

Communications Coordinators: IOSH Networks' Committee Guidance Pack

Support and guidance for the role

V1.1

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Keeping the IOSH website up to date

The basics

Rule of thumb is 'Keep it simple, less is more!' Your visitors want to navigate around your site easily and quickly, they don't want to click around several pages to find what they're looking for.

Your site should include these basic pages:

- Homepage
 - Welcome message
 - Introduction and information about the Branch/Group (number of members etc.)
 - 'Contact Us' box for your users to get in touch if they want to

- Committee page
 - Chair, Secretary, Treasurer and all other committee members' names and roles
 - Child pages could be added to include a short biography on each member; hyperlinks from their names/photos would open these pages for more info. Committee member biography should stick to the following headings and maximum word count:
 - Position in committee name: 10 words
 - Role in the committee: 50 words
 - Background in occupational health and safety: 25 words

Remember, web users won't spend lots of time reading reams of information on a computer screen. Keep content short and clear to keep the reader interested.

- News page
 - The top news page should only contain headlines which hyperlink to individual news pages.
 - Each news page needs a title, date and story.
 - Keep each news item separate so that it can appear in Connect.
 - Your news item may refer to a story on another website, if so include a brief description/strapline to give context.

Before you submit a news item to the website, make sure you have:

- all the relevant facts and figures
- defined an appropriate headline
- written the story clearly with good structure (see page 14)
- provided any relevant imagery to accompany the story
- received any required permissions.

- Events page
 - Your event page should include some general information about the venue and timings of your Branch or Group meetings.
 - It's very important to have the 'View our events' widget on your events page, when the visitor clicks on this it will take them to the main IOSH events search – but it will only show events which have been organised by that specific Branch or Group.
 - If you have an annual programme you could make that available to download from the event landing page.
 - You should include some text to advise your visitors to check event details before setting out in case of any last minute changes or cancellation.
 - Using the 'View our events' widget ensures that your event page is always up to date.

Remember, web users won't scroll down through your pages to find what they're looking for. If your event page is set up as suggested, the information will always be easy to find and also linked to in Connect.

- Districts/Sections
 - District or Section pages should be kept to a minimum so that the main Branch site remains simple. An Introduction page and Committee should be enough.
 - Events and news items can be specific to a District or Section, but the link in Connect would go out to all Branch members, not just the members in that district/section.
- Articles
 - These should be set up like your news page, the name and date of each article should be listed on the landing page and each title hyperlinked to a child page containing that specific article.

Make sure articles are relevant and up to date. Check your articles on a regular basis. Our Web Team are not health and safety experts, so you'll need to let them know when something needs to be removed.

Content for specific audiences

- Members' only page
 - Only logged in members of your Branch or Group can view the content on this page.
 - These pages usually contain a document library where meeting minutes can be shared.
- Committee only page
 - Only logged in Committee members can view the content on this page.
 - The document library on this page can only be accessed by logged in Committee members.
- Archive
 - You can set up an archive (either for the general public or members only) where you can share documents and presentations from previous meetings/events.
 - It is best practice to keep all of your content up to date on a website, so an archive shouldn't go back further than 12 months, ideally.
 - Tip: Your archive page could contain a 'Request a document' link, where the visitor could contact the Committee to request a document if it isn't in the archive

Keeping information current online

Regardless of industry sector, service, or product, all websites provide information. Regularly updated content is key to keeping your pages fresh, current, and engaging.

The internet is in constant flux due to the ever-changing tastes of users. Content (including images, attachments, applications, audio and video) quickly stagnates and looks outdated if it's not frequently revisited and refreshed where necessary.

Please regularly check your web page content. Check that it is relevant, accurate and fresh. Check that links are still working, and provide new content where possible. Perhaps a formal process, such as diarised reviews would help with this task. Committee pages, news and events should be given highest priority.

Archiving your content online

Older, less relevant content should be taken out of the public domain.

This helps to prevent your pages from becoming too large and unwieldy; trying to find your way through lots of pages soon becomes a chore, as does trying to find new content in the midst of old.

The IOSH Web Team will also annually check microsite pages and contact you to make recommendations.

How to write news for your web pages

The headline

This is your first opportunity to grab the reader's attention and convey the priority point of your article. When writing for the IOSH website, we're not looking for drama and excitement, but we are looking for clear and concise headlines that are self-explanatory and help to get the message across.

Key elements to remember:

- Keep it short
- Keep it focussed on the key point
- It should be self-explanatory
- Avoid cryptic headlines, no matter how humorous

Try writing your headline at the end, rather than at the beginning.

