
Web Content Review Procedure

Directive No: CIO 2180-P-06.1

*Issued by the EPA Chief Information Officer,
Pursuant to Delegation 1-19*

Web Content Review Procedure

1. PURPOSE

This procedure establishes the steps for regular review of EPA web content.

2. SCOPE

This procedure applies to all EPA web content accessible to the public, regardless of where it is located (i.e., on EPA static and dynamic servers or at any other location on the public-facing internet that hosts EPA content). This procedure does not apply to the Office of Inspector General (OIG) web content. In this procedure “website” or “webpages” are used interchangeably. This procedure does not replace existing legal responsibilities and policies, including the [Section 508 Policy](#), and the [Records Management Policy](#).

3. AUDIENCE

The audience for this procedure includes the EPA Chief Information Officer (CIO), the Office of Public Affairs (OPA), the Office of Mission Support (OMS), the EPA Web Council, and all individuals involved in the creation, review, or publication of EPA web content.

4. BACKGROUND

EPA's website is the primary communication tool for every agency program and region. Categorizing EPA web content and adhering to an appropriate review schedule is critical to ensuring that EPA web content remains current. Otherwise, web visitors may have difficulty locating information or determining what information accurately describes current EPA policies, decisions, and/or activities.

5. AUTHORITY

CIO Policy 2180.2 (formerly 2180.1), [Web Governance and Management Policy \(pdf\)](#), December 16, 2020.

Linda A. Travers and Seth Oster Memorandum, [Restructuring EPA's Website Memo \(pdf\)](#), April 15, 2010.

Molly A. O'Neill and Lisa Lybbert Memorandum, [Improving EPA's Public Access Web Site](#), April 14, 2008.

OMB Memorandum M-05-04, Clay Johnson III, Deputy Director for Management, Office of Management and Budget, [Policies for Federal Agency Public Websites \(pdf\)](#), December 17, 2004.

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6. PROCEDURE

EPA web content owners and web area Editors in Chief (EICs) are ultimately responsible for the content they publish. Content on the EPA website must be kept current and regularly reviewed and updated using the Web Content Types and Review Schedule (step 1, Table 1 below) and the Web Content Review Actions (step 2, Table 2 below) charts. The content type will determine how often the content must be reviewed.

Outdated content should be updated or clearly identified as outdated or superseded in the text. Obsolete content must be removed from public view. The Office of Web Communication (OWC) in the Office of Public Affairs (OPA) may notify a content owner about outdated or obsolete content for which the owner is responsible. If that content is not updated, identified as outdated/superseded, or removed, as appropriate, within three months from the date of notification, OPA-OWC will elevate the issue to senior leadership in the office or region as needed. If the content is in the EPA WebCMS, OPA-OWC may coordinate with the Web Content Services Division (WCSD) in the Office of Mission Support (OMS) to unpublish or otherwise remove the content from the WebCMS. In the case of outdated or obsolete OIG pages, OPA-OWC will work with OIG to resolve any concerns, but OMS-WCSD and OPA-OWC cannot remove OIG pages due to the OIG's statutory independence.

Steps for efficiently maintaining web content:

1. When web content is created, it should be assigned a content type, as described in the Web Content Types and Review Schedule table below. Each content type has an associated review schedule; depending on the content type, the content will be reviewed either quarterly (i.e., every three months), annually, or a regular review is not required (see Table 1 - Web Content Types and Review Schedule).
2. When the content is due for review, the content owner (or designated reviewer) must review it. Reviews should be done sooner if it becomes apparent that the content has changed or is inaccurate. As part of the review, the web area Editor in Chief (or designated reviewer) must ensure that the content adheres to all federal requirements including the [EPA Web Standards](#), the [U.S. Web Design System](#) guidelines, [federal plain language guidelines](#), and the [21st Century Integrated Digital Experience Act](#). For content in the WebCMS, the system will automatically send the content owner [and other members in the web area an email notification](#) alerting them to the webpage's impending review deadline. For web content not in the WebCMS, the owning office or region must design a method to track their content reviews – an automated email reminder and workflow system in their database or application, or a more basic tracking system to ensure adherence to this requirement. Use Table 2 - Web Content Review Actions to determine what action to take when reviewing web content. Refer to Section 9 for definitions of terms used in the table.

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Table 1 - Web Content Types and Review Schedule

Definition	Content Type	Review Schedule
If it is...	Content type is...	and should be reviewed every...
Information about an event, or series of events. This may include webinars and in-person meetings, trainings, and other events.	Event Page	Three months
Information about a topic. May include technical, scientific, or general information.	Basic Page	Year
Form page that collects information from the public. This may be a page listing contact information for a specific EPA program, region, or office, with a form to collect comments or inquiries. This content type may also include registration forms or other forms used to gather information for a specific purpose.	Webform (Including Contact Us webpages)	Three months
Web area homepage or main landing page.	Web Area Homepage	Three months
News release or media advisory (may only be created in the News Releases web area).	News Release	N/A (This content is considered static and there is no review requirement)
Content related to regulatory compliance and enforcement, guidance, policies, and other proposed actions. Includes proposed and final rules, actions, Judicial Decisions, Memorandums of Understanding (MOUs), International Agreements, etc.	Regulations Page	Year
Content that includes a single question and answer, or a collection of questions and answers about a specific topic.	Frequent Question Page	Year
Public notices.	Public Notice Page	Three months

