

U.S. Missions Website Platform Publishing Standards

U.S. Missions Website Platform Program

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Revision History

Revision	Description of Change	Author	Effective Date
1.0	Initial Release	David P. Kajut	06/25/2015
1.1	Change in template permissions	David P. Kajut	07/02/2015
1.2	Change in sidebar information, plugin listing, software changes	David P. Kajut	08/06/2015

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Section 1: Introduction

This document is intended for Missions Website Platform (MWP) users filling the roles as Contributors, Authors, and Editors.

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Overview of this Document

This document is divided into the following sections:

- ▶ **Section 1: Introduction** – Provides information regarding the Bureau of International Information Programs (IIP) and a brief introduction to U.S. Missions website platform.
- ▶ **[Section 2: Publishing Standards](#)** – Provides embassies with the tools needed to create a site that encompasses the overall branding of the Department of State (DoS) while meeting minimum standards and best practices in design and technology. The standards address basic design issues and content specific for all current media available. They break the brand down into several individual aspects, providing specific guidelines on proper usage in order to achieve this goal.
- ▶ **[Appendix A: Glossary](#)**
- ▶ **[Appendix B: Additional Services and Information](#)**

Bureau of International Information Programs (IIP)

The Bureau of International Information Programs (IIP) is the principal international strategic communications service for the foreign affairs community. IIP designs, develops, and implements a variety of information initiatives and strategic communication programs, including internet and print publications (multiple languages), traveling and electronically transmitted speaker programs, and information resource services. These programs are created strictly for key international audiences, such as the media, government officials, opinion leaders, and the general public in more than 140 countries around the world. Given these audiences, IIP also provides information to missions all over the world to allow for the repurposing and distribution of this information to a mission's local audience. The Bureau's products and services include: websites and other internet services, electronic journals, speaker programs, print publications, and Compact Disks-Read Only Memory (CD-ROM) uniquely designed to support the State Department's initiatives, as well as those of other U.S. foreign policy organizations.

U.S. Missions Website Platform

The main purpose of the U.S. Missions Website platform is to provide content management, web hosting, search, and web reporting tools for missions. IIP's website platform is the vehicle by which IIP's core mission is delivered: "To get the right information, to the right people, at the right time." The U.S. Missions Website platform provides the delivery platform and infrastructure that facilitates the development, maintenance, and hosting of a centralized multilingual content management system to streamline the creation and delivery of high quality information for both print and web content for missions and IIP international audiences.

The core functionality of the platform is focused at streamlining the production workflow and publishing of missions and IIP-created and related content from inception, through approval workflow, and ultimately to production. This entire process is further enhanced by the ability to allow any user to repurpose content with minimal effort for use or reuse in any of their web or print publications. This enhanced workflow and extended capability allows our missions and IIP to do more with less, to focus on producing higher quality products, and to respond to world events quickly, with more consistency, and with more reliability thereby maximizing the time-value of information and ultimately the effectiveness of the message being delivered. IIP and Embassy electronic and print products are targeted towards foreign audiences primarily through each entity's website. This collection of information represents an effort to globalize our products for new and broader customer bases, and as an original content source syndicated to our embassies and missions throughout the world. These two entities, the international audience, and U.S. missions, form the customer base for the U.S. Missions Website platform.

Section 2: Publishing Standards

The Publishing Standards are designed to provide communications to all embassies, consulates, and missions with a unified and approved style to use for all public websites. This publication, created and implemented by the Bureau of International Information Programs (IIP) of the Department of State (DoS), serves as a reference to web managers, content providers and webmasters throughout the embassies.

The Publishing Standards are intended to be informative and easy to use, and therefore may not cover the gamut of style questions that a post may have. For any question not referenced in this manual please contact the customer support team at: embassy-help@getusinfo.com <mailto:helpdesk@state.gov>.

This guide provides embassies with assistance meeting minimum standards and best practices in design and technology.

Information Architecture

The missions' website structure is comprised of seven (7) sections, which represent broad topics that are of interest to the visitor. These topics are then broken down into sub categories, which can better assist the visitor in finding specific information.

The seven sections are organized to include information that is specific to:

- ▶ Visas
- ▶ U.S. Citizen Services
- ▶ Our Relationship
- ▶ Business
- ▶ Education
- ▶ Embassy & Consulate(s)
- ▶ Blog

In addition, this new structure allows for quick links to resources, topics of interest, language(s), consulates within the country, contact information, frequently asked questions or help section, site index, privacy statement, and search functionality.

Labels play a key role in helping visitors understand the structure of the website. When developing a system, it is important to keep in mind that it should be simple, clear, and intuitive so that anyone visiting the website can locate information without having to rely on industry jargon. A good practice is to use labels that are already familiar to the visitors. This way, they know what to expect when they enter that section.

The success of the website is largely determined by how well the organization schema meets the visitor's expectations. The goal is to create consistent methods that allow visitors to extend their knowledge from familiar to unfamiliar Web pages.

Below is a baseline for each of the seven (7) main sections and what type of content can live in each section.

Remember, the fundamental purpose of a labeling structure is to bring similar items together in a logical way. Below is a listing of the main areas within the Baseline U.S. Missions website and the labels associated with them:

▶ **Visas**

- What is a Visa?
- Who Needs a Visa?
- Visa Services
- Customer Service Statement
- How to Contact Us
- Nonimmigrant Visas
 - Tourism & Visitor
 - Temporary Employment
 - Study & Exchange
 - Visa Renewal
 - See All Visas
 - Visa Directory (Link)
- Immigrant Visas
 - Family Immigration
 - Fiancée (New)
 - Employment
 - Special Immigrant
 - Diversity Visa Lottery
 - See All Visas
- Spotlight: Visa Waiver Program (Link)
- Spotlight: Travel and Tourism

▶ **U.S. Citizens Services**

- Emergency Services
 - Emergency Contact Information for U.S. Citizens
 - Arrest of a U.S. Citizen
 - Death of a U.S. Citizen
 - Victims of Crime
 - Emergency Financial Assistance
- Security Messages and Local Resources
 - Security and Travel Information
 - Local Resources for U.S. Citizens
- U.S. Passports
 - Apply for a Passport
 - Renew a Passport
 - Report a Lost or Stolen Passport
 - Request an Emergency Passport
- Federal Programs

- Internal Revenue Service (U.S. Taxes)
 - Selective Service Registration
 - Social Security
 - Veterans Affairs
 - Voting
- Children & Family Matters
 - Adoption
 - Birth
 - International Parental Child Adoption
- ▶ **Our Relationship**
 - Our Leaders List
 - Our History & Facts List
 - Featured Event
- U.S. Embassy Leaders
 - Ambassador
 - Deputy Chief of Mission
 - Consul General(s)
- U.S. Government Leaders
 - President Obama
 - Vice President Biden
 - Secretary Kerry
- U.S. & <Host Country>
 - Policy & History
 - Official Reports
 - Spotlight: Featured Event
- ▶ **Business**
 - Doing Business in <Host Country>
 - Getting Started
 - Commercial Opportunities
 - Overseas Security Advisory Council
 - Economic Data & Reports
 - Doing Business in the U.S.
 - Getting Started
 - Economic Data & Reports
- ▶ **Education**
 - Country-specific Page
 - Study in the U.S.
 - Scholarships & Exchanges
 - Alumni
 - English Language Learning
 - American Spaces

- Cultural & Other Exchanges
 - Country Specific Page
 - American Space page
- ▶ **Embassy & Consulate(s)**
 - Embassy Name, Address, Contact, and Map
 - Consulate Name, Address, Contact, and Map
 - Online in VPP City
- U.S. Embassy
 - <Embassy Name>
- U.S. Consulate(s)
 - <Consulate Name>
- Spotlight: Other U.S. Government Agencies
 - Offices
- Spotlight: Work with Us
 - Jobs in Post One
 - Jobs in Post Two, etc.
- ▶ **Blog**
 - Featured item + infinity scroll
- ▶ **Additional Pages**
 - Sitemap
 - Privacy
 - 404

All mission sites must follow the high level Information Architecture outlined above on their English sites.

Design Standards

Standard Header

“United States of America” is the official labeling for all U.S. Missions under the Department of State. This header is one of the branding elements of the Department of State.



Figure 1: Standard Header

Standards

- ▶ Displays the Department seal
- ▶ Displays the global navigation toolbar
- ▶ Provides a newsletter subscription service
- ▶ Provides a search function
- ▶ Provides access to translated content

Standard Footer

Along with the header, the footer is another branded element of the Department of State. All pages within this site will have the footer displayed.



Figure 2: Standard Footer

Standards

- ▶ Displays the American flag
- ▶ Repeats the global navigation toolbar
- ▶ Provides the Site Map and Privacy pages
- ▶ Displays links to the embassy's and consulates' pages
- ▶ Displays the embassy's and consulates' social media icons
- ▶ Displays the official disclaimer

External Link Disclaimer

Per the Department of State, External Link Policy, the following disclaimer is required:

“This is the official website of the U.S. Embassy and Consulates in <Country>. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein.

