



## ENVIRONMENTAL MANAGEMENT POLICY

TITLE: Environmental Management Web and Internet Policy

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APPROVAL:   
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**OAK RIDGE OPERATIONS**

## ENVIRONMENTAL MANAGEMENT POLICY WEB AND INTERNET PUBLISHING

### Purpose

These policies and guidelines apply to Department of Energy (DOE)/Environmental Management (EM) World Wide Web (WWW) documents. DOE/EM guidelines are intended to help WWW authors avoid some common mistakes, as well as to give DOE/EM pages a consistent look and feel.

### Policy

Each home page will contain the Oak Ridge Operations Office (ORO) EM logo. If the EM logo is used, the words "US Department of Energy" must be visible somewhere in close proximity to the logo. The template for the pages is included as Attachment 1.

Each home page should contain an information owner and maintainer including: name and email address. The information owner is the DOE employee who is responsible for assuring technical content is accurate. This person may elect to have a contractor or other DOE employee that can respond to technical questions receive e-mail. The maintainer is the person that assures links are working, makes changes, and updates the site. The maintainer can be either the EM Web Team or contractor.

Each home page will contain a Date Last Modified field. This will provide the visitors with a sense of confidence in the information that is documented on the page.

Each home page must contain a link back to ORO EM home page which is found at: [WWW.ORO.DOE.GOV/EM](http://WWW.ORO.DOE.GOV/EM)

Each home page must be EM mission related.

Home pages should not contain areas that indicate the site is under construction. Publish what is completed and add to it as other sections are completed.

Each home page must not use copyrighted material without documented permission.

Home pages must not contain advertising, solicitations, or anything else that would imply government approval of commercial products. Information must be professionally presented.

Internet publishing on public servers must follow the same basic guidelines as release of other information to the general public.

Any home page that does not reside on the DOE server but has a link on the EM home page should have a link on its home page to return visitors to the EM home page.

## **Guidelines**

When using graphics, consider that your audience may be using a modem and a PC. Create small, clickable images so that your homepage can download quickly, but give the viewer the opportunity to **view** the larger image if they chose.

**Keep in mind that some visitors will be using an old browser and will not be able to view newer technologies. Use an alternative for lower end browsers.**

Like graphics, audio and video clips can enhance the information content of a page, but they can easily be overused.

MIME types should be restricted to Gif, TIFF, and JPEG.

Know what it is you want to accomplish with your Web Site. Without a clear statement of purpose and objectives the project will begin to wander off course and bog down.

Always consider that information ages and will only be useful for a limited time unless updated. Published information should be reviewed at least three times a year.

Every page shall have a title. The title will be as short as possible but fully informative and specific (e.g., "Waste Operations Team" is preferable to "Waste"). The title is important because it is frequently used as a key to identify the document on hot lists, search result sets, and site indexes.

Spelling and grammar should be correct within a document.

Home pages will follow an organizational template (see Attachment 1).

Home pages should be syntactically correct.

When the home page is moved to a new location, **make a link or redirect plus notify visitors of the change in location.**

Provide search capabilities for large and complex WWW sites.

Every page should be tested with multiple viewers (Netscape and Microsoft Internet Explorer) in the newest version and the previous version.

## **Approvals**

**Attachment 2, Environmental Management Web Site Approval Form, must be completed and signed by the DOE Program Manager. The EM Web Team must receive this form prior to posting the home page to any server and electronic copy to keep as backup.**



# EXAMPLE OF TEMPLATE

## WEB PAGE CONTEXT HERE

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Doe Program Manager:  
Name  
Watershed, Group, Team, or whatever

Please direct questions of a technical nature to: E-Mail address

**OR** Program Manager can be listed without the program manager's e-mail. The Program Manager can elect to have either/or another DOE person receive e-mail or their contractor.

Other DOE Person or Contractor to receive the e-mail for technical questions:

DOE person  
E-Mail Address

Contractor's Name  
Contractor's Company  
E-Mail Address



Send mail to EM Web Team with questions or comments about this web site.

Last modified: 08/25/98

**ENVIRONMENTAL MANAGEMENT WEB SITE APPROVAL FORM**

Please check in the box which appropriately describes this web site:

- 1. DOE developed and published on DOE server
- 2. Contractor developed and published on DOE server
- 3. Contractor developed and published on contractor server

DOE Program Manager or DOE Sponsor	Name	
	Organization	
	Address	
	Telephone Number	
	Email Address	
	Fax #	
Developer	Name	
	Company	
	Organization	
	Address	
	Telephone Number	
	Email Address	
	Fax Number	
Maintainer (if different from Developer)	Name	
	Company	
	Organization	
	Address	
	Telephone Number	
	Email Address	
	Fax Number	
Cost of Development:	Server:	URL of Home Page:
\$		
DOE Sponsored Approval:		EM Web Team Approval:
<p><b>NOTE:</b> The EM Owner, DOE Program Manager, and contractor developer are responsible for obtaining the appropriate review and approvals for public release information.</p>		
Date Posted:	By (name):	

cc: Team Lead  
EM Web Team File