The story

To ensure that your news is interesting to read and gets the key message across, follow our recommended article structure below.

Beginning

A great story begins in a strong way. The beginning is called the lead. The lead is the point which the writer thinks is the most significant or critical to the story.

In the lead, the journalist stresses the key points in short and by doing so highlights the newsworthiness of the story. This would normally be only a couple of sentences making up one paragraph.

The lead of the news story is like a nucleus for the rest of the story. All the other parts of the news story look back to the lead point.

Middle

News stories do not have an easily recognizable 'middle' like other stories. The lead of the story is followed by the lead development or key supporting information. This part of the story refers back to the key point(s) from different perspectives.

The writer will order the middle of the story according to how significant the elements are. The events are not necessarily organized in the order in which they actually happened or will happen.

End

News stories do not end in the way other stories do but can end on a poignant fact or wrap up with either a general reflection or a forward looking statement.

News story example

Scenario

The Branch committee was unable to appoint new committee members to the vacant roles at the last AGM. As such the Committee is not fully resourced. They need volunteers to fill the roles in order to operate at the usual level. Support has been requested from IOSH to help recruit people for the positions.

<p>Poorly-structured news item</p> <p>April 2015 – AGM update</p> <p>At the AGM it was not possible to appoint new people to the Committee. The existing Committee are continuing to work with the Networks Officer. Branch activities continue as planned for the foreseeable while we look to appoint new people into the vacant roles.</p>	<p>Notes</p> <p><i>The date and headline is generic.</i></p> <p><i>The news item is short, almost note-like.</i></p> <p><i>It feels impersonal and doesn't address the key problem.</i></p>
<p>Well-structured news item</p> <p>21 April 2015 – Vacancies - Become part of our committee</p> <p>Several committee members stepped down at the AGM this year after long service. We were unable to appoint new people to the vacant roles at the meeting.</p> <p>This year, Sue Wood and Joan Barker decided not to continue in their roles as Secretary and Events Co-ordinator respectively, having been part of the committee for a significant while. We thank them for their time and their input and wish them well in the future.</p> <p>We are now looking for new volunteers to step into these roles. If you are interested in being part of the Committee, have a few hours to spare and can attend a monthly evening meeting within Leicestershire, we'd love to hear from you. Email: ournetworkofficer@iosh.co.uk.</p> <p>Although we are low on numbers at the moment, the Committee are confident that we can continue to carry out the Branch activities already advertised and when we have a full committee, hope to plan more activities for the future.</p>	<p>Notes</p> <p><i>The date is clear. The headline is engaging.</i></p> <p><i>The first paragraph summarises the point of the news item.</i></p> <p><i>Then background is given, which feels inviting – appropriate for this item.</i></p> <p><i>The issue is addressed directly.</i></p> <p><i>The news item is finished with assurance and a look to the future.</i></p>

Writing for the website



Why is writing for a website different to any other writing? How can we tailor our web content so it appeals to website users?

To get a brief overview and some copywriting tips, go to You Tube and watch this helpful video. <http://www.youtube.com/watch?v=uTrwhEtS1fk>

Our website – its personality

Your set of web pages is like a microsite within the IOSH website. As such, our website visitors will naturally travel between the main site and your pages and we want the general tone of language and terminology to be as consistent as possible.

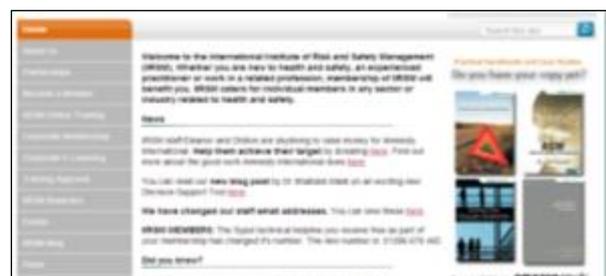
Think about the IOSH website as having a personality. We want it to be:

- friendly
- clear and simple to understand
- approachable
- accurate and helpful
- no-nonsense.



We don't want the website to come across as:

- difficult to understand
- stuffy and dry
- boring and out of date
- bureaucratic.



To understand why we place importance on the personality of a site - which of the two websites shown would you rather browse?

How to create great web content

To create the best, most effective web content, put yourself in the visitor's shoes. What do they want to know?

Remember that not all visitors to your pages are members; the website is accessible to everyone so you could have potential audiences interested in being a member and looking into what would be their local Branch or Group.

WRITING for THE WEB
a helpful guide for assessing or creating online content

NO 1 Web content is **about** you, but it's **for** them

Does your online content meet the expectations of your users?

