# Intranet Policy and Guidelines

## Reference Number:

**NHSCT/11/384**

## Target audience:

The Intranet Policy and related Guidance apply to all staff employed by the Northern Health and Social Care Trust.

## Sources of advice in relation to this document:

Margaret Mulholland, Head of Communications  
Mary McAuley, Internal Communications Manager

## Replaces (if appropriate):

N/A

## Type of Document:

Trust Wide

## Approved by:

Policy Committee

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## NHSCT Mission Statement

To provide for all, the quality of service we expect for our families, and ourselves.
Intranet policy and guidelines

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Intranet policy and guidelines

Introduction

The intranet (Staffnet) is the internal website of the Northern Health and Social Care Trust. The site is designed specifically for the use and benefit of Trust staff, to help them in their day to day jobs and support Trust business functions. It is also a key communication tool used by the Trust to provide timely and accurate information to staff.

Staffnet is managed and maintained by the Corporate Communications Department (CCD).

The site is accessible at http://staffnet.hscni.net and opens automatically on Trust browsers. It is also accessible to staff on the wider HSC network.

Policy aims

The aim of this intranet policy and guidelines is to ensure:

- that staff know how to contribute to the intranet;
- that staff understand the different sections of the intranet and their purpose;
- that intranet content is useful and meets the needs of the intended audience;
- that information submitted for the intranet is consistent with Trust intranet style and web guidelines;
- that the intranet is user-friendly, both in terms of staff navigating the site and finding the information they need; and,
- that the Trust is not misrepresented in any way.

The policy and guidelines also aim to ensure that requests from external organisations for intranet publishing are processed and handled appropriately.

Principles

The Trust’s corporate communications strategy outlines key principles, which apply to all communication within the Trust including the intranet.

Communication should be targeted, timely, two-way, appropriate, accurate, easily understood, accessible, up-to-date, inclusive and responsive.

There are also intranet specific principles.
- Information should be suitable for the web and fit for purpose.
- Intranet content must be clear, use simple and unambiguous language, and be informative and useful.
- Content must be concise and to the point.
- Content should be action-oriented.
- Intranet content should not replicate content on the Trust’s public website. (The general principle will be to publish public information on the public website and to link to it where appropriate from the intranet.)
- Intranet content should not replicate content which has been disseminated and communicated to staff via other means (e.g. Broadcast email or staff newspaper). This is to avoid unnecessary duplication. Exceptions include corporate documents.

Target audience

The intranet policy and related guidance apply to all staff employed by the Northern Health and Social Care Trust. The guidance refers to all information submitted for publishing on the Northern Trust intranet (Staffnet).

Responsibilities

Corporate Communications responsibilities

The Corporate Communications Department (CCD) has overall responsibility for the Northern Health and Social Care Trust intranet.

CCD has full editorial control of all sections of the intranet with the exception of Classifieds, where staff can post their own information. However CCD is responsible for monitoring the Classifieds section and will remove any information deemed to be inappropriate.

It is the responsibility of CCD to:

- monitor and ensure proper and effective use of the intranet;
- ensure content is suitable and fit for purpose;
- make decisions on where content should be placed, or if it should/should not be published;
- upload, edit and remove content from the Trust intranet (with the exception of Classifieds);
- carry out regular checks to ensure that out-of-date content and broken links are identified and rectified as soon as possible;
- maintain a list of staff (Appendix 9) who regularly contribute to the intranet and who are nominated as ‘owners’ of web pages;
- liaise with ‘owners’ of web pages on a regular basis to ensure they proactively manage information which falls under their remit;
- liaise with the regional Business Services Organisation web team on all technical matters relating to the intranet;
- ensure implementation of the intranet policy and guidelines including style guidelines for both content and appearance; and,
- review the intranet policy and related guidelines to ensure they work effectively to promote and support efficient and effective use of the Northern Trust intranet

**Business Services Organisation**

It is the responsibility of the Business Services Organisation to provide technical support for the Northern Trust intranet and address technical issues which arise with the content management system used for intranet.

