

RECLAMATION

Managing Water in the West

Reclamation Web Publishing Manual and Visual Identity Requirements for the Web



U.S. Department of the Interior
Bureau of Reclamation

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Web Publishing Manual

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1.0 Introduction

The Internet has become a principal way for agencies to disseminate information and provide access to online transactions to businesses and citizens to support their mission(s). For Reclamation, that mission is to manage, develop, and protect water and related resources in an environmentally and economically sound manner in the interest of the American public. Web pages and related services represent Reclamation, the Department of the Interior and the Federal Government and must be an accurate, current authoritative source of information and presented in a professional and consistent manner that creates trust.

Departmental and internal Reclamation reviews identified the need for a standardized set of guidelines, a common visual identity and the coordination of the Reclamation Web Manager and Reclamation Web Team. These mandatory Web Publishing Guidelines (including the Visual Identity Web template) are intended to provide direction for the design, development, publishing and maintenance of Reclamation Web pages, as well as assist Web developers in producing pages that conform to currently accepted standards, design practices, and Departmental and Bureau Web policies and regulations. However, this document is not intended to be a complete "how to" guide for preparing or publishing Web pages. Additional information for Website development is included in *the Instructions for Utilizing the Reclamation Web Template* appendix (Appendix 16.5).

NOTE: Though these guidelines were developed for Web pages on both the external internet and for the internal Intranet as well. The Visual Identity Project Web template is being mandated at this time only for the Internet sites and for pages on the Reclamation-wide Intranet site.. Though the intranet version of the template is appropriate, though not mandated, for the regional intranet sites as well.

2.0 Maintenance of this Document

The Reclamation Web Manager and Reclamation Web Team maintain this document.

New technologies, standards, and ever-changing Federal regulations and Departmental policies require these guidelines to be a dynamic publication. This document will be periodically updated and will always show the latest revision date to indicate when an update has been made.

To propose specific additions or revisions, or obtain more information about this document, you may contact your representative on the Reclamation Web Team or the Reclamation Web Manager. These Guidelines will be maintained online at <http://www.usbr.gov/web/>

2.1 Revision History

Any substantial revisions, other than minor typographical corrections, will be listed in this section, with a brief description of the changes made and the date of the revision.

1/1/16 – Changes to Section 6.8 Links to Non-Government Websites (formerly Section.6.8 Exit Script) and updated links to Appendices.

3/1/15 and 5/12/15 - Update of Web Manual, as well as the Visual Identity Project Specifications for Web Pages and Instructions for Utilizing the Reclamation Web Template, to incorporate changes made necessary by the revisions to the Reclamation Web Template.

1/1/15 – Revisions required by the new Reclamation web template

7/1/11 – The following items and sections were updated:

- 6.1 Section 508 and Accessibility for Users with Disabilities
- 7.0 Website Application and Certification
- 7.4 Social Media Websites and Technologies
- 9.0 Web Page Elements
 - 9.1.3 Document Metadata (META)
 - 9.2.2 Images, Graphics, Multimedia, and Other Non-Text Files
 - 9.2.3 Footer
 - 9.2.4 Web Page Width/Monitor Resolution
- 12.3 Identification on Consortium Websites Hosted by Reclamation or Another Organization
 - Where Reclamation is a Partner

2/25/08 – Updated Website Certification Form and Web Resources

3/1/07 – Changed Firstgov.gov to USA.gov in footer

1/1/07 - Changes made to mandatory link from "Dataweb" to "Projects & Facilities".

12/1/06 – Incorporation of DOI Web Standards where required. Also, numerous minor revisions were made throughout the document to reflect changes in technology, policy and regulations. The Web Resources document was also updated with new information, references and links.

4/7/06 – The Website approval and certification forms were revised.

12/10/04 - 7.1 Website Approval - The DOI definition of what constitutes a Website was added to the Reclamation definition.

7/21/04 - 10.7 Links to Non-Reclamation Web Sites - Requirement added that links in the left navigation, or top horizontal navigation, should only be connected to Reclamation Web Sites.

6/21/04 - 10.5 Web Page Development Software - Support for Dreamweaver is the only version of Dreamweaver supported.

6/15/04 - 9.1.2 Document Title - Additional information on the proper descriptive title for Web pages and documents has been added.

6/14/04 - 9.2.5 Navigation and Required Links - Change requiring corporate Intranet Web sites to use left navigation in VI template and only use the horizontal navigation under the same criteria as outlined for the Internet pages.

6/3/04 - 9.2 Document Body and Related Elements - Additional information on standard font and color of text and titles added from Visual Identity Guidelines.

5/28/04 - 7.0 Website Approval/Certification Process/Content - Clarification added to indicate Regions/offices may add additional signatures to the approval and/or certification forms to reflect the approval/certification process within their Regions/offices.

5/28/04 - 9.2.3 Footer - Added coding for those pages on which the server script can not automatically place the required footer. Includes coding for Cold Fusion pages and a footer.lbi "library" item for others where the footer will not automatically be added.

3.0 Internet Directives and Standards

The Reclamation Directives and Standards CMP 03-01 - Reclamation Web/Internet Management (Appendix 16.1) provides the information and authority for implementation of these Web Publishing Guidelines.

4.0 Reclamation Web Manager and Reclamation Web Team

The Bureau of Reclamation Web Manager position and establishment of the Reclamation Web team were approved by the Reclamation Leadership team in 2001.

The Reclamation Web Manager is responsible for providing the overall guidance, direction and coordination for Reclamation's Web presence and the development and maintenance of the Web Publishing Guidelines and related Directives and Standards with the Reclamation Web Team. The Reclamation Technical Webmaster is responsible for providing guidance, direction and coordination on Web related technologies, architecture, infrastructure, hardware, software, servers, applications and for representing Reclamation system administrators, Regional Technical Webmasters and other IT staff on the Reclamation Web Team. The Web Publishing Guidelines identify the appropriate officials for reviewing and approving Web sites and the information published on Reclamation's Internet and corporate Intranet.

The Reclamation Web Team, chaired by Reclamation's Web Manager, provides direction and guidance to those involved in the development, implementation and maintenance of Web sites.

