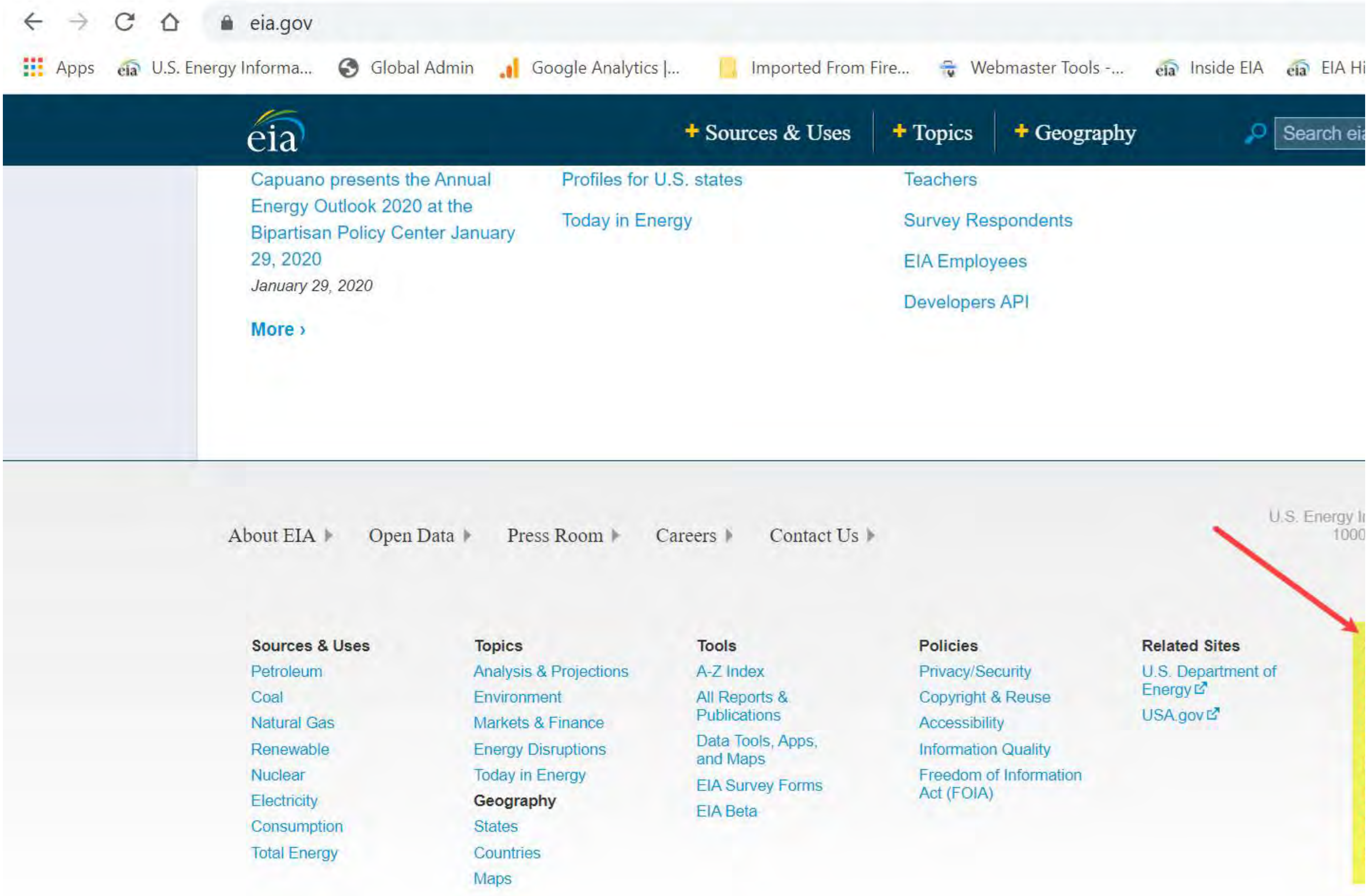
Social Network Platform	Outbound Clicks: State.gov		Percentage Change
	Aug 10 - Sept 7	Sept 9 - Oct 7	
Facebook	488	2316	375%
Twitter	691	1740	152%
Instagram	503	1658	230%
Youtube	293	1138	288%
Flickr	648	3757	480%


State.gov Social Media Icons
Aug 10 - Sept 7
Sept 9 - Oct 7
Total Clicks
4000
3000
2000
1000
0
Facebook
Twitter
Instagram
Youtube
Flickr
State Department Accounts

Subject: Re: Every once in a while, you get a clear signal
From: "Jeffers, William" <William.Jeffers@EIA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeffers, William
Date: Thu, 8 Oct 2020 21:29:08 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (73 kB) , text/html (15 kB) , image007.jpg (123 kB) , image008.png (52 kB) , image009.png (73 kB)

Hi Jeffrey,

Energy Information Administration (www.eia.gov) has had links to our social media in our global footer and as a call-out on each page pretty much since we launched social media.


eia.gov
Apps
U.S. Energy Informa...
Global Admin
Google Analytics |...
Imported From Fire...
Webmaster Tools -...
Inside EIA
EIA Hi
eia
+ Sources & Uses
+ Topics
+ Geography
Search eia
About EIA
Open Data
Press Room
Careers
Contact Us
U.S. Energy I
1000

Capuano presents the Annual Energy Outlook 2020 at the Bipartisan Policy Center January 29, 2020
January 29, 2020
More ›

Profiles for U.S. states
Today in Energy

Teachers
Survey Respondents
EIA Employees
Developers API

Sources & Uses
Petroleum
Coal
Natural Gas
Renewable
Nuclear
Electricity
Consumption
Total Energy

Topics
Analysis & Projections
Environment
Markets & Finance
Energy Disruptions
Today in Energy
Geography
States
Countries
Maps

Tools
A-Z Index
All Reports & Publications
Data Tools, Apps, and Maps
EIA Survey Forms
EIA Beta

Policies
Privacy/Security
Copyright & Reuse
Accessibility
Information Quality
Freedom of Information Act (FOIA)

Related Sites
U.S. Department of Energy
USA.gov

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
www.eia.gov

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 8, 2020 4:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Every once in a while, you get a clear signal

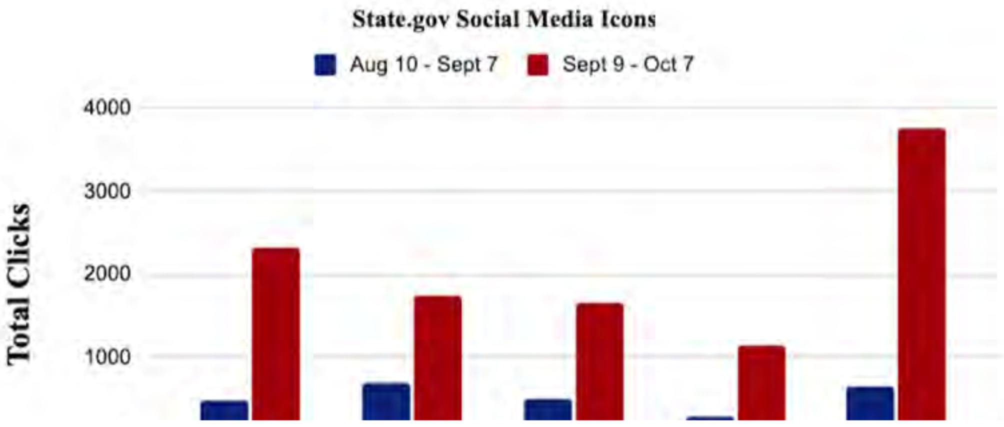
Do you link from your website to your social media channels? Do you ever wonder whether it matters?

We weren't here; the only links to our main social media channels were some small icons in the middle of the state.gov home page. Last month, we added icons to the top and bottom of every page on the site.

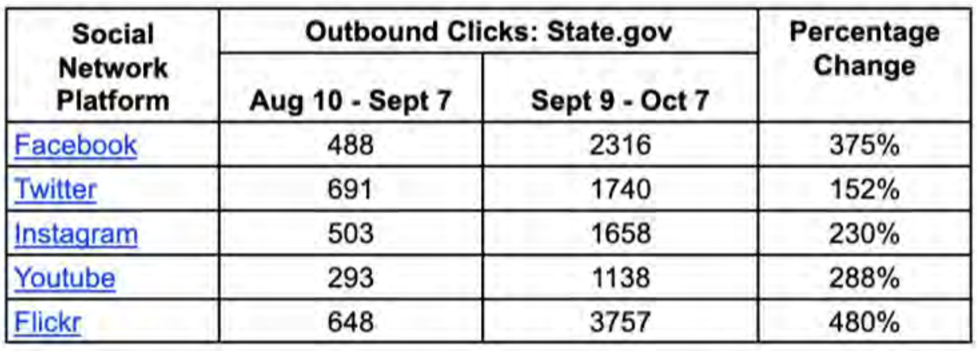
The results are crystal clear!

Have you seen similar results?

Here are our stats. Note that we launched Sept. 8.



State Department Accounts

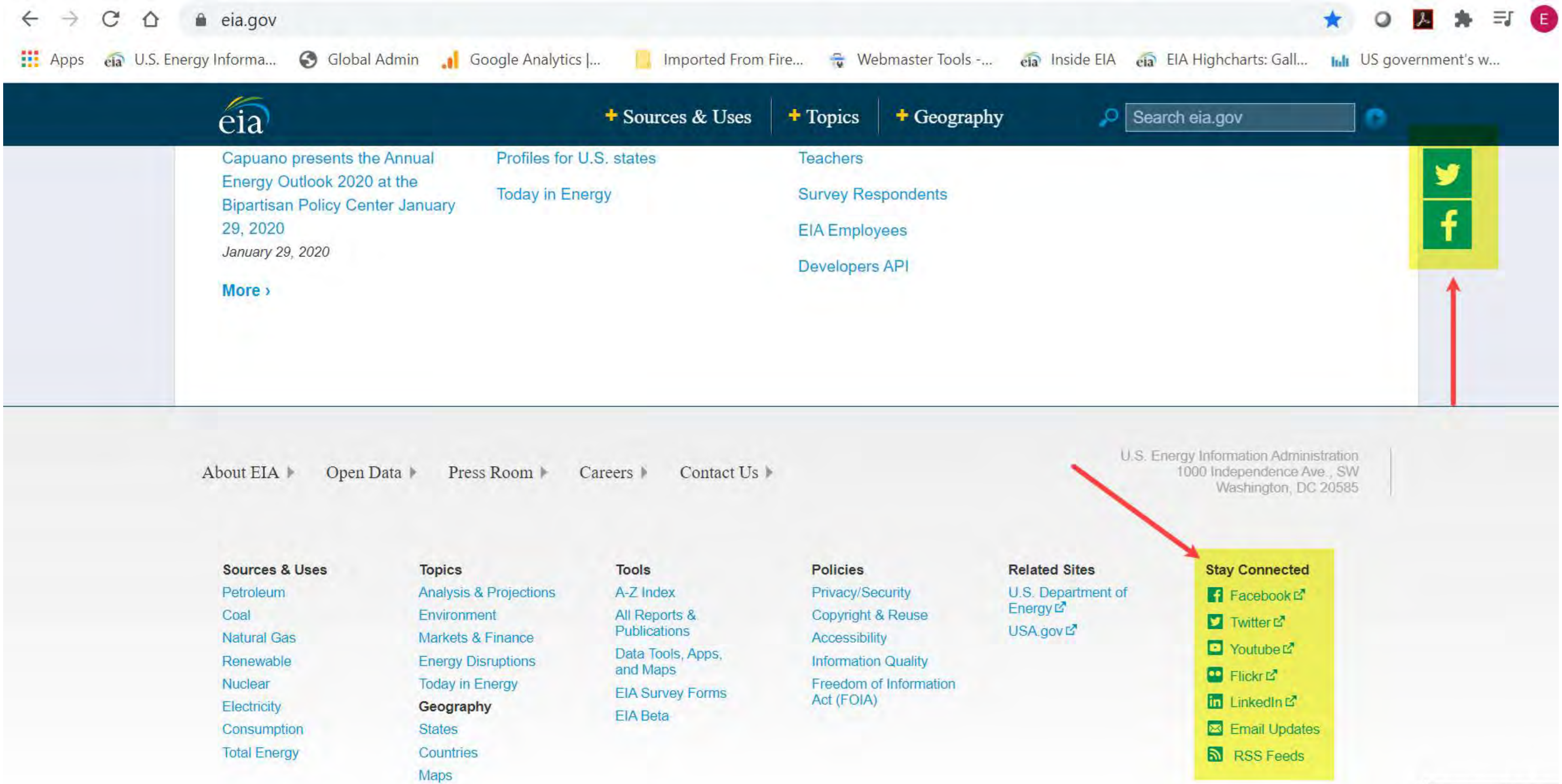


Social Network Platform	Outbound Clicks: State.gov		Percentage Change
	Aug 10 - Sept 7	Sept 9 - Oct 7	
Facebook	488	2316	375%
Twitter	691	1740	152%
Instagram	503	1658	230%
Youtube	293	1138	288%
Flickr	648	3757	480%