Privacy Notice and Disclaimer

In accordance with 5 FAM 772, all U.S. Government websites are required to provide a statement that describes how user information may be tracked as well as what is done with information collected from users.

Federal websites must include a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record. Every website produced by the Department is required to provide a Privacy Act statement, regardless of what network the site resides on.

Typography

The U.S. Missions Website platform uses several font families in its development:

Preferred fonts:

- ▶ Site Header: Oswald 22 points
- ▶ Post Header: Oswald 24 points
- ▶ Body Text: Roboto 16 points

Alternate Fonts:

- ▶ Site Header: Oswald, Arial, San-serif
- ▶ H1 - H6: Oswald, Arial, San-serif
- ▶ Body: Roboto, Arial, Helvetica, San-serif

Color Palette

Proper use of color can be extremely effective for creating perceptual effects and can reinforce the layout, which will allow for an increased comprehension for the visitor. A good use of color can make an item pop out that would otherwise be lost on the page, emphasize important information, and visually group related item together.

The primary colors are the official colors for the Department of State embassy template and are represented below. The colors were selected based on the overall branding of the State Department websites and embassies.

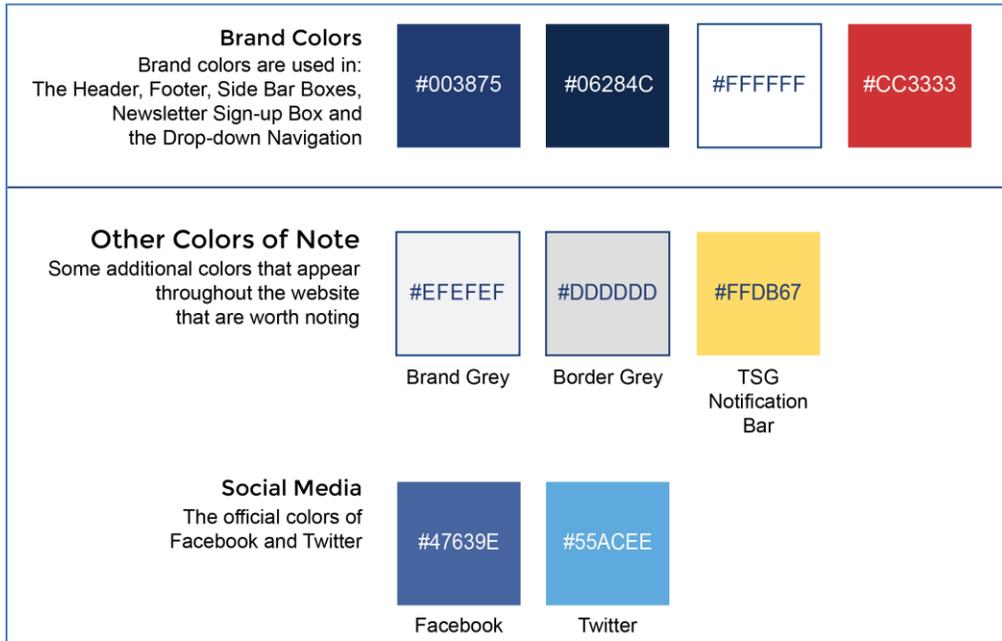


Figure 3: Color Palette

Page Templates

For ease of use when creating a new page, the U.S. Missions Website platform provides custom templates designed specifically to reflect the required data for specific elements of the Information Architecture. See the table below.

Creating individual custom pages is **not** recommended.

Table 1: Page Templates

Template Name	Associated Pages	Editable By
Ambassador Page	Our Relationship-->Our Leaders <ul style="list-style-type: none"> Ambassador Embassy & Consulates (Single Location)	Users
Default	The default template for all new pages. <p>Business</p> <ul style="list-style-type: none"> Doing Business in <Host Country> Doing Business in the U.S. <p>Embassy & Consulates</p> <ul style="list-style-type: none"> Spotlight: Work for Us <p>U.S. Citizen Services</p> <ul style="list-style-type: none"> All Pages <p>Visa</p> <ul style="list-style-type: none"> All Pages 	Users
Featured Event Page	Special events	Users
Holidays Page	U.S. Holidays, Host Country Holidays, and Local Holidays	Users
Home	Home Page	Administrators
Image Video Page	Education <ul style="list-style-type: none"> Home Page Visa <ul style="list-style-type: none"> Spotlight: Travel & Tourism Page Templates 	Users
Landing Page	Top Level Pages for the Information Architecture pages	Administrators

Template Name	Associated Pages	Editable By
Listing Page	Our Relationship---> Our History & Facts <ul style="list-style-type: none"> • Official Reports • History & Policy Business--> Doing Business in <Host Country> <ul style="list-style-type: none"> • Economic Data & Reports Business --> Doing Business in the U.S. <ul style="list-style-type: none"> • Economic Data & Reports 	Users
Location Page	Embassy & Consulates <ul style="list-style-type: none"> • Embassy Name, Address, Contact, and Map • Consulate Name, Address, Contact, and Map 	Administrators
People Page	Our Relationship--> Our Leaders <ul style="list-style-type: none"> • President Obama • Vice President Biden • Secretary Kerry • Consulate Generals • Deputy Chief of Mission 	Users

Navigation

Global Navigation

Dropdown menus allow easy access to all top-level pages. Now the visitors can see the depth of the site without having to click through every page. In addition, visitors have easy access to in-country locations and languages options as well.



Figure 4: Global Navigation Example

Standards

- ▶ Each site will display the seven (7) main content sections.
- ▶ Dropdown menu listing should have a maximum limit of nine (9) items.

Social Media Navigation

Each site has social media icons available in the footer of the website. These icons provide visitors with a simple, visual way to access Post's social media content. The default Social Media icons include: Facebook and Twitter.



Figure 5: Social Media Icons

Home Page Elements

The Home Page is designed to serve as a portal to the entire site, showcasing the critical content and links, which may be useful to the audience.

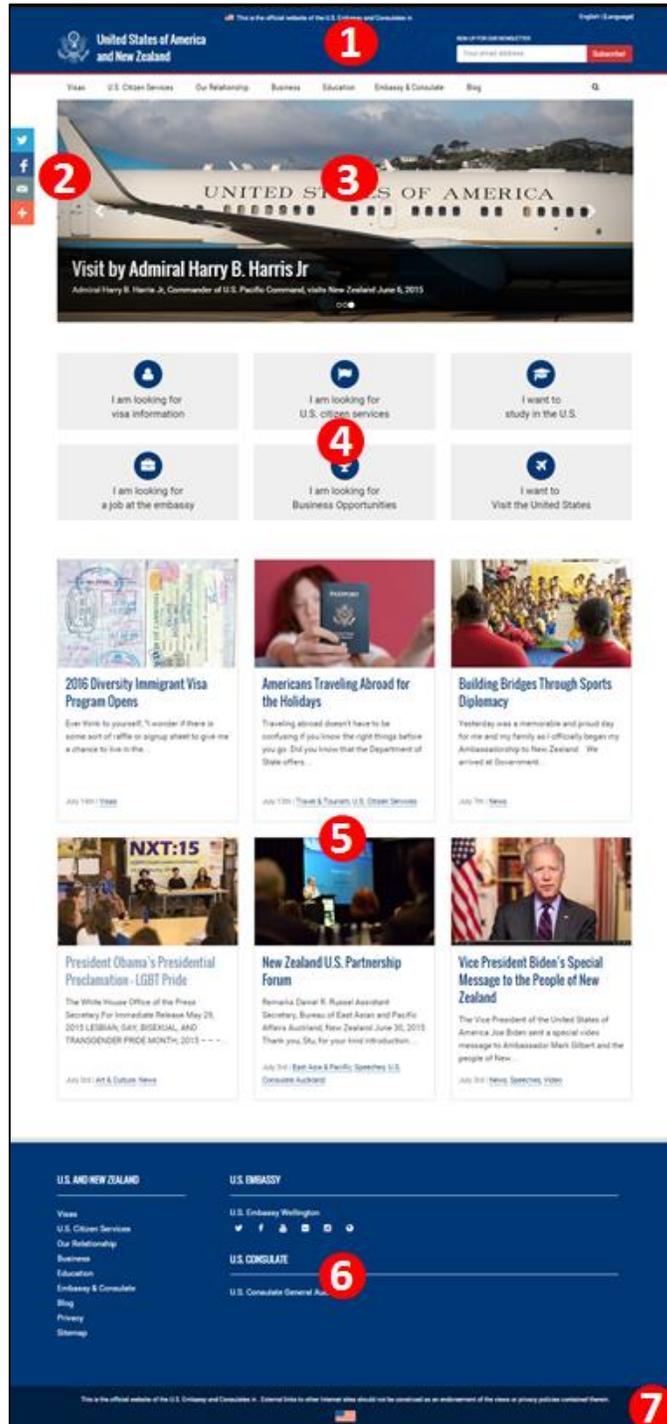


Figure 6: Home Page Elements

The information below provides more information on each of the Home Page Elements.