The Reclamation Web Team is made up of representatives from the following:

- Reclamation Web Manager
- Reclamation Technical Webmaster
- Commissioner's Office (representing both Washington and Denver)
- PN Region
- MP Region
- LC Region
- UC Region
- GP Region

The following areas will designate a contact to serve as a resource to the Reclamation Web Team (others may be added as needed):

Security, Safety and Law Enforcement (SSLE)

Information Management Division

- Freedom of Information Act (FOIA)

- Quality of Information (QOI)

- Privacy

- Records

I. T. Security Division

- Architecture

- Security

A list of the current representatives of the Reclamation Web Team, as well as the resource contacts, is attached. (Appendix 16.2)

5.0 DOI Web Standards

The Department of the Interior Web Council (DWC) was charged with developing Department-wide Web policies that ensure customers can easily locate, share, and use information over the DOI Web. DOI published standards in February 2006 and all requirements of those standards have been incorporated into the Bureau of Reclamation Web Guidelines. The DWC has been replaced by the DOI Web Leadership Team Any additional mandates or policies developed by this Team will be incorporated into, or referenced in, future versions of this document.

6.0 Legal Considerations

6.1 Section 508 and Accessibility for Users with Disabilities

Inaccessible technology interferes with individuals' ability - whether they are disabled or not - to quickly and easily obtain and use information that they need and, as in the case of Reclamation and other Federally produced information, to which they may be entitled. Federal laws and policies have long encouraged equality of access to information. In the Federal sector, the Rehabilitation Act of 1973, Amendments of 1998, Section 508, referred to commonly as "Section 508,"

explicitly prohibits barriers to “electronic and information technology” arising from Federal procurement, development, maintenance, and use of practices and procedures and applies to all Federal agencies when they develop, procure, maintain, or use electronic and information technology (this includes documents, audio recordings and videos produced in-house or by our contractors for Reclamation). As interpreted by the U. S. Access Board, the independent Federal agency charged with establishing compliance standards and criteria, Section 508 applies to the design and operation of all modes of information delivery, including Web sites. While the law provides that Federal organizations do not have to comply in every instance with the standards if to do so would create an “undue burden,” it nevertheless insists that the “department or agency shall provide individuals with disabilities ... with the information and data available by an alternative means of access that allows the individual to use the information and data.” This exception must be approved by the Reclamation Web Manager.

As a minimum, all the digital documents produced should be able to be read with screen readers and pass accessibility tests. This includes all documents produced by the Microsoft Office suite of programs, such as Word and PowerPoint and any Portable Document Format (PDF) files derived from those documents. Even electronic documents distributed by other means than through the Web must still be accessible. Older documents that were produced with earlier technology and are maintained for historical purposes may be exempt to the extent that their conversion to an accessible format would pose an “undue burden” on the Bureau, as well as GIS, map and images that cannot be described adequately in an alternative text format. Audio recordings should have a transcript available. Videos that are produced by, or for, Reclamation must include captioning, not just a separately available transcript.

On March 9, 2010, Reclamation’s Commissioner issued an all-employee memo reminding all staff of the laws regarding accessibility of electronic and information technology. (Memo)

In order to assist you in making sure all your documents are accessible, specific instructions and guidance have been made available on our intranet Website and also on the external internet site at:
<http://www.usbr.gov/main/accessibility.html>.

All Reclamation Website s maintainers are required to submit an annual certification by January 31st indicating the Website’s compliance with the accessibility laws and other regulations and related policies. (See 7.2 Website Certification)

Reference materials and tools for Section 508 compliance are listed on both the Reclamation internet and intranet sites. The internet page is located at: <http://www.usbr.gov/main/accessibility.html>.

6.2 Section 515 and Quality of Information

In Section 515(a) of the Treasury and General Government Appropriations Act for Fiscal Year 2001 (Public Law 106-554; HR 5658), Congress directed OMB to issue government-wide guidelines that “provide policy and procedural guidance to Federal agencies for ensuring and maximizing the quality, objectivity, utility, and integrity of information (including statistical information) disseminated by Federal agencies.” OMB’s guidelines were published in the Federal Register on February 22, 2002 (67 FR 8452), directing agencies subject to the Paperwork Reduction Act (44 USC 3502) to:

"Issue guidelines ensuring and maximizing the quality, objectivity, utility, and integrity of information (including statistical information) disseminated by their agency, no later than October 1, 2002.

"Establish administrative mechanisms allowing affected persons to seek and obtain correction of information that does not comply with OMB guidelines.

"Report to the Director of OMB the number and nature of complaints received by the agency regarding the accuracy of information and how such complaints were handled by the agency."

Additional information is available from the Chief Information Office / Information Management Division and at <http://www.whitehouse.gov/omb/fedreg/reproducible2.pdf>.

The Bureau of Reclamation Quality of Information Guidelines are available at:
<http://www.usbr.gov/main/qoi/guidelines.html>

All Reclamation Websites are required to certify annually that they comply with the provisions of Section 515. (See 7.2 Website Certification)

6.3 Privacy Notice

The Bureau of Reclamation is part of the U. S. Department of the Interior and therefore utilizes the same Privacy Policies. Therefore, the footer on all Web pages will link to <http://www.usbr.gov/main/privacy.html>, which will explain this to visitors and provide a link to the DOI policy at: <http://www.doi.gov/privacy.html>

Web sites must comply with the policy, including the Children's Privacy Policy. Additional information is available from the Director, Information Resources / Information Technology Services Division.

6.4 Platform for Privacy Preferences (P3P)

OMB has required that "Agencies must adopt machine readable technology that alerts users automatically about whether site privacy practices match their personal privacy preferences." (<http://www.whitehouse.gov/omb/memoranda/m03-22.html>).

The Platform for Privacy Preferences Project (P3P) is one method of providing a standard, simple, automated way for users to gain more control over the use of personal information on Web sites they visit. It is a Web-based language for describing the privacy policy of a Website in XML. Using this language, P3P enables users to compare a site's privacy policy with the user's privacy preferences before deciding to share personal information with the site. The Bureau of Reclamation has implemented the P3P requirement at the server level and therefore meets the OMB requirement. However, Reclamation does not allow "persistent cookies" or collect personally identifiable information – other than that which is voluntarily submitted by visitors for such items as conference registration.

6.5 Freedom of Information Act (FOIA)

The Bureau of Reclamation's Freedom of Information policy is posted at: <http://www.usbr.gov/foia/>
A link to this Web page must be contained in the footer of all Reclamation Internet Web pages.

All Reclamation Web sites must comply with the policy. Additional information is available from the Director, Information Resources / Information Technology Services Division.