**Northern Trust staff**

Northern Trust staff have a responsibility to ensure:

- that information produced on behalf of their service / department is in line with directorate processes and protocols;
- that information produced for the intranet is approved by an appropriate manager or owner of the web page where it is to be placed, before it is forwarded to CCD for publishing;
- that information which is under their remit is kept up-to-date and accurate;
- that content follows guidelines associated with this policy (Appendices 1-8) and Northern Trust style guidelines for writing (policy reference: NHSCT/10/262);
- that documents that fall under their remit have been dated and are the most up-to-date approved versions;
- that they adhere to the Classifieds Terms and Conditions of Use (Appendix 8) and related policies and procedures.
Directors

Directors have a responsibility to ensure that information produced on behalf of their directorate, which is intended for use by staff, is accurate, of high quality, and approved, before it is sent to CCD for publishing on the intranet.

Directorate services/departments

Trust services/departments have a responsibility to ensure:

- that content which falls under their remit is kept up-to-date;
- that content is actively managed; and,
- updates are provided to CCD in a timely manner.

Equality, Human Rights and DDA

This policy has been drawn up and reviewed in the light of Section 75 of the Northern Ireland Act (1998) which requires the Trust to have due regard to the need to promote equality of opportunity. It has been screened to identify any adverse impact on the 9 equality categories and no significant differential impacts were identified, therefore, an Equality Impact Assessment is not required.

Alternative formats

This document can be made available on request on disc, larger font, Braille, audio-cassette and in other minority languages to meet the needs of those who are not fluent in English.

Sources of advice in relation to this document

The Policy Authors, as detailed on the policy title page should be contacted with regard to any queries on the content of this policy.

Contact Margaret Mulholland or Mary McAuley, Corporate Communications.

Tel:  7633 3762 (internal tie line)
Tel:  2563 3762 (external)
Email: staffnet@northerntrust.hscni.net.


Related policies

Northern Trust guidelines for writing – policy reference: NHSCT/10/262
Northern Trust Communications Strategy
Appendix 1 – Intranet general guidelines

The Northern Trust intranet has basic principles that are taken from good practice guidelines for intranets.

The Northern Ireland Government Web Style Guidelines have been adopted.

The NICS guidelines are available in full at: http://acc.nics.gov.uk/styleandtone/index.html

Writing for the Web

Writing for the Web is not the same as writing for print so you should not assume that you can simply cut and paste text from your existing printed materials and submit it for the intranet.

The Web is a different medium to print and people respond to it differently.

- Do not just post existing print documents. Write content specifically for the intranet – keep it short and to the point.
- For long documents that are intended for printing, provide a summary on the web page to accompany the PDF.

Navigation

Information can get lost if the navigation of the intranet has too many levels. Users should be able to find the information they need quickly. It should be no more than three levels deep. Simplicity is the key.

If you are requesting a new section on the intranet, look carefully at your content before deciding what levels to create. All levels of the intranet are important.

- Discuss options with Corporate Communications. You need navigation that allows users to find the information quickly.
- Think about the context in which information will appear and the journey people may take through your content.
- Choose titles carefully – they must be meaningful.
Content

- Try to consider the information you provide from a user point of view. Consider the audience first and what they might be looking for.

  Information on the intranet must be targeted to your reader.

- Try to provide relevant content only. Users will be trying to find information quickly. If there is too much information they will give up.

Reviewing content

- Look at what is on your intranet section now. Think about what you need to keep or what you need to update. Advise Corporate Communications and discuss improvements that can be made.

- Think about related documents and how they can be improved

  Do not just link to PDFs.
Appendix 2 – Intranet checklist

The following checklist has been designed as a guide for all staff who wish to contribute information to the Northern Trust intranet. It sets out what you should consider or be aware of, before forwarding content to Corporate Communications for publishing on the intranet.

**Publishing considerations**

1. Is the information necessary?
2. Is it intended for the Trust’s public website or the intranet?
3. If it is for the public website, is it appropriate for the public? If it is for the intranet, is targeted for staff?
4. Has it been approved by an appropriate line manager or owner of the web page where it is to be placed?
5. Is it factually correct?
6. Is it clinically correct?
7. Is there a time limit for the information – will it have to be removed by a certain date?
8. Have contact details been provided (as necessary) and have they been checked?
9. Have the intranet style guidelines and Northern Trust writing style guidelines been adhered to?
10. Will the information need to be reviewed? If so, when? Who will do this?
11. Does the content contain external website links? If so, have the sites been white listed? (White listed sites are URLs which staff have been permitted access to. For more information, contact Corporate Communications.)
Legal considerations

12. If service users are included in your photographs, have you received written permission for the images to be published? Did you get a consent form signed?