- 1** **BENEFITS**
Speak to benefits more than features
- 2** **customer needs**
Do they really care about your mission statement?
- 3** **calls to action**
Use task-oriented copy and calls to action

How can you get them to where they want to be as quickly as possible? The longer you take to give them what they're looking for, the more chance that they'll go to another website, get bored, and lose confidence in our site.

NO 2 Give visitors what they came for **RIGHT AWAY**

Prospects look for information that's relevant to them

- 5-7 SECONDS**
You have only 5-7 seconds to grab attention
- 75** **WORDS ON A PAGE IS IDEAL**
Shoot for 150 words or less
- Zzz** **AFTER 100 WORDS,**
you have lost 25% of your readers

One way to make your content more engaging is to think of it as telling a story:

3 Think about content as a story

STORIES CONNECT

- WHERE "INFORMATION": INFORMS, EDUCATES, PROMOTES...
"STORIES": COMPEL, INFLUENCE, INSPIRE, ENCOURAGE
- USE CONTENT, STYLE AND TONE THAT CONNECTS
- USE PLAIN LANGUAGE
SAY WHAT YOU MEAN, MEAN WHAT YOU SAY
- STORYTELLING WORKS WHEN YOU UNDERSTAND
YOUR RELATIONSHIP WITH YOUR CUSTOMERS

And using these simple tips will make your content even better:

4 Quick tips and tricks

MORE TIPS for THE WEB

- MAKE COPY CONSUMABLE**
What catches your eye?
✓ 10X THE SAVINGS
✗ TEN TIMES THE SAVINGS
✓ 4 BOOKS
✗ FOUR BOOKS
- USE DIFFERENT METHODS TO SHORTEN THE COPY**
call out boxes
ask a question?
use a video
use a picture
- USE EFFECTIVE HEADLINES**
Solve a problem. Use a quote.
Ask a question. Use a stat.
Lead with benefits.
“ 10 Sure-fire Tips to Writing Headlines that Grab Attention
- NOT ALL CONTENT NEEDS TO BE WRITTEN**
YouTube is now one of the world's largest search engines!

topdraw Creative Solutions. Measured Results.

Put boring info that needs to be on a page (but no one wants about) here - bottom right corner.

Making it clear

Users don't actually 'read' webpages. They scan them to pick up pieces of information to get what they need as fast as possible.

Here are some pointers on how to split up a web page to make it easier for the user to understand the information on the page:

The screenshot shows the 'IOSH extras' page with several callout boxes pointing to specific design elements:

- Page title clearly tells you what the page is about:** Points to the 'IOSH extras' header.
- Supporting information stands out:** Points to the 'Membership Team' sidebar.
- The banner image supports the main message:** Points to the image of a woman with shopping bags.
- The first paragraph gets straight to the point:** Points to the introductory paragraph about the benefits scheme.
- Bullet points make lists easier to read:** Points to the list of discounts.
- A mix of short and longer sentences and paragraphs makes the content interesting:** Points to the introductory paragraph.
- Sub-headings in bold provide structure so the content is easier to scan:** Points to the 'Start saving now' and 'Want to use IOSH extras now?' sections.
- Asking your user questions engages them:** Points to the 'Want to use IOSH extras now?' section.

Make life easier - share these content tips with the rest of your committee so that all the content which is produced for your microsite follows these guidelines.

Using hyperlinks

Hyperlinks, also called links, are important as they help users move around websites and get to the information or service that is relevant for them. Placing well thought out links in key areas can help the visitor get where they want to more quickly; sometimes hard to get right, but worth the effort of thinking it through.

Look at your web page. Is there relevant content that relates to this elsewhere? Would the visitor find it useful if there was a link to that content from here?

Link structure

Visitors with sight difficulties rely on software called a Screen Reader to talk them through a website. Screen Readers will read out 'Click here' and then the link address, leaving the visitor with the task of working out if that link is relevant.

When planning links within your content, always hide links to other webpages behind a meaningful word or a phrase. This helps the visitor understand what they will get or what will happen if they click the link. If adding a link to within a sentence, it should appear as follows:

Example 1

Please download and read the latest [East Anglia Branch meeting minutes \(01.09.15\)](#) before the next meeting. Thank you.

Example 2

To read more about Asbestos in the workplace and its hazardous qualities, [visit the Asbestos information page on the HSE website.](#)

Don't hide links behind general phrases such as 'Click here' or 'Go to'

Link suitability

Sometimes it is easy to keep adding links to your content with the idea that more links is more useful. If you're not careful, your page can become saturated with links and the Web Team may ask you to review your link content.