6.6 Digital Rights, Copyright, Trademark, Patent Laws

No copyrighted materials may be used on Reclamation Web pages without the copyright owner's permission. If copyrighted materials are used, the ***copyright status must be clearly indicated.*** Any special conditions, such as limits on printing or copying a Web page arising from the inclusion of copyrighted content, also must be clearly explained. In addition to fulfilling our obligation to protect intellectual property rights as required by law, prominently identifying copyright status protects users of our sites who, assuming that government-produced content is not subject to copyright, may not realize that some parts of a particular Reclamation document contain restricted materials.

Common violations of copyright include use of copyrighted cartoons, photographs, artwork (particularly icons), and long excerpts from newspaper or magazine articles without permission and proper citation. Those who exercise approval authority over Web pages must ensure that authors are aware of and comply with all Digital Rights, Copyright, Trademark and Patent Laws.

6.7 Disclaimer

The Bureau of Reclamation Disclaimer is located at <http://www.usbr.gov/main/disclaimer.html> and utilizes the DOI standard disclaimer.

A link to this Web page is contained in the footer(footer.lbi) of all Reclamation Internet Web pages. All Reclamation Websites must comply with the Disclaimer policy.

6.8 Links to Non-Government Websites

The Bureau of Reclamation utilizes a CSS tooltip for links to non-government websites that will indicate the following: "This link will direct you to a non-government website that may have different policies from those of Reclamation." An example of the coding is as follows: `World Wide Web Consortium`

7.0 Website Approval/Certification Process/Content

7.1 Website Approval

Reclamation employees who wish to publish Web sites should complete the Website Application Form ([Appendix 16.3](#)) and discuss it first with the staff member/Webmaster designated in their office or Region as the primary point of contact for Web approval at that level. Regions/offices may add additional signatures to the approval and/or certification forms to reflect the approval/certification process within their Regions/offices.

In defining what constitutes a Web site, a Website is a navigationally connected set of one or more pages, documents, services and/or application(s). It is intended for a specific audience(s), accessible through the Internet or Intranet via a Web browser, with a primary point of entry (home page), has a defined purpose and is managed as a distinct collection. A Website may also be defined as an organized body of information available on the Web usually under the control of a single organizational entity, such as a regional, area or program/project office. The information is usually related by organizational unit, geographical location, or subject.

Simply adding information to an existing Web site, even if in a new sub-directory, would not necessarily constitute a new Web site. However, a substantial number of pages placed in a new directory with its own additional navigation links and establishing a separate identity for a specific program or project may be considered a new Web site. If you are unsure whether a group of Web pages constitute a new Web site, consult your Reclamation Web Team member or the Reclamation Web Manager.

There should be close coordination with the appropriate content management official, Web developer and the technical IT staff who will be placing the information on the staging servers. The Website Application Form must have the required signatures and approval from the appropriate Region or office level. Regional IT staff, as well as Washington/Denver staff, should coordinate with the Technical Webmaster in the Denver, Colorado, office if the Website is going to contain any programming, scripts, databases, ASP, multi-media or coding that will require action or special review by the Denver IT systems administrators. Applications for Web sites from staff at Washington or Denver should be submitted to the Reclamation Web Manager after receiving the appropriate approvals from their office and any necessary technical review by the Technical Webmaster.

The Reclamation Web Manager will maintain an accurate listing of all Web sites, contacts and related information based on information provided in the Website Application Form.

7.2 Website Certification

Reclamation must certify to the Department of the Interior that its Web pages comply with all appropriate Federal laws and regulations such as Section 508 (Accessibility) and Section 515 (Quality of Information). The Website Certification Form ([Appendix 16.4](#)) must be completed by the Website owner, indicated on the Website Application, for each Website and submitted annually on January 30th to the appropriate management personnel at the Regional Office for sites under the Regional Office and to the Reclamation Web Manager for Web sites under the Washington or Denver Offices. The designated official at the Regional level must provide an annual report to the Reclamation Web Manager that completed and signed certifications have been collected and are on file for all Web sites under their jurisdiction. Regions/offices may add additional signatures to the approval and/or certification forms to reflect the approval/certification process within their Regions/offices.

7.3 Website Content

Reclamation's Chief of Public Affairs and the Regional Public Affairs Officers are responsible for approving information published on the Web. Regional Public Affairs Officers are responsible for approving information on the Regional Website and at any level below, (i.e. Area Office, Project or Program Office) unless otherwise delegated by the Regional Director. All Reclamation Web pages will be published on Reclamation servers, and will enhance understanding of Reclamation's mission and the agency's programs, projects and facilities.

- 7.3.1. Information related directly and specifically to a particular office, with policy implications exclusive to that region or area (e.g., regional programs), will require approval from the appropriate Public Affairs Officer (i.e. Regional or Commissioner's Office of Public Affairs).
- 7.3.2. Information of a purely technical nature, with no policy or security implications (e.g., water operations information or hydrologic modeling data) will require approval from the process/system/project manager and/or supervisor directly related to the subject matter. However, the responsibility for the information's publishing and presentation on the Internet remains with the Public Affairs Officers.
- 7.3.3. In the Commissioner's Office, information and design will be approved by the designated contact in each Director's Office, and the Public Affairs Office prior to publishing.
- 7.3.4. Any Information deemed to potentially be a security risk must be reviewed by regional or Denver Office security staff prior to posting on the Web. (See Section 13.0 for more information.) Information deemed to be a security risk by the Director, Security, Safety and Law Enforcement will not be placed on the Internet. Any information that is currently on the Web and is found to constitute a risk by security staff will be removed immediately.
- 7.3.5. Existing and new Web pages shall meet Reclamation design standards outlined in the Bureau of Reclamation's Web Publishing Guidelines. Pages that do not meet Reclamation's Directives and Standards and Web Publishing Guidelines may be removed from the server by the direction of Reclamation Web Manager.

7.4 Social Media Websites and Technologies

There will be only one instance of each social media website established for Reclamation unless specifically approved by the Reclamation Web Manager and Chief of Public Affairs. This includes such sites/technologies as YouTube, Facebook, Twitter, Flickr, Tumblr, Instagram, Pinterest and related sites. These sites were developed under special Terms of Service Agreements between the providers and DOI. The Reclamation pages on these sites were established and are maintained by the Reclamation Web Manager and Social Media Team. There may be instances in which sites/technologies may be used by more than one entity within the Bureau. Any proposed used of such sites/technologies must be approved in advance by the Reclamation Web Manager and/or the Chief of Public Affairs.