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Perspectives article (may only be created in the Perspectives web area).	Perspectives Page	N/A (This content is considered static and there is no review requirement)
Written record of speech or testimony given by EPA official.	Speech/Testimony Page	N/A (This content is considered static and there is no review requirement)

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Table 2 - Web Content Review Actions

If the content you are reviewing...	the content	and you should...
<p>reflects current EPA decisions and activities, regardless of when the information was originally created and published.</p> <p>Note: Some programmatic descriptions posted on EPA's website have not been updated in many years but are still accurate and have not been superseded by more recent information.</p>	Current	<p>Review the content for correct spelling, grammar, federal and EPA web standard adherence and working links and then...</p> <p>Validate information, supplement if necessary or desired, and republish the content.</p>
<p>can be updated to accurately reflect the Agency's most recent policy decisions, programs, or activities,</p> <p>OR</p> <p>does not reflect current EPA policy decisions, programs, or activities, but still provides information that is of use for research purposes.</p>	Outdated	<p>Review the content for correct spelling, grammar, federal and EPA web standard adherence and working links and then...</p> <p>Validate information, update as needed and republish the content. If the content provides historical information or information useful for research purposes, it should continue to be regularly reviewed and remain published.</p>
<p>does not reflect current EPA policy decisions, programs, or activities, or if it has been superseded.</p>	Obsolete	<p>Unpublish the content since it is no longer useful or relevant. In the public WebCMS, unpublished content is removed from public view, but a copy is accessible inside the firewall for EPA web content owners.</p>

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7. ROLES AND RESPONSIBILITIES

The Chief Information Officer/Deputy Assistant Administrator, Office of Mission Support, and the Associate Administrator for Public Affairs: Jointly responsible for monitoring compliance with this procedure and collaborating with the EPA Web Council and other appropriate entities.

The Office of Public Affairs – Office Web Communication and Office of Mission Support – Web Content Services Division: Lead the Web Council through a National Web Content Manager and National Web Infrastructure Manager, respectively. Collaborating with the Web Council and other appropriate entities, OMS-WCSD and OPA-OWC develop procedures, standards, and guidance for EPA's internal and public web presence.

Assistant and Regional Administrators and senior managers at the equivalent level have responsibility for all content on the EPA website owned by their program or region.

EPA employees are responsible for creating records that document their activities; filing records for safe storage and efficient retrieval; maintaining the records and applying final disposition in accordance with appropriate [Agency Records Schedules](#).

Web content owners, and their managers, are responsible for ensuring that any content they publish complies with this procedure.

8. RELATED INFORMATION

EPA website procedures, standards and guidance are provided on the [EPA Web Policies and Procedures webpage](#).

All EPA CIO policies on information technology and information management can be found on the [IT/IM Current Information Directives webpage](#).

[EPA Records Schedule 0095](#) provides guidance on web record and their retention. [Contact your Records Liaison Officer](#) if you need assistance in determining the most appropriate methods to capture and maintain records.

The [EPA Information Access Policy and Procedures](#) establishes principles governing access to information managed by EPA to provide the public and EPA access to information.

The [EPA Section 508 Policy](#) ensures access to the agency's Information and Communication Technology (ICT) and complying with Section 508 of the Rehabilitation Act.

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9. DEFINITIONS

Content: EPA data, documents, text, graphics, or other information that is accessible to the public and published either on EPA's main website (www.EPA.gov), an EPA subdomain, or other EPA-owned or managed web content or domain.

Content Owners: EPA employees who create, manage, or are otherwise responsible for the content posted on a webpage. Content owners must assign all web content a content type and must keep the content current or manage as described in this procedure.

Content Review: The process of determining whether content is still current, outdated, or obsolete.

Current: Content on the EPA website that reflects EPA's most recent policy, regulations, programmatic activities, and responsibilities. Some content may remain 'current,' despite the significant amount of time that may have passed since its original publication date.

Obsolete: Content on the EPA website that no longer reflects current EPA policy, responsibilities, or programmatic activities, and is not useful or relevant to the public. This information includes ephemeral information about short-lived announcements and activities.

Outdated: Content on the EPA website that was created in the past, and may or may not reflect current EPA policy, responsibilities, or programmatic activities, but that is still useful to the public as reference or background information. If historically relevant, it may include regulations, guidance and policies that are no longer used or enforced, or that have been superseded by more recently released decisions. This content may provide invaluable historical context to current decisions, requirements and activities or may be useful for research purposes.

Republish: Republishing a webpage once again using either the same content (when reviewed and validated) or updated content with a new "last updated" date. The WebCMS system will automatically assign a new date for the next content review based on the webpage type (as described in Table 1).

Validate: The process of confirming the accuracy of the content.

Web Content Management System (WebCMS): A system within which web content is created, managed, and published. The WebCMS enables content development, integration, and automates many of the functions and procedures that may otherwise be performed manually. This includes functions such as metadata tagging, workflow management, and content lifecycle review.

10. WAIVERS

There are no waivers from this procedure.

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11. MATERIAL SUPERSEDED

CIO-2180-P-06.0 Web Content Types and Review Procedure

12. CONTACTS

For further information about this procedure, please contact the Office of Public Affairs – Office of Web Communication (OPA-OWC).

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and Chief Information Officer
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