For staff photographs, consent will be assumed if the photograph has been taken as part of everyday Trust business.

13. If you are using information from an outside source:
   a) Has written permission from the author/owner been obtained?
   b) Have they been acknowledged on the page?
   c) Have you sought approval from an appropriate line manager for the information to be published?

This applies to articles, documents, pictures, graphics, trademarks, whether from an individual or an organisation.

14. Are you using an external organisation’s logo?

   As a general rule, third party logos will not be included on the Northern Trust intranet. However, there are some exceptions. For example, national campaigns which promote health and wellbeing.

   National health and wellbeing campaigns normally have a logo. The logo should only appear on the intranet where appropriate, it must be correctly displayed, and the relationship between the third party and the Trust should be clearly explained in the text.

   a) Have you sought permission before using the information/logo?
   b) Have you considered if it is appropriate for the Northern Trust intranet?
   c) Have you tailored the information for Trust staff?
   d) Have you set out the context?
   e) Have you acknowledged the source?
Appendix 3 – Intranet style guide

People read text on a screen differently from how they read text on a page. They read much more slowly and scan text on web pages. They also rarely read things in order.

You should:

- Be concise
- Keep sentences short
- Include a summary at the top of the text
- Include a context – the web user may not necessarily have read preceding pages or paragraphs.
- Make sure your text is objective
- Make sure it is free from jargon

1. Context

Remember not all visitors to the intranet will have come from the same starting point. Your text should contain clear links to establish the context.

2. Preparing content

Think about the way you present information to minimise the amount of work you need to do to update it.

Information on the intranet needs to be updated constantly if it is to remain useful.

3. Headings and sub-headings

Correct use of headings

Headings and sub-headings help intranet users scan pages to find what they are looking for more quickly and easily; sub-headings break up content, which is important for both usability and accessibility.

- Use sub-headings as much as possible but only insert when the content topic changes.
- Ensure headings make sense out of context – when scanning through a page, site users can use sub-headings to quickly focus on the
information they need. If each sub-heading describes the content beneath, then users only need to look at the headings when scanning the pages.

**Writing headings and sub-headings**

- Use a capital letter for the first letter of a headline or title unless it features a proper noun.
- Keep headings short
- Make headings clear, direct and informative

4. **Writing numbers**

- Numbers up to 10 should be typed as words: one, two, there.
- Numbers 10 and over should be typed as figures (e.g. 11, 12, 13) The exception is the use of figures for percentages.
- The number in a date should be written as: Tuesday 12 December 2010.

Refer to the Northern Trust writing style guide for more information.
Policy reference: NHSCT/10/262

5. **Bullet points**

If you need to include a long list on your web page(s), bullet points are easier to read and clearer than one long paragraph.

- If the order of the list is important, use numbered points.
- If the list items are full sentences they should start with a capital letter, and have end punctuation.
- If the list is splitting up a long sentence, each item should end with a semicolon, except for the final one, which should end with a full stop.
- If the list items are fragments, not full sentences, they should start with a lower case and have no end punctuation.
6. **Hyperlinks**

Some people scan web pages and focus on the links (things that they can do). If the links do not make sense in isolation – neither will the page.

- Make sure your links are relevant to the text they relate to.
- Include a link to where the full text of any source documents appears on the web or an email link to the author or contact.
- Do not overwhelm users with links and make sure they are useful.
  - A link should be like a signpost, indicating what content the reader will get if they click on it. It should be meaningful in isolation – it should make sense if taken out of context of the copy.
  - Link text should be very specific and indicate the nature of the link target.
  - Do not link whole sentences or paragraphs.
  - **Never** use the words ‘click here’ as a link (see example below). Use keywords or a short phrase to indicate where the link will take the user.