(b) (6), (b) (7)(C)
of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
artment of State
(b) (6), (b) (7)(C) e.gov
(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest



eia.gov
Apps
U.S. Energy Informa...
Global Admin
Google Analytics |...
Imported From Fire...
Webmaster Tools -...
Inside EIA
EIA Highcharts: Gall...
US government's w...
eia
+ Sources & Uses
+ Topics
+ Geography
Search eia.gov

Capuano presents the Annual Energy Outlook 2020 at the Bipartisan Policy Center January 29, 2020
January 29, 2020

More ›

Profiles for U.S. states
Today in Energy

Teachers
Survey Respondents
EIA Employees
Developers API

About EIA ▸ Open Data ▸ Press Room ▸ Careers ▸ Contact Us ▸

U.S. Energy Information Administration
1000 Independence Ave., SW
Washington, DC 20585

Sources & Uses
- Petroleum
- Coal
- Natural Gas
- Renewable
- Nuclear
- Electricity
- Consumption
- Total Energy

Topics
- Analysis & Projections
- Environment
- Markets & Finance
- Energy Disruptions
- Today in Energy

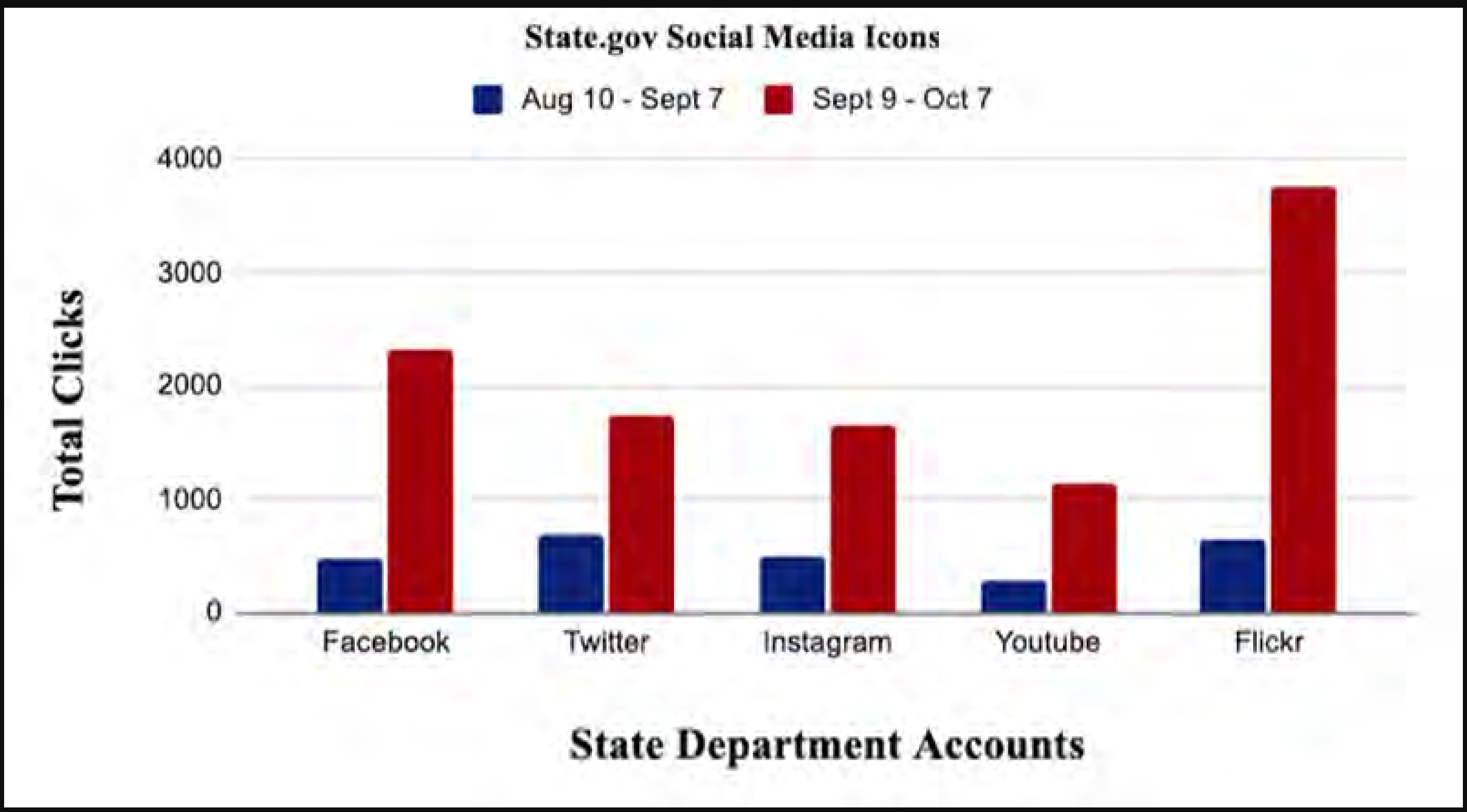
Geography
- States
- Countries
- Maps

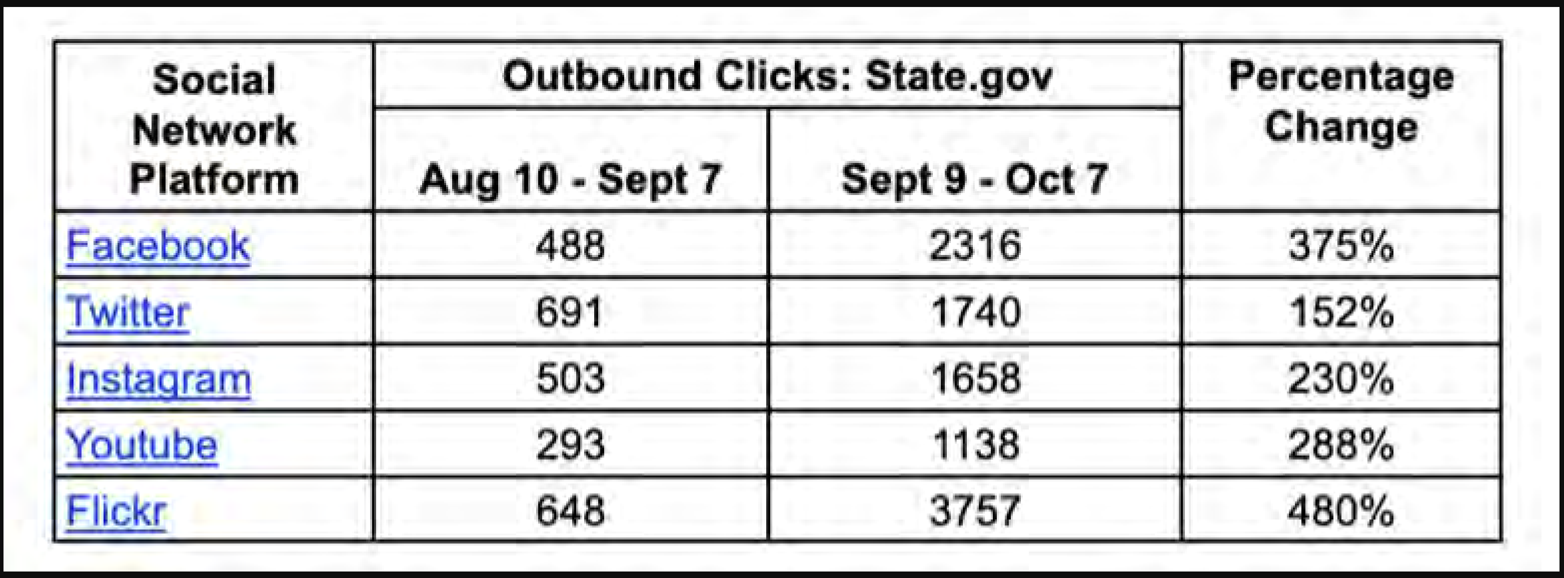
Tools
- A-Z Index
- All Reports & Publications
- Data Tools, Apps, and Maps
- EIA Survey Forms
- EIA Beta

Policies
- Privacy/Security
- Copyright & Reuse
- Accessibility
- Information Quality
- Freedom of Information Act (FOIA)

Related Sites
- U.S. Department of Energy
- USA.gov

Stay Connected
- Facebook
- Twitter
- Youtube
- Flickr
- LinkedIn
- Email Updates
- RSS Feeds


State.gov Social Media Icons
Aug 10 - Sept 7
Sept 9 - Oct 7
4000
3000
2000
1000
0
Total Clicks
Facebook
Twitter
Instagram
Youtube
Flickr
State Department Accounts



Social Network Platform	Outbound Clicks: State.gov		Percentage Change
	Aug 10 - Sept 7	Sept 9 - Oct 7	
Facebook	488	2316	375%
Twitter	691	1740	152%
Instagram	503	1658	230%
Youtube	293	1138	288%
Flickr	648	3757	480%

Subject: free webinar on HTML and CSS Thursday at 3.
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Tue, 13 Oct 2020 15:37:09 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1601 bytes) , text/html (2328 bytes)

Drupal4Gov is doing our Monthly webinar on Thursday at 3 (EDT).

Thursday's webinar is a good refresher for seasoned folks and a good starting point for new folks.

HTML and CSS 101.

https://www.eventbrite.com/e/drupal4gov-webinar-series-html-and-css-101-with-debug-academy-tickets-125157315901

> Join Debug Academy's founder, Ashraf Abed, as he teaches you the basics of HTML and CSS. Learn when to use a Media Query, setting breakpoints, creating Div Classes and how to target your classes.
> This webinar is ideal for anyone moving into web development, content managers wanting to learn some new tricks for their content or for anyone looking for a refresher.

--
Kirsten

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community

Subject: New: the Web Analytics Playbook
From: Timothy Lowden - QQA <timothy.lowden@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Timothy Lowden - QQA <timothy.lowden@GSA.GOV>
Date: Tue, 13 Oct 2020 14:26:08 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1839 bytes) , text/html (4 kB)

Hi all:

We're excited to announce the Web Analytics Playbook on digital.gov!

We created this resource (which isn't DAP-specific) for anyone implementing or reporting from a web analytics tool, based on questions we're often asked. The playbook contains considerations for strategy, implementation, configuration, reporting, and action. We hope it proves useful to you, especially if you are someone managing your own analytics tool on a gov site.

Take a look, and let us know what you think!

Happy analyzing,

The Digital Analytics Program Team

--
Tim Lowden
Program Manager
Digital Analytics Program (DAP)
Technology Transformation Services
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

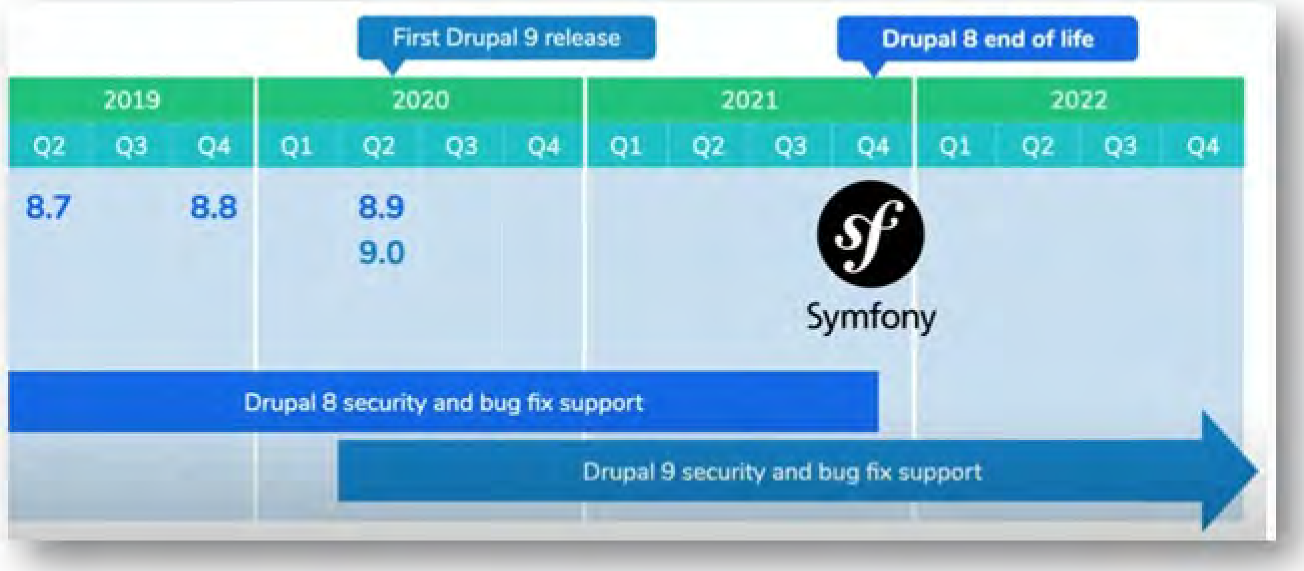
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sert, Yalcin
Date: Wed, 14 Oct 2020 07:42:17 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (9 kB) , image001.png (7 kB) , image002.jpg (40 kB)

Hi Kathy,

If you asked me last year, I would say D8 for sure, but after watching recent DrupalGovCon presentations it seems the suggestion is D7 ➔ D9. Keep in mind that D8 and D9 are pretty similar at the higher level but a big architecture and platform change and all Drupal gurus strongly suggestion to treat this "change" as new development from scratch. It is a big "change" not an "upgrade" as we know. And from my personal experience who went thru two significant Drupal upgrades, don't ever fool yourself with "as-is" migration which means that you need to dumbed-down a high tech system to mimic an old system that you are trying to get rid of. Untangling dumbed-down version to really take advantage of the "true new" system will be a lot more pain. Especially from D7 to D8 or D9, it is a big change.

