

Tip Jar for PHSA web & POD editors

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Creating new web pages or revising old ones? We have four steps to help you change your blank screen to a solid first draft.

What do we mean by the term “web content”?

Most PHSA web content is text that we type into web pages. You can also include:

- [Links](#) to web pages and [documents](#)
- [Images](#) and [videos](#) that serve a purpose

Your work as a PHSA web editor does not require you to “design” web pages. All PHSA web pages use a [template](#). Our intranet [POD has one main template](#) with some style elements. The uniform look and experience make it easier for users to complete tasks like find the navigation menu.

Step #1: understand your users and their needs

Web pages are for people doing tasks or looking for information. The more you know your users, the better you are able to create content for them.

The first step is to list the key groups of people visiting your page and their information needs. We have more details on this process on our webpage [create web content with purpose](#).

Does your page template require certain information?

Some of our page templates require specific information in a certain order. For example, our [clinic template](#) typically has two required tabs and a third optional tab.

- The first tab “About” must describe the services your clinic provides and the types of patients that you serve.
- The second tab “Prepare” must provide information on how patients can prepare for their visit.

Our team will let you know if your page template requires certain information.

Step #2: draft your content in Word

You may find it easier to create a first draft in Microsoft Word, edit it, and then upload the final draft into SharePoint. If you want the same visual style as the web page, you can copy and paste the font styles of the web page into the Word document.

One way to create a first draft of your content is to:

1. List all the information your users need from most important to least important. If your template requires information in a specific order, use that as a guide instead.
2. Type out answers to the information needs of your users. At this stage, don't worry about grammar or style.
3. Once you've finished your first draft, take a break if possible.

Step 3: edit your draft

Re-examine and refine your content. You can:

- Use [headings](#) and [lists](#) to organize your content. We have [guides for our intranet POD](#).
- Insert links to other web pages and documents.
- Insert images and videos if they have a purpose
- Check your writing for [misspellings, grammar and style](#).
- Ensure you are using [plain language](#). It is essential that writing should be at a grade 6 level for general audiences. 46% of British Columbians aged 16-65 years do not have the [literacy required for everyday tasks](#).

After you are done, send it to anyone in your team who needs to review the information. It could be the page owner, your manager or subject matter experts.

Step 4: email webhelp@phsa.ca

After your team's review, email the document to webhelp@phsa.ca. We will work with you to ensure that the content meets PHSA web standards or see if it requires advanced web tools.

We may remove unnecessary content, and ask your team to find other channels such as newsletters, email, shared drive, or social media.

To quote the [UK Government Digital Service](#), "Publish only what someone needs to know so they can complete their task. Nothing more."

Your action

The next time you re-draft web content, use our four-step process.

Created by the Web Strategy Team (PHSA Communications)

No longer a POD or web editor? Questions or comments? Please email webhelp@phsa.ca

[Resources for PHSA web editors](#)

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