

Website Action Plan 2012/13

Item	What	Planned start date	Planned end date	Dependencies	Budget	Who
1	Recruit website and social media assistant	Mar-12	May-12			HR & Web Manager
2	Meet with relevant Heads of Service to identify: - suitable web editors going forward - opportunities for channel shift to the web - how the web can help deliver service objectives	Feb-12	Mar-12			Web Manager and Senior Comms Officer
3	Partially centralise management of website content to improve quality and improve processes - through recruitment of assistant and by working with Heads of Service to reduce the number of web editors	Apr-12	May-12	Items 1 and 2		Web Manager and Senior Comms Officer
4	Identify top 50 customer tasks on website to help prioritise work	Mar-12	Apr-12			Web Manager and Senior Comms Officer
5	Internal communications to get buy in for managing website top tasks effectively and getting staff to think about the web as key communication channel	Mar-12	Apr-12			Web Manager and Senior Comms Officer
6	Review and reduce amount of content on site to make top tasks more effective - remove or reorganise all content viewed less than 100 times over a year.	May-12	Mar-13	Item 1		Web Manager and Web Assistant
7	Test top 10 tasks with residents / target audience and make recommended improvements. Either use the Citizens' panel or customers who have contacted us about specific services in the past.	May-12	Jul-12	Item 1 & 4	£7,500	Web Manager and Web Assistant
8	Test top 10 tasks with residents / target audience and make recommended improvements. Either use the Citizens' panel or customers who have contacted us about specific services in the past.	Nov-12	Jan-13	Item 1, 4 & 7	£7,500	Web Manager and Web Assistant
9	Explore how customers can search for local services by postcode using improved version of 'Find my nearest..'	May-12	Dec-12		?	Web Manager and Senior Comms Officer
10	Improve web offering for mobiles to give users on mobile devices quick and easy access to current top tasks	Aug-12	TBC		£5,000	Web Manager and Senior Comms Officer
11	Help signpost people to local community information by setting up a community homepage	Aug-12	Aug-12			Web Manager and Senior Comms Officer
12	Devise communications plan for using the Marketing function in Jadu (to email registered users). Set up html newsletter - ?. This needs to tie in with Comms campaigns	Apr-12	Apr-12	planned communications campaigns	poss - for template	Communications Manager and Web Manager
13	Work with services and channel shift project team to capture useful information to help manage the top tasks on an ongoing basis	TBC	TBC	Channel shift project		Corporate Policy Officer
14	Continue to set up and manage online forms to make it easier for customers to contact us / interact with us and to streamline our internal processes	ongoing	ongoing	ongoing resource in IT		IT Development Officer
15	Use Twitter more effectively - eg to publicise planning applications and emergency news	ongoing	ongoing			Senior Comms Officer

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16	Address accessibility issues raised in the SOCITM Better Connected review	TBC	TBC	resources	?	Website Manager and Corporate Policy Officer
17	Attend relevant industry events to keep abreast with changes in technology and best practice	ongoing	ongoing			Web Manager, Senior Comms Officer and Web Assistant