Table 2: Home Page Elements

Element	Description
1. Header	▶ Standard DoS approved design.
2. Main Navigation Menu	▶ Provides sticky menus linked to the seven main section of the website; cannot be edited.
3. Slider	<ul style="list-style-type: none"> ▶ Contributors can add slides but an Editor can only publish the slides. ▶ Authors can add, edit, remove, and publish their own slides. ▶ Editors can add, edit, remove, and publish slides, as well as toggle the Slider between the Full Width, Boxed, and No Slider formats. ▶ Displays only the last five (5) rotating slides.
4. Flip Boxes	<ul style="list-style-type: none"> ▶ Linked to specific pages within the site. ▶ An Editor may edit the Flip Box text.
5. Blogs	<ul style="list-style-type: none"> ▶ Linked to Blogroll. ▶ Must contain an image, title, and short description. ▶ Not editable. ▶
6. Footer	▶ Standard DoS approved design.
7. Disclaimer Notice	▶ Standard DoS disclaimer

NOTE: THESE ELEMENTS SHOULD NOT BE MODIFIED, CHANGED, OR DELETED FROM THEIR ORIGINAL STATE UNLESS OTHERWISE NOTED.

Home Page Header

“United States of America” is the official labeling for all embassies, consulates, and virtual post presences under the Department of State. This header is one of the branding elements of the Department of State.

Home Page Main Site Navigation

Provides sticky menus linked to the seven main section of the website; cannot be edited.



Figure 7: Main Site Navigation - Sticky Menu

Home Page Slider

Located within the main content area and considered to be the most valuable real estate on the page, the content presented here should be of significant importance to the visitors.



Figure 8: Sample Home Page Slider

Standards

- ▶ Contributors can add slides but only an Editor can publish the slides.
- ▶ Authors can add, edit, remove, and publish their own slides.
- ▶ Editors can add, edit, remove, and publish any slides. Editors can toggle the slider between the Full Width, Boxed, and No Slider formats.
- ▶ Displays only the last five (5) rotating slides.
- ▶ The image must be a minimum of 1140x440 pixels. If the height is larger than 440 pixels, the image will be cropped to only display a height of 440 pixels.

Home Page Flip Boxes

Flip Boxes are linked to specific pages within the website; hovering over a flip box displays a short description of the available information.



Figure 9: Home Page Flip Boxes

Standards

- ▶ The layout and the content of the Flip Boxes are not editable.
- ▶ Flip boxes include:
 - I am looking for a visa
 - I am looking for U.S. citizen information
 - I want to study in the U.S.
 - I am looking for a job at the embassy
 - I am looking for business opportunities
 - I am looking for the latest news
 - I want to visit the United States
 - I am looking for U.S. policy information
 - I am looking for teaching materials

Home Page Blogrolls

A blogroll is a listing of websites that often appear as links on weblogs. This list of links is used to relate the site owner's interest in or affiliation with other sites. The Home Page Blogrolls are linked to the most recent chronological blog posts (country specific).

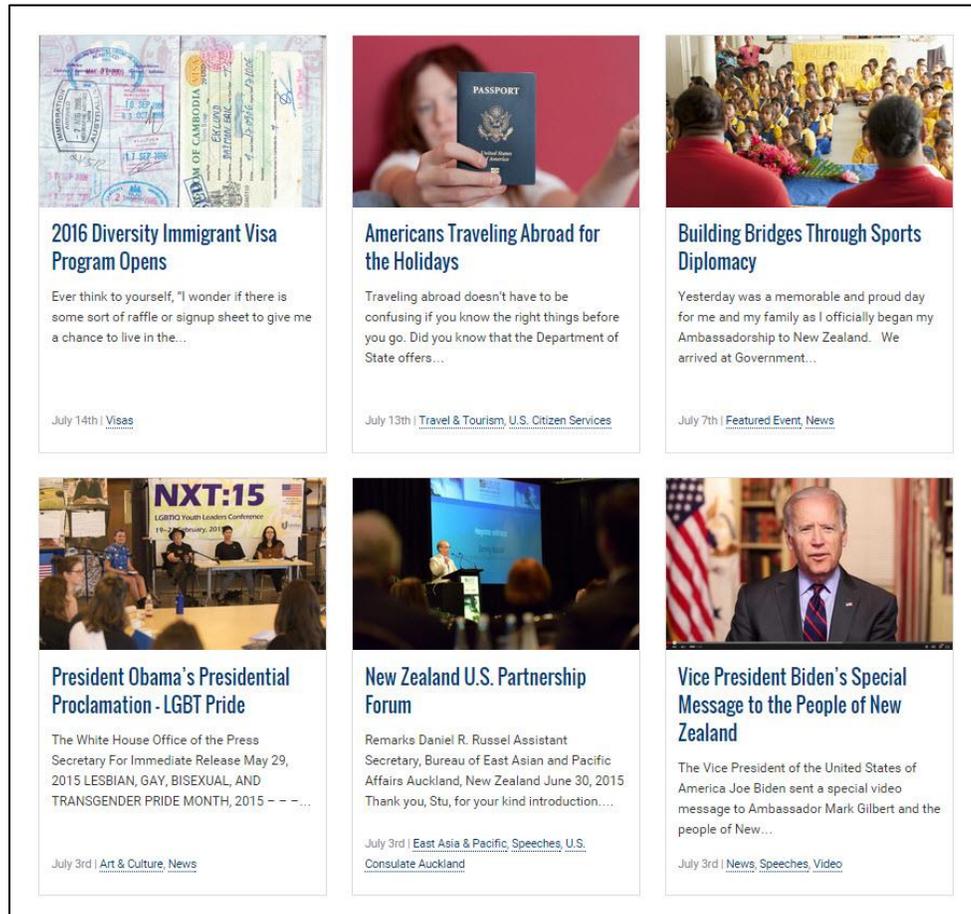


Figure 10: Home Page Blogrolls

Standards

- ▶ Not editable.

Home Page Footer

Along with the header, the footer is another branded element of the Department of State. All pages within this site will have the footer displayed. The header was previously discussed.

Home Page Disclaimer Notice

Per the Department of State, External Link Policy, the following disclaimer is required:

"This is the official website of the U.S. Embassy and Consulates in <Country>. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein."

Internal Page Elements

Internal pages are critical because they present content to the visitor that they have been searching for. The effectiveness of the page is measured by allowing the visitor to know:

- ▶ Where they are.
- ▶ What they can expect to find here.
- ▶ Where else might they need to go?

All internal pages within the site will follow the format shown below.

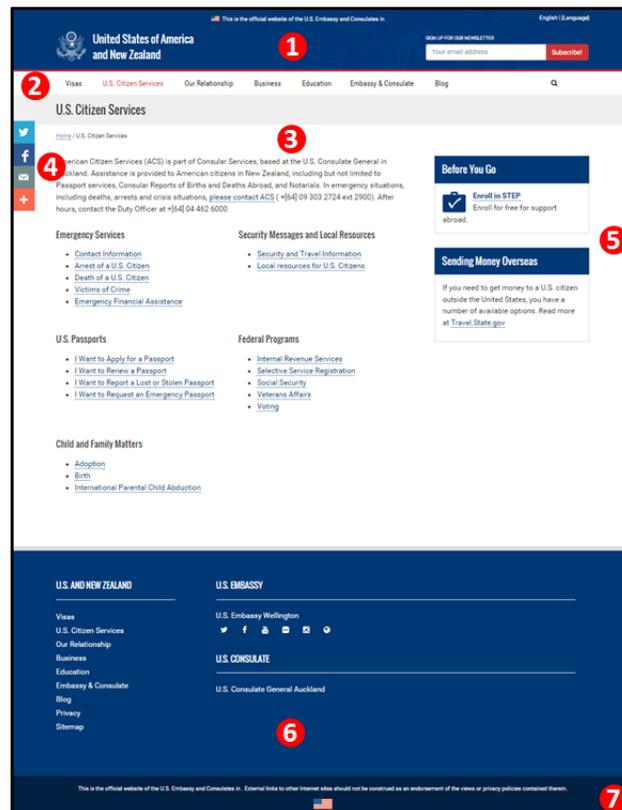


Figure 11: Sample Internal Page

The information below provides more information on each of the Internal Page Elements.

Table 3: Internal Page Elements

Element	Description
1. Header	▶ Standard DoS approved design.
2. Main Site Navigation	▶ Provides sticky menus linked to the seven main section of the website.
3. Main Content Area	▶ May contain links, images, text, or video using pre-defined elements.

