



Guidelines for Content Management

<http://dementiafriendlykent.org.uk/>

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2. Content

This website has been commissioned as a tool for sharing the vast amount of Dementia friendly community based work that is taking place across Kent.

The information contained in our web pages is one of the most important considerations. It is designed to showcase projects, provide local information and to advertise upcoming events.

As you will most likely be managing one page or section of the site in particular you should make sure that the content is appropriate for the audience. The website contains information for people living with dementia, their family and carers as well as professionals, so has a diverse audience.

Ideally all information will be in an accessible format so in an attempt to ensure a 'Total Communication' approach to information please consider the following:

- Will **pictures** support what I am saying, are they relevant?
- Write your web pages from a **user perspective** and take advantage of working in a different kind of media to a printed page.
- **Plain English** should always be used. Editors should ensure that text is short simple sentences and that they write it with their intended audience in mind and avoid jargon.
- This website is intended to be used by everyone, visitors will benefit from simple language as this is easier to understand.

3. Project vs Event vs Service vs Activities

All Projects, Events, Services and Activities must be Dementia related or those that specifically make a point of being accessible by people with dementia or their families/carers.

Name your item appropriately. For example "Thursday Faversham Dementia Café" rather than just "Dementia Café" – search result will be easier for people to sort through.

Projects

All new project entries should be agreed with KCC before inclusion.

To be considered a project, the item must describe the change to existing or introduction of new services or new activities or the coordination of multiple events.

Examples of "multi-agency" collaborative and co-productive working are also considered as projects.

Services

Service entries are for businesses, voluntary organisations, service providers etc.

Local relevant businesses are welcome to provide an introductory paragraph of information in regards appropriate services and should provide a link to their own websites.

If there is a charge for the service provided this must be made clear within the service description.

Events

Events are one off, short duration items, such as specific campaigns to raise awareness or funds for Dementia.

Activities

Activity items are regular recurring and typically open to the public – e.g. dementia cafés.

4. Scope of Information

Help users understand the scope of the information you provide - how comprehensive is it? What is included? What is not included?

The website also serves as a gateway to more in depth information so make sure it is clear where users can get information about missing 'bits' - it will be important to provide links to these if they exist elsewhere on the web or supply a contact and phone number if possible.

Links should be made in hyperlink format rather than using URL, avoid duplicating links on a page

Example of Hyperlink:

[Alzheimer's society](#) ✓

Example of URL:

<http://www.alzheimers.org.uk/site/scripts/documents.php?categoryID=200465> ✗

Avoid using "[click here](#) for more information", use "More information can found on the [Alzheimer's society](#) website"

5. Authors and People submitting information

As far as it is possible we need to make the website work to provide links to further support and contact information for people accessing the site.

This means we need to provide contact details such as phone numbers, email, addresses and links to other websites where appropriate for people updating the site, contributing information / news / events and people who run groups and activities.

This will prevent all enquiries coming through to the central contact and reduce the expectation on the 'Web manager'.

It is expected that local Dementia Action Alliances and Dementia Friendly Communities will be the local point of contact for relevant local content.

6. What's New?

'News' and 'Events' pages are extremely useful and will be a main reason for regular visitors. We are able to submit county / national news and events or provide information about more local happenings.

Within the Content Management System [CSM] for the site you can link News and Events to local pages or make them live on the home page.

Once an event has finished it becomes news, consequently a news item should be written following the actual event has completed and where appropriate photos should be uploaded.

7. Related Information

Concentrate on providing information for which you are the source/owner so that you can ensure it is authoritative and maintainable. This will also save you time and effort.

Research what other related information is available elsewhere and provide links to it (or references and contacts). Users will value pages which provide good links and use them again, but links should not be provided at too low a level otherwise they may not be found.

Do not duplicate information which is available elsewhere - use a link instead. Remember, the website has two main purposes;

- To provide up to date information about Dementia services and events including local and county wide information, news and events.
- To provide a gateway to more detailed information and resources including contacts

If you do include information from another source you must be in a position to keep it accurate, relevant and up to date. Where possible contact the owner - obtain their consent and an agreement as to how they will keep you informed of any future changes.

8. Style Guidelines

Web users prefer writing that is concise, easy to scan and objective (rather than promotional) in style which quickly allows them to jump to key information. The use of bullet points, additional headings and shorter paragraphs give web pages a cleaner, more open design to achieve this. This style also allows screen readers to scan a page audibly.

People reading web content prefer to scan rather than read every word on the page and therefore want text to be short and to the point as a rule writing for the web should be about half the length of a paper equivalent.

Put important information at the top of the page then the reader will know at a glance what the page is about and whether it will interest them. Make sure your first heading and paragraph make this clear.

Don't provide any unnecessary information the user already knows.

Make sure all content is clear and concise and that every page has been spell checked and proof read and check the following before making live:

- Is the style consistent?
- Has jargon been avoided where possible?
- Have all the abbreviations and acronyms been defined?

9. Style

The style of the website pages has been set and does not allow for a great deal of variety in terms of page layout – this is so that the pages are consistent and will become familiar for the user.

You can vary the pages in terms of headings, bullet points, links and different images but also you can add additional images, and linked documents within the pages.

When using pictures / images firstly ensure you have permissions to use the pictures – Pictures need to be in the following formats:

- The original image must be in .gif or .jpg format.

