The UN-Habitat global website, relaunched in 2014, is an important communication tool for UN-Habitat to raise issues around urbanization, showcase its knowledge leadership and new data and communicate its impact. It requires guidelines to ensure that properly written stories with good photographs are submitted through the correct channels and posted in a timely fashion in the appropriate place.

Other UN-Habitat websites
To encourage coherent communications, the global UN-Habitat website should be the main go to website. Requests for setting up any other UN-Habitat or websites with partners should be made to the Chief of Communication. All existing websites and any new ones should follow the same visual specifications to ensure the consistency of user experience and integrated organizational image including the use of logo, colours, shapes, font and size, etc.

There needs to be agreement on who runs the website day to day and who has ultimate authority on content. UN-Habitat Communication Chief has the right to close UN-Habitat websites that do not confirm to standards or are considered unnecessary.

Content
In order to attract more visitors, UN-Habitat’s website will concentrate on story telling focusing on human interest stories – particularly of beneficiaries. The website should not be seen as an archive or repository for everything that happens. The stories need to be of high quality, with a newsy, interesting angle, no jargon or unexplained acronyms. When possible stories about meetings, workshops or agreement signings should include some interesting content from the field. When possible stories should contain timely, accurate data and accurate quotes. The Communication branch will support by editing stories, requesting more information if needed, and provide concise, simple guidelines on style and story writing which should be disseminated by Communication focal points. Content writers should not commit to partners that a certain version will be published.

Country and Regional Offices are encouraged to submit stories. The collaborative online platform Workplace will be a useful place to flag good stories but, at least at the start, they should also be submitted to Communication.

Country and regional offices are welcome to translate any content on the main website.
Chain of responsibility for story drafting
The content owners draft the content including headline, date and place, story content, partners and donors and relation to SDGs and NUA. They have the responsibility to make sure all the facts are correct, that it is a timely, accurate and interesting piece of writing and is accompanied by 2 – 4 high quality photographs, infographics or videos sent separately (not embedded) with captions and correctly written photographer credit. Donors and partners should be included. The story should be approved by the content owner’s boss.

The story is submitted to the Digital Content Manager or the Communication Specialist (never directly to the IT team). If it is a video, then a script is required. The editorial team will edit for style, if needed enhance the quality and request more information, spelling out of acronyms, clarification if needed in track changes. If a story is submitted directly to the IT team they will send it to the Communication focal point. It will be sent back to the content owner for any changes.

The final version should be sent to the Communication Chief by the Communication specialist with a recommendation for where it should be placed. The Communication Chief will check content and send to the IT team for uploading.

Photographs
Photos for the website must be high quality and resolution and should
• focus on human interest, i.e. show people
• capture people engaged in an activity not staring into the camera
• respect dignity of people depicted in the photo
• have right gender balance engaged in activities
• be relevant to UN-Habitat’s brand
• illustrate the story

In selecting photos:
• limit photos of conference halls, meeting rooms and people in suits
• give credit to photographer and include appropriate caption
• make sure you have permission for the use of the photos

Web team
The website is currently managed by one content uploading person and one technical developer. They are responsible for uploading content only when advised to do so by the Chief of Communication or designated person. They must not upload unedited material.

Ideally the Communication person will discuss on which part of the website the material should feature - however if this is not done then the technical team should ask. The technical team may be involved in design if advised by the web team. The technical team should send the link to the Communication Chief and Specialist and the content producer once the story is up.
Scope of guidelines
The SOP does not cover graphic design of the web pages and prototypes, maintenance of website hosting infrastructure and domain services, applications and plugins needed to support the website, or the “Intranet”. The turnaround for the content to be uploaded online is a maximum of 48 hours on typical working days.

Website Committee
It is proposed that UN-Habitat sets up a Website committee – to oversee the issues of website performance, advise on budgeting, and feedback from outside. The team composition can be drawn from the IT section, communication section, communication focal points and representatives from branches.

Responsibilities for content owners
Content owners are responsible for ensuring that the content is accurate, meets UN standards and conforms to UN Values and Ethics. The content owners may contact the Legal Office and the Governing Council Secretariat and consult the Legal Office and Governing Council Secretariat for legal guidance.
Images and videos accompanying the content need to be aligned to the UN values and ethics and are not in any way going to cause a breach of Intellectual Property of other entities or Privacy individuals.

Languages
The UN-Habitat global website should take appropriate actions within the available resources to have the website functional in the official six languages.

General content update
It will be the responsibility of the branches and field offices to ensure the basic content is up to date and to provide content to the Communication Specialist when needed. Communication focal points within each branch and field office are responsible for the flow of information back and forth to ERD and for disseminating updated ERD guidelines in their office. When outdated or incorrect information is found online it should be communicated to the Communication Specialist who will arrange for correction or update.