**Examples**

**Do not use**  Click here for more information on flexi leave

**Use**  Find out more about flexi leave
Appendix 4 - Contributing to the intranet

Submitting information for the intranet

1. All requests for intranet publishing should be made to the Corporate Communications Department (CCD). Requests should be sent to: staffnet@northerntrust.hscni.net

2. All intranet requests should include the following details.
   - Name of the person making the request
   - Department/service
   - The directorate they belong to
   - Contact details
   - Name of Approver or directorate line manager who has approved the information
   - Where the information is to be placed

   If a request is urgent, this must be stated in the email request.

3. All contributors must check the information against the Intranet policy and guidance before submitting a request.

4. General intranet requests should be made to Corporate Communications at least five working days in advance of when the information is required on the intranet. More detailed requests will have longer timescales.

5. Staff who wish to contribute to intranet pages which fall under the remit of a particular service/department, should contact the owner of the web page(s) to check that the information can be added.

   Staff must ensure that the content is approved for use before it is forwarded to CCD. This step does not apply to minor changes such as corrections and the replacement of existing documents.

   CCD holds a list of staff who are referred to as owners of intranet webpages (Appendix 9). These persons are nominated within directorates to approve content which is under their remit. If you require more detail, contact CCD on 2563 3762 or email staffnet@northerntrust.hscni.net.

6. If you are making a request for a new intranet section or web page, you should confirm to CCD:
- the name of the person responsible for keeping the content up-to-date;
- the name of the person who will approve content for that section.

7. CCD will acknowledge all intranet requests.

Intranet requests – processing time

Staff should allow sufficient time for intranet requests to be processed. The following list should be used as guidance.

1. **Homepage news items**
   Allow up to five working days

2. **What’s on (e.g. events, courses)**
   Allow up to five working days

3. **Noticeboard**
   Allow up to five working days

4. **What’s new**
   Allow up to 2-3 working days

5. **Health and wellbeing campaigns**
   These campaigns are co-ordinated through the Trust’s Health Hub group and are updated by CCD on a monthly basis.

6. **Features**
   Requests for features will be responded to within five working days.

7. **Upload of video files**
   Allow 4-6 weeks

8. **Policy library (new or replacement policies)**
   Allow up to 5-10 working days

9. **Business areas (replacement documents/text)**
   Allow 5-10 working days

10. **Business areas (new sections/web pages)**
    Allow 2-4 weeks

11. **Global navigation pages (Replacing text/documents)**
    Allow 5-10 working days
This includes web pages within:

- About the Trust
- Working here
- Education and Training
- Policy general section

12. **Global navigation pages (Creation of new sections/pages)**
   Allow 2-3 weeks.

   This includes web pages within:

   - About the Trust
   - Working here
   - Education and Training
   - Policy general section

13. **Job vacancies**
   Job trawls will be uploaded on a weekly basis.

14. **Information system links**
   Allow up to 5 working days

15. **Trust contacts**
   Allow up to 5 working days

16. **Useful links**
   Allow up to 5 working days

17. **Intranet feedback**
   Intranet feedback will be acknowledged by Corporate Communications within 2-3 working days.

18. **Upload of video files**
   Requests involving video files must be submitted to Corporate Communications at least four weeks in advance of the required publishing date, and must be in the appropriate format. Uploading of video files requires technical input from the regional Business Services Organisation web team. Such requests, if they are considered appropriate for the Northern Trust intranet, will be logged by CCD with the ICT Service Desk and forwarded to the BSO web team for processing.
Appendix 5 - Intranet sections and their purpose

This document is a brief guide to the various sections of the Northern Trust intranet.

**Intranet homepage**

The NHSCT intranet homepage is a content driven 'portal' homepage, which enables a large amount of content to be displayed at any one time.

### Northern Trust homepage frame

<table>
<thead>
<tr>
<th>1. Intranet logo</th>
<th>2. User profile</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3. Global navigation</td>
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<td></td>
<td>4. Search engine</td>
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<td></td>
<td>10. Quick links</td>
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<td></td>
<td>11. What's new</td>
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<tr>
<td>12. Feature</td>
<td>15. General feature</td>
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<td>13. Feature</td>
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<td>16. Classifieds</td>
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<td>17. Competition pages</td>
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<td></td>
<td>18. Footer</td>
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</tbody>
</table>

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The Northern Trust homepage incorporates:

1. **Intranet logo**

   The Northern Trust intranet is called **Staffnet** and has its own logo to allow easy distinction between the Trust’s public website and the intranet. Staff must ensure that the correct spelling of the name is used.