Element	Description
4. Social Media Toolbar	▶ Each internal page displays a social media toolbar.
5. Sidebars	▶ A default sidebar is provided. Users may create custom sidebars.
6. Footer	▶ Standard DoS approved design.
7. Disclaimer Notice	▶ Standard DoS approved design.

Header

United States of America” is the official labeling for all embassies, consulates, and virtual post presences under the Department of State. This header is one of the branding elements of the Department of State. The header was previously discussed.

Main Site Navigation

Provides sticky menus linked to the seven main section of the website; cannot be edited. The Main Site Navigation was previously discussed.

Main Content Area

The Main Content Area contains content specific to the section. The main content area is expandable, and can support images and text widgets.

Death of a U.S. Citizen

Death Abroad

When an U.S. citizen dies abroad, the Bureau of Consular Affairs assists the family and friends during this difficult time.

The Bureau of Consular Affairs will locate and inform the next-of-kin of the U.S. citizen's death and provides information on how to make arrangements for local burial or return of the remains to the United States. The disposition of remains is subject to U.S. law, local laws of the country where the individual died, U.S. and foreign customs requirements, and the foreign country facilities, which are often vastly different from those in the United States.

The Bureau of Consular Affairs assists the next-of-kin to convey instructions to the appropriate offices within the foreign country, and provides information to the family on how to transmit the necessary private funds to cover the costs overseas. The Department of State has no funds to assist in the return of remains or ashes of U.S. citizens who die abroad. Upon issuance of a local death certificate, the nearest embassy or consulate may prepare a Consular Report of the Death of an American Abroad. Copies of that report are provided to the next-of-kin or legal representative and may be used in U.S. courts to settle estate matters.

A U.S. consular officer overseas has statutory responsibility for the personal estate of a U.S. citizen who dies abroad if the deceased has no legal representative or next-of-kin in the country where the death occurred, subject to local law. In that situation the consular officer takes possession of personal effects, such as jewelry, personal documents and papers, and clothing.

The officer prepares an inventory of the personal effects and then carries out instructions from the legal representative or next-of-kin concerning the effects. For more information on the Consular Report of the Death of an American Abroad, and other services that a consular officer can help you with when a loved one passes away overseas, see the links below.

Additional Resources

- [Consular Report of Death of a U.S. Citizen Abroad](#)
- [Return of Remains of Deceased U.S. Citizens](#)
- [Estates of Deceased U.S. Citizens](#)

Figure 12: Main Content Area

Standards

- ▶ Restrict images to 200 pixels wide when using a multiple column format on a page.
- ▶ If not using a multiple column format, the maximum size of an image is 750 x 636 pixels.

Social Media Toolbar

The Social Media Toolbar displays on each internal page and provides access to Facebook and Twitter, print the displayed page, or select another social media by clicking the  icon to open a secondary window that allows the user to select one of the other configured social Medias available within that country.

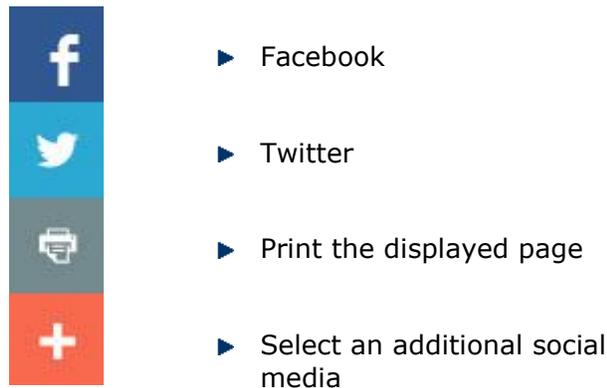


Figure 13: Social Media Toolbar

Clicking the “+” icon displays a selection of additional social media icons:

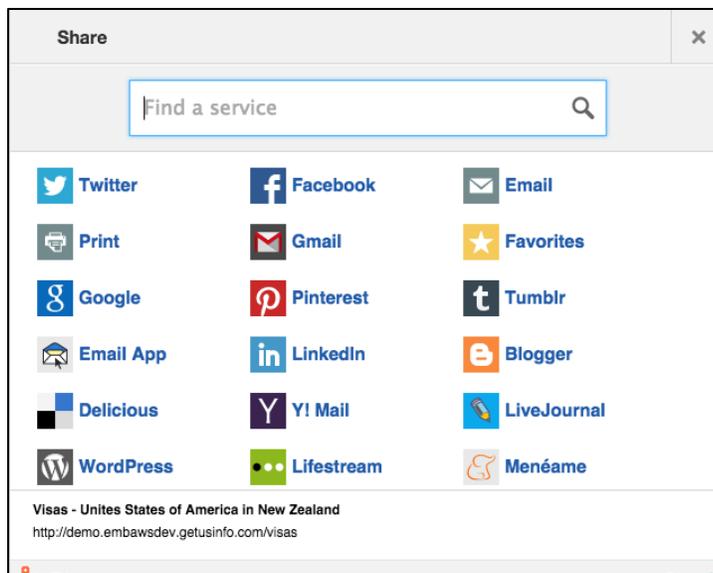


Figure 14: Additional Social Media Icons

Standards

- ▶ The location of the Social Media toolbar and the selection of the Social Media icons that will be available are configured by Washington via a third-party website.
- ▶ Washington-based Administrators or Super Administrators must login to the Add This Social Media website to customize the location and selection of icons for each site.
- ▶ The Add This Social Media website URL is: www.addthis.com.

Sidebars

A Sidebar is a vertical column provided by a theme for displaying information other than the main content of the web page. All Sidebars display to the right of the content. The maximum sidebar size is 300 pixels (298 pixels with 1 pixel borders on each side).



Figure 15: Default Sidebar

By default, WordPress provides a default sidebar that consists of the Recent Posts and Categories elements. However, all users (Contributors, Authors and Editors) have the ability to create a custom in-page / post sidebar using the following custom elements.

- Countdown Clock
- Email Subscription
- Google Maps
- Links
- Poll
- Related Posts
- RSS Feeds
- Social Links
- Text Box
- Text Box Icons
- Twitter Feed
- Video

The following general image standards apply:

- ▶ Small logos should not exceed 50x50 pixels in width and height.
- ▶ Full size logos and large photos should not exceed 300 pixels in width; height can vary.

The following section provides the general standards for each element type.

Countdown Clock

The **Countdown Clock** element provides a user with the ability to display a graphic countdown for a special event.

- ▶ Contains the Heading, Event Date, and Time fields.
- ▶ Should only be used for one event at a time.
- ▶ Limited to one (1) entry.



Figure 16: Countdown Clock

Email Subscription

The **Email Subscription** element provides a user with the ability to customize the sidebars displayed information and subscribe to an embassy or consulate's email list.

- ▶ Contains the Heading and Description fields.
- ▶ Heading field is limited to 42 characters.
- ▶ Description is limited to 170 characters.

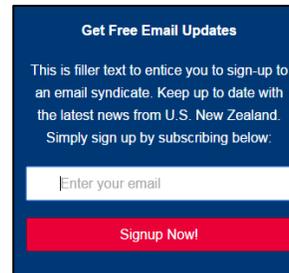


Figure 17: Email Subscription

Google Maps

The **Google Maps** element provides a user with the ability to map a location using Google Map information.

- ▶ Contains the Google Maps Embed Code fields.
- ▶ Limited to one (1) Google Map location entry.

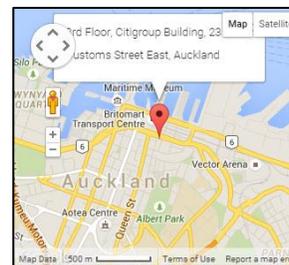


Figure 18: Google Maps

Links Lists

The **Links List** element provides a user with the ability to add a list of links to pages or posts.

- ▶ Contains the Links Heading, Links URL, and Anchor Text fields. A Title field, Anchor Text fields for each entry.
- ▶ Links Heading field limited to 42 characters.
- ▶ Anchor Text field limited to 42 characters.
- ▶ Limited to 10 entries.



Figure 19: Quick Links

Poll

The **Poll** element provides a user with the ability to easily add a poll to a page or post.

- ▶ Limited to one (1) poll.

Under Development



Figure 20: Poll

Related Posts

The **Related Posts** element provides a user with the ability to display a list of similar posts to encourage users to remain longer on the website.

- ▶ Contains the Heading and Categories selection fields.
- ▶ Heading field is limited to 42 characters.

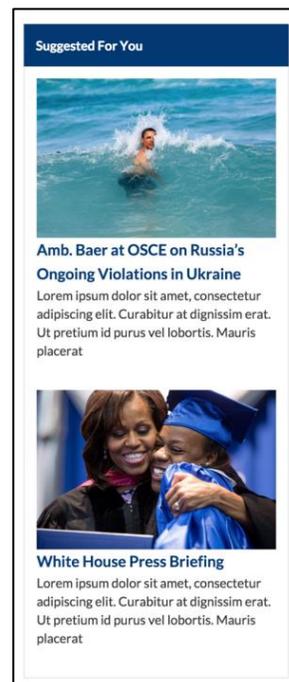


Figure 21: Similar Articles

RSS Feed

The **RSS Feed** element provides a user with the ability to display posts from any RSS feed.