Ask yourself these questions:

- Is the link directly relevant to the page content?
- Will it be useful to your visitors? Is it needed?
- Is the link relevant to occupational health and safety?
- Does the link comply with the IOSH 'Outward links policy'?

You can check the current Outwards links policy on the Terms of use page of the website – www.iosh.co.uk/terms.

Promoting your content

Promo Panels is the term we give to items positioned to the right hand of your page where a user can see 'panels' of information. There are three panels we can create:

Promo panel – these look like adverts that point you to a different page across the site.

Text panel - contain short, informative passages which you want to stand-out.

Link panel - contains links to other areas of the website which relate to the content of the page.

The space contained to the right of the page is managed by the IOSH Web Team. From time to time useful campaigns or information which we feel benefits your members will populate this area at the discretion of the IOSH Web Team. We will also work with you to develop ideas to populate this area with your content.

Using social media

If you have any hopes or plans to use Facebook, LinkedIn or Twitter, or indeed any other social channel online to communicate your Branch or Group activities, then please contact the IOSH Media Team; we have corporate guidance on this.

Where it may be possible to use these channels for your communications, we would need to update you on latest policy and how best to work within the guidance in this area.

Please do not set up your own social channels without discussing it with the IOSH Media Team.

Using the IOSH Forums

Our forums are a great way to chat freely to members, post documents and communicate to wider groups. Any network can ask for a forum to be set up that allows the committee to connect with their members – just request this from the Web Team.

You can also find out about topics that are affecting members or other technical health and safety issues from the wider forums. This source of information could help to tailor your events and other activities, so it is worth checking the forums regularly.

If you need help with using the forums, please get in touch with the Web Team.

Working with images

Overview

Images are a large part of what makes our printed items and website interesting and appealing. By using the right image it can help people to understand the purpose of the information, give them more information and entice them to read further.

You need to check that you have the right permissions to use an image. The Communication Teams may ask to see this.

There are a lot of things to consider when picking an image but think about these when you're choosing:

- ✓ Who is the target audience?
- ✓ Is the tone/feeling of the image appropriate?
- ✓ Is the image relevant?
- ✓ Is the relevance simple to understand?
- ✓ Is it the right size?
- ✓ Does the image portray a stereotype?
- ✓ Does the image convey bias or discrimination?
- ✓ Is the image interesting?
- ✓ Is the image of good quality?
- ✓ Is there effective use of colour?
- ✓ Do you have the right permissions?

Examples of good & effective images:



Examples of good & effective images (continued):



Examples of images that don't work:



The subject is too far away and not the focus of the photo. The subject should fill the frame.



The photo is dark and out of focus. The subject is caught at an uninteresting angle. There is no clear point of interest in the photo.

Images for the website

You can request an image from the Creative Team for use on the IOSH website. Based on your needs, the team will look to source images for you. There may be a cost, depending on where the images are sourced from, which will be discussed with you at the time.

You can also source your own images, but these will need to be approved before they are loaded on to the website. You'll need to confirm ownership, or permission to use the image.

Website image sizes

Please see below for the different types of images that can be uploaded to the IOSH website, and their relevant size information. Please refer to this table when working with the Creative and/or Web Teams.

Image type	Size in pixels
<p>Document jacket</p> <p><i>To accompany a document. Only used for significant documents that have been styled by the Creative Team and have a front cover of interest.</i></p> <p><i>Can appear on any content page.</i></p>	120 x 140
<p>Right-hand side promo panel</p> <p><i>To be used in the promotion of a high level event, newsworthy activity, functional tool or resource that the Committee have developed.</i></p> <p><i>Can appear on the right-hand side of most pages.</i></p>	223 x 170
<p>News item main image</p> <p><i>To accompany a news story.</i></p> <p><i>Will appear in the main body content area of the page.</i></p>	270 x 330 (maximum)
<p>Pen pic (testimonials, copy etc)</p> <p><i>This would be a profile photograph; head and shoulders shot. It would accompany biographical information – may be used on your Meet the committee page, or as part of a testimonial/quote.</i></p>	120 x 140
<p>Standard with supporting banner</p> <p><i>This is the image that appears across the top of your Welcome page. If your network name changes or you feel this needs updating, get in touch.</i></p>	445 x 200

Working with Video

Overview

Video is a great way to engage an audience and deliver information in a fun and creative way. However, it is time consuming to plan and can carry a large cost.

If you're thinking about creating a video, get in touch with the Creative Team ASAP. They have a wealth of knowledge that can help you and will be able to appoint an IOSH approved resource to work with you.