Also looking at the end-of-support schedule, D8 support seems to end 2021 Q4 with the end-of-life of Symphony 3 (The State of Drupal 9 from 2019 Drupal GovCon) and you'll be looking for another upgrade soon if you'll go for D8:



I suggest you take a look at Future Proof Your Drupal Sites for D9, one of Drupal GovCon presentations on YouTube.

Hope this helps and good luck…

Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS^3
Sr Web Solutions Architect I SEAD DCC Digital Platform
Federal Student Aid I StudentAid.gov
830 First Street NE, Washington, DC 20202
Office: (202) 377-4849 I UCP-111B4

Federal Student Aid
An OFFICE of the U.S. DEPARTMENT of EDUCATION
PROUD SPONSOR of the AMERICAN MIND™

Links in this email in case you cant see the hypertext:
https://www.youtube.com/watch?v=5Ae-8EhDEA8
https://www.youtube.com/c/Drupal4Govnp/videos
The State of Drupal 9

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Wednesday, October 7, 2020 10:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

I take it that none of the advertising for late September's Drupal GovCon hit home? There's a @DrupalGovCon Twitter account out there. If you follow it, you'll likely be among the first to find out when the recorded sessions are all posted with polished captions. There's a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9.   I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

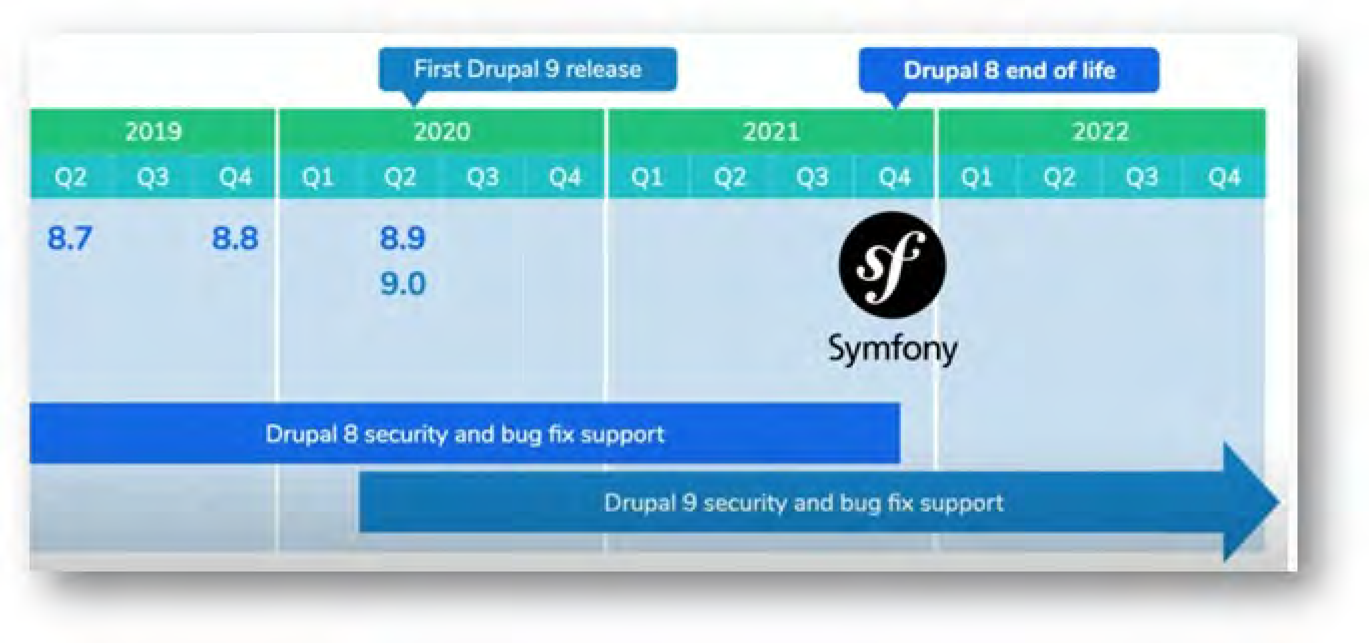
If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest


First Drupal 9 release
Drupal 8 end of life
2019
2020
2021
2022
Q2
Q3
Q4
Q1
Q2
Q3
Q4
Q1
Q2
Q3
Q4
Q1
Q2
Q3
Q4
8.7
8.8
8.9
9.0
Symfony
Drupal 8 security and bug fix support
Drupal 9 security and bug fix support

Subject: Re: Migration to Drupal 8 or 9 Experience/Feedback
From: "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wood, Tim (Fed)
Date: Wed, 14 Oct 2020 13:46:24 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (9 kB) , text/html (19 kB) , image001.png (7 kB) , image002.jpg (40 kB)

There's updated info about the release, bugfix and security schedule for 8.8.x, 8.9.x 9.0.x, 9.1.x and 9.2.x in this blog post from just over one week ago https://www.drupal.org/about/core/blog/drupal-910-alpha1-will-be-released-the-week-of-october.

Drupal 8.9.x will have security coverage from the community for 5 months longer than 9.0.x, so depending on your schedule, it might be better to target launching with 8.9.x and plan a small project afterward to upgrade to 9.1.x or 9.2.x.

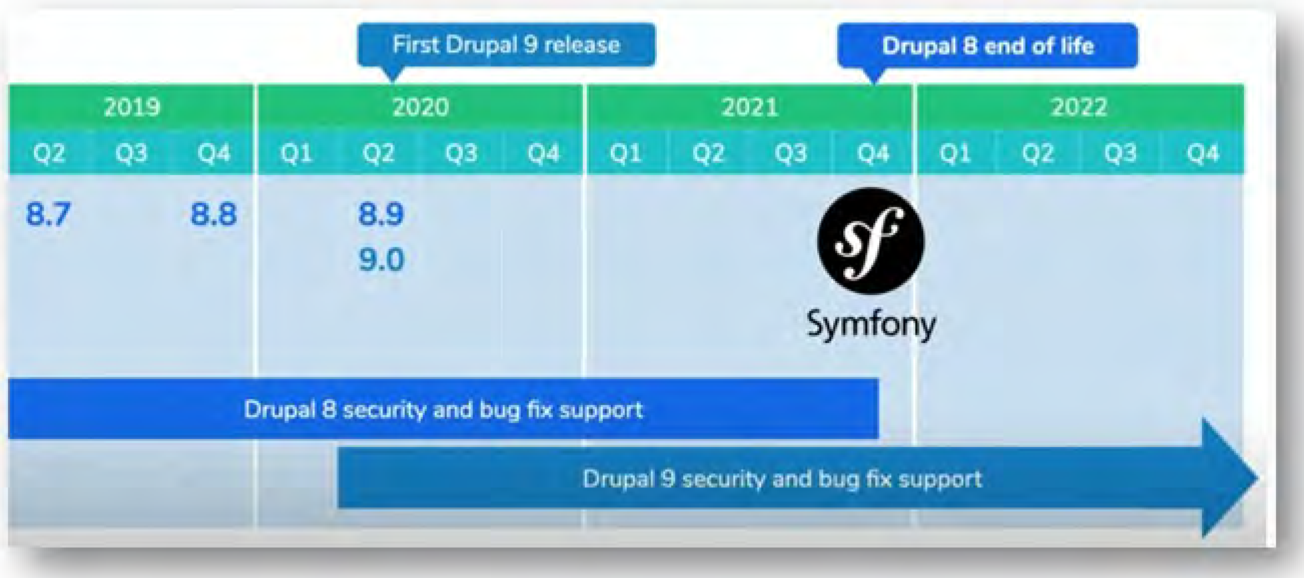
Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sert, Yalcin <000004c3c67f2875-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 14, 2020 3:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

If you asked me last year, I would say D8 for sure, but after watching recent DrupalGovCon presentations it seems the suggestion is D7 ➔ D9. Keep in mind that D8 and D9 are pretty similar at the higher level but a big architecture and platform change and all Drupal gurus strongly suggestion to treat this "change" as new development from scratch. It is a big "change" not an "upgrade" as we know. And from my personal experience who went thru two significant Drupal upgrades, don't ever fool yourself with "as-is" migration which means that you need to dumbed-down a high tech system to mimic an old system that you are trying to get rid of. Untangling dumbed-down version to really take advantage of the "true new" system will be a lot more pain. Especially from D7 to D8 or D9, it is a big change.

Also looking at the end-of-support schedule, D8 support seems to end 2021 Q4 with the end-of-life of Symphony 3 (The State of Drupal 9 from 2019 Drupal GovCon) and you'll be looking for another upgrade soon if you'll go for D8:



I suggest you take a look at Future Proof Your Drupal Sites for D9, one of Drupal GovCon presentations on YouTube.

Hope this helps and good luck…

Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS^3
Sr Web Solutions Architect I SEAD DCC Digital Platform
Federal Student Aid I StudentAid.gov
830 First Street NE, Washington, DC 20202
Office: (202) 377-4849 I UCP-111B4

Federal Student Aid
An OFFICE of the U.S. DEPARTMENT of EDUCATION | PROUD SPONSOR of the AMERICAN MIND™

Links in this email in case you cant see the hypertext:
https://www.youtube.com/watch?v=5Ae-8EhDEA8
https://www.youtube.com/c/Drupal4Govnp/videos
The State of Drupal 9

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Wednesday, October 7, 2020 10:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Hi Kathy,

I take it that none of the advertising for late September's Drupal GovCon hit home? There's a @DrupalGovCon Twitter account out there. If you follow it, you'll likely be among the first to find out when the recorded sessions are all posted with polished captions. There's a possibility that some of the content will be worth a peek. I found the Friday keynote to be quite excellent. You might find the sessions focused on migration to be more on-point.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, October 6, 2020 5:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Migration to Drupal 8 or 9 Experience/Feedback

Greetings,
I am researching options for upgrading from Drupal 7 to either Drupal 8 or 9. I am hoping that this community will share which version they upgraded to and would love to know why that version was chosen.

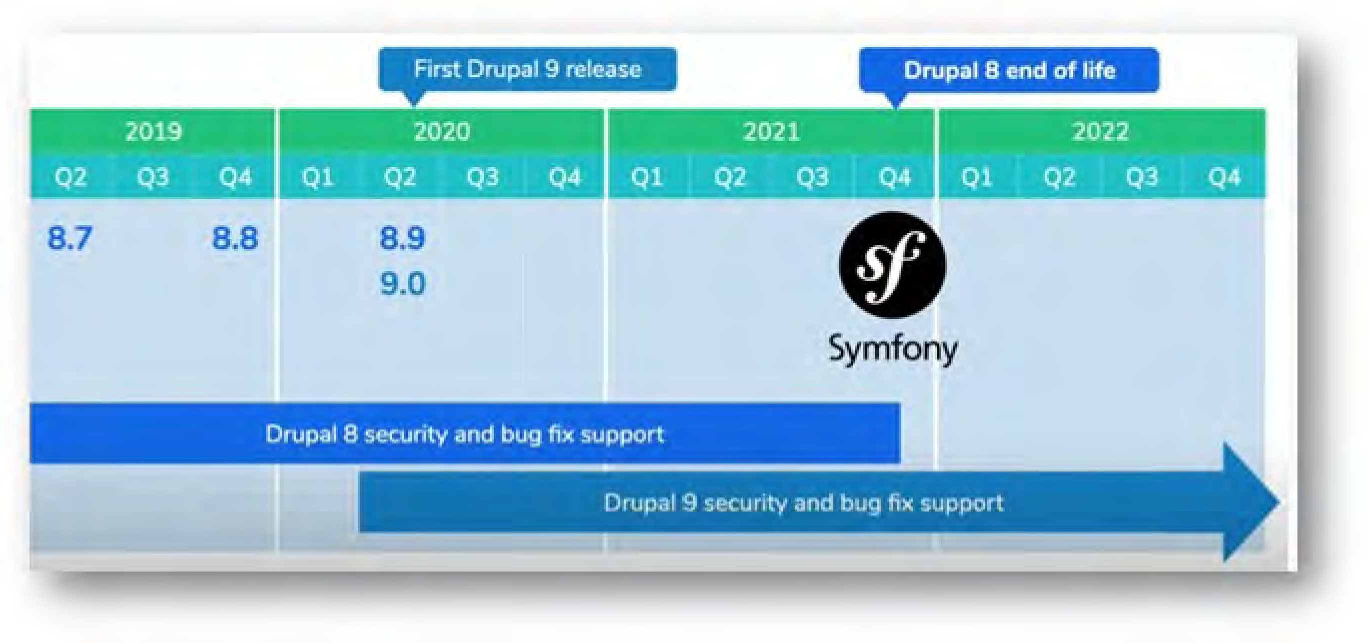
If you would share what you experienced, lessons learned, road blocks, the plus/minus of that Drupal version upgrade, I would greatly appreciate it.