- ▶ Contains the Heading, Feed URL, and Source Text fields for each entry.
- ▶ Source Text field limited to 42 characters.
- ▶ Limited to four (4) entries.
- ▶ Displays one post from each entry.



Figure 22: RSS Feed

Social Links

The **Social Links** element provides a user with the ability to display a list of social media available on the website.

- ▶ Contains a Social Property URL field for each entry.
- ▶ Options include: Twitter, Facebook, Instagram, Blog, Podcast, Pinterest, Flickr, Google Plus, Vimeo, and YouTube.
- ▶ Maximum of seven (7) selections. If more than 7 items are selected, only the first 7 will display.



Figure 23: Social Links

Textbox (Text Only)

The **Textbox (Text Only)** element provides a user with the ability to display a text-only sidebar.

- ▶ Contains the Textbox Heading and textbox fields.
- ▶ Heading field limited to 42 characters.
- ▶ Textbox field limited to 500 characters.
- ▶ Limited to one (1) entry.

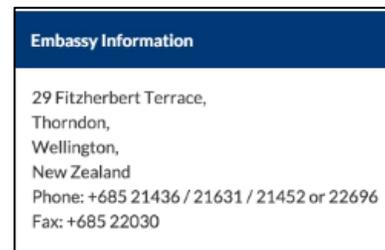


Figure 24: Text Box (Text Only)

Textbox Images

The **Textbox Images** element provides a user with the ability to display a sidebar that contains both text and images.

- ▶ Contains the Heading, Anchor Text field, Link URL field, and Description fields for each entry.
- ▶ Heading field limited to 42 characters.
- ▶ Anchor text field limited to 42 characters.
- ▶ Description field limited to 42 characters.
- ▶ Images are limited to 50x50 pixels.
- ▶ Limited to four (4) entries.



Figure 25: Text Box with Icons

Twitter Feed

The **Twitter Feed** element provides a user with the ability to display Twitter feeds on the website.

- ▶ Must include the Twitter embed code available from Twitter.



Figure 26: Twitter Feed

Video

The **Video** element provides a user with the ability to YouTube video on the website.

- ▶ Contains the Video URL field.
- ▶ Limited to one (1) entry.



Figure 27: Video

Disclaimer Notice

Per the Department of State, External Link Policy, the following disclaimer is required:

“This is the official website of the U.S. Embassy and Consulates in <Country>. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein.”

Footers

Along with the header, the footer is another branded element of the Department of State. All pages within this site will have the footer displayed. The footer was previously discussed.

Forms

Online forms are supported through the platform. Also, a limited number of PDF forms may be posted to the WordPress Media Library and linked from a post's website.

Posts may upload translations of selected forms in their local language. However, translations must be exact duplicates of the English version of the form, including the OMB Number and Expiration Date. Also, posts may not add or delete any fields in translated versions of forms. The majority of forms, including grant applications, passport and visa applications and their associated forms, as well as many Scholarship and Fellowship program applications, must be linked to at their origin. These links should open in a new window. Some examples of forms that should be used in this way are:

- ▶ **Passports:** <http://travel.state.gov/content/passports/english/passports/apply.html>
- ▶ **More ACS forms:** <http://www.state.gov/m/a/dir/forms/c21447.htm>
- ▶ **Visas:** <http://travel.state.gov/content/visas/english/forms.html>
- ▶ **Grants (SF-424):** http://apply07.grants.gov/apply/forms/sample/SF424_2_1-V2.1.pdf
- ▶ **Employment (DS-174):** <http://www.state.gov/documents/organization/136408.pdf>

Many forms, whether online or document-based, require approval from the Office of Management and Budget (OMB) before they can be implemented on a post website. Because this is a complicated and lengthy process, posts wishing to implement a form need to send a request to the Support Desk at embassy-help@getusinfo.com to begin the evaluation process and determine whether a form exists that would meet their needs.

<p>Standards</p> <ul style="list-style-type: none"> ▶ A valid (.state.gov) email address where the form information will be submitted. ▶ The page the visitor is to return to after submitting the form. ▶ The message the visitor will see after submitting. 	 <p>The screenshot shows a web form with the following elements:</p> <ul style="list-style-type: none"> Input fields for "Name", "Surname", and "e-mail". A "Subject:" label followed by a dropdown menu. A large, empty text area for the main message. A "Verification:" section containing a reCAPTCHA challenge with the words "howman" and "and" in a distorted font. A "Submit" button at the bottom. Small text for "reCAPTCHA Terms of Service" and "stop spam, read books."
---	--

Figure 28: Form Example

When a form does not require OMB approval, the Help Desk works with the Post to gather the necessary information for the approved form and then implements the form in the site. When the form is filled out and submitted, the server emails the contents of the form to recipients designated by the post and displays a Web page receipt ("Thank you for registering...") to the visitor, if the post requests this feature.

Photos

When used properly, graphics can be superior to text upon first coming to a site, as they can be perceived faster than text and are able to say more with less. There are three main functions of a graphic: The maximum size for images is 75 megabytes.

- ▶ Help visitors make a decision.
- ▶ Communicate information.
- ▶ Make visually more appealing.

It is good practice to not use graphics extensively. Although effective, they are not a substitute for words. In addition, not everyone has fast Internet connections and visitors can easily get frustrated when the page they want to get to does not load quickly. Each page should be kept small in size for ease of viewing. All images that post's import should link to the WordPress Media Library.

Photo Sizes

- **Boxed Size Slider:** Minimum of 1140x440
- **Post Feature Image:** 720x450
- **Images in Sidebars:** Limited to 328 pixels wide
- **Videos in Sidebars:** No box, no title, 328 pixels wide

Captions

Captions should provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them. They should be relatively short and to the point and refer to people or objects in the photos without ambiguity. The specific information required can vary from one photo to the next. It is good practice to always identify people from left to right unless the action in the photograph demands otherwise.

ALT Tags

"ALT" tags are an important part of the visitor's experience and one that is often overlooked. ALT tags are required to meet Section 508 compliance standards (See the [Accessibility Standards – Section 508](#) below). ALT Tags should describe an image's content rather than identifying persons or places, which is the function of the caption. Caption information has little or no meaning for visually impaired users, and when possible should not be used for the ALT Tag. However, using the caption as the ALT Tag is better than leaving it blank.

Standards

- ▶ ALT Tags are required for each image.
- ▶ ALT Tags should be descriptive of what the image is for accessibility purposes.
- ▶ ALT Tags should always be translated when placed on a language site.

Photo Credits

According to Webcontent.gov, the U.S. Federal Government's site for official web publishing guidance, "...when an organization uses or duplicates information available from the private sector as part of an information resource, product, or service, the organization must ensure that the property rights of the private sector source are adequately protected. These

protections apply to any material posted to federal public websites, such as documents, graphics, or audio files.”

Photo credits in U.S. Mission websites are required in the ALT Tag of the photograph. For example, “Man standing at podium (State Dept.)” or “Audience members (AP Photos)”. It is strongly recommended that any photo over 200 x 200 pixels contain a photo credit embedded within the image.

NOTE: ONLY PHOTOGRAPHS MUST HAVE CREDIT INFORMATION. LOGOS, DRAWINGS, OR OTHER GRAPHICS DO NOT REQUIRE THE USE OF A PHOTO CREDIT.

Photo Tips

Be sure to size them correctly (see below).

- ▶ Always resize images in an image-editing program in their original format.
- ▶ Make sure the resolution is set at 72 dpi (higher resolution will not provide a sharper picture just a larger file).
- ▶ Provide an ALT Tag for ALL photos.
- ▶ All photos require the display of Photo Credit information. This information may be included in the ALT Tag [i.e. "President Obama behind desk (Whitehouse)"]. It is strongly recommended that photos larger than 200 x 200 pixels have the credit embedded directly in the image.
- ▶ Select correct file type for maximum optimization:
 - Photos = .PNG, .JPG (.JPEG), or .GIF
 - Images = .PNG, .JPG (.JPEG), or .GIF
 - GIFs are best for flat color images with no gradients.
 - GIFs will give you the lowest file size for images that have flat colors and no blends. They can also have transparent backgrounds but not as well as PNG 32.
 - Photos can be saved as either PNGs or JPEGs. PNG photos tend to have bigger file sizes than JPEG photographs.
 - There are three types of PNG formats: PNG 8, PNG 24, and PNG 32. PNG 32 is the format for transparency and will sometimes yield a higher file size than PNG 8 or PNG 24.
 - PNG 32s offer the best option for any images requiring a transparent background.

Ambassador Page and People Page Template Photos

The Ambassador Page template has the option of using an image or video. Images should be sized 347x433 pixels. If a video is used, the recommended size is 750x452 pixels.