Before you begin to create your video

Key things to think about:

- ✓ Are the Creative Team aware and on board?
- ✓ What is your key message and how will get this across?
- ✓ Who is your target audience?
- ✓ What are the key points of your message?
- ✓ Who would be an effective speaker on video?
- ✓ How long will your video be?
- ✓ What are your timescales?

One minute of video can equal one hour of post-production time. Something to bear in mind!

If your video will have any health and safety technical content, it will need to be reviewed by the Research and Information Services Team within the Policy division for accuracy, before it is finalised and released.

All Network videos are uploaded on to the IOSH Networks YouTube channel:
www.youtube.co.uk/IOSHNetworks.

They need to meet the format and restrictions of YouTube, but also meet the professional brand requirements of IOSH. Don't worry; the Creative Team will keep you pointing in the right direction.

Getting started

When considering a film or video option, discuss the concept with your Networks Officer, who can help you to write out a specification brief. This can then be sent to the Creative Team who will either work with you to produce the video with the support of the team or will advise you on contracting an external company to produce the video content. The Creative Team may also come up with alternative ways of getting your message across and discuss these with you.

Video on the website

There are two ways to put a video online:

1. Linking to the video

This is recommended if the video is not directly made by IOSH but still has value to our members or if the page is particularly busy with content already.

2. Embed the video and display on page

This shows you the image of the video and allows the visitor to play the video directly in the page. This is useful because it adds appealing visuals to your page and helps to signpost the video and encourages visitors to watch. An embedded video will normally be placed in the right hand column of the page.

Wherever possible and appropriate, we will ask for a transcript of the video to be made available to support the accessibility of the information. This is best practice but will incur additional time to create the transcription.

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Working with documents

Documents can be very helpful online as a way of putting across lots of information that a user won't want to read from on a lengthy web page. Documents are also handy for publishing information which the user may want to keep a copy of or print off. For example, a role description for a Committee vacancy at IOSH would work a lot better as a downloadable PDF than a web page, as the user is likely to want to save a copy or print it off. In this scenario, a document of the role description would be a lot more helpful to the user than a web page.

Put yourself in the user's shoes and think how you'd like to see the information online.

Documents on the website

All conventional document types, from Microsoft Excel to Word, can be uploaded to the website. Ideally your document should be **under 1MB** in size (or potentially up to a max of 2MB if it is a presentation) in order to make it as easy as possible for people to download it.

When you request a document to be uploaded you will need to consider adding some conventions to the document you are sending across. Think about the following:

- ✓ The **name of the file**. For example, *lastmeetingsminutesTVfeb020214.doc* would actually mean very little to a user and isn't very helpful. However, using *Thames_Valley_Minutes_February2014.doc* allows the user to see if this is the document they're looking for.
- ✓ Include a **date** in your header or footer so we know when this document was last updated.
- ✓ Consider how **long you want the document to be available** online for. We can set an automatic date for this document to be removed or archived.
- ✓ Be aware of whether the document has any **personal data** in it, or if it asks for personal information to be provided. This is against our Communications policy, and may have data protection implications. You will need to remove any personal data references before the document is uploaded to the IOSH website.

If you can get into the habit of preparing the document like this, it will speed up our ability to deal with your request. Get in touch if you're unsure.

Please make sure that your documents do not contain:

- *Information about people that would aid identification or contact, including non-IOSH email addresses, phone numbers or postal address information*
 - *Requests for personal contact information.*
-

Design control – why?

'Design control' is a term that describes the procedures and processes used throughout the design and build of something, in this case either laying out a document, the selection of an image, the construction of a video or content on our website.

Consistency across all IOSH content is important.

Brand consistency

Our brand guidelines are very specific, clear and have simple rules about how our brand should appear and behave. Detailing everything from colour, font and size, to the language to be used in our literature, our brand guidelines are our style bible.

All the elements of our brand identity communicate a message about IOSH, and the guidelines help ensure that this message is the same across all our communications.

