

Office of Communications

Digital Media

DTSC's website should provide the public with clear, concise, and easily accessible information about the Department.

Goal: Make DTSC's website and social media tools useful, accessible, and reflective of the needs of communities, the public, and DTSC's other stakeholders.

Background: In the past, DTSC's website was difficult to navigate and cluttered with inaccurate and out-of-date information. With the implementation of an update to its content management system in December 2013, the Department can move forward with training and implementing systems for organizing and managing the content on its website and utilizing the best social media tools to provide clear, accessible, and timely information to the public and stakeholders.

The objectives of this work plan are to:

- Develop a training program to educate program personnel on how to use DTSC's content management system.
- Reduce the amount of out-of-date, inaccurate, and ignored documents and pages on the DTSC website.
- Organize a committee of program personnel to create a governance method and documentation for maintaining the website.
- Create a workgroup to develop and implement a social media strategy for DTSC.

Timeline:

6 months: July 2014 – December 2014

- Use Google analytics to begin defining important pages on the website.
- Program units will designate personnel to oversee and manage content on their webpages.
- Begin training sessions for designated program personnel:
 - Create training manual.
 - Create webinar for training personnel in regional offices.
- Develop strategy for social media interaction with the public, legislature, and other stakeholders and external partners.
- Begin training Public Participation staff in social media communication.

12 months: January 2015 – June 2015

- Develop and begin meeting with website governance committee.

- Governance committee will develop rules and methods for verifying and updating information on the website.
- Designated staff will begin reviewing, modifying, or deleting website content.
- The governance committee will devise a methodology for timely maintenance of pages and documents on the website.
- Expand the use of social media throughout DTSC.
- Use real-time monitoring of analytics from the website and social media sites to identify the most successful social media campaigns.