   ![Staffnet Logo]

2. **User profile**

   Registered users of Classifieds can access and edit their profile using this link at the top right of the intranet homepage.

3. **Global navigation**

   The global navigation bar contains links to:
   
   - About the Trust
   - Working here
   - Policies and procedures
   - Education and training
   - Business areas

   Each link has a drop down menu with corresponding content.

   Content in each of these web pages is the responsibility of a number of different departments. Staff who wish to add content to these pages must first contact the ‘owner’ of the webpage and seek approval before forwarding information to CCD for publishing. For more details email: staffnet@northerntrust.hscni.net.

**About the Trust**

The About the Trust web pages provide corporate information to staff including priorities and plans, targets and performance reports, structure charts, corporate identity guidelines, templates, key contacts, Trust maps, links to Trust publications, consultation documents and much more.

It is the responsibility of CCD to keep this content area up-to-date.
Working here

The Working here section provides staff with information to help them in their role, from new staff induction, contracts of employment, values and expected behaviours, performance development reviews, staff travel and mileage, staff newspaper, staff feedback scheme, to ICT Service Desk support and health and wellbeing information.

Policies and procedures

Information contained in the policy section is updated by the Trust’s Policy Unit. Policies are processed and referenced through the Policy Unit before they are forwarded to CCD for the intranet.

Policies are normally provided in Microsoft Word format to allow staff to easily access policy forms.

The policy section contains the latest versions of Trust policies and procedures. It has an alphabetical list of policies and a dedicated search facility. This section also provides guidance to staff in the development of policies and contact details for further information.

Education and training

The Education and Training pages enable training providers in the Trust to communicate information on courses, e-learning programmes and training resources. This section also provides details of the wide range of resources available at Trust libraries, and where these libraries are located.

Each of the main training providers are responsible for keeping this content up-to-date.

Business areas

The aim of Business areas is to enable departments to have their own homepage to improve access to information, forms and documents to help improve efficiency.

Business areas will not be structured by directorate, but in a way which allows staff to identify where they can find information they need quickly and easily.

New business areas can be requested by emailing: staffnet@northerntrust.hscni.net.

4. Search engine

The search engine of the intranet is incorporated into the top level global navigation bar. This tool searches the whole site using keywords.
5. **News images**

Most intranet news stories will have a corresponding image or photograph. The five most recent news stories will be displayed on the homepage. When a user hovers over a particular story, the corresponding news image will appear in this section. Stories may appear without photographs.

6. **Homepage news**

Homepage news will carry articles about recent or important events and announcements which may be of interest to a large number of staff from internal and external sources. It will also be used to highlight Trust achievements.

Corporate Communications will consider the newsworthiness of all items submitted and will follow up by email or telephone to advise if stories will be published.

News stories and photographs can be submitted using the Staffnet email staffnet@northerntrust.hscni.net or alternatively, using the ‘Submit story’ link on the intranet homepage.

7. **What’s on**

What’s on will be used to advertise events which benefit Northern Trust staff in their day-to-day jobs. It will include dates and brief information about internal and external HSC events such as briefings, conferences, launches, workshops and training courses.

Events hosted by organisations outside the HSC may be advertised in the What’s on section, however, must be of benefit to staff in their day-to-day work to be considered for inclusion.

8. **Noticeboard**

The Noticeboard will be used to advertise may different types of information from across all directorates. It can be used to advise staff of, for example, ICT problems/systems maintenance; health and safety alerts; environmental alerts; cover arrangements; re-organisation/department changes, change of base/address/telephone and much more.

The Noticeboard will also be used to direct users to documents they need in their day-to-day work.

Information which has come in from external sources may be advertised, however, must adhere to intranet policy and guidelines, and be considered by CCD as appropriate for the Northern Trust intranet. Appropriate approval of such information will be required.
9. **Health and wellbeing features**

The central advertisement on the intranet homepage is allocated to health and wellbeing information and campaigns only. Information provided in the advertisements is co-ordinated through the Trust’s Occupational Health Department and Corporate Communications. The features should change monthly and link to campaign information and staff health and wellbeing pages.