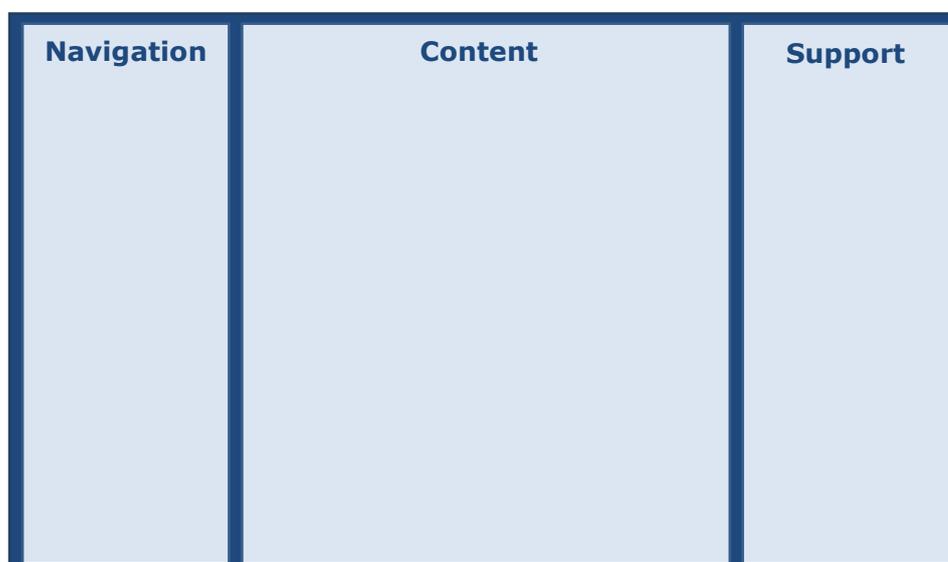
Consistency ensures that we build a strong brand that is easily identified and remembered by our customers. Our brand is what helps your customers recognise and trust our business.

Through our visual identity and our tone of voice, people get an idea of who we are and what we stand for. In a company with many people creating content, templates help ensure that everyone understands the correct way of doing something.

Brand consistency is about maximizing the benefits of our communications by ensuring all our material and channels represent our brand accurately and our messages are conveyed in the same way.

Design control on the website

An example of a control IOSH puts in place to ensure a consistent brand representation across the IOSH website is how we lay things out. For instance, the network microsites all use the same page template:



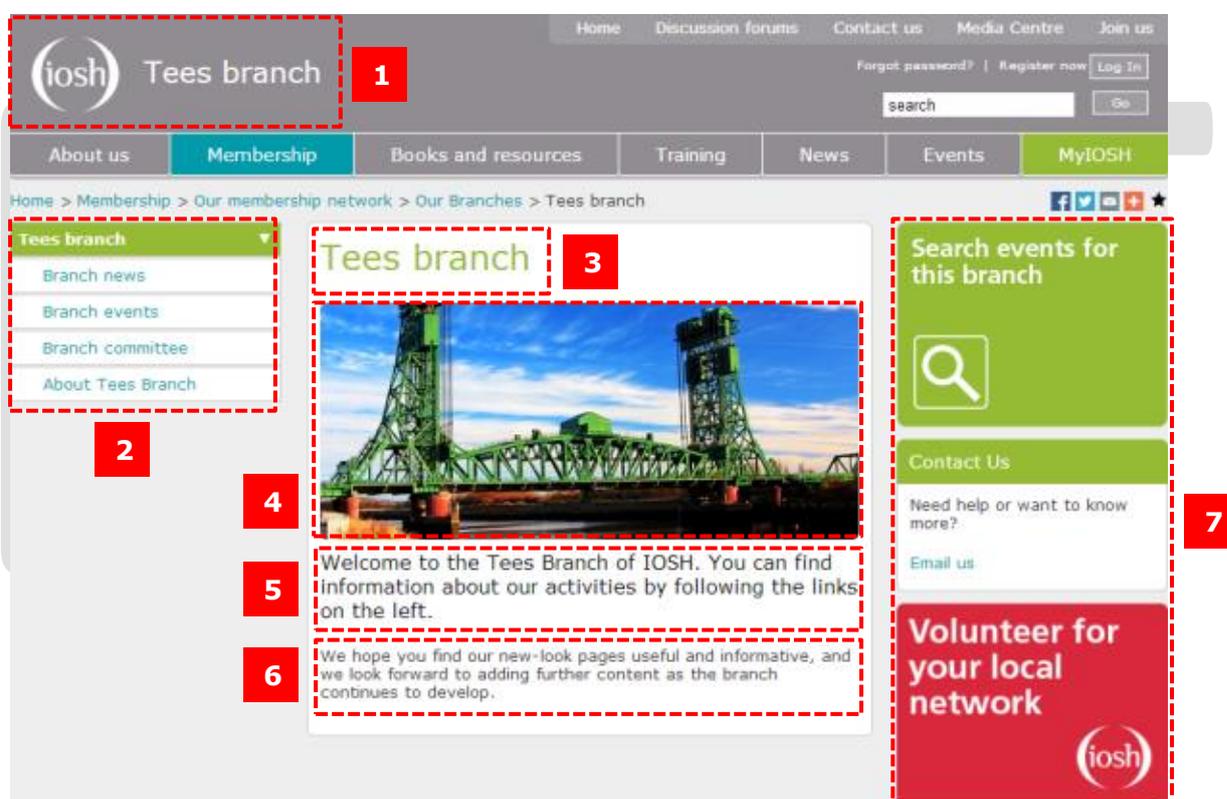
And likewise, elements such as menus, images, written content, and contact information are laid out in a consistent manner too. This uniform approach makes a user's journey through the microsite pages easier, as they only need to learn the route once.