Thanks much!
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/


First Drupal 9 release
Drupal 8 end of life
2019
2020
2021
2022
Q2
Q3
Q4
Q1
Q2
Q3
Q4
Q1
Q2
Q3
Q4
Q1
Q2
Q3
Q4
8.7
8.8
8.9
9.0
Symfony
Drupal 8 security and bug fix support
Drupal 9 security and bug fix support

Subject: Communications Officers versus Public Affairs officers
From: (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Date: Wed, 14 Oct 2020 19:31:52 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2381 bytes) , text/html (4 kB)

Good day ,

I'm not sure if this is the appropriate forum to ask for your inputs but here goes:

BLUF: My home agency conducted a strategic review of the Communications Officer (CO) and Public Affairs Officer (PAO) work roles to assess whether or not they should be consolidated into a single work role. Their findings indicated the two workroles should be combined. However, in looking at their assessment, I have some questions/concerns.

Has anyone in this group undergone this type of assessment or study regarding these two workroles? If so, what were your findings? Pros? Cons? Do you have both work roles and how is that working for you?

I conducted a quick search on USAJobs and it seems the search agent is poor and was surprised at some other findings:

Strategic Communications Specialist:L 2,762 **total openings** (850 open to the public)
-some do advise on external communications activities but largely internal communications

Public Relations: 333 total openings (105 open to the public)
The search for Public Relations also yielded Chief Communications officer, Program Analysts and other odd titles.

If you would like for me to share the assessment, I'm happy to do so.

Thanks in advance!

(b) (6), (b) (7)(C) Strategic Communications Officer/HR Analyst
National Geospatial-Intelligence Agency (NGA)
Office of Strategic Operations (OSO)
Associate Director of Capabilities (ADC)
Careers: https://www.intelligencecareers.gov/
Cell: (b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside

Subject: Re: Communications Officers versus Public Affairs officers
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Wed, 14 Oct 2020 20:35:48 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (9 kB)

I think that a lot of agencies use Communications Officer when they should use Public Affairs Officer. They way to tell used to be the career code, Public Affairs career code is 1035, so if the title is Communications Officer but the career code is 1035 then it is Public Affairs. Unfortunately they don't include the code in the announcements on USAJOBS, even though you can "filter" with codes.

The way agencies title positions seem to always go away from the official OPM titles, like I know and agency that used Public Engagement Officer – but that doesn't really exist. On the surface it seems like these were duplicative roles, unless Communications Officer's role was more technical and in charge of the infrastructure for all types of communications (which I have seen) but that was career code 2210.

I am sure this doesn't help at all, but that's my two cents.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C) NGA-DCO USA CIV
Sent: Wednesday, October 14, 2020 3:32 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Communications Officers versus Public Affairs officers

Good day ,

I'm not sure if this is the appropriate forum to ask for your inputs but here goes:

BLUF: My home agency conducted a strategic review of the Communications Officer (CO) and Public Affairs Officer (PAO) work roles to assess whether or not they should be consolidated into a single work role. Their findings indicated the two workroles should be combined. However, in looking at their assessment, I have some questions/concerns.

Has anyone in this group undergone this type of assessment or study regarding these two workroles? If so, what were your findings? Pros? Cons? Do you have both work roles and how is that working for you?

I conducted a quick search on USAJobs and it seems the search agent is poor and was surprised at some other findings:

Strategic Communications Specialist:L 2,762 **total openings** (850 open to the public)
-some do advise on external communications activities but largely internal communications

Public Relations: 333 total openings (105 open to the public)

The search for Public Relations also yielded Chief Communications officer, Program Analysts and other odd titles.

If you would like for me to share the assessment, I'm happy to do so.

Thanks in advance!

(b) (6), (b) (7)(C) Strategic Communications Officer/HR Analyst
National Geospatial-Intelligence Agency (NGA)
Office of Strategic Operations (OSO)
Associate Director of Capabilities (ADC)
Careers: https://www.intelligencecareers.gov/
Cell: (b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Communications Officers versus Public Affairs officers
From: (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) NGA-DCO USA CIV <(b) (6), (b) (7)(C) NGA.MIL>
Date: Thu, 15 Oct 2020 01:38:31 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (11 kB)

Hey Steven, I hope this finds you well.

Thanks for the helpful insights. I'm a HR professional but studied and have assumed comms/new technology/strategic planning roles over the past 5 years. I am probably over thinking this scenario but always want to do my due diligence especially if decisions may impact future promotions or transition opportunities for the workforce.

I've been a PA officer which I dealt with the public more heavily. Now, I'm considered a Strategic Comms Officer and I do not often deal with the general public. It seems dishonest to say that I am a PA officer when I don't have dealings with the public. I guess I've seen stranger things.

There is the digital media engagement competency and that could include internal and external audiences and fall into either bucket as well. Much like you suggested for the public engagement officer role.

Thanks again and stay safe out there.

(b) (6), (b) (7)(C) Strategic Communications Officer/HR Analyst
National Geospatial-Intelligence Agency (NGA)
Office of Strategic Operations (OSO)
Associate Director of Capabilities (ADC)
Careers: https://www.intelligencecareers.gov/
Cell: (b) (6), (b) (7)(C)

From: Morgan, Steven <steven.morgan@ncpc.gov>
Sent: Wednesday, October 14, 2020 4:35 PM
To: Content Managers List; (b) (6), (b) (7)(C) NGA-DCO USA CIV
Subject: [Non-DoD Source] RE: Communications Officers versus Public Affairs officers

I think that a lot of agencies use Communications Officer when they should use Public Affairs Officer. They way to tell used to be the career code, Public Affairs career code is 1035, so if the title is Communications Officer but the career code is 1035 then it is Public Affairs. Unfortunately they don't include the code in the announcements on USAJOBS, even though you can "filter" with codes.

The way agencies title positions seem to always go away from the official OPM titles, like I know and agency that used Public Engagement Officer – but that doesn't really exist. On the surface it seems like these were duplicative roles, unless Communications Officer's role was more technical and in charge of the infrastructure for all types of communications (which I have seen) but that was career code 2210.

I am sure this doesn't help at all, but that's my two cents.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C) NGA-DCO USA CIV
Sent: Wednesday, October 14, 2020 3:32 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Communications Officers versus Public Affairs officers

Good day ,

I'm not sure if this is the appropriate forum to ask for your inputs but here goes:

BLUF: My home agency conducted a strategic review of the Communications Officer (CO) and Public Affairs Officer (PAO) work roles to assess whether or not they should be consolidated into a single work role. Their findings indicated the two workroles should be combined. However, in looking at their assessment, I have some questions/concerns.

Has anyone in this group undergone this type of assessment or study regarding these two workroles? If so, what were your findings? Pros? Cons? Do you have both work roles and how is that working for you?

I conducted a quick search on USAJobs and it seems the search agent is poor and was surprised at some other findings:

Strategic Communications Specialist:L 2,762 **total openings** (850 open to the public)
-some do advise on external communications activities but largely internal communications

Public Relations: 333 total openings (105 open to the public)
The search for Public Relations also yielded Chief Communications officer, Program Analysts and other odd titles.

If you would like for me to share the assessment, I'm happy to do so.

Thanks in advance!

(b) (6), (b) (7)(C) Strategic Communications Officer/HR Analyst
National Geospatial-Intelligence Agency (NGA)
Office of Strategic Operations (OSO)
Associate Director of Capabilities (ADC)
Careers: https://www.intelligencecareers.gov/
Cell: (b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

Subject:	Metadata / File Properties
From:	"Beidel, Eric - REE-ERS, Kansas City, MO" <Eric.Beidel@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Beidel, Eric - REE-ERS, Kansas City, MO
Date:	Thu, 15 Oct 2020 13:01:44 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (3695 bytes) , text/html (25 kB) , image013.png (25 kB) , image014.png (25 kB) , image015.png (25 kB) , image016.png (25 kB) , image017.png (25 kB) , image018.png (25 kB)

Hi all,

Hoping there are some metadata mavens out there who can help us out.

We want to shore up our metadata standards and have a few issues to hash out so we can provide clear guidance to our agency's 100+ content contributors. For the most part, these folks are economists/researchers who produce reports and data products. We're mostly dealing with PDFs and Excel files.

We have a fairly minimal approach regarding metadata and simply require that content contributors fill out the file properties: title, author(s), company/organization, subject/description, and keywords.

A few questions:

1. What is the proper format for the authors field? FirstName LastName or LastName, FirstName? What if there are multiple authors? Should it be **James Smith; James Jones; James Wilson** or should it be **Smith, James; Jones, James; Wilson, James**. Is semicolon the proper punctuation to separate the names? Or should you do **James Smith and James Jones and James Wilson**? Or **James Smith, James Jones, James Wilson**? Does it matter?
2. Is it necessary to include your organization/agency in the keywords field if it's already in the company field?
3. These reports and data products go through extensive review, and we have been seeing that changes to the metadata don't always seem to stick. Or quotation marks are introduced to the keywords or authors fields when they weren't there before (or when a file goes from Word to PDF). Is there anything we can do to prevent this? Or, does it even matter if there are quotes? Adobe seems to want to add them, so is this on purpose or a glitch?

Greatly appreciate any insight.

Thanks,
Eric

Eric Beidel
Web Managing Editor
USDA – Economic Research Service
Information Services Division
(804) 519-8945 l eric.beidel@usda.gov

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Metadata / File Properties
From: (b) (6), (b) (7)(C) @ICE.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Thu, 15 Oct 2020 13:27:39 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (14 kB) , image001.png (14 kB) , image002.png (14 kB) , image003.png (14 kB) , image004.png (14 kB) , image005.png (14 kB) , image006.png (14 kB)

I would refer to the Dublin Core (easy to google). It is a 15 element metadata set for describing resources. It has been standardized with ISO 15386.

(b) (6), (b) (7)(C)

SEVPAMS ITPM/Business Manager
Systems Management Unit
ICE/HSI/NSID/ Student and Exchange Visitor Program (SEVP)
(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Beidel, Eric - REE-ERS, Kansas City, MO
Sent: Thursday, October 15, 2020 9:02 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Metadata / File Properties

CAUTION: This email originated from outside of DHS. DO NOT click links or open attachments unless you recognize and/or trust the sender. Contact ICE SOC SPAM with questions or concerns.

Hi all,

Hoping there are some metadata mavens out there who can help us out.

We want to shore up our metadata standards and have a few issues to hash out so we can provide clear guidance to our agency's 100+ content contributors. For the most part, these folks are economists/researchers who produce reports and data products. We're mostly dealing with PDFs and Excel files.

We have a fairly minimal approach regarding metadata and simply require that content contributors fill out the file properties: title, author(s), company/organization, subject/description, and keywords.

A few questions:

1. What is the proper format for the authors field? FirstName LastName or LastName, FirstName? What if there are multiple authors? Should it be **James Smith; James Jones; James Wilson** or should it be **Smith, James; Jones, James; Wilson, James**. Is semicolon the proper punctuation to separate the names? Or should you do **James Smith and James Jones and James Wilson**? Or **James Smith, James Jones, James Wilson**? Does it matter?
2. Is it necessary to include your organization/agency in the keywords field if it's already in the company field?
3. These reports and data products go through extensive review, and we have been seeing that changes to the metadata don't always seem to stick. Or quotation marks are introduced to the keywords or authors fields when they weren't there before (or when a file goes from Word to PDF). Is there anything we can do to prevent this? Or, does it even matter if there are quotes? Adobe seems to want to add them, so is this on purpose or a glitch?

Greatly appreciate any insight.

Thanks,
Eric

Eric Beidel
Web Managing Editor
USDA – Economic Research Service
Information Services Division
(804) 519-8945 | eric.beidel@usda.gov

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: Metadata / File Properties
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Thu, 15 Oct 2020 13:35:55 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (16 kB) , image001.png (16 kB) , image002.png (16 kB) , image003.png (16 kB) , image004.png (16 kB) , image005.png (16 kB) , image006.png (16 kB)

Hi Eric,

Interesting questions. I have dealt with metadata a little, but I have to ask what is your goal for using metadata? Is it for SEO or is there a local indexer that harvests the metadata? If the goal is for SEO then I suggest doing some research on how metadata is used with each search engine. If it is for another purpose then see how that local indexer works.

To simplify things my agency doesn't post Excel or Word documents we convert them to PDFs, that way all metadata is entered in the same way and in the same place. Acrobat also has tools for accessibility that makes it very easy to comply with section 508.

To answer your questions:

1. Depends on your goals and how the indexer reads the metadata. Otherwise I don't think it matters as long as it is consistent.
2. If it is in the company field, then it's probably not necessary and is duplicative.
3. If eventually the documents will be converted to PDF then why not just start with that and make all posted documents PDF? Simplifying the process and using only one format to post might help. Quotation marks in metadata isn't a bad thing and in certain cases makes it easier to extract.

That's my two cents.
Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Beidel, Eric - REE-ERS, Kansas City, MO
Sent: Thursday, October 15, 2020 9:02 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Metadata / File Properties

Hi all,

Hoping there are some metadata mavens out there who can help us out.

We want to shore up our metadata standards and have a few issues to hash out so we can provide clear guidance to our agency's 100+ content contributors. For the most part, these folks are economists/researchers who produce reports and data products. We're mostly dealing with PDFs and Excel files.

We have a fairly minimal approach regarding metadata and simply require that content contributors fill out the file properties: title, author(s), company/organization, subject/description, and keywords.