8.0 Visual Identity Project

The mandates and requirements of **Visual Identity Project (VIP)** for the Reclamation Web pages are considered a part of this document.

To achieve recognition for our contributions in managing water in the west, a clear and consistent identity must be part of planning and designing every Reclamation product and presence. As the means of communicating Reclamation information to hundreds of thousands of people every month, it is important that all Reclamation Web pages support the Reclamation **Visual Identity Project**. To that end, ***proper application of the Visual Identity Project is mandatory for all Reclamation Internet Web pages (including Washington/Denver Intranet pages).***

The Visual Identity Project Specifications for Web Pages located at <http://www.usbr.gov/vip/IV-web.html> and on the Reclamation intranet, and also attached as an appendix, provide detailed guidance and examples for achieving full conformance with the **Visual Identity Project** requirements. Contact the Reclamation Web Manager for assistance with general Visual Identity design questions related to the Web and obtaining solutions for design problems not addressed in the Visual Identity Project Specifications for Web Pages or the Reclamation Web Publishing Guidelines.

The VIP templates were designed for use with Dreamweaver software and for the Drupal Content Management System, when Reclamation moves to that CMS.

9.0 Web Page Elements

Hypertext documents are divided into two fundamental structural units: the HEAD and the BODY. The contents of the HEAD area are, with the exception of the TITLE (which is used to label the browser window and bookmarks) not visible to the user when in normal browsing mode. In addition to the page title, the HEAD may contain such things as information on the standards used to encode the page (the DTD), metadata describing page content (the META element), instructions for how the document is to appear when viewed in a browser window or other device (the STYLE element), special programming instructions (JavaScript or Java applets), and other information necessary to ensure the proper display and behavior of the document. All other visible page content, such as text, graphics, image maps, and forms, is encoded and contained in the document BODY. Table 1 summarizes the key components of Web documents and their use in Reclamation Web pages.

Table 1: Summary of Principal Web Document Components

Section	Element or Content	Usage
HEAD	Document Type Definition (DTD)	Recommended for all pages
	Document Title (TITLE)	Required for all pages
	Document Metadata (META)	Required for all pages
	Style Sheet (STYLE)	Required in Visual Identity template
BODY	Visual Identity	Required for all Internet pages and Bureau-wide Intranet pages
	Titles and Content Labels	Required for all pages
	Graphics and Multimedia	Optional But must follow Reclamation Web Guidelines standards if used
	Footer	Required for all Internet pages

9.1 Document Head and Related Elements

9.1.1 Document Type Definition (DTD)

A valid HTML document declares what version of HTML is used in the document. The "document type declaration" names the "document type definition" (DTD) in use for the document. The DTD is the first item to appear in an HTML document, before the <html>, <body>, or any other element.

Some Web authoring tools, such as Dreamweaver, will place the DTD in the head for you.

9.1.2 Document Title (TITLE)

Every HTML page **must be provided with a title using the TITLE element**. The text of the TITLE element will appear when a user saves the page's Uniform Resource Locator (URL) in a "hotlist" or "bookmark" list. The title is also used by the visual browser to label its viewing window. Some search engines also classify pages in part by the title. Therefore, the TITLE text should be a succinct description of the page and must include "Bureau of Reclamation" in the text.

For example, the TITLE element for this document is: <title>Bureau of Reclamation Web Publishing Guidelines</title>

9.1.3 Document Metadata (META)

The META element (sometimes referred to as the "metatag") is used within the HEAD element to embed metadata (data that describes data) about the document not defined by other HTML elements. META elements may help search engines find appropriate pages. Such descriptive information can be automatically extracted by server or client software for use in identifying, indexing, cataloging, and presenting relevant information about the document's content.

Of particular interest is the use of the META element to embed strings of keywords that describe the information content or function of Reclamation Web pages. Judicious use of metadata, particularly keywords, in Web documents may help to ensure that Web indexers are able to properly locate, compile, index, and present key Reclamation pages to users in response to their specific queries. Keywords and other metadata should be placed in all appropriate Web pages or documents. There may be cases where they are not appropriate and should not be used. If you believe there is a reason the meta-data should not be included, consult your representative on the Reclamation Web team or the Reclamation Web Manager for an exemption. However, at a minimum, ***all Reclamation home pages and top-level, or parent pages in subject- or application-oriented document collections, including publications, must include appropriately detailed metadata*** as prescribed in the following table:

Table 2: Summary of META NAME Elements and Usage

Element NAME	Purpose and Description	Usage¹	Syntax and Defaults	Example Content
description	A concise description of the content and purpose of the page	Required	Plain text in sentence form	"Wildlife Problems Associated with Reservoirs used for Electrical Generation - Call Number: 137671 74A"
author	The name(s) of the person(s) or group(s) credited with authorship of the primary information content of the page, document, or application	Required for formal publications and documents; Recommended for other pages	List of names separated by commas	"Oliver, W. H."
keywords	A list of one or more terms describing the primary domain (for example, Reclamation, water resources, power generation, dam) and information content of the page, document, or application	Required see additional information following this table	Minimum content is "Reclamation"; words separated by commas if needed	"Reclamation, reservoirs, electrical generation, hydro power, ..."
publisher	The higher organizational entity under whose auspices the page, document, or application is published	Required	Default is "Bureau of Reclamation"; words separated by commas if needed	" Bureau of Reclamation, Lower Colorado Region"
created	Date indicating when page or document collection was first published. This date corresponds to the formal date of publication appearing on a print publication	Required	"YYYYMMDD"	"20140925" (25 September 2014)
expires	Date indicating when page or document collection becomes obsolete and should be replaced or abandoned	Required	"YYYYMMDD" "Never" and "NA" (not applicable) are also valid	"20141231" (31 December 2014)

review	Date indicating when a page or document collection is due for review (for example, for continued relevance or accuracy) of <i>information content</i> . Review dates can be effectively used where content is likely to become obsolete by a certain date (for example, for a published list of meetings)	Optional but Recommended Annual Review of all Web sites is required for Section 515 compliance.	"YYYYMMDD"	"20141005" (5 October 2014)
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Special Locational Metatags