Finally, a common standard for the information architecture (the ways pages are grouped, ordered and labelled) also helps to foster a sense of cohesion.

Example microsite page

A good example of a microsite page is one that closely follows our brand design controls and best practice, is easy to navigate and read, and gives the user opportunities to interact.

If we look at the Tees Branch microsite as an example and go through the elements step-by-step, we'll see that it's getting a lot of things right.



- 1) Clear identification in the masthead to differentiate from other areas of the website
- 2) Options in the local navigation are kept tight at the top level, and in running order of importance
- 3) The title of the page matches the label in navigation
- 4) A strong banner image with good contrast
- 5) The next block of text after the main heading uses the next heading style (H2) for search engine optimisation
- 6) The body text is short and to-the-point
- 7) In the supporting column there are two useful utilities and a spotlight advertisement – both requiring interaction from the user and adding depth to the page.

Web ethics

IOSH web plagiarism policy

Background

1.1 This policy applies to documents and digital content that make up the IOSH online presence.

1.2 UK Copyright Service advises that you should not copy and paste content from other websites or documents unless you've obtained specific written permission from the author or publisher to do so.

1.3 The concept of 'fair use' enables limited copying for news reporting.

IOSH copyright policy statement

2.1 IOSH volunteers and staff involved in content management online in the name of IOSH, or for the benefit of the IOSH brand, should keep within the guidelines given from the [UK Copyright Service](#).

2.2 IOSH require that all written, edited or uploaded content for use online must state all sources for material such as statistics or images to ensure copyright is upheld.

Find out more about copyright on these web pages:

- Ten copyright myths - http://www.copyrightservice.co.uk/copyright/copyright_myths
- Common questions about copyright - <http://www.copyrightservice.co.uk/copyright/questions>
- How to obtain permission to quote copyright material in an article - http://www.copyrightservice.co.uk/copyright/p13_permission

Advertising and the IOSH online presence

From 1 March 2011, the ASA's (Advertising Standards Authority) online remit began covering marketing communications on organisations' own websites and in other non-paid-for space under their control (eg social media sites).

The [CAP Code](#) is the 'rule book'. It now applies to promotional/marketing messages online. Go to <http://www.cap.org.uk/The-Codes/CAP-Code.aspx> to read the code.

What does this mean for IOSH?

The key thing with all our marketing communications is that they should be legal, decent, honest and truthful. All marketing communications should be prepared with a sense of responsibility to consumers and society and should reflect the spirit, not merely the letter, of the CAP code.

From 1 March 2011, users have been able to make a complaint to the ASA if they think our marketing communications aren't in line with the CAP code. Since that date, many well-known brands have been found to be breaching the code.

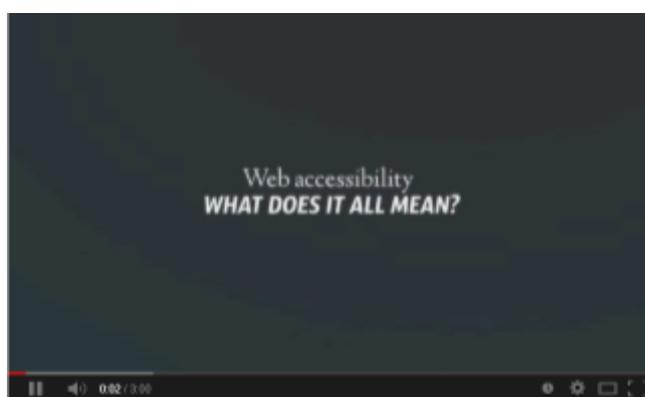
We need to be aware of the rule book, and make sure everything we promote online is within the rules. This not only includes promotional text and imagery from this point forward, but also existing copy online.

What does this mean for Communications Coordinators?

Please arrange for your committee to carry out a review of any online content that is relevant to your Network. Then, continue to review all new content that is created for your microsite to make sure it follows the rules of the CAP code.

Any areas of concern that are discovered should be flagged to webhelp@iosh.co.uk and we'll work with you to resolve the issue. And if you're not sure, just ask.