10. **Quick links**

Quick links are a list of shortcuts to various web pages and applications.

Quick links are limited to those that are used often and by a large and broad number of users. These links have no time limit, but may be removed at any time by the page publisher (Corporate Communications).

**Northern Trust Intranet Quick links**

**Check your email**  
This link plays a major role in drawing employees into using the intranet. Staff can log on to access their emails.

**A-Z guide to Northern Trust services**  
This link directs users to the Trust’s public website and gives access to a complete list of Northern Trust public facing services. The content includes a description and main contact details for each service. CCD is responsible for maintaining this content.

**Trust Information Systems**  
This link provides quick access to some of the main Trust information systems. Content on this webpage is normally forwarded by the ICT Department to Corporate Communications.

**Contact the ICT Service Desk**  
This link provides quick access to the Trust’s ICT portal which enables staff to report ICT faults/problems. The content on this page is the responsibility of the ICT Department.

**Trust contacts**  
This link directs users to a list of key contacts and departments/services. It is the responsibility of each department/service to ensure that their contact details are up-to-date and advise Corporate Communications of changes required.

**U-Talk Have your say**  
The U-talk link provides quick access to an online form which staff can use to provide feedback about the Trust. When a form is submitted it is directed to the Northern Trust U-talk staff feedback scheme email.
Job vacancies
This web page contains all latest HSC and Trust job trawls. Information on the job vacancy page is the responsibility of the Human Resources Department. Job trawls are forwarded by HR to Corporate Communications and are published on this web page on a weekly basis.

Bookit
The Bookit web page provides details of the range of meeting rooms available to staff. It provides quick access to booking information.

Other services can be added to this section by simply emailing the request to staffnet@northerntrust.hscni.net.

Northern Trust website
This link provides quick access to the Northern Trust public website which is managed and maintained by the Corporate Communications Department.

Can’t find it
This web page provides guidance on how to find information on the Northern Trust intranet site and a contact point for any problems.

Staffnet requests/help
Provides details on how to submit an intranet request.

Useful sites
Provides quick access to a list of external websites. To add a link to this page, simply email the URL to staffnet@northerntrust.hscni.net.

11. What’s new
What’s new will be used to direct users to web pages which have recently been published on the intranet.

12. Feature
Features will appear for a longer time than a standard news article and will communicate information which is relevant to all or a large majority of Trust staff. Regular features will include an update from the Chief Executive in video format.

13. Feature
As above

14. Feature
As above
15. General advertisement feature

This advertisement can be used for general features which are targeted at all or a large majority of staff.

16. Classfieds

Classifieds are advertisements arranged in specific categories or classifications. These are divided into two basic categories: Trust related and Non-Trust related Classifieds.

Trust Related Classifieds include announcements such as Trust retirements, and business equipment ads such as items wanted/items surplus to requirements (e.g. filing cabinets, desks, toners, archive boxes etc).

Non Trust Related Classifieds include items for sale, items wanted, rents/to let, for hire and miscellaneous.

The Classifieds are accessible via the homepage and have a search facility.

Users are required to register and accept terms and conditions of use before posting advertisements within the Classifieds section.

Classifieds Terms and Conditions of Use are contained within the intranet policy and guidance as Appendix 8.

17. Competition feature

Competitions play a role in drawing employees into using the intranet, and are normally advertised on the right hand side of the intranet homepage, under Classifieds. All intranet competitions are arranged by the Corporate Communications Department. Terms and conditions of competitions will normally be included within the competition pages. Only one entry per Northern Trust employee is allowed. Winners of competitions are notified by CCD within a week after the closing date for entry.

18. Footer

The blue footer of the site contains the Trust logo and mission statement. It also provides links to the following:

Copyright
Disclaimer
About the site
FAQs
Terms of Use
Contact
Feedback (for the intranet)
Appendix 6  Intranet homepage - ownership

Homepage – primary purpose

The primary purpose of the Northern Trust intranet homepage is to direct users to material they require to assist them in their day-to-day jobs.

A large percentage of the homepage relates to navigation. The top level navigation holds the site structure and links users to underlying content.