language	The Language metatag declares to users the natural language of the document being indexed. Search engines which index Web sites based on language often read this tag to determine which language(s) is supported.	Required	The standard acceptable metatag for English is "EN"	<META HTTP-EQUIV="Content-Language" content="EN">
country	Country or countries to which the document content refers or applies	Optional but Recommended where appropriate	Name or ISO 3 code; "USA" is acceptable	"USA" "US"
state	State(s) to which the document content refers applies	Optional but Recommended where appropriate.	Name or two letter FIPS or postal abbreviation; separated by commas if needed	"Alaska" "Colorado, Virginia, Louisiana" "CO, VA, LA"
county	County or counties to which the document content refers or applies	Optional but Recommended where appropriate	County name; separated by commas if needed	"Fairfax Loudoun" "Fairfax, Prince William, Loudoun"
city	City or cities to which the document content refers or applies	Optional but Recommended where appropriate	City name; separated by commas if needed	"New York, New Orleans, New Jersey"
zip	U.S. postal zone(s) to which the document content refers or applies	Optional but Recommended where appropriate	U.S. Postal Service 5 or 9 digit code	"20202"

¹ For pages requiring metadata as described in the preceding paragraph.

Though many search engines now place less relevance on the metatag keywords, they can still be helpful in indexing by some search engines. Some items to consider when selecting keywords:

When choosing words to include in the metatag keywords attribute, you should choose keywords that are actually contained in the body of the document. If a word appears in the metatag that you do not use in the main body content, it may alert search engines that you might be misusing the keywords just to try to draw visitors to your site. The keyword should accurately reflect the true content of the page, highlighting the most important words that you wish to emphasize in the document.

Also remember to consider if your target audience will more likely type in the plural version of a word rather than the singular version. Place the version of the keyword that your site visitors are likely to use most at the beginning of your keyword list. Do not repeat a keyword more than once and do not use irrelevant words. More is not always better. Most

search engines are not case sensitive when analyzing. Make sure the keywords are separated by either spaces, commas or both if needed.

Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page. Meta description tags, while not important to search engine rankings, are extremely important in gaining user click-through from SERPs. These short paragraphs are a webmaster's opportunity to advertise content to searchers and to let them know exactly whether the given page contains the information they're looking for. The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

9.2 Document Body and Related Elements

As previously indicated, all Internet Web pages must comply with all requirements of the "[Visual Identity Project Specifications for Web Pages](#)". The standard VIP Web template must be used as indicated in the specifications. These specifications include such items as the header, standard navigation items, text font and color, cascading style sheets and other related elements. The standard font and color for the content is Arial and Black. In certain instances, additional colors for titles in the content portion of the page may be selected from the main or auxiliary colors listed in the [Color Palette](#) section of the Visual Identity Guidelines. The hex numbers for these colors are contained in the color conversion charts linked in each section of that page.

Note: "Frames" should not be used in the design of Reclamation Web pages. They make it difficult for visitors to bookmark or print the page. A white background is the standard for Reclamation Web pages. Color or image backgrounds can make it difficult for the viewer to see the text and can make the page look unprofessional. Colors in backgrounds of tables are acceptable if they are needed to distinguish between elements of the table and are light enough to provide sufficient contrast with the text. (Remember that screen readers cannot recognize colors and the identification of colors should not be necessary to interpret the information on a Web page.) Also persistent "cookies" (those which remain on the user's computer, as opposed to "session" cookies which are deleted after the visitor leaves the Web site) are not allowed to be used by Reclamation Web pages. In addition, the following standards must be followed:

9.2.1 Titles and Content Labels

A title, if used in the body of the document, should focus on the purpose of the page, not the Reclamation organizational structure, unless that is the purpose of the page. In general, the use of "Reclamation" as a unified entity should be emphasized, rather than its individual Regions or offices. **"U.S. Bureau of Reclamation" is never correct; instead, use "Reclamation" alone or "Bureau of Reclamation."**

When possible, the content of a page should be organized or grouped in a logical structure that is labeled to provide cues as to the nature and relationships of the information. All content headings or labels should be concise, clear, and consistent in usage from one document or site to another. Multiple terms to describe the same type of content from site to site (for example, "What's New," "Update," and "Hot Topics" for topical announcements) should be avoided whenever possible.

9.2.2. Images, Graphics, Multimedia, and Other Non-Text Files

Several general rules apply to the use of in-line images and multimedia:

- All images should be placed in an "images" directory.
- The three primary image formats used are .gif (Graphic Interchange Format), .jpg (Joint Photographic Experts Group) and Portable Network Graphics (png). For best results, save all drawings, graphs, etc., in the .gif format; and save all photographs in the .jpg format. Any images or graphics that were created in another format (e.g., .tif) must be converted to either .gif, .jpg or .png prior to posting on a Web page. The quality of a .jpg image degrades every time the image is edited and saved. If you need to edit an image, you should always go back to the original source file, edit it, and then save it as a separate .jpg file. Minimize any extraneous background space in an image by "cropping" the image. This will help focus attention onto the subject of the photo and reduce the overall size of the image. If you need to resize an image or graphic, this should be done with an appropriate graphics program. Do not attempt to change the size (height or width) by just revising the html code without changing the actual size of the

picture. This distorts the image and leaves the larger file size. The Reclamation template is a responsive design that will reformat based on the device which is being used to view the website. Therefore, all graphics should be sized for how they are to display on a desktop/laptop monitor, but should not include the specific size dimensions in the html code. For linked images, the border should be set with border="0", unless you feel there is a reason a border needs to be displayed. Images should be scanned or set to display as a minimum at 72 dpi resolution.