The People Page template has the option for display one or more people’s images. If a single image is used, the image size should be 347x433 pixels. If more than one person’s image is used, the system automatically crops the images to 240x240 pixels.

Tables

In the U.S. Missions Website platform, tables are to be used **only** to present informational, statistical data. Information such as holidays should be displayed in a list format.

Tables are a way to visually display information in a logical and easy-to-understand form. However, misuse of tables can wreak havoc on assistive technology when rendering large amounts of data. If not properly labeled and captioned, the result, as presented to a non-visual reader, is often garbled and confusing information.

The Scope attribute is the easiest way to make tables compliant with Section 508 (See [Accessibility Standards – Section 508](#) below), and operates similar to the "COLSPAN" and "ROWSPAN" table attributes. These attributes provide a means to relate groups of related information to each other in a consistent manner and are enabled for assistive technology.

Scope Attribute

The scope attribute tells the browser and screen reader that everything under the column is related to the header at the top, and everything to the right of the row header is related to that header. It's a straightforward concept.

To make tabular data more accessible to the disabled, assign "scope" to table headers.

- ▶ The simplest and most effective way to accomplish this is to use the scope="col" attribute in the < th > or < td > tag of every cell in a header row.
- ▶ Use the scope="row" attribute in the < th > or < td > tag of every cell in a header column.

Only use the scope attribute in header cells (cells at the top or left of the table).

Table Summaries

Tabular data is very difficult for screen-readers to read in a way that makes sense to the user. One method of making it easier for users with vision disabilities is to provide a caption and a summary of the table data. Any text entered into the Caption field is displayed above the table and read aloud by screen readers.

Any text entered into the Summary field will not be displayed, but will be read aloud by screen readers.

Standards

- ▶ Check that all th elements have a scope attribute. Please note that for Section 508 compliance the td tag must be replaced with "th".
- ▶ Check that all td elements that act as headers for other elements have a scope attribute.
- ▶ Check that all scope attributes have the value row, col, rowgroup, or colgroup.

See the sample-coded table below.

Table 4: Sample Coded Table

Acronyms List	
Term	Definition
Accessible Designs	Accessible Designs allows as many people as possible to use technology regardless of disability, age, or functional limitation.
Accessible Video	Accessible Video is a synchronized multimedia file with a text equivalent.

```
<table border="1" align="center">
<caption>Acronyms List</caption>
```

```
<tr>
<th scope="col">Term</th>
<td scope="col">Definition</td>
</tr>
```

```
<tr>
<td scope="row">Accessible Designs</td>
<td> Accessible Designs allows as many people as possible to use technology regardless of
disability, age, or functional limitation.</td>
</tr>
```

```
<tr>
<td scope="row">Accessible Video</td>
<td> Accessible Video is a synchronized multimedia file with a text equivalent.</td>
</tr>
```

```
</table>
```

User Friendly Pages

User-friendly pages are designed so that nothing interferes with the visitor getting to the content. A page that is slow to load, has distracting and unnecessary graphics, requires considerable scrolling to read, deviates from common look and feel are all obstacles that visitors must navigate before getting to what they need.

Standards

- ▶ Pages should be small in size so they download quickly even over slow modems. Longer pages should be broken up into shorter ones.
- ▶ The number and size of images should be kept to an absolute minimum.
- ▶ No image or video should be larger than 75 Megabytes.

File Naming Conventions

File names should be all lower case, and not contain any spaces or special characters.

External Links

Links to external pages from post websites should open a new browser window to make it clear to users that they are accessing a site not maintained by the post.

Domain Names

Countries with Embassies must use <countrycode>.usembassy.gov as the domain.

Countries with a different presence will replace the "usembassy.gov" portion of the URL with the appropriate verbiage (i.e., cuba.usint.gov).

Content and Maintenance

The Department of State does not review the content of web pages; this is the responsibility of the individual missions that publish them. However, the content of any mission's web page contributes toward the perception of the overall Department of State website. For this reason:

- ▶ Information published on mission websites should be as accurate and up-to-date as possible.
- ▶ Missions should only publish materials that they have the capacity to maintain. Maintenance includes keeping the information on each web page up to date and keeping the design and technology of a whole website up to date.
- ▶ Each embassy should have a clearly understood process through which designated individuals periodically review, maintain, and update the content of the missions' website(s).
- ▶ Each mission website should have a contact to which visitors can send content corrections, updates, or questions.
- ▶ In addition, content for the web can be greatly improved through appropriate writing style and formatting. Basic recommendations include:
 - Content that visitors are expected to read online should be divided into short sections and provided with headings that allow a document to be scanned easily.
 - Content should contain extensive cross-referenced links to make it easy to find related content.
 - Text formatting such as bold or italics should be used sparingly to highlight key words or phrases that will make information easier to find.

Accessibility Standards – Section 508

What is Section 508?

Section 508 is a U.S. law that requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. To learn more, go to: <http://www.section508.gov/>.

[Section 508](#) of the Rehabilitation Act of 1973 was enacted to:

- ▶ Eliminate barriers in information technology.
- ▶ Create new opportunities for people with disabilities.
- ▶ Encourage development of technologies that will help achieve these goals.

The scope of section 508 and the Access Board standards are limited to the Federal government.

Web Accessibility Initiative (WAI)

- ▶ Was created by the W3C in 1997.
- ▶ Is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.
- ▶ <http://www.w3.org/WAI/>

Barrier to Access

Section 508 addresses accessibility for people who have:

- ▶ Visual disabilities
- ▶ Hearing disabilities
- ▶ Motor disabilities
- ▶ Speech disabilities
- ▶ Cognitive Disabilities

Simply put, accessible websites pose no barriers to the disabled. The information and functionality contained in the website or application are just as accessible to people with disabilities as they are to people without. There are more than 750 million people living with disabilities.

As users become more dependent on the Internet for information and services, it is critical that the web be usable by everyone. It is not only the right thing to do, it's the law, -- In 1998 Congress amended the Rehabilitation Act to include Section 508.

Web Content Accessibility Guidelines (WCAG)

Provides information on conforming to required Government guidelines

- ▶ Quick Reference Guide (<http://www.w3.org/WAI/WCAG20/quickref/>)
- ▶ Guideline Checklist (<http://www.w3.org/TR/2006/WD-WCAG20-20060427/appendixB.html>)

Accessible Design

- ▶ Allow as many people as possible to use technology regardless of disability, age, or functional limitation.
- ▶ Benefits everybody by enhancing:
 - Usability
 - Device independence
 - Globalization/localization

Unique Page Title

Every page of the website should have a unique and meaningful page title.

Standards

- ▶ The home page title can simply be the name of the website.
- ▶ Category pages should include the name of the website, followed by the name of the category.
- ▶ Individual pages should include the name of the website, followed by the entry title.

Heading Tags – Proper Use

Using heading tags to structure the content on the web pages will not only provide context for screen reader users, but also enable them to skim through a page.

Standards

- ▶ Use level-1 headings <H1>for page titles, level-2 headings <H2>for section titles, level-3 headings <H3>for sub-section titles, and so on.

Accessible Video

Use of multimedia content on the web is growing, and the platform offers post web managers expanded multimedia capabilities. It is important for Web developers to address usability needs now.

Guideline (b) of the Access Board standards states: "Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation."

The word "synchronized" is key. It is possible to create a separate file with the text of the contents of an audio file or a detailed description of a video or animation. However, to comply with section 508, the multimedia files must be synchronized with a text equivalent.

Captioning and Transcripts

The two typical methods of providing a multimedia alternative are captioning and transcripts. Provide captioning for video files and transcripts for audio files. Although a transcript isn't synchronized, use this method for **audio** files since audio is technically one (not multi) media.

Captioning: Captioning is the on-screen textual presentation of audio material such as spoken dialogue. Unlike subtitles, captions have the option of being turned on or off.

Captioning Advantages

- ▶ Besides aiding those with hearing loss, captions also help persons with hearing disabilities.
- ▶ Increases learning and retention.
- ▶ Helps increase literacy.
- ▶ Aids in learning a second language.
- ▶ Facilitates the conveyance of audio content in environments that are noisy (e.g., a quiet library or no sound card or speakers).

Tips for Captioning

The method used to activate and deactivate accessibility features such as audio descriptions and captions should be intuitive to a person requiring that feature.

- ▶ **Closed captioning:** The text equivalent of the audio material is placed on a separate channel so users can turn it on and off. Use this format whenever possible, since it allows users to decide whether or not to display captions.
- ▶ **Open captioning:** Embeds the text permanently on the same layer as the video signal, so it cannot be turned off.

Accessible PDF Documents

PDF documents must be tagged for accessibility, and the latest versions of Adobe Acrobat X Pro, will automatically create accessible PDFs from common files (.doc, .docx, .html). Adobe Acrobat X Pro also allows users to update existing PDFs to make them accessible, although currently there is no requirement for posts to update older versions of PDF documents. However, making them accessible will also make them searchable.