A few questions:

1. What is the proper format for the authors field? FirstName LastName or LastName, FirstName? What if there are multiple authors? Should it be **James Smith; James Jones; James Wilson** or should it be **Smith, James; Jones, James; Wilson, James**. Is semicolon the proper punctuation to separate the names? Or should you do **James Smith and James Jones and James Wilson**? Or **James Smith, James Jones, James Wilson**? Does it matter?
2. Is it necessary to include your organization/agency in the keywords field if it's already in the company field?
3. These reports and data products go through extensive review, and we have been seeing that changes to the metadata don't always seem to stick. Or quotation marks are introduced to the keywords or authors fields when they weren't there before (or when a file goes from Word to PDF). Is there anything we can do to prevent this? Or, does it even matter if there are quotes? Adobe seems to want to add them, so is this on purpose or a glitch?

Greatly appreciate any insight.

Thanks,
Eric

Eric Beidel
Web Managing Editor
USDA – Economic Research Service
Information Services Division
(804) 519-8945 l eric.beidel@usda.gov

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: webinar on html and CSS at 3 today
From: Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kirsten Burgard <KBurgard@VOANEWS.COM>
Date: Thu, 15 Oct 2020 17:36:53 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2318 bytes) , text/html (11 kB)

Last chance for the training webinar.

https://www.eventbrite.com/e/drupal4gov-webinar-series-html-and-css-101-with-debug-academy-tickets-125157315901

Here's the info:

Join Debug Academy's founder, Ashraf Abed, as he teaches you the basics of HTML and CSS. Learn about accessibility, creating Div Classes and how to target your classes.
This webinar is ideal for anyone moving into web development, content managers wanting to learn some new tricks for their content or for anyone looking for a refresher.

Today's Instructor:
Ashraf Abed is a certified Drupal 7 & 8 Grand Master, and a former Technical Architect at Acquia. He is involved in numerous enterprise development projects and has been fortunate enough to experience working as the lead developer on websites like Whitehouse.Gov and other prominent Drupal websites. Teaching is his passion.
Training Provider Debug Academy
Boost your career with our tailored personalized classes. This approach to teaching allows us to cater to individual student strengths and interests where students are part of a real development team, working on real projects. Students leave with a working portfolio and applied experience on a software project led by a senior developer. Graduate with a career, not loans. Debug Academy-- A Better Way To Learn

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Join me at the 10/23 huddle on designing for translation
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Thu, 15 Oct 2020 16:45:02 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1894 bytes) , text/html (2853 bytes)

Hi web managers,

I'm writing to invite you to join me for our latest Web Managers Community Huddle on Friday, October 23. This will be an informational meeting for open and organic information exchange. The topic for this huddle will be **designing for translation** with guest host **Laura Godfrey** from the Multilingual Community of Practice.

I will send out a separate calendar invite. You will need to accept the invite to receive information on how to join the huddle. Please also let me know if you need any accommodations to fully participate in this meeting.

Laura and I look forward to seeing you at the huddle on the 23rd!

Ammie

____

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Invitation: Web Managers Community Huddle @ Fri Oct 23, 2020 1pm - 1:45pm (EDT) (content-managers-l@listserv.gsa.gov)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Thu, 15 Oct 2020 20:47:53 +0000
Content-Type: multipart/mixed
Parts/Attachments: text/plain (3293 bytes) , text/html (13 kB) , text/calendar (13 kB) , invite.ics (13 kB)

You have been invited to the following event.

Web Managers Community Huddle

When	Fri Oct 23, 2020 1pm – 1:45pm Eastern Time - New York	**more details »**
Calendar	content-managers-l@listserv.gsa.gov	
Who	ammie.farrajfeijoo@gsa.gov - organizer content-managers-l@listserv.gsa.gov laura.godfrey@gsa.gov	

Join me for the third Web Managers Community Huddle. This will be an informational meeting for open and organic information exchange. The topic for this huddle will be **designing for translation** with guest host **Laura Godfrey** from the Multilingual Community of Practice.

Join ZoomGov Meeting

(b) (6)

(b) (6)

Meeting ID: (b) (6)

(b) (6)

Live Captioning

(b) (6)

Going (content-managers-l@listserv.gsa.gov)? **Yes** - **Maybe** - **No** more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Using Login.Gov: Feedback Request
From: Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Date: Mon, 19 Oct 2020 20:12:50 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2221 bytes) , text/html (4 kB)

Hello all,

We would like to hear your experiences working with Login.gov. Would appreciate anything you have to share, lessons learned, or any issues that may have come up.

Thank you,

Rigina Pietrowski
Pietrowski.rigina@pbgc.gov
202.229.6083

This e-mail, including any attachments, may constitute a Federal record or other Government property that is intended only for the addressed individuals. This message may also contain information that is sensitive, confidential, or otherwise protected from disclosure under applicable law. If you are not a named addressee you must not disseminate, distribute or copy this e-mail. If you have received this e-mail in error, please notify the sender immediately and delete this e-mail from your system.

This e-mail, including any attachments, may constitute a Federal record or other Government property that is intended only for the addressed individuals. This message may also contain information that is sensitive, confidential, or otherwise protected from disclosure under applicable law. If you are not a named addressee you must not disseminate, distribute or copy this e-mail. If you have received this e-mail in error, please notify the sender immediately and delete this e-mail from your system.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Job opportunities at CMS
From: "McCann, Michael L. (CMS/WETG)" <Michael.McCann@CMS.HHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, McCann, Michael L. (CMS/WETG)
Date: Wed, 21 Oct 2020 14:47:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1671 bytes) , text/html (3607 bytes)

Are you proficient in content management platforms like Drupal? Do you have strong project management skills? Do you love working with teams on high impact consumer facing web content curation? Come join our team at the Centers for Medicare & Medicaid Services. Help some of the country's most vulnerable populations understand critical health insurance programs available to them. Our team is known for using leading technologies in an agile shop to really deliver on world class web experiences. Come be part of our continued site improvements. The pace is fast and the work impactful. We promise you won't be bored.

https://www.usajobs.gov/GetJob/ViewDetails/581281000

https://www.usajobs.gov/GetJob/ViewDetails/581280600

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Google Analytics 4
From: "Jeffers, William" <William.Jeffers@EIA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeffers, William
Date: Thu, 22 Oct 2020 18:33:08 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1690 bytes) , text/html (3870 bytes)

Hello All,

Have any Google Analytics users made plans to upgrade to Google Analytics 4 (https://blog.google/products/marketingplatform/analytics/new_google_analytics/), or already done so? I'm trying to divine its particular value to public websites. I understand the aspect of Google targeting future support for GA4, and its potential supplemental benefit as the use of third-party cookies declines. I just wonder if there is an "immediate" case to be made for conversion/upgrade by government sites.

Thanks for any insight and perspective.

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
www.eia.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: Google Analytics 4
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@USDA.GOV>
Date: Thu, 22 Oct 2020 19:41:41 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (8 kB)

Alternatively, has anyone been working with any of the more privacy-oriented analytics solutions?

Over time, I've become more and more sensitive to the sort of data we're providing to Google, merely for the privilege of using Google Analytics. You may know that I've had a hand in purging at least one major federal website of unnecessary tracking by social media companies – and if it weren't for the DAP, I'd probably take a more serious look at purging GA from my current AO (There's not much point in purging GA from a site, if we're just going to provide Google with access to our users under the DAP umbrella).

Now, if you'll excuse me, I need to adjust my chapeau of tin lamé.

'-)

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Jeffers, William
Sent: Thursday, October 22, 2020 2:33 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Google Analytics 4

Hello All,

Have any Google Analytics users made plans to upgrade to Google Analytics 4 (https://blog.google/products/marketingplatform/analytics/new_google_analytics/), or already done so? I'm trying to divine its particular value to public websites. I understand the aspect of Google targeting future support for GA4, and its potential supplemental benefit as the use of third-party cookies declines. I just wonder if there is an "immediate" case to be made for conversion/upgrade by government sites.

Thanks for any insight and perspective.

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
www.eia.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Google Analytics 4
From: Timothy Lowden - QQA <timothy.lowden@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Timothy Lowden - QQA <timothy.lowden@GSA.GOV>
Date: Thu, 22 Oct 2020 16:08:22 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (10 kB)

The DAP team has begun early stages of examination of GA4. From my novice understanding of it now, it is quite a significant change, complete with a different data schema. We're working to set up a GA4 property in parallel so that we can start examining features. Our GA vendor relayed that the current "GA3" or Universal Analytics properties aren't likely to be "decommissioned" anytime soon (through 2021). So, to William's question: I am not sure if there are "immediate" needs, but it may be beneficial to consider standing up a parallel GA4 property to get familiar.

As for other, more privacy-focused analytics tools: there are quite a few available, and the two I see most often are Matomo and Fathom. It appears on the surface that those tools do not yet have the capacity to scale to a system as large as DAP, with 4-5B hits per month. I'd love to know if any agencies are using them on individual sites, though. My hunch is that those tools aren't in much significant usage--please let us know if you do!

Tim

On Thu, Oct 22, 2020 at 3:44 PM Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@listserv.gsa.gov> wrote:

> Alternatively, has anyone been working with any of the more privacy-oriented analytics solutions?
>
> Over time, I've become more and more sensitive to the sort of data we're providing to Google, merely for the privilege of using Google Analytics. You may know that I've had a hand in purging at least one major federal website of unnecessary tracking by social media companies – and if it weren't for the DAP, I'd probably take a more serious look at purging GA from my current AO (There's not much point in purging GA from a site, if we're just going to provide Google with access to our users under the DAP umbrella).
>
> Now, if you'll excuse me, I need to adjust my chapeau of tin lamé.
>
> '-)
>
> Larry
>
> ---
>
> Larry Gillick
>
> Chief, Web & Digital Strategy
>
> Farm Production and Conservation Business Center
>
> U.S. Department of Agriculture
>
> Phone: 202-720-4024
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Jeffers, William
> **Sent:** Thursday, October 22, 2020 2:33 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Google Analytics 4
>
> Hello All,
>
> Have any Google Analytics users made plans to upgrade to Google Analytics 4 (https://blog.google/products/marketingplatform/analytics/new_google_analytics/), or already done so? I'm trying to divine its particular value to public websites. I understand the aspect of Google targeting future support for GA4, and its potential supplemental benefit as the use of third-party cookies declines. I just wonder if there is an "immediate" case to be made for conversion/upgrade by government sites.
>
> Thanks for any insight and perspective.
>
> William Jeffers

U.S. Energy Information Administration

Resource & Technology Management/Office of Stakeholder Outreach & Communications

1000 Independence Ave SW

Washington DC 20585

www.eia.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Tim Lowden
Program Manager
Digital Analytics Program (DAP)
Technology Transformation Services
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: Google Analytics 4
From: "Jeffers, William" <William.Jeffers@EIA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeffers, William
Date: Thu, 22 Oct 2020 21:18:43 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (20 kB)

Tim,

Thanks for the feedback. I'm sure we all look forward to benefitting what you share from you reexamination of GA4. It should an prove interesting comparison when running parallel with Universal Analytics if, indeed, the data schema is vastly different.

William

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Timothy Lowden - QQA
Sent: Thursday, October 22, 2020 4:08 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Google Analytics 4

The DAP team has begun early stages of examination of GA4. From my novice understanding of it now, it is quite a significant change, complete with a different data schema. We're working to set up a GA4 property in parallel so that we can start examining features. Our GA vendor relayed that the current "GA3" or Universal Analytics properties aren't likely to be "decommissioned" anytime soon (through 2021). So, to William's question: I am not sure if there are "immediate" needs, but it may be beneficial to consider standing up a parallel GA4 property to get familiar.

As for other, more privacy-focused analytics tools: there are quite a few available, and the two I see most often are Matomo and Fathom. It appears on the surface that those tools do not yet have the capacity to scale to a system as large as DAP, with 4-5B hits per month. I'd love to know if any agencies are using them on individual sites, though. My hunch is that those tools aren't in much significant usage--please let us know if you do!

Tim

On Thu, Oct 22, 2020 at 3:44 PM Gillick, Lawrence - FPAC-FBC, Washington, DC <000009602db4ed6e-dmarc-request@listserv.gsa.gov> wrote:

> Alternatively, has anyone been working with any of the more privacy-oriented analytics solutions?
>
> Over time, I've become more and more sensitive to the sort of data we're providing to Google, merely for the privilege of using Google Analytics. You may know that I've had a hand in purging at least one major federal website of unnecessary tracking by social media companies – and if it weren't for the DAP, I'd probably take a more serious look at purging GA from my current AO (There's not much point in purging GA from a site, if we're just going to provide Google with access to our users under the DAP umbrella).
>
> Now, if you'll excuse me, I need to adjust my chapeau of tin lamé.
>
> '-)
>
> Larry
> ---
> Larry Gillick
> Chief, Web & Digital Strategy
> Farm Production and Conservation Business Center
> U.S. Department of Agriculture
> Phone: 202-720-4024
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Jeffers, William
> **Sent:** Thursday, October 22, 2020 2:33 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Google Analytics 4
>
> Hello All,
>
> Have any Google Analytics users made plans to upgrade to Google Analytics 4 (https://blog.google/products/marketingplatform/analytics/new_google_analytics/), or already done so? I'm trying to divine its particular value to public websites. I understand the aspect of Google targeting future support for GA4, and its potential supplemental benefit as the use of third-party cookies declines. I just wonder if there is an "immediate" case to be made for conversion/upgrade by government sites.
>
> Thanks for any insight and perspective.
>
> William Jeffers
> U.S. Energy Information Administration
> Resource & Technology Management/Office of Stakeholder Outreach & Communications
> 1000 Independence Ave SW
> Washington DC 20585
> www.eia.gov
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.
>
> This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--
Tim Lowden
Program Manager
Digital Analytics Program (DAP)
Technology Transformation Services
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Contract Sole Source Question
From: "Coolman, Carla" <CCoolman@CPSC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Coolman, Carla
Date: Fri, 23 Oct 2020 14:51:09 +0000
Content-Type: multipart/mixed
Parts/Attachments: text/plain (3865 bytes) , text/html (7 kB) , Justification for Other Than Full and Open Competition.docx (20 kB)

Hi, everyone.