- To minimize transmission time, standard Web pages including text, embedded applets, and all images (those automatically displayed when a Web page is downloaded), should be kept as small as possible. Images should be optimized using an appropriate graphics software program, but not to the point of distorting the image so as to make its elements unrecognizable or look unprofessional.
- In physical dimension, images should be no larger than necessary to adequately convey their content and meaning. One method for presenting large graphics is to provide a postage stamp-sized preview or "thumbnail" of the image which links to the full-size image.
- Every image or graphic must include a descriptive text substitute to be used when graphics cannot be viewed by the user, cannot be displayed by the device, or have been disabled by the user. This can be accomplished by including the "ALT" tag. As indicated previously, all pages should meet the requirements of Section 508.
- Animation should not be used unless it is required to convey meaning to a graphic and or information to the public, which then must also be provided in a Section 508 compliant format. ("Blinking" and/or "scrolling" text are also unacceptable and should not be used). Requests for the use of animated graphics in specific applications where there are no suitable alternatives must be submitted to and approved by the Reclamation Web Manager.
- Currently Reclamation uploads all videos to the Reclamation YouTube site and then embeds those videos on the web pages. In certain applications, the Web Manager may approve videos to be embedded on Reclamation without utilizing YouTube, but they should meet html5 standards. Also, all videos must be Section 508 compliant, and this includes captioning. Just providing a text file for the script is not a suitable alternative for captioning, though it is recommended that a link to a transcript also be provided. For multimedia files to be downloaded, MP4 is the Reclamation standard. Flash embeds should not be used on Reclamation web pages.
- Standardized phrasing or icons indicating the type should accompany references to links to audio, video, and other binary files, and the file size should be specified. For example, reference might be made to a "Windows Media Player - 2 MB movie" or an " PDF - 150 KB." (Capitalize KB or MB for consistency on Reclamation pages.) Links to large multimedia files should be included only when there is a clear necessity for the file to provide pertinent information and where providing the file solely on a CD-Rom is not a cost effective option. The Reclamation Web Manager may require excessively large media files, or media files which serve no necessary purpose, to be removed from the Web server.
- For linked documents that are of substantial file size, when possible, break long documents into sections of approximately 10-20 pages each. Render each section as a separate file named for its section. Follow "natural" breaks such as chapters, sections, etc. If the natural sections greatly exceed the maximum, create subsections and label the files as such.
- There is only one favicon for Reclamation Web pages to be placed on the browser "favorites" of visitors. That .ico file is linked to <http://www.usbr.gov/img/favicon.ico> and should not be changed.

9.2.3. Footer

All Reclamation Internet Web pages are required to contain the following links in the footer of the page. The footer is a library item in the web template and should not be changed except by distribution of a new footer library item from the Reclamation Web Manager.

The footer contains the following links:

- Accessibility – Describes Reclamation’s efforts to comply with Section 508 of the Rehabilitation Act (29 U.S.C. Section 794D), and to ensure that all electronic and information technology developed, procured, maintained, or used by the Bureau is accessible to people with disabilities, including both employees and the customers we serve. For additional information, see section **6.1 Accessibility** of this document. Link goes to <http://www.usbr.gov/main/access.html>
- Disclaimer – Indicates DOI efforts to provide accurate and complete information, and warns against getting DOI/Reclamation data from non-DOI/Reclamation Web sites. For additional information, see section **6.7 Disclaimer** of this document. Link goes to <http://www.usbr.gov/main/disclaimer.html>
- DOI – Links to the Department of the Interior homepage at <http://www.doi.gov/>
- FOIA - States the Privacy Policy of DOI regarding the Freedom of Information Act. For additional information, see section 6.5 FOIA of this document. Link goes to <http://www.usbr.gov/foia/>
- No Fear Act - Frequently Asked Questions will provide answers to the questions received most often from our Website users. Link goes to <http://www.usbr.gov/main/faq.html>
- Notices – This page will include all the other links or notices required by Federal law or DOI required notices or links. <http://www.usbr.gov/main/notices.html>
- Privacy Policy – States the Privacy Policy of DOI, including what information is collected by the Web page, its use and storage, the policy regarding persistent and session cookies, Children’s Privacy Policy, contact information and related topics. For additional information, see section **6.3 Privacy Notice** of this document. Link goes to <http://www.usbr.gov/main/privacy.html>
- QOI - Describes Reclamation’s efforts to comply with Section 515 (a) of the Treasury and General Government Appropriations Act for Fiscal Year 2001 (Public Law 106-554; HR 5658), ensuring and maximizing the quality, objectivity, utility, and integrity of information (including statistical information) disseminated. For additional information, see section **6.2 Quality of Information** of this document. Link goes to <http://www.usbr.gov/main/qoi/>
- Recreation.gov - Links to the Recreation One Stop, which includes information on Reclamation recreation facilities. <http://www.recreation.gov/>
- USA.gov - USA.gov is the U.S. government's official web portal
- Contact Us – Form and information for contacting Reclamation
- Site Index – List of main websites under usbr.gov
- Links to the Reclamation Social Media and Multimedia sites

9.2.4 Web Page Width/Monitor Resolution

The standard monitor resolution setting on computers in 2014 is 1366x768 or higher. In order to accommodate those computers still maintaining a lower resolution, the web template is a responsive design currently set for a banner width of 1280.

9.2.5 Navigation and Required Links

Reclamation Web sites should maintain consistent navigation to promote ease of use. Consistent navigation makes Reclamation Web sites easier to use because visitors don’t have to learn a new navigation scheme on each new page. Visitors are more likely to get what they need from a site if they aren’t confused by changing navigation.

The Visual Identity Web template and guidance requires both standard appearance and placement of mandatory navigation links (in addition to those already indicated for the footer on each page). All Internet Web pages will use the standard VI Web template with the top of the page navigation that contains the required navigation items and drop down menus. The left navigation will be utilized for items and links for the specific office/website.

The Visual Identity Web template is located at <http://www.usbr.gov/vip/IV-web.html>

Required navigation links include:

Water & Power

Dams
Powerplants
Projects
Agrimet/Hydromet
Water Operations

Resources & Research

Programs
Technical Support Services
Research & Development
Reclamation Manual
Environmental Resources/Reports
Library

About Us

Mission/Vision
Offices
Organizational Chart
Employment
Contact

Recreation & Public Use

Find Recreation
Recreation.gov
Public Use

News & Features

News Releases
Features
Photos
Multi Media
Social Media

For the "content" area of the Web page, the following implementation guidance should be followed:

- Common items that appear on every page should, if possible, be in the same location on each page and have the same appearance and wording. A navigation item that is shared by a group of pages (such as a set of pages on a single topic, or for an office/division of the Bureau) should also have the same location, appearance, and wording on each page.
- Navigation items of the same type should also look and behave like each other. For example, if a set of pages on one topic has subtopic links beneath it, pages on other topics should also have subtopic links in a similar location of the page that look and behave the same way.
- If a particular set of Web pages requires specialized navigation, you should apply that navigation to the largest possible logical grouping (such as a topic, an audience, or a complete organizational unit). The specialized navigation should be similar in appearance and behavior to the overall navigation scheme.