Standards

- ▶ All Documents will have a unique page title in the Properties settings.
- ▶ Language must be designated in the Properties settings.
- ▶ Document must be text based, not scanned.
- ▶ All images must be tagged.
- ▶ When a page contains a link to a PDF, the link to download the Adobe PDF Readers must also be on that page.

Creating an Accessible PDF

To configure Adobe Acrobat X Pro.

1. Open **Adobe Acrobat X Pro** and click the **Customize Quick Tools** icon on the main toolbar. The Customize Quick Tools window opens.

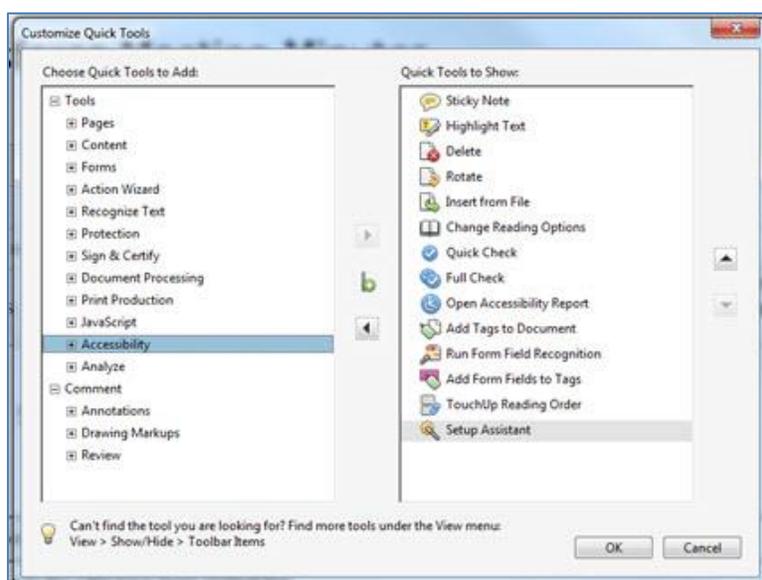


Figure 29: Customize Quick Tools Window

2. Drag the **Accessibility** tool from the Choose Quick Tool to Add section and drop it in the Quick Tools to Show section. The Accessibility tool adds eight functions to the Quick Tools to Show section. Click the **OK** button to close the window.

3. Locate and click the **Setup Assistant** icon on the main toolbar. The Accessibility Setup Assistant window opens.

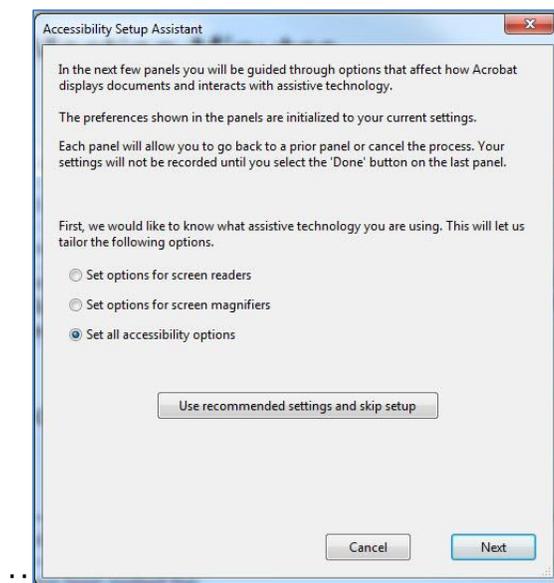


Figure 30: Accessibility Setup Assistant

4. Select the **Set all accessibility options** option.
5. Click the **Use recommended settings and skip setup** button. The window closes and is now configured to provide all accessibility options.

Converting a Word document to PDF within Adobe Acrobat X Pro

1. Click the **Create** button and select **PDF** from the File menu (**CTRL-N**).
2. Locate the document to convert and click the **Open** button. Acrobat will automatically create the PDF.
3. Save the PDF.

Checking a PDF for Accessibility

1. Open the PDF in Acrobat X Pro.
2. Click the **Accessibility** icon on the main toolbar and select the **Full Check** option.
3. When the dialogue window opens, leave all of the checkboxes marked and click the **Start Checking** button. Adobe scans the PDF for required tags.
 - ▶ When the scan is finished, this alerts displays if the PDF is fully accessible.

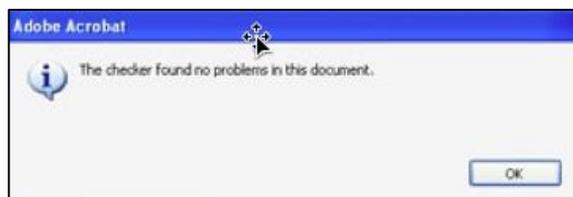


Figure 31: Accessibility Check – No Problems

- ▶ If any accessibility tags are missing, the following alert displays. Click the **OK** button to open a report of the problems found along with instructions for fixing them.

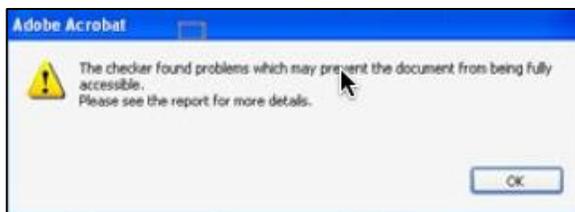


Figure 32: Accessibility Check – Problems Discovered

Documenting Website PDF Files

When adding PDF files to the website, always include the size of the PDF in the description, such as:

- Missions Website Platform Publishing Standards Guide User (PDF 6.5mb)

Also include a link to enable the user to download the Adobe Acrobat Reader, if necessary, such as with a Text Image sidebar:



Get Adobe Acrobat Reader

Or with a linked image:



Either method should be linked to: <https://get.adobe.com/reader/>

Appendix A: Glossary

Term	Definition
Accessible Designs	Accessible Designs allows as many people as possible to use technology regardless of disability, age, or functional limitation.
Accessible Video	Accessible Video is a synchronized multimedia file with a text equivalent.
Administrator	Administrators can access to all the administration features within a single site.
ALT Tags	ALT Tags describe an image's content rather than identifying persons or places.
Author	Authors create, edit, delete, and publish their own posts, as well as upload files.
Blog	A blog is a frequently updated online collection of posts...short, informal, sometimes controversial, and sometimes deeply personal...with the freshest information at the top personal journal or diary. Blog is a short form for the word weblog and the two words are used interchangeably.
Blogroll	A blogroll is a listing of websites that often appear as links on weblogs. This list of links is used to relate the site owner's interest in or affiliation with other sites.
Captions	Captions provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them.
Captioning and Transcripts	Captioning and Transcripts are methods of providing an alternative means of accessing multimedia content by providing captioning for video files and transcripts for audio files.
Category	Each post in WordPress is filed under a Category. Thoughtful categorization allows posts to be grouped with others of similar content and aids in the navigation of a site. Please note the post category should not be confused with the Link Categories used to classify and manage Links.
CD-ROM	Compact Disks-Read Only Memory
Closed Captioning	Closed Captioning is the text equivalent of the audio material is placed on a separate channel so users can turn it on and off.
Color Palette	A Color Palette contains a selection of colors that can be extremely effective for creating perceptual effects. Also can reinforce the layout; allowing an increased comprehension for the visitor. The Department of State uses a primary color palette as well as a gray scale palette.

Term	Definition
Content	Content consists of text, images, or other information shared in posts. This is separate from the structural design of a website, which provides a framework into which the content is inserted, and the presentation of a site, which involves graphic design. A Content Management System changes and updates content, rather than the structural or graphic design of a website.
Contributors	Contributors create, edit, and delete their own posts but cannot publish them.
CSS	Cascading Style Sheets
CSS	Content Support Systems
Design Standards	Design Standards are to ensure consistency, offer a sense of place within the site, and support implicit association between the brand (U.S. Department of State) and the provided source (Embassy, Mission, Consulate, etc.). Design standards ensure that the user knows what to expect, how the site will look, where to find everything, and as well as how everything works.
Domain Names	Domain names are an organization's unique space on the Internet or also referred to as your websites address.
DoS	Department of State
Dropdown	A Dropdown is a menu of options that appears below the item when the computer user clicks on it. User does not need to navigate to a new page in order to view the menu.
Editors	Editors can publish and manage posts including the posts of other users.
Embassy Templates	Embassy Templates are a model or standard created to provide a common look and feel for all mission websites.
External Links	External Links are links (URLs) to external pages that are not a part of the website. External links must open up in a new window.
Featured Image	A featured image is an image or thumbnail that is graphically representative of a post (i.e., an image of a dog or cat on a page dedicated to adopting an animal. Featured images are only used in blogrolls. The Sage theme supports up to three (3) featured images per post.
File Naming Convention	A File naming conventions is a standard of naming files when saving them. File names should be all lower case, and not contain any spaces or special characters.