Has anyone had to submit a justification for sole source on a contract? If so and you have had to fill out a form like the attached, would you mind sharing it with me?

Thanks!

Carla

CARLA COOLMAN
Press Officer • U.S. Consumer Product Safety Commission
Oficial de Prensa • Comisión de Seguridad de Productos del Consumidor de EE.UU.
301.504.7568 | 240.204.4722 |CCoolman@cpsc.gov |
Connect With Us (English/Spanish) :
SeguridadConsumidor.gov |CPSC.gov | Twitter | YouTube Español | OnSafety Blog
*The information expressed on this email is not necessarily that of CPSC.

*****!!! Unless otherwise stated, any views or opinions expressed in this e-mail (and any attachments) are solely those of the author and do not necessarily represent those of the U.S. Consumer Product Safety Commission. Copies of product recall and product safety information can be sent to you automatically via Internet e-mail, as they are released by CPSC. To subscribe or unsubscribe to this service go to the following web page: http://www.cpsc.gov/en/Newsroom/Subscribe *****!!!

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Form F1001A - Justification for Other than Full and Open Competition

1. Requisition number and title: ____

2. Description of the Supplies and Services Required:

____
____
____
____
____

3. Period of Performance: _______________

4. Estimated Value (to include options) : ____________

5. Description of effort made to ensure that offers are solicited from as many potential sources as practical:

____
____
____
____

6. Reason for Other Than Full and Open Competition (check one):

______ a. Only one responsible source and no other supplies or services will satisfy agency requirements. In section 7, justify why only the selected source and no other can meet the government's need. Past performance and industry reputation do not explain why only one source can meet the government's need.

______ b. Only a particular Brand Name item can meet the Government's need. In section 7, justify why only the particular brand of item and no others can meet the government's needs.

______ c. Unusual and compelling urgency. In section 7, justify why the event could not have reasonably been planned for and why the Government would be seriously injured if sources are not limited.

______ d. Industrial mobilization; engineering, developmental, or research capability; or expert services. In section 7, justify one of the following:

i. Why a contract must be awarded to maintain a facility, producer, manufacturer, supplier, or service provider in case of a national emergency;

ii. Why CPSC needs to maintain essential research and development capability; or

iii. Why CPSC needs to acquire services of an expert or neutral person for any current or anticipated litigation or dispute.

_______ e. International agreement. In section 7, please provide the name of the International Agreement.
_______ f. Authorized or required by statute. In section 7, please provide the name and/or citation of the Statute. FAR 6.302-5(b) provides a list of the most frequently cited statutes.
_______ g. National security.
_______ h. Public interest (must be approved by Chairman).

7. Justification for sole source (not competing the requirements):

____
____
____
____
____
____
____
____
____
____
____
____
____
_

8. Insert contractor name, address and telephone number:

____
____
____
____

9. Contracting Officer's Representative (COR): __________________________________

10. Originating Office/AED: ____

CERTIFICATION – This form and all supporting data are complete and accurate:

____

Signature of COR Date

CONCURRENCE:

____

Signature of AED/Office Director Date

CERTIFICATION AND DETERMINATION (to be completed by Contracting Officer)

Comments:

Authority: FAR 6.302-____and 41 U.S.C. 253( ), basis: ____________________

____

Contracting Officer Date

ADDITIONAL APPROVALS (as required):

____

Competition Advocate (greater than $700,000.00, but not over $13 million) Date

____

Senior Procurement Executive ($13 million or more) Date

Subject:	ISO agency Web Council charters
From:	"Custer, Richard (FHWA)" <richard.custer@DOT.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Custer, Richard (FHWA)
Date:	Fri, 23 Oct 2020 15:11:00 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1343 bytes) , text/html (3458 bytes)

Greetings, community –

Here at the Federal Highway Administration we're in the process of forming a Web Council. I'd love to have a look at the charter of any other agencies' web councils if you're free to share yours, either with this list or privately.

Many thanks. Happy Friday and have a super weekend!
RIch

Richard Custer
Web Program Administrator
Office of Public Affairs
Federal Highway Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: ISO agency Web Council charters
From: (b) (6) <(b) (6) IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 23 Oct 2020 13:19:40 -0500
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2958 bytes) , text/html (7 kB)

Here is a sample of a charter we used for our "Citizen Engagement Subcommittee" https://docs.google.com/document/d/1ebO4rdFVgn7d3L2B6zzG29oJJNL3YG-QBCWpGQSN7Yk/edit?usp=sharing

On Fri, Oct 23, 2020 at 10:33 AM Custer, Richard (FHWA) <0000097ba077a64a-dmarc-request@listserv.gsa.gov> wrote:

> Greetings, community –
>
> Here at the Federal Highway Administration we're in the process of forming a Web Council. I'd love to have a look at the charter of any other agencies' web councils if you're free to share yours, either with this list or privately.
>
> Many thanks. Happy Friday and have a super weekend!
>
> RIch
>
> -----
>
> **Richard Custer**
>
> Web Program Administrator
> Office of Public Affairs
>
> Federal Highway Administration
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

--

ocio Office of the Chief Information Officer

(b) (6)
Pronouns: She/Her/Hers
eGovernment Services Coordinator
200 E. Grand Avenue | Des Moines, IA 50309
(b) (6)
ocio.iowa.gov

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: Solving the Instagram 1-link policy
From: "Gebru, Dominique P (FAA)" <Dominique.P.Gebru@FAA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gebru, Dominique P (FAA)
Date: Mon, 26 Oct 2020 14:08:07 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (24 kB) , text/html (47 kB)

Hi folks,

Chiming in here after a much-needed vacation, but hopefully my response is helpful.

There are services that do this (i.e. Later's "Link in bio" tool), however if you would prefer to drive users directly to your domain (a good practice), there are options.

When I ran social at the Peace Corps, I worked with the web team to set up a landing page at https://www.peacecorps.gov/instagram. In essence, it's a simple page with square images, each of which has a link associated. My workflow went like this:

1. Upload image to web with link
2. Post to Instagram, directing users to the link in bio (which was always the same: peacecorps.gov/Instagram)
3. Users can tap the link in your bio, then find whatever image is associated with the link, click on it, et voila.

The beauty of this method is that it enables users to find links from past posts, not just your most recent. Is it an extra step? Sure. Is it worth it? Absolutely.

Happy Monday!

Dominique Gebru
(she/her)
Digital Communications Specialist
FAA Office of Communications
202-267-8323 I c: (b) (6)

Pitch an idea for our podcast!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Shea, Shannon
Sent: Tuesday, October 6, 2020 1:29 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

If you use Instagram stories, you can add a link to the story. (The "swipe up for more" that you see on a lot of stories from corporations.) I believe that unless you do some funky hacks, you need at least 10,000 Instagram followers to have this feature.

Best,
Shannon

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Friday, October 2, 2020 6:43 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I agree with you in general. We're definitely not looking for solutions that make people install something or change how they use Instagram, nor do I want to change the images we post.

That said, when companies like the NY Times and Anthropologie, and celebrities like Selena Gomez, provide links to more content, it tells me at least some Instagram users do want more info at least some of the time. I mean, the fact that commercial services have sprung up suggests it's a pretty common desire among brand followers (personal, commercial, and government). Why miss that opportunity?

So if there's a relatively straightforward way to do that, I'd like to pursue it.

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Widener, Charles (Chuck) <00000a6ccc43b5e3-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, October 2, 2020 6:07 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Rather than trying to make Instagram what it isn't to fit our needs, shouldn't we be more focused on tailoring our content to fit the platform and its consumers? Instagram is what it is because that's what its consumers want. They don't want to be directed to other content. I understand that as content managers or public affairs specialists we want to direct traffic to our content, but it's not about that with Instagram. Different medium … different audience … different engagement.

Chuck Widener
Director, Office of Web Communications
Office of Public Affairs
US Environmental Protection Agency
1200 Pennsylvania Avenue, N.W.

1200 Pennsylvania Avenue, N.W.
Mail Code: 1703A, Washington, D.C. 20460
Tel: 202-564-8403 | widener.charles@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Friday, October 02, 2020 1:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Generally, that is true, but there are apps and browser plugins now that add functionality to either the operating system or the browser to read QR code images in HTML pages. One would just tap, or tap and hold on the QR code image and a menu would appear to read the code. People would have to have the app installed to be able to do it, but it does work. Maybe the link in the bio page can list all the apps that do that for each operating system or browser plugin and suggest they install it. However, as a federal agency maybe that would be seen as promoting something, hard to tell. It's an idea.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, October 2, 2020 9:16 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Morgan, Steven <steven.morgan@ncpc.gov>
Subject: RE: Solving the Instagram 1-link policy

Question about the QR idea – assuming most people are using IG on a phone, wouldn't you need a second phone for scanning the QR code in order for this to work? One phone to display the image, a second one to use the camera function to take a picture and go to the QR code?

A quick search of IG on my phone to find a QR coded image to test (I used #QRcodetattoo) makes it seems like that is the case.

P.S. For people who do physical take-aways for events – QR code temporary tattoos raise some interesting possibilities. (See article on marketers doing it here and here, and WaPo's "this trend is already over" take from 2012)

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Thursday, October 1, 2020 6:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could always add a QR code to your post, embed it in an image, and when people scan it, it will take them to the appropriate web page.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ellison, Ben A
Sent: Thursday, October 1, 2020 5:57 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

You could leverage the "Share To…" function of the IG post, either using an app or write a service that takes text (like a Twilio SMS receiver) or email. A Lambda task, etc. – takes the link that IG populates and parses off the appropriate ID, matches it up in a db/lookup, and fires back the link you want them to visit. "As a service." So from the user perspective something along the lines of, "Share this post via text message to 5551212 to receive a direct link! We don't retain your data, our 'no spam guarantee.'" and/or instructions in the bio for same.

--Ben

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, October 1, 2020 1:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

I'm not familiar with how they are doing that, but have you explored using a dom modification with jquery or the like to make the text into a link?

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Thursday, October 1, 2020 1:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Solving the Instagram 1-link policy

Hi everyone.

tl;dr - We're investigating how to solve Instagram's 1-link limit. If you've got a workaround, please let us know. Our folks would like to interview you to learn more.

Here's the longer version for those who are now scratching their heads. ;)

Unlike Twitter, Facebook, etc., Instagram doesn't let you provide live links from posts. Sure, you can paste a URL in the description, but it won't be linked, leaving users to have to copy/paste it into a browser. Not ideal.

Instagram does give you a link from the account bio (aka profile). One link. Not two, not three. One. Which would be fine if they allowed you to link from each post.

The easiest solution is to link to your website's home page, but that leaves Instagram followers to stumble around the site looking for content related to that post that just got their attention enough to leave them hungry for more. Also not an ideal experience.

Two general options seem to have emerged. In both cases, you call attention to your solution by ending each post with something like "see bio link for more."
1) Link to a page of links, which probably isn't updated too often. This can work if your Instagram posts generally fall into certain categories. For example, if you post a lot about, oh, let's see ... astronaut pets (Probably not a real NASA thing. Probably. NASA folks, care to comment?) ... you might have a link on that page to "Astronauts and their pets." Still not ideal, but at least anyone interested in more info about a photo of an astronaut and their cat can get to the right general place.

And hey, maintaining a static list of links is easy.

And hey, maintaining a static list of links is easy.

2) Link to a constantly-updated set of links. Those can be text, but the platinum-level solution is to use the same photo as what's on each Instagram post to link to more info about that post. And if you do it right, you could have something you log into that both posts to Instagram and updates the links page so you don't have to log into two systems.

Third-party services have emerged to provide both solutions, but hey, we're the gummint! We can build our own! More to the point, by building our own, we can meet all federal requirements, including not handing our followers' info over to sites that don't share our strong privacy protections.

What, you want examples? I got examples!

Solution 1: http://linktr.ee/ lets you keep a page of links. The first example they provide on their home page is Selena Gomez. No real connection between her Instagram posts and her Linktree page.

But really, it's easy to imagine maintaining a list of links.

Solution 2: Anthropologie: look at how their Instagram feed is mirrored by their bio link page. Can you say "seamless experience"? Or at least "as seamless a workaround as could exist"? The New York Time is another example: Instagram | bio link page

Heyyyy - not bad for a guy who'd never heard of this issue before Tuesday.

So - if you've got a solution, we want to talk to you!

(b) (6), (b) (7)(C)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

(b) (6), (b) (7)(C)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: CRM integration with your agency website?
From: "(b) (6), (b) (7)(C) [redacted] (b) (6), (b) (7)(C) [redacted]@FEMA.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) [redacted]
Date: Mon, 26 Oct 2020 15:19:47 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (7 kB) , image003.jpg (5 kB)

Hi all,

I am working on deploying Salesforce Government Cloud for my program (flood insurance) and I am looking at various points of integration with our websites and how to best use available development resources.