Homepage – secondary purpose

The secondary purpose of the homepage is to provide a mechanism through which the Trust can communicate news or important announcements to staff.

The intranet will not be used to market or promote departments / services.

Homepage ownership

The intranet homepage is updated and managed by Corporate Communications.

Corporate Communications will:

- have full ownership of the homepage;
- make decisions on whether any given piece of content should or should not be placed on the homepage;
- ensure content is linked appropriately from the homepage;
- respond to all requests from the organisation regarding placing content on the homepage;
- drive development of the homepage.
Appendix 7

Intranet templates, graphics, images and video files

Intranet templates

The Northern Trust intranet uses a set of template pages which have been designed to cater for different types of content requirements. There is a careful balance between text and links with minimum graphics.

- Body text and links must be kept consistent and in line with templates. Body text should be in black and links should appear in blue. Font style and size must not be changed from that set in the templates.
- All content including titles and headings should be aligned to the left on all intranet pages.

Graphics and images

- Intranet graphics must be in jpeg format
- Resolution of an image should be no more than 72 dots per inch (dpi).
- Images should be small in file size scaled to exact dimensions. File size and quality should be balanced using image software. Corporate Communications will resize graphics where necessary.

Size requirements

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- Policy authors must make every effort to ensure that images, graphics, charts and graphs contained within policy documents, are reduced in file size, before they are forwarded to CCD for the intranet. Policy documents should be no larger than 2-3 Megabytes in file size.
- All photographs should have captions. Charts, diagrams and graphs should have a description near the image.
• Alternative text should be included for every image. This should serve the same purpose and convey the same meaning as the image. CCD is responsible for placing alternative text for each image.

Video files

Video files can be used on the Northern Trust intranet, however, must be forwarded to the Corporate Communications Department in Windows Media Video (WMV) format. A WMV file allows large video files to be compressed while retaining their quality.

Further advice from: staffnet@northerntrust.hscni.net.
Appendix 8 – Classifieds Terms and Conditions of Use

The **Trust related** section of Classifieds is designed to reduce the need for broadcast email in the Trust. It can be used to advertise items such as surplus equipment, i.e. printer toners, desks, or filing cabinets, or request items that are needed urgently, e.g. a spare toner cartridge that will be replaced when an order arrives. Trust related Classifieds can also be used to make an announcement such as the retirement of a colleague.

The **Non-Trust related** section of Classifieds is designed to benefit staff, providing an opportunity to buy, sell, rent or swap items.

By ticking the Terms and Conditions box on the Staffnet registration page, you are indicating acceptance and agreement of the terms and conditions.

- The Classifieds sections must not be used for any purpose which is illegal, immoral or in breach of Trust policies or procedures.

- The Trust reserves the right to remove any post or item which is considered to breach these terms and conditions or Trust policies and procedures. Classified Ads that are deemed inappropriate will be removed by the Corporate Communications Department.

- The Trust is not responsible for **any** goods/items/services advertised on the Non-Trust related section of Classifieds, nor does the Trust provide warranties on any items.

- The Trust is not responsible for any loss, damage, costs or injury incurred as a result of use of the Classifieds section.

- Submission of material or items on the Classifieds section is the responsibility of the user.

- Users are not to post messages that are, or may be construed as being offensive, obscene, hateful, threatening, libellous, unlawful, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually orientated, racially offensive or which may contravene Trust policies or other Equality legislation.

• Users will have a responsibility to keep Classifieds current. Staff are required to delete any message they have posted, when it has become void.

The intranet is open to all staff. Should you have any cause to complain about items, articles or other content of any section of Staffnet, please contact the Corporate Communications Department immediately.

Tel: 7633 3762 (internal)
Tel: 2563 3762 (external)
Email: staffnet@northerntrust.hscni.net

All users are referred to the Trust Policies for further information.

Users of the Classifieds section are required to:

• Register using their Northern Trust username (which is the first part of your Northern Trust email address);

• Enter a password of your choice;

• Complete the required fields in the Staffnet registration form;

• Accept the Classifieds Terms and Conditions before proceeding to submit details via the online Staffnet registration form.
## Appendix 9: Staffnet contributors and web page owners/approvers
(as at 15 December 2010)

### Intranet section

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