Accessibility



What is web accessibility? Why is it so important? How can we make the IOSH website accessible?

To learn more about Accessibility, go to YouTube and watch this helpful video.

<http://www.youtube.com/watch?v=EfohnZcmt-c&list#t=45>

What is Web Accessibility?

making web content and multimedia accessible to people with disabilities

Disability	Percentage
Hard of hearing	7%
Deaf	2%
Visually impaired	4.5%
Use mobility devices	2.6%
Epilepsy and seizures	1%

Designing for Accessibility

www.w3.org/TR/WCAG10/#Guidelines

- #1** Provide equivalent alternatives to auditory and visual content.
image ALT attribute
screen reader software
video subtitles
- #2** Don't rely on colour alone.
- #3** Ensure user control of time sensitive content.
moving, blinking, scrolling can be easily paused or stopped
- #4** Ensure direct accessibility of embedded user interfaces.
tab key alternative to mouse clicks
screen reader friendly

Data source: www.w3.org, epilepsyfoundation.org, disabledinaction.org, dsc.ucsf.edu, eyecarebusiness.com

Graphics: webdev-it.blogspot.com

IOSH accessibility policy statement

Background

1.1 When websites are correctly designed, developed and edited, all users can have equal access to the sites' information, functionality and benefits.

1.2 Many people use assistive technologies to allow them, for example, to view websites in easier-to-read colours, with larger fonts or as spoken text, or to navigate around a site using the keyboard only. As these assistive technologies become more available and sophisticated, we want to ensure that our online tools continue to work well with them to deliver a good experience for all our users.

1.3 To help us to achieve these aims, we have the Web Accessibility Standards and Guidelines (see 'Accessibility guidelines' section, below), which should be followed by anyone who is commissioning, developing, designing or editing online content for IOSH.

Approach

2.1 In instances where the specific accessibility needs of some disabled user groups require IOSH to create new or repurposed editorial content, we will do this, wherever appropriate, so that we become more inclusive to a wider audience online.

IOSH accessibility policy statement

3.1 IOSH aims to make our online content accessible and usable for people of all abilities and disabilities, including older audiences, and those with visual, hearing, cognitive or motor impairments, as far as is reasonably practicable.

3.2 All online development of the IOSH brand is developed with the aim of achieving AA compliance to Web content accessibility guidelines (WCAG) 2.0. This is the statement we give to developers to make sure software meets our accessibility aims:

IOSH website standards – Accessibility/Disability Discrimination Act 1995

The IOSH online presence, including all the tools, processes and pages on our website – www.iosh.co.uk and any other IOSH website/microsites, should be built to meet national and international best practice web design and development standards, as far as is reasonably practicable.

For existing and future online tools, we want to be compliant with the following legislation/web guidance:

- Equality Act 2010
- Disability Discrimination Act (DDA) 1995, section III, point 19
- Disability Discrimination Act (DDA) 1995, Code of Practice (revised) – Rights of Access Goods, Facilities, Services and premises: 2.17
- British Standards Institute's (BSI) PAS78:2006.

Meeting W3C Web Content Accessibility Guidelines

For existing online tools we want to meet:

- W3C Web Content Accessibility Guidelines **1.0** Level 2 (AA) standard

For future online tools we want to meet:

- W3C Web Content Accessibility Guidelines **2.0** Level 2 (AA) standard

All developments carried out on behalf of IOSH by any third party, paid or otherwise, should be compliant with the above, unless agreed with IOSH in writing.

Glossary of terms

Accessibility - The degree to which a product, device, service, or environment is available to as many people as possible.

Alt text – Also called 'Alternative text', this is a label that appears when you hover your mouse over an image or link on a webpage. To make content as accessible as possible, the alt text should describe the image or link clearly and accurately.

Child pages - Web pages that are secondary to a main or first page on a website. For example, you may access a first page on finance, but once on this page you then have two secondary pages, or 'child' pages, of expenses and guidance you can select.

Comms - An abbreviation of the term communication.

Interface - A device or program enabling a user to communicate with a computer. This is also referred to as a 'user interface' and is a web term for understanding how users are able to use web resources based on their features and layout.

Masthead - Usually the top banner or segment of information on a webpage or news item and it's your first point of contact to your audience.

Microsite - A small website with few pages that will often have short concise information about a set topic.

Screen Reader - A software application that attempts to identify and interpret what is being displayed on the screen.

Usability - The ease of use and learnability of a human-made object. Web usability is about how easy it is to use web tools.

W3C - The World Wide Web Consortium; the main international standards organization for the World Wide Web.