- For sites with internal navigation and pages, the left navigation and sub-menus should be used. Where there is insufficient room or sub-menu levels available in the left navigation, some navigation elements may be placed in the content area, but there should be a way for the visitor to return to the higher level pages. Links that are just to documents, files, or links to sites outside the immediate Website can also be placed in the content area.

9.2.6 Notice of Last Review

All Reclamation webpages must have a visible date showing when it was last updated or reviewed or that it is an historical document". (See Section 10.6 Need to Maintain Pages and 7.2 Website Certification) Pages should be reviewed annually and the Website Certification Form must be completed for each Website.

10.0 General Considerations

10.1 Validation and Testing

All Reclamation webpages should format properly in the latest version of all browsers. In addition, Web pages should be Section 508 compliant, and if necessary, tested using a Section 508 validation program.

10.2 Programming

Programming such as java, cgi and perl can cause server problems and security risks if not written and implemented properly. Currently the only supported languages are Java, Perl, Python, and Coldfusion.

If there are plans to use this type of programming for a Web page, it must be clearly stated on the Website Application Form and have the appropriate review (and approval signatures on the application form) by the local and Bureau-wide IT staff. The programming should be reviewed and approved by the appropriate IT staff when developed and ready for deployment on the Reclamation Web pages. Applications should not require the user to download a proprietary plug-in or other software. The appropriate IT staff and the Reclamation Web Manager must approve exceptions for plug-in/software for multi-media. Because of their widespread standard use and functionality, Adobe Acrobat files are acceptable to link to on the Web, as are MS Office file. A link to downloading the appropriate plug-in or software should be included if appropriate.

There should be no javascript, or other programming, which causes "pop-up windows" to open automatically without the visitor clicking on a link. If javascript is employed in such items as navigation in the content section of the Web page, it must be Section 508 compliant and should not cause problems for those with dexterity or physical disabilities that make it difficult to select menu items that pop-up and disappear as the cursor moves through navigation menus. Though Javascript is used in the current template, it should not be used unnecessarily. Databases should be developed in Oracle with proper approval and coordination with the appropriate IT staff.

10.3 Internet vs Intranet Pages

A distinction must be made between public Internet pages available to everyone and internal Intranet, or "Reclamation-Only," pages accessible only to Reclamation employees and selected cooperators. The latter may contain draft, administrative, or internal information generally not shown to the public for privacy, policy, or other reasons. Public Internet pages must not contain links to internal Intranet pages to which the public does not have rightful access. Exceptions are special script- or program-enabled links to internal pages that can be made to appear only to computers within the Reclamation and related approved domains or those that draw information from an internal database but do not allow direct access to the internal server or database.

10.4 Pages Under Construction

Do not use the "Under Construction" or "Coming Soon" designations for pages. Do not point the user to something that isn't there! Do not activate public links to a new page until it is ready for use. Web pages should be developed on your desktop computer, not on staging or servers accessible to the public.

10.5 Web Page Development Software

Currently the only supported Web page development software is Dreamweaver, though Reclamation anticipates moving to the Drupal Content Management System at some time in the future. The HTML Converter in Microsoft Word should not be used (except to prepare a document to be opened in Dreamweaver, in which case developers will use the "clean up Word HTML" command to remove non-compatible code from the Web page).

10.6 Need to Maintain Pages

Lifecycle and Currency of Documents - Effective customer service and credibility depend on the information's timeliness and currency. Time-sensitive information such as conference announcements and press releases must be posted as promptly as possible. Out-of-date information must be removed or updated promptly. The owner responsible for the document or collection will determine when documents should be purged or classified as "historical." When the information in an online version of a publication becomes outdated, a dilemma arises: whether to update the information or remain faithful to the printed version. The information should be updated if

- (1) the document is represented to users as a current resource rather than an historical artifact; and
- (2) the outdated information is factual and easily updated in the document without distorting other content (e.g., new phone numbers or contact names).

When a publication that has been placed online is modified, there should be some notice to the visitor that the publication has been modified and the revision date should be indicated.

Each Web page should contain a "page last updated date" or if older than one year, a "date last reviewed".

Section 515, which addresses the need to insure the quality, objectivity, utility, and integrity of information disseminated by Federal agencies, requires Web pages be reviewed on a regular and on-going basis to insure compliance. The Website Certification Form must be completed and submitted annually by January 31st, on every Website, to the appropriate Reclamation Web Team member or designated official in each Region or to the Reclamation Web Manager for any Website not under a regional office; it includes the assurance - by the individual responsible for the Web page - that this review has been completed. Rapidly changing information (e.g., reservoir elevations and water supply data) should include a date for the data collected (i.e., "Data current as of").

10.7 Links to Non-Reclamation Websites

Links to other sites are permitted in Reclamation pages only when there is a clear common interest and related subject matter. It should be clearly indicated that the Non-Reclamation Website is neither sponsored or endorsed by Reclamation. Links to non-Reclamation sites must use the "tool tip disclaimer" as indicated in **6.8 Links to Non-Government Websites**. Links to other Federal Web sites do not require an exit script or disclaimer.

10.8 Endorsements

Information contained on Reclamation Internet servers shall not endorse or be perceived to endorse commercial products or services.

10.9 Counters/Web Statistics

Do not place hit counters or links to Web visitation statistics on any Reclamation Webpages. Reclamation utilizes Google Analytics for Web statistics.

11.0 Naming Structure

For the external Internet Web pages, the root domain name is www.usbr.gov. Requests for domain names under this domain name and its sub-directories must be included in the Web application and approval by the management personnel at the appropriate level and the Reclamation Web Manager as indicated on the form. Do not use spaces in either Web addresses or file names but dashes are allowable. The use of capital letters and underline (_), which can be difficult to see in a Web address, are discouraged, but not prohibited.

12.0 Partnership and Interagency Websites

12.1 Partner Identification on Reclamation-Hosted Web Pages

(Note: The Bureau of Reclamation does not host “.com” Websites.)

All Partnership and Interagency Web Sites must have the standard Website Application completed and approved at the appropriate level prior to any agreement being finalized with a partner or the Website being developed. All sites hosted on Reclamation servers must comply with the Reclamation Web Publishing Guidelines, even those where the use of the Visual Identity Project Web template is not mandated.

