



REPUBLIC OF KENYA

MINISTRY OF INFORMATION, COMMUNICATIONS & THE DIGITAL ECONOMY

GUIDELINES ON CONTENT FOR NATIONAL GOVERNMENT WEBSITES.

Preamble

The National Government of Kenya website serves as a vital communication platform for providing accurate, timely, and relevant information to the public. To maintain its effectiveness, it is crucial that the content on this website adheres to clear guidelines to ensure that the information updated is accurate, accessible, user friendly and more interactive to enhance transparency, accountability, and public engagement.

These websites guidelines outline the standards for creating, publishing, and managing content across all Ministry, Department, and Agency (MDA). The content should be easy to navigate, accessible to a wide range of audiences, including persons with disabilities.

By adhering to these guidelines, the National Government aims to ensure that the website content remains an effective tool for communication, service delivery, and public participation. Compliance to these guidelines will promote consistency and uniformity in the content development, presentation, fostering excellence in websites across all MDAs.

It is envisaged that MDAs will proactively use these guidelines to rally public support for the government agenda, Bottom- up Economic Transformation Agenda (BETA), shape public opinion, and address emerging issues.

The overarching goal of these comprehensive guidelines is to significantly advance open, responsive, and inclusive governance. This will position Kenya to achieve the social and economic transformation envisioned in Kenya Vision 2030.

EXECUTIVE SUMMARY

The Ministry of Information, Communications and The Digital Economy (MIC&DE) is mandated to oversee the development and implementation of Kenya's digital transformation strategies, ensuring effective utilization of Information and Communication Technology (ICT) to support governance, service delivery, and economic growth. The State Department for Broadcasting & Telecommunications, under MIC&DE, has been instrumental in formulating policies and guidelines to enhance digital communication across all government entities.

Government websites serve as critical communication platforms, providing citizens with easy access to information and services. However, inconsistencies in content structure, navigation, and accessibility have led to challenges in usability, security, and efficiency. To address these gaps, the State Department for Broadcasting & Telecommunications has spearheaded the development of Guidelines on Content for National Government Websites to standardize and streamline digital content across Ministries, Departments, Agencies, and Counties (MDACs).

These guidelines are designed to ensure that all government websites maintain uniformity, enhance transparency, and provide consistent, high-quality information to citizens and stakeholders. They align with Kenya's national development goals, including Vision 2030, the Sustainable Development Goals (SDGs), and the Bottom-Up Economic Transformation Agenda (BETA), promoting e-Governance and improving service delivery.

Following an extensive stakeholder engagement process, key representatives from various MDACs reviewed and validated the guidelines to ensure they comprehensively address accessibility, security, content standardization, and seamless navigation. The final guidelines are now ready for implementation, reinforcing the government's commitment to digital inclusivity and effective communication.

By adopting these guidelines, the government aims to enhance accessibility, security, and credibility of its online platforms, ensuring that they serve as reliable, transparent, and efficient tools for information dissemination and service delivery to the Kenyan people.

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LIST OF ACRONYMS

CMS:	Content Management System
DPC:	Directorate of Public Communications.
ICT:	Information Communication Technology
ICTA:	Information Communication Technology Authority
MDAs:	Ministries, Departments and Agencies
A.I:	Artificial Intelligence
BETA:	Bottom-Up Economic Transformation Agenda
MDAs:	Ministries, Departments, and Agencies
W3C:	Web Content Accessibility Guidelines
NITA-K:-	National Information Technology Authority-Kenya
WCAG:	Web Content Accessibility Guidelines
GOK:	Government Of Kenya
FAQS:	Frequently Asked Questions
MICDE:	Ministry Of Information, Communications & The Digital Economy
PCO:	Public Communications Officer
IEC:	Information Education and Communication
DAMC:	Digital Assets Management Committee
DATC:	Digital Assets Technical Committee
SDG:	Sustainable Development Goals

DEFINITIONS OF TERMS

Government Entities

All Government entities owning a website; shall be collectively termed as Ministries, Departments, Agencies (MDAs)

Visitors/Users: Throughout this document, the broad term 'visitors' encompasses all those who visit and use the Kenya Government websites for their needs with regards to government information and services

CHAPTER ONE

1.0 Introduction

In recent years, digital technologies have increasingly contributed to economic growth and citizen empowerment. These technologies have become common in everyday life and enable people to access various services from the comfort of their homes.

The Government recognizes the importance of **Electronic Governance** for National development and transformation towards the attainment of Kenya Vision 2030, Sustainable development goals (SDG) and Bottom - up- Economic Transformation Agenda (BeTA).

The huge opportunity provided by the growing Information Age society and the demand for electronic services delivery creates the need to have Government Websites that provide all Citizens with access to information and services.

By harnessing the power of websites content, we are expected to improve government websites to be able to allow consumers to find information, advice they seek, transact services in a safe and convenient electronic environment, improve their sourcing, sales and logistics systems; streamline operations, track market trends and boost their marketing, research and innovation capabilities and participate in policy creation and other democratic processes of the Government.

Progressively Government Websites ought to bring about an end to the need for travel to physical Government offices to transact business. This shall, with time, reduce the compliance burden on our citizens.

A disjointed website content creates barriers for citizens trying to access services. The lack of consistency in layout standards, and navigation complicates user interaction, reduces efficiency and technologies adopted can reduce the efficiency of websites/apps.