Term	Definition
Flip Boxes	Flip Boxes are great for grabbing the user’s attention and adding some interaction with a site’s content. Flip boxes have fully customizable content on the front and back side and can spin, rotate, flip. Put a title on the front and backside, add buttons to the site’s content and the box height will extend based on the amount of content used. Customize the border size, border radius and have full control over the front and backside colors.
Gallery	A Gallery is specifically an exposition of images attached to a post.
Global Navigation	Global Navigation is the main horizontal site navigation that appears throughout the entire site. It contains a set of dropdown menus located at the top of each page that allows users to see all pages within each section of the website.
Graphics	Graphics are photographs or visual presentations.
Heading Tag	A Heading tag is a way of structuring the content on your page so the user can quickly skim through the page.
HTML	Hypertext Markup Language
IIP	Bureau of International Information Programs
Index Page	An Index page showcases the critical content and links, which may be useful to the audience.
Information Architecture	Information Architecture is the organization and effective structure of a webpage. The embassy’s structure is comprised of four (4) main areas, and then broken down into sub-groups that better assist the user in finding specific information.
Internal Pages	Internal pages: present content to the visitor that they have been searching for. These are the pages within your website.
Layout Templates	Layout templates are available in a page layout's Display tab. Page Layout Templates provide different plans or designs available to format content of the page.
Listing Page	A Listing Page is a page that provides the content in a list layout, allowing the publisher to present large amounts of content to the visitor effectively. Listing pages are often used to provide a list of hyperlinked titles directing site visitors to content such as press releases, speeches, or warden messages.
Local Navigation	Local (left) Navigation provides links for the current level within the site hierarchy and a fast route for visitors to get to the content in which they are most interested.

Term	Definition
Main Content Area	A Main Content Area contains content specific to the section. The main content area is expandable and can support small, medium, and large amounts of content. This is the focus point of the page.
More Links	More Links is an optional addition to all feature boxes; this allows a post to guide visitors to the complete list or to provide further assistance to complete a task.
MWP	Missions Website Platform
Official Banners	Official Banners are the official labeling for all embassies under the Department of State. This header is one of the branding elements of the Department of State.
Official Seals	Official Seals are the symbol of the U.S. Department of State, one that is recognized and respected. It helps link all websites in the visitors mind and is a badge of credibility.
OMB	Office of Management and Budget
Online Forms	Online Forms are forms that are available through a website via the Internet.
Open Captioning	Open Captioning embeds the text permanently on the same layer as the video signal, so you cannot turn it off.
Pages	A Page is often used to present "static" information about an event or site. A good example of a Page is information placed on an About Page. A Page should not be confused with the time-oriented objects called posts. Pages are typically "timeless" in nature and live "outside" your blog.
PDF	Portable Document Format
Photo Credits	Photo Credits are when an organization uses or duplicates information available from the private sector as part of an information resource, product, or service, the organization must ensure that the property rights of the private sector source are adequately protected. As a publisher, this means credit must be given to the organization that the photo or information is duplicated from in the files caption or headline.
Portal	A Portal is an entrance or access to something larger.
Post News / RSS Feeds	Post News/RSS Feeds are articles to display a headline and brief description. These are displayed directly to the right of the Home page slideshow. They can be created by the embassy or displayed using an RSS Feed. An RSS Feed is a method of pulling news from online publishers and posting it on your site, providing fresh content to your users.

Term	Definition
Posts	Posts are those items that usually contain semantically and chronographically arranged information. Also known as “articles” and sometimes incorrectly referred to as “blogs”. In WordPress, “posts” are articles that are written to populate the website.
Privacy Notice and Disclaimer	A Privacy Notice and Disclaimer is a statement that describes how user information may be tracked as well as what is done with information collected from users. Federal websites must include a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record.
Readability	Readability is a high quality writing that is easy to understand and read.
RSS	Rich Site Summary, often called Really Simple Syndication, is a format for syndicating many types of content, including blog entries, torrent files, video clips on news-like sites; specifically frequently updated content on a website, and is also known as a type of “feed” or “aggregator”. An RSS feed can contain a summary of content or the full text, and makes it easier for people to keep up to date with sites they like in an automated manner. Also frequently known as Rich Site Summary.
SAMI	Synchronized Accessible Media Interchange
Schema	A Schema is an organization or layout of concepts and actions.
Scope Attribute	A Scope Attribute tells the browser and screen reader that everything under the column is related to the header at the top, and everything to the right of the row header is related to that header.
Section 508	Section 508 requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. It eliminates barriers in information technology, creates new opportunities, and encourages development of new technologies.
Share	A Share enables visitors to easily spotlight content from the site on their personal Facebook, Digg, and other social media outlets with a simple click of the mouse.
Sidebar	A Sidebar is a vertical column provided by a theme for displaying information other than the main content of the web page. Themes usually provide at least one sidebar at the left or right of the content. Sidebars usually contain elements that a user of the site can customize.
Slider	A Slider is a webpage element used to highlight a group of selected posts. The slider displays one post at a time, transitioning from one to the next automatically or at the click of a button. Often, the slider looks like a fancy slideshow located near the top of the site.

Term	Definition
SMIL	Synchronized Multimedia Integration
Standard Footer	Standard Footer is a branded element of the Department of State, located at the bottom of each page. The standard footer contains the official disclaimer, global navigation links, and links to multimedia pages, community outreach pages, FAQs, site map, and privacy statements. It may also provide links to USG and partner sites, and other USG sites in the country.
Super Administrator	Super Administrators can access to the site network administration features and all other administrations features.
Tabbed Areas	Tabbed Areas (Content Channel) offers embassies the ability to display multiple key embassy programs and partnerships without taking away from the daily content.
Tables	Tables are charts used to display informal, statistical data.
Table Summary	Table Summaries are a caption that includes a short summary or analysis of the important information in a table. This is helpful for readers with disabilities.
Tag	<p>A Tag is a keyword that describes all or part of a Post. Think of it like a Category, but smaller in scope. A Post may have several tags, many of which relate to it only peripherally. Tags can be created on the fly by simply typing them into the Tag field. By default, tags can be assigned only to the Post and custom post types.</p> <p>Often people confuse Tags and Categories. Categories generally don't change often, while Tags usually change with every Post and are closer to the topic of the Post.</p>
Template	A Template is a file that defines an area of the web pages generated by a theme. For example, there is typically a template for the header area at the top of the web pages, a template for the content, a template for the sidebars, and so on. The templates are like building blocks that make up the complete web page.
Terms of Language	Terms of Language are whether a user is monolingual, bilingual, or multilingual.
Theme	A Theme is the overall design of a site and encompasses color, graphics, and text; a Theme is sometimes called the skin. The default theme for this WordPress project is the Sage theme.
Translation	Translation enables the web manager to link directly to a corresponding Language translation of the content.

Term	Definition
Typography	Typography is the technique of arranging verbal and visual communication in an effect way.
URL	Uniform Resource Locator
User Friendly Pages	User-friendly pages are designed so that nothing interferes with the visitor getting to the content and all content is easily found and accessible.
WAI	Web Accessibility Initiative. Created by the W3C in 1997, it is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.
W3C	World Wide Web Consortium
Web Manager	Web Manager is the person who maintains, updates, and manages the content of the site.
Widget	Widgets are independent sections of content that can be placed into any widget-enabled area provided by the theme. Widget-enabled areas are commonly called Sidebars and are usually located in the right or left hand columns. However, widgets can be located virtually anywhere within the site depending on the current theme.

Appendix B: Additional Services and Information

Customer Support Services

The Office of Digital Help Desk provides 24/7/365 customer support for all users of the U.S. Missions Website platform. All requests for technical assistance or site update services must be sent to: embassy-help@getusinfo.com so that a member of our support team can assist as soon as possible.

The nature of the platform makes it easy for our team to step in and assist if there is a situation at Post that prevents the local team from updating the website. We offer long-term support services and will be happy to provide additional information to any interested users. Please email the help desk at: embassy-help@getusinfo.com for more details.

Training Services

Training services available to our users include:

- ▶ **Online Training** – This training typically takes two (2) hours a day for three (3) days. It is intended for first-time platform users or for Posts who are migrating into the latest version of the platform.
- ▶ **Refresher Training** – This training is intended for Users who took the training long ago and haven't used the system in quite some time. It also takes approximately two (2) hours per session and the number of sessions is negotiated with the training team.
- ▶ **Tutorials** – This option allows the user to set the training agenda. A tutorial session can be as short as 30 minutes and last up to 2 hours. If the user needs a quick overview of a particular function of the platform, this is a great option.
- ▶ **Regional Workshops** – Regional Workshops are scheduled based on the migration schedule and budget availability. Attendance at a workshop is by invitation only and is typically determined by the Region where the workshop is held and the migration schedule.