- **Reclamation is the major partner.** The Visual Identity Project Web template is followed and the placement of the partners' identification (i.e., line of text or graphic logo/seal) can be placed at the bottom of the left navigation and must be identified as a partner, or it can be placed in the “body” of the Web page – anywhere below the header graphic and to the right of the left navigation menu. On pages where the horizontal navigation has been approved, the body of the page is below the header/navigation bar. The Web address should be under the www.usbr.gov domain name.
- **Partners have equal status.** The Reclamation Visual Identity Project Web template is recommended, but not mandated. The Reclamation seal must be included if the partners' logos/seals are on the Web page, or the partners can be identified on a "partners" page that would include a comprehensive list of all participants. The list of partners may also include information on Reclamation's and the partners' roles in the project. The Web address can be under the www.usbr.gov domain name.
- **Reclamation is a minor partner.** Preferably, if Reclamation is a minor partner, the site would not be hosted on our servers. If the site is approved for hosting on our servers, then the Reclamation identifier (only the official name/seal/logo tagline) should appear; however, its use, placement, and size will depend on the major partner's consent or visual identity system. Reclamation identification may also be a line of text. A "partners" page that would include a comprehensive list of all participants is also acceptable. The list of partners may also include information on Reclamation's and the partners' roles in the project. The Web address would not be under the www.usbr.gov domain name, without a special exception from the Reclamation Web Manager.

12.2 Reclamation Identification on Web Pages Hosted by Outside Organizations Where Reclamation is a Partner

- **Reclamation is the major partner or cooperators have equal status.** The preferred method is to request that the Reclamation identifier appear on the Web page at the same level and at the same size as that of the host. An alternative is to request that Reclamation be identified by a line of text that links to the Reclamation home page. For multi-partner or consortium projects, it is appropriate to request a "Partners" link that would lead to a comprehensive list of all participants. The list of partners may also include information on Reclamation's and the partners' roles in the project.
- **Reclamation is a minor partner.** Reclamation identification is not mandatory. However, placement of Reclamation identifier on the Web page should be requested, but Reclamation will defer to the host's visual identity system for placement and size. An alternative is to request that Reclamation be identified by a line of text that links to the Reclamation home page. Reclamation identification can also be included on a "partners" page that would include a comprehensive list of all participants. The list of partners may also include information on Reclamation's and the partners' roles in the project.

12.3 Identification on Consortium Websites Hosted by Reclamation or Another Organization Where

Reclamation is a Partner (Note: Any new top level domain name must go through an approval process that includes the standard Reclamation Website application and all applicable signatures, review and approval of the Reclamation Information Resources, DOI CIO, and registration with the GSA domain approval office. In addition, the proper DOI forms must be utilized. Contact the Reclamation Web Manager for the most current version of the DOI forms.

- **The site is a consortium that has a separate identity from Reclamation and the other partners.** The site follows the identity of the consortium, not that of the Reclamation Visual Identity Project or any other partner's visual identity system. An example of a consortium site can be found at <http://www.gcdamp.gov/>. Reclamation should be identified on a "partners" page that would include a comprehensive list of all

participants. The list of partners may also include information on Reclamation's and the partners' roles in the project. When appropriate, a line of text, such as "Technical support for this Website is provided by the Bureau of Reclamation," should be included on the home page of the site.

- **Reclamation Hosting of a Website for Another Organization With Which it is Not a Partner.** As a general rule Reclamation should not host sites for other organizations. Because of security and access concerns and the small amount of cost for commercial services to host Websites, there should be no compelling reason for Reclamation to host sites for which it is not a partner.

13.0 Security

Reclamation does create and use information that, if inappropriately released, could compromise the safety and security of our facilities, employees, and public. The Commissioner's Memorandum of June 19, 2002, (Subject: "Policy Memorandum - Interim Requirements and Procedures for Handling and Safeguarding the Bureau of Reclamation's Information and Records"), shall be used to determine the types of documents/information that will not be posted on Internet Web sites, or that may be posted on Reclamation Intranet Web sites if authentication techniques are employed. Documents, drawings, or information that may expose vulnerabilities of a Reclamation facility that could be exploited by a potential attacker will not be posted on any Web site. Any Information deemed to potentially be a security risk must be reviewed by regional or Denver Office security staff prior to posting on the Web. The Reclamation Director of Security, Safety, and Law Enforcement (SSLE), or his/her designee, has the final authority for determining what information may pose a security risk to Reclamation installations.

Restricted data should never be made available on Reclamation public Web servers. Sensitive data, that needs to be accessed by approved personnel outside Reclamation, should be password protected and adhere to the Reclamation password policy.

Reclamation Information Technology (IT) Security Program: Information/Data Security Directives and Standards IRM 08-11 defines and establishes the responsibilities and procedures required to safeguard Reclamation's information/data and should be strictly followed. The Internet is not a secure network; therefore, sensitive information, as defined in the Computer Security Act of 1987 (e.g., proprietary and Privacy Act information), will not be transmitted over the Internet without encryption. Additional information is available from the Information Resources Office.

14.0 Records

The Federal Records Act defines the term record as "all books, paper, maps, photographs, machine-readable materials, or other documentary materials, regardless of physical form or characteristics, made or received by an agency of the United States Government under Federal law or in connection with the transaction of business. Records are preserved or are appropriate for preservation by an agency or its legitimate successor as evidence of the organization, functions, policies, decisions, procedures, operations, or other activities of the Government or because of the value of their information."

Information published only on a Reclamation Internet Website and available in no other format is considered the Official Record under the Federal Records Act. All authors of this information and Web site/LAN administrators should be fully aware of National Archives and Records Administration (NARA) requirements to transfer official records in accordance with 36 CFR, Sub Chapter B, Part 1220, Subpart A, L (1228.270), and Part 1234. The transfer of Official Records will be coordinated through the Records Management Team in the Denver Office. Additional information is available from the Information Resources Office.

15.0 Archiving

Websites will be archived September 30th of each year in accordance with NARA regulations 36 CFR, Sub Chapter B, Subpart L, part 1228.270 (2) or current NARA standards. Records Management will process and accession the Official Records to NARA. Additional information is available from the Director, Information Resources Office.

16.0 Appendices

- 16.1 [Reclamation Directives and Standards CMP 03-01 - Reclamation Web Management](#)
- 16.2 [Reclamation Web Team - Current Membership](#)
- 16.3 [Website Application Form](#)
- 16.4 [Website Certification Form](#)
- 16.5 [Visual Identity Project Specifications for Web Pages and Instructions for Utilizing the Reclamation Web Template.](#)