Do you have any kind of integration between your agency or program website and a CRM? If so, what kind of integration and what CRM? If not, why not?

Do you offer direct customer engagement/customer service on your website such as live chat with an agent and/or chat bot? Contact form?

How do you capture web engagement and/or customer satisfaction with your website in your overall (360 degree) view of your customer?

Any lessons learned? Tips?

Thank you in advance!

(b) (6), (b) (7)(C) [redacted]

Digital Insurance Communications Specialist
Marketing & Outreach I Federal Insurance I Federal Insurance and Mitigation Administration
(b) (6), (b) (7)(C) [redacted]@fema.dhs.gov
floodsmart.gov

Federal Emergency Management Agency

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	Internships 101--Tips for Managers and Interns from the USAGov Blog
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Tue, 27 Oct 2020 15:55:01 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1949 bytes) , text/html (6 kB)

Hi Content Managers!

Our program has seen a lot of interns come and go over the decades. And so many have made great contributions to USAGov and gained experience to help launch their careers.

In the latest USAGov blog post, we asked our recent intern, Jessie Chen, to share some tips she learned during her year with us. Her insights can help managers and interns understand each other and work together to create the best experience for everyone.

We're always experimenting and learning new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and subscribe to the blog.

Thanks,

Nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Displaying Email Addresses on the Web in an Accessible Way
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ANNAPOLIS.GOV>
Date: Tue, 27 Oct 2020 18:18:10 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (26 kB)

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Displaying Email Addresses on the Web in an Accessible Way
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Wed, 28 Oct 2020 00:04:05 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (7 kB) , text/html (23 kB)

I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.

First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.

Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.

Third, user experience is very important so the solution should keep that in mind.

Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R
Date: Wed, 28 Oct 2020 11:28:43 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (9 kB) , text/html (28 kB)

Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.

We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.

-Scott

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 27, 2020 8:04 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.

First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.

Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.

Third, user experience is very important so the solution should keep that in mind.

Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

Subject: Re: Displaying Email Addresses on the Web in an Accessible Way
From: (b) (6) <(b) (6)ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6)ANNAPOLIS.GOV>
Date: Wed, 28 Oct 2020 09:22:57 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (31 kB)

Thank you, Steven! Does it work well on mobile devices? How about the attachments? And files types and size limitations? Any other issues at all? I'd have to accommodate/provide with ways to communicate with citizens hundreds of employees.

Thank you again!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

On Tue, Oct 27, 2020 at 8:04 PM Morgan, Steven <steven.morgan@ncpc.gov> wrote:

> I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.
>
> First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.
>
> Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I’ve seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.
>
> Third, user experience is very important so the solution should keep that in mind.
>
> Now, here’s what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.
>
> It’s not a perfect solution, but since I launched this system spam emails went down 90% and we haven’t have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.
>
> Steve
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
> **Sent:** Tuesday, October 27, 2020 6:18 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> Hello,
>
> Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:
>
> (b) (6)
>
> Director
>
> (b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ANNAPOLIS.GOV>
Date: Wed, 28 Oct 2020 09:25:11 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (11 kB) , text/html (28 kB)

Thank you, Scott! How do you display email addresses on your site now?

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)

website | map | email

On Wed, Oct 28, 2020 at 8:00 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.
>
> We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.
>
> -Scott
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Tuesday, October 27, 2020 8:04 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> **This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.**
>
> I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.
>
> First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.
>
> Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.
>
> Third, user experience is very important so the solution should keep that in mind.
>
> Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.
>
> It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.
>
> Steve
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
> **Sent:** Tuesday, October 27, 2020 6:18 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> Hello,
>
> Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:
>
> (b) (6)
> Director
> (b) (6)
>
> Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly,

then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Wed, 28 Oct 2020 15:27:41 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (14 kB) , text/html (42 kB)

Neat trick!

Another approach to stopping bots from using forms uses some simple code, without getting into Captchas: tell people right in the form "Enter the word human: " followed by a text entry box.

Have the script handler code look for the word "human" in that field and stop processing if it's not there.

We did that at EPA maybe 15 years ago, and it stopped bots cold. Bots don't understand the text on a page, so they can't interpret instructions.

(b) (6), (b) (7)(C)
of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)state.gov
(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Horvath, Scott R <000001c92094bb98-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 28, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.

We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.

-Scott

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 27, 2020 8:04 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.

First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.

Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.

Third, user experience is very important so the solution should keep that in mind.

Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: Reimbursable content strategist opportunity with Dept. of Justice's Civil Rights Division (closes Nov. 10)
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) USCIS.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Wed, 28 Oct 2020 15:30:37 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1712 bytes) , text/html (4 kB)

Greetings everyone,

The U.S. Department of Justice’s Civil Rights Division is looking for a content strategist to serve on a 1-year reimbursable detail. Open to GS-14 and GS-15 federal employees. Announcement closes on **Nov. 10**.

You can find more information at https://www.justice.gov/crt/experienced-professionals (under “Additional Positions,” select “Content Strategist”).

If you have any questions, please contact (b) (6), (b) (7)(C) @usdoj.gov.

Warm regards,
(b) (6), (b) (7)(C)
Writer-Editor, Office of Customer Engagement & Strategic Communication
U.S. Ci Immigr , Office of Information Technology
Office: (b) (6), (b) (7)(C) I Cell: (b) (6), (b) (7)(C)
“It doesn’t work to leap a twenty-foot chasm in two ten-foot jumps.” (American proverb)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ANNAPOLIS.GOV>
Date: Wed, 28 Oct 2020 11:43:49 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (16 kB) , text/html (41 kB)

Thank you all. As an IT person, I worry the most about security. But, now we have a thick and demanding layer of accessibility requirements. And the powers and users want convenience and user-friendliness. Would be great to hear from accessibility and usability specialists here.

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

On Wed, Oct 28, 2020 at 11:34 AM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Neat trick!
>
> Another approach to stopping bots from using forms uses some simple code, without getting into Captchas: tell people right in the form "Enter the word human: " followed by a text entry box.
>
> Have the script handler code look for the word "human" in that field and stop processing if it's not there.
>
> We did that at EPA maybe 15 years ago, and it stopped bots cold. Bots don't understand the text on a page, so they can't interpret instructions.
>
> (b) (6), (b) (7)(C)
>
> Director I Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> U.S. Department of State
> (b) (6), (b) (7)(C)state.gov
> (b) (6), (b) (7)(C)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Horvath, Scott R <000001c92094bb98-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Wednesday, October 28, 2020 7:28 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.
>
> We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.
>
> -Scott
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Tuesday, October 27, 2020 8:04 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> **This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.**
>
> I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.
>
> First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.
>
> Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.
>
> Third, user experience is very important so the solution should keep that in mind.
>
> Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I

put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Wed, 28 Oct 2020 16:33:04 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (21 kB) , text/html (56 kB)

Inna, you probably didn't mean to suggest accessibility requirements re new, but I need to clarify something: we don't "now" have accessibility requirements. Rather, the 508 requirements for information technology went into effect in 1998.

We all need to be armed with that knowledge when any powers-that-be, esp. people who are new to government, try to push us to ignore accessibility.

(b) (6), (b) (7)(C)
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C)state.gov
(b) (6), (b) (7)(C)

From: (b) (6) <(b) (6)annapolis.gov>
Sent: Wednesday, October 28, 2020 11:43 AM
To: Content Managers List <CONTENT-MANAGERS-L@listserv.gsa.gov>; (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)state.gov>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Thank you all. As an IT person, I worry the most about security. But, now we have a thick and demanding layer of accessibility requirements. And the powers and users want convenience and user-friendliness. Would be great to hear from accessibility and usability specialists here.

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

On Wed, Oct 28, 2020 at 11:34 AM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Neat trick!
>
> Another approach to stopping bots from using forms uses some simple code, without getting into Captchas: tell people right in the form "Enter the word human: " followed by a text entry box.
>
> Have the script handler code look for the word "human" in that field and stop processing if it's not there.
>
> We did that at EPA maybe 15 years ago, and it stopped bots cold. Bots don't understand the text on a page, so they can't interpret instructions.
>
> (b) (6), (b) (7)(C)
> Director | Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> U.S. Department of State
> (b) (6), (b) (7)(C)state.gov
> (b) (6), (b) (7)(C)
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Horvath, Scott R <000001c92094bb98-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Wednesday, October 28, 2020 7:28 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.
>
> We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.
>
> -Scott
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Tuesday, October 27, 2020 8:04 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.

First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.

Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.

Third, user experience is very important so the solution should keep that in mind.

Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) ANNAPOLIS.GOV>
Date: Wed, 28 Oct 2020 13:34:22 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (23 kB) , text/html (66 kB)

Jeffrey, you are correct, it wasn't remarkably efficient communication on my part.

In any case, email became a very popular way of citizens/government communication during the pandemic; I have never received that much email before. I was looking for some guidance - if there is a recommended protocol - on how to display contact email on government websites in a user-friendly, safe, accessible manner. I haven't discovered it yet. Different people are doing different things, there are no industry standards.

To find a solution, I visited hundreds of government websites, especially the ones that won all sorts of digital awards. Everybody displays email as they pleased, and often it's not 508 compliant (including us), regardless that the compliance requirements went in effect 22 years ago. Shame on me, but just a few months ago I discovered that displaying email links like this (it's a 2020 local gov. winner site, thus, the example) https://www.roanokecountyva.gov/Directory.aspx?did=78 is NOT an accessible way. We can not display multiple links with the same names pointing to different location, it's against 2.4.4 Link Purpose WCAG 2 compliance.

So, I'll keep searching and asking, the email forms will not work for us. Maybe https://digital.gov/ will recommend something, I really like their site and often look for a guidance there.

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

On Wed, Oct 28, 2020 at 12:33 PM (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) state.gov> wrote:

> Inna, you probably didn't mean to suggest accessibility requirements re new, but I need to clarify something: we don't "now" have accessibility requirements. Rather, the 508 requirements for information technology went into effect in 1998.
>
> We all need to be armed with that knowledge when any powers-that-be, esp. people who are new to government, try to push us to ignore accessibility.
>
> (b) (6), (b) (7)(C)
>
> Director I Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> U.S. Department of State
> (b) (6), (b) (7)(C) state.gov
> (b) (6), (b) (7)(C)
>
> ---
>
> **From:** (b) (6) <(b) (6) annapolis.gov>
> **Sent:** Wednesday, October 28, 2020 11:43 AM
> **To:** Content Managers List <CONTENT-MANAGERS-L@listserv.gsa.gov>; (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) state.gov>
> **Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way
>
> Thank you all. As an IT person, I worry the most about security. But, now we have a thick and demanding layer of accessibility requirements. And the powers and users want convenience and user-friendliness. Would be great to hear from accessibility and usability specialists here.
>
> (b) (6)
> **Web Developer, MIT**
>
> 160 Duke of Gloucester St.
> Annapolis MD, 21401
> tel (b) (6)
> website | map | email
>
> On Wed, Oct 28, 2020 at 11:34 AM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:
>
>> Neat trick!
>>
>> Another approach to stopping bots from using forms uses some simple code, without getting into Captchas: tell people right in the form "Enter the word human: " followed by a text entry box.
>>
>> Have the script handler code look for the word "human" in that field and stop processing if it's not there.
>>
>> We did that at EPA maybe 15 years ago, and it stopped bots cold. Bots don't understand the text on a page, so they can't interpret instructions.
>>
>> (b) (6), (b) (7)(C)

Director I Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6), (b) (7)(C) state.gov
(b) (6), (b) (7)(C)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Horvath, Scott R <000001c92094bb98-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, October 28, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Many years ago, we handled email addresses on the site with some CSS tricks. Since harvesters were scanning source code, we wrote the email addresses and email link to the code, backwards. Then we would use CSS to reverse the direction of the email on the front-end. This way the front-end link and display would read properly, but the harvester wouldn't find a legit email address in the code.

We stopped doing that several years ago as email spam filtering improved and we changed email systems. Not sure how effective that trick would be nowadays, but it did cut down spam when it was implemented.

-Scott

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, October 27, 2020 8:04 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

I believe you have hit on an important issue that you have explained very well, and one that I faced a few years ago. Before I explain what I did, I would like to make a few comments.

First, in my humble opinion, the purpose for having email links on a web page is to communicate with someone so the end result should concentrate on that. So, the issue about not being able to add the email address to their contact list is not the purpose I would be concerned about. But, if there is a valid concern about that, then there are ways to fix that.

Second, email harvester bots can cause a lot of problems! Some examples include providing an authentic looking spoof email because it came from a real agency email address, causing a denial of service event by over powering the email and/or spam filter system, or a foreign government bad actor sending emails that even if you preview the message can download some undetectable harmful code. These and more happen I've seen it. So in my viewpoint it is necessary to NOT publish emails if you can get away with it.

Third, user experience is very important so the solution should keep that in mind.

Now, here's what I did. I created a database of personnel to include their email address. The website is capable of sending emails via SMTP. I put a single form on the website so when a user clicks on a button it would open this form. The button has an id that is passed to the form which will be used to query the database. The email address is never exposed and the form is simple. It also has the capability to attach one file which is uploaded in a separate process - types of files, size, etc is all configurable and validated upon upload. Most email systems have a 10 to 20 MB file attachment limit so I mirrored that limit. I also added a captcha field to increase security and prevent auto-submitting bots from attempting to hack the system.