When uploading an event, project etc to keep to the existing style use the following for Headings:

"Background" title - use Heading 2

"Who's Involved" title - Heading 2

"Location" title - Heading 3

"For more information" title - Heading 3

10. Hints and Tips

Strive for clear and accurate headings, page and article titles and link descriptions. This includes using link phrases that are snappy and make sense when read out of context or as part of a series of links.

Use informative headings so that users can scan a page quickly for information rather than reading it in detail.

State the topic of the sentence or paragraph at the beginning of the sentence or paragraph. This will help people who are skimming visually but also assist people who use speech synthesisers and text scanners.

Limit each paragraph to one main idea

Avoid slang, jargon and specialised meanings of words unless defined in your document

Favour words that are commonly used. For example, use “begin” rather than “commence” or use “try” rather than “endeavour”

Use active rather than passive verbs

Avoid complex sentence structures.

11. Content Management

You will receive basic training in the content management system [CMS] Never update the content management system to a newer version.

Please review content every 3-6 months. Update, add and remove as necessary. It is important that this website is constantly maintained otherwise it will quickly become out of date and irrelevant.

12. Photos and images

For Thumbnails the image will be taken from the centre of the submitted photo or document.

For the slider the image needs to have a ratio 2 wide x 1 tall



13. Language Used (taken from young dementia UK)

The importance of language

- The language used to talk about younger people with dementia can strongly influence how others treat or view them, and how they feel about themselves.
- For example, referring to people with dementia as 'sufferers' or as 'victims' implies that they are helpless. This not only strips people of their dignity and self-esteem, it reinforces inaccurate stereotypes and heightens the fear and stigma surrounding dementia.
- We feel it is important to convey that young onset dementia is not necessarily the defining aspect of a person's identity. Life does not stop when dementia starts.
- Using the correct terms avoids confusion. There are many forms of dementia. Alzheimer's disease is just one of them and the terms are not interchangeable.

Words to use, and to avoid

Use	Avoid	Reason
Young onset dementia or working-age dementia	Early onset dementia	This can be confused with the early stages of dementia
Person / someone with dementia	Sufferer, victim, patient	These terms imply helplessness. All of us are patients at some time if we have a GP. This doesn't define us and it doesn't define someone with young onset dementia
Wife, husband, partner, family member	Care-giver, carer	Only use 'carer' if the person defines themselves as such

Devastating, Painful, Distressing, Debilitating, Challenging, Life-changing, Stressful	Hopeless Unbearable Impossible Tragic	It is important to be realistic about the impact of young onset dementia while not being overly pessimistic or frightening. Language should reflect the person's experience of dementia at that time
Impact of supporting someone with young onset dementia	Burden of caring	While supporting someone can be challenging, experiences vary and many people find a great deal of positivity in their relationship
Challenging behaviours		Dementia in younger people often involves symptoms other than memory loss. It is important to make it clear that behaviours such as agitation, anxiety, disinhibition, aggression and paranoia are due to the condition and/ or frustration
Breaks	Respite	Younger people may take breaks and even round the world trips with their partner or family for many years. 'Respite' usually describes a break for a carer and should preferably be used only if the person themselves refers to their free time as such

14. Meta data

Meta data is the keywords that search engines will search for, these need to be entered into the CMS for your page. These will help your page to be found when users google for information. You should not add irrelevant keywords into the metadata in an attempt for more people to find your page. While adding "Justin Bieber" to the Metadata may result in lots of search hits it would not be particularly useful!

15. Enquiries

Enquiries to the site will be managed by the Web manager and directed to the appropriate local contact.

16. Summary of Guidelines

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The information contained in our web pages is one of the most important considerations. It is designed to showcase projects, provide local information, and advertise upcoming events and link people to more in-depth information.

Local Dementia Action Alliance members are welcome to provide basic information in regards appropriate services, then provide a link to their own domains. If there is a charge for the service provided this must be made clear within the basic information on this site.

The website contains information for people living with dementia, their family and carers as well as professionals, so has a diverse audience.

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This website is intended to be used by everyone, visitors will benefit from simple language as this is easier to understand.

- Will Pictures support what I am saying, are they relevant?
- Write your web pages from a user perspective
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- State the topic of the sentence or paragraph at the beginning of the sentence or paragraph. This will help people who are skimming visually but also assist people who use speech synthesisers and text scanners.
- Limit each paragraph to one main idea
- Favour words that are commonly used. For example, use “begin” rather than “commence” or use “try” rather than “endeavour”
- Use active rather than passive verbs
- Avoid duplicating links on a page
- Avoid complex sentence structures

Content should be categorised as either

Projects	To be considered a project, the item must describe the change to existing or introduction of new services or new activities or the coordination of multiple events. Examples of “multi-agency” collaborative and co-productive working are also considered as projects.
Services	Service entries are for businesses, voluntary organisations, service providers etc. Local relevant businesses are welcome to provide an introductory paragraph of information in regards appropriate services and should provide a link to their own websites. If there is a charge for the service provided this must be made clear within the service description.
Events	Events are one off, short duration items, such as specific campaigns to raise awareness or funds for Dementia
Activities	Activity items are regular recurring and typically open to the public – e.g. dementia cafés.
News	Past Events, Activities, updates etc.



language used.pdf