It's not a perfect solution, but since I launched this system spam emails went down 90% and we haven't have any denial of service attacks. Plus, it provided a way for our end users to send an email to staff in an easy, convenient, and secure way. Purpose fulfilled.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Tuesday, October 27, 2020 6:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Displaying Email Addresses on the Web in an Accessible Way

Hello,

Over the years we used to display hundreds of our email addresses on the website as "email" - sort of like this:

(b) (6)
Director
(b) (6)

Word "Email" is a link. Masking was done to supposedly keep the spammers away. Not sure how it could help, given that those email addresses are still available in the source code. But, the bigger issue is that this approach has alienated and/or annoyed multiple users whose browsers were not configured to open the desirable email/webmail client by default. In this case, users would hit the "Email" link relentlessly, then complain (usually call) that our email is "broken."

To fix this, one could either put a link (that nobody usually looks at) to the lengthy instructions on how to configure those browsers so they open the desirable email client when an "Email" link is clicked on, or simply walk the upset user through the process over the phone. Often users would not even know what a browser is. In any situation, it's an ultimate case of severe user unfriendliness. In addition, after multiple complaints, the departmental content providers began posting the full email address, so people actually could use it. We ended up with the inconsistent display of email addresses.

Then someone has come up with an idea to create hundreds of forms, so every employee in the City could be contacted via the form. There were quite a few cons to it: the attachments - types of the files and sizes, plus senders would not have a chance to add the email address to their contact list, something else, I forgot already.

In addition, as we've discovered, having multiple names on the page and a word "Email" next to then is against 2.4.4 accessibility compliance - the same link texts can not be used for multiple different destinations. I suppose the solution to that would be saying "Email to Rick Smith" instead of just saying "Email." But the "broken" email would not go away in this case either.

As to displaying email addresses just as they are (myemail@annapolis.gov) which is the majority's preference and perfect user-friendliness, there are two concerns: possible spam (albeit we have really good spam filters) and possible accessibility issues - it appears the screen reader reads email address letter-by-letter, which, I suppose doesn't make any sense to blind people.

I'm sure there is a perfect solution for it and I must find it: we are in a process of the site redesign and will have to make changes to the hundreds of email addresses - as they are displayed on the site.

If anybody found this solution and is happy with it, please do share. THANK YOU!

(b) (6)
Web Developer, MIT

160 Duke of Gloucester St.
Annapolis MD, 21401
tel (b) (6)
website | map | email

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject: NIH Justification or Approval for UX Tools
From: "Davis, Mashana (NIH/OD/ORS) [E]" <mashana.davis@NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Davis, Mashana (NIH/OD/ORS) [E]
Date: Wed, 28 Oct 2020 18:06:53 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2073 bytes) , text/html (5 kB)

Recently posted this on the WAG-NUTS-AND-BOLTS and WAG-Drupal listservs. So my apologies for cross-posting or the feeling of multiple messages (Déjà vu😊).

++
Hi there!

Does anyone have approval (ISSO level) to use the following tools (or the like):

Site Improve (https://siteimprove.com/)
Screaming Frog (https://www.screamingfrog.co.uk/seo-spider/)
Clicktale (https://www.clicktale.com/solutions/features/heatmaps/)
Crazy Egg (https://w3.crazyegg.com/)

Getting approval (IT security) has been a challenge. Hoping that having an example of NIH ICs with approval would help.
++

Thanks,

MaShana Davis, MIM
Information Architect
National Institutes of Health Library
Division of Library Services
Office of Research Services
Bldg. 10, Room 1L13E, MSC 1150
Bethesda, MD 20892-1150
301-827-3843 (o)
(b) (6) [redacted]c)
mashana.davis@nih.gov

Stay connected with the NIH Library
NIH Library: https://nihlibrary.nih.gov
Facebook: https://www.facebook.com/nihlibrary
Twitter: https://www.twitter.com/nihlib

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

Subject: What email marketing product or marketing automation tool is your team using?
From: Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>
Date: Wed, 28 Oct 2020 14:18:04 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1642 bytes) , text/html (2475 bytes)

Good afternoon, content managers!

I'm looking for information about the tools used by other agencies and communications/outreach teams. Requesting information and experiences using:

1. Email delivery products
2. Marketing automation tools

Any and all information would be extremely helpful - feel free to directly email me or reply all if this could be helpful for others.

Thanks in advance!
Claire

--

Claire Loxsom
Senior Program Analyst, USAGov Outreach (She/Her)
Gen Administration, Technology Transformation Services
M: (b) (6)
Interested in more? Subscribe to USAGov emails or partner with us!

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

Subject:	October 2020 highlights from the Federal Web Council
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	ammie.farrajfeijoo@gsa.gov
Date:	Thu, 29 Oct 2020 16:44:44 -0400
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (4 kB) , text/html (16 kB) , 2020 [AGENCY] Report to OMB - 21st Century IDEA - Template.docx (52 kB)

Web managers community,

The Federal Web Council, an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. We've heard from several of you that you'd like to hear more about what the Federal Web Council is working on, so we're going to send out occasional Council updates—and this is the second.

The Council last met on Thursday, October 15, 2020. One main topic of discussion was how to improve presentation of required links and content on agency websites, as detailed on the required links page on Digital.gov.

Required Links

To make it easier for agencies to include all required content, and bring some consistency to how these links are displayed across the federal web space, GSA created an identifier component in the U.S. Web Design System (USWDS). The identifier is a supplement to your standard site footer. GSA encourages you to implement the identifier on your website.

GSA also recently updated the U.S. government banner component in USWDS to improve clarity and trust. The banner helps visitors understand that they are viewing an official federal website. If you currently have the banner on your public-facing website, implement the latest version of USWDS to update the code and language.

Some agencies are required to include additional language explaining that the website is publicly-funded. Check with your Web Council rep or General Counsel to see if your agency has this requirement in its appropriation.

21st Century IDEA Reporting

On another note, by mid-December, all federal executive branch agencies must submit their second annual report on progress implementing 21st Century IDEA. See, for example, GSA's 2019 report on its progress in implementing 21st Century IDEA at gsa.gov/digitalstrategy.

GSA drafted and shared a template for our 2020 report, and I'm sharing it here again. Though it's not required to use the template, you're welcome to use it to develop your report as well. Coordinate your reporting efforts with your agency CIO and Web Council rep.

Your Priorities for FY 2021

What is your top web priority for FY 2021, and how can GSA support you? Would training or implementation guidance on a specific topic be helpful? What about product demos, or bite-sized training on very specific topics? What are some things our community can tackle together in the coming year, to improve digital service delivery? Send me an email and let me know your thoughts and priorities!

Save the Date

The next community huddle is tentatively scheduled for November 16 at 2 p.m. ET. We'll talk about 21st Century IDEA reporting. Pencil it in and be on the lookout for a calendar invite in the next couple of weeks.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

DESCRIPTION: This is a template for federal executive branch agencies to prepare their 2020 report to OMB on their progress to implement 21st Century IDEA. Use of this template is OPTIONAL.

INSTRUCTIONS: Fill out the template below, replacing logos, agency names, etc., as indicated in the comments. Delete this instructions page before submitting your report.

- **Report Content**: Focus on the *major* accomplishments your agency made in 2020 to modernize your websites and digital services, including:
    - Efforts (including costs) related to digitization of services, particularly around High Impact Service Provider (HISPs) and Customer Experience Action Plans;
    - Improvements to internal management systems, policies, governance models;
    - Consolidation and streamlining of content and websites; and
    - Improved compliance with laws and policies for federal websites and digital services.
    - Finally, as noted in Section 4(d) of 21st Century IDEA, you must report on your progress to digitize “any paper based form that is related to serving the public”.
- **Length**: Main body of the report should not exceed two pages.
- **Publication Guidance**: Publish a copy of this report on your agency’s flagship public-facing website.
    - Link to your report from your ***agency.gov/digital-strategy*** page.
    - If you post the report as a PDF, please include an HTML version as well.
- **OMB Submission Guidance**: Work with your agency CIO to submit your report to OMB at ofcio@omb.eop.gov.
    - You may submit either a document/PDF, or link to the report on your website
- **Due Date:** December 20, 2020.
- **Reminders**
    - Update the ***document name*** to replace [AGENCY] with your agency acronym (e.g., GSA, HUD)
        - Should read similar to: “2020 GSA Report to OMB...”
    - ***Delete*** this instruction page before submitting.

U.S. General Services Administration

Public Law 115-336, “21st Century Integrated Digital Experience Act”

December 2020 Report

Prepared for the Office of Management and Budget and the public per the requirements of section 3(d) of Public Law 115-336.

The General Services Administration's Progress to Implement the 21st Century Integrated Digital Experience Act

2020 Annual Report

Background

Section 3(d) of the 21st Century Integrated Digital Experience Act (21st Century IDEA)[1]requires the head of each Federal executive branch agency to report annually (through 2023) to the Director of the Office of Management and Budget (OMB) and the public on the agency's progress to implement the requirements of the Act, and modernize their websites and digital services. The information below details the efforts of the U.S. General Services Administration (GSA) to modernize the agency's websites and digital services in 2020.

GSA Efforts to Date

We are leveraging 21st Century IDEA to streamline our digital footprint and deliver an easy online experience to customers and partners. Building on the work we began in 2019, our focus in 2020 was to...

Major accomplishments for 2020 include....

Accomplishment #1

[Brief (1-2 paragraph) description of accomplishment and impact. Focus on work (including costs) related to meeting the goals of the CX CAP Goal.]

Accomplishment #2

[Brief (1-2 paragraph) description of accomplishment and impact.]

Accomplishment #3

[Brief (1-2 paragraph) description of accomplishment and impact.]

Digitization of Forms

As required in Section 4(d), we have digitized all paper-based forms related to serving the public. Our forms are published in our GSA Forms Library.

____

/s/ Agency Head
Title

---

[1] Public Law 115-336, 132 Stat. 5025-5028.

Subject:	Designing for translation: recap from Oct. 23 huddle
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	ammie.farrajfeijoo@gsa.gov
Date:	Thu, 29 Oct 2020 17:53:01 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3284 bytes) , text/html (14 kB)

Web managers,

Last Friday, many of us met with members of the Multilingual Community for a huddle on **designing for translation**. Thank you for the lively, engaging conversation! And an extra big THANK YOU to **Laura Godfrey** for co-hosting the huddle with me.

We discussed a lot of things related to designing for translation, including:

- **Understand your audience.** Determine who needs to know the information, and identify the non-English groups who would benefit from your work.
- **Consider text length.** For example, romance languages may take 15 to 20% more room.
- **Consider text direction.** Some languages are read right-to-left or vertically. W3C provides tips on inline markup and bidirectional text in HTML.
- **Use one style for dates and numbers.** Different cultures use different notations for dates and numbers. Check out the USAGov Bilingual Style Guide for its guidance on dates, times, and other numerical information.
- **Use a dedicated URL for each language page.** Help your audience find the information they seek in the language they prefer. Use the international convention for URLs and follow other best practices for managing multi-regional and multilingual sites.
- **Use plain language.** Use active verbs. Write short sentences. Avoid jargon. Stay away from acronyms. Proofread.
- **Consider layout and imagery.** Design for longer languages first. Think about how the design works for right-to-left languages. Use international symbols as an excellent way to convey a message regardless of language or cultural values.

Join the Multilingual Community if you're interested in continuing the conversation from the huddle.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Subject: FCN Winter 2020 Session! Socially distant connection: A discussion on effective event planning in the virtual environment
From: Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Date: Fri, 30 Oct 2020 14:12:16 -0400
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3051 bytes) , text/html (9 kB)

Join the Federal Communicators Network and the Partnership for Public Service for a conversation on planning and executing events in a virtual environment on Tuesday, November 17. We'll speak with government and non-profit communicators who are leading the field forward through events like this year's virtual Service to America Medals, public livestreams featuring renowned COVID-19 experts Dr. Anthony Fauci and Dr. Francis Collins, online gatherings of school districts across the country and more.

Register now at: https://ourpublicservice.org/events/federal-communicators-network-fall-2020-session/?utm_source=Partnership+for+Public+Service+emails&utm_campaign=e81f3e7917-EMAIL_CAMPAIGN_2017_07_24_COPY_02&utm_medium=email&utm_term=0_3aed0f55fc-e81f3e7917-213579537

CASE STUDY: SERVICE TO AMERICA MEDALS

Samantha Donaldson
Vice President of Communications
Partnership for Public Service

Nola Tolsma
Associate Events Manager
Partnership for Public Service

PANEL DISCUSSION

Kim Seigfreid
National Institutes of Health

Mike Pina
Federal Highway Administration

Carolyn Cooper
Bipartisan Policy Center

Kevin Branch
Communities in Schools

EVENT DETAILS

Platform: Zoom
Date: Tuesday, November 17
Time: 9:00 - 10:00 a.m. ET

Zoom information will be sent in the days leading up to the event. Please note that **the session will be recorded** and sent out after the presentation, so be sure to **register to get sent the link**!

Have a safe and happy Halloween weekend everyone!

Gabrielle

--

GSA

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

Collaboration drives outcomes

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l