A consistent, citizen-focused approach will ensure government websites content are accessible, clear, and aligned with the broader goal of BETA and service delivery.

The web guidelines in this document adhere to the Web Content Accessibility Guidelines (WCAG) of the World Wide Web Consortium (W3C). W3C is an international body working towards defining standards in web technologies and formats for publishing contents on the web.

1.1 Why the Guidelines

A lack of uniform content management practices across government websites has led to inefficiencies and risks, including inconsistent service delivery, outdated or duplicated information, cyber threats, and inaccessibility of websites content. Key among the outstanding that these guidelines seek to address include and are not limited to"

- i. Duplication of information which result into content inconsistency when one website is updated without updating others
- ii. Inadequate accessibility concerns for special groups of people; and
- iii. Limited service resulting from, sections/entire website not accessible

1.2 Scope

This document sets out guidelines for development of websites content at national level (MDAs). This is to ensure Government Websites are citizen centric and visitor friendly to assist in ensuring that their websites conform to internationally recognized best practices.

1.3. Objectives

The main objective of this document is to provide guidelines on the development of content on National Government Websites by improving the quality, reliability, accuracy, and accessibility of online information pertaining to MDAs and to ensure consistent experience for all users.

1.4 Specific Objectives

The specific objectives include the following:

- i. To provide broader communications objectives of the Government agenda.
- ii. To ensure that MDAs websites are updated, maintained with accurate information/content for public consumption.
- iii. To ensure that MDAs websites are user friendly and easily accessible by the citizens.
- iv. To enhance the trust level of the citizens while accessing Government information and availing services online.
- v. To ensure that government websites are presented in both English and Swahili (Capture the guidelines on photo spread policies on websites).
- vi. To ensure compliance and a high consistency and uniformity in the content coverage, presentation and further promote excellence in websites across all MDAs.

- vii. **Prevent Loss of Revenue:** Each visitor that comes to your site is a potential customer. Whether you're selling a product, service, or monetizing through ads, you need those customers to generate revenue. If you don't fix a website that's out of service quickly its simply money lost
- viii. **Cybersecurity Protection:** MDAs websites needs to ensure all areas of the website are constantly updated with the latest security patches and that adequate defenses are put in place.

1.5 Why we need to compliance with the website content?

1. **User Experience:** Improves usability and navigation for diverse user groups, including citizens, businesses, and government officials.
2. **Accessibility:** Ensures platforms are inclusive for individuals with disabilities,
3. **Security:** Safeguards sensitive government data and user information.
4. **Uniformity:** Promotes consistency across various government platforms.

1.6 Universal Accessibility

The term '*Universal Accessibility*' refers to making a website accessible to ALL irrespective of technology, platforms, devices, or disabilities of any kind. In other words, all Government MDAs should consider the needs of a broad spectrum of visitors, including public, specialized audiences, people with disabilities, those without access to advanced technologies, and those with limited English proficiency and information communication technology (ICT) skills.

1.7 Web Accessibility

Web accessibility means that people with disabilities can also perceive, understand, navigate, and interact with the content, and that they can contribute to information accessibility. It encompasses all disabilities that affect access to the communication, including visual, auditory, physical, speech, cognitive, and neurological disabilities.

Thus, the impact of persons with disabilities is radically changed on the Web because the Web removes barriers to communication and interaction that many people face in the physical world. When websites, web technologies, or web tools are badly designed, they can create barriers that exclude people from using the web.

CHAPTER TWO

2.0 LEGAL FRAMEWORK

2.1 Overview

The development of guidelines on content for national government websites is guided by various legal, regulatory, and policy frameworks. These guidelines ensure transparency, accountability, and proper dissemination of information to the public. Some of these key frameworks and regulations relevant to content development for national government websites are as follows:

2.2. The Constitution of Kenya (2010):

a) Right to Access Information

Article 35 guarantees every citizen the right of access to information held by the State and any information required for the exercise or protection of any right or fundamental freedom. By enhancing websites guidelines, are a critical tool for fulfilling this right, as they serve as a platform for public access to government information. And the ability of citizens to access public data, engage in civic affairs, and demand accountability.

b) Public Participation and Good Governance

The development and implementation of the website's guidelines are guided by **Article 10** on national values and principles of governance, including public participation, transparency, and accountability. Content on government websites should align with these principles.

2.3 The Kenya Information and Communications Act (2013):

The Act provides the legal basis for the regulation of the information and communications sector in Kenya. It lays down provisions for electronic communication and online platforms, including the regulation of internet content. It emphasizes the need for transparency and ethical conduct in the dissemination of online content, especially in government platforms.

2.4. The Public Service Communication Handbook (2017):

This handbook, developed by the Public Service Commission of Kenya, provides guidelines on communication in public service. It covers how government entities should

manage communication, both internally and externally, ensuring that the content shared with the public is clear, consistent, and accurate.

2.5. The Data Protection Act (2019):

This Act regulates the collection, storage, and processing of personal data. Government websites must comply with the data protection principles, ensuring that users' personal information is protected and only used for legitimate purposes. Websites must include privacy policies and terms of use in compliance with the Data Protection Act.

2.6. The Access to Information Act (2016):

This Act implements the constitutional right to access information. It ensures that government websites facilitate public access to the information held by government bodies and that content is structured in a way that is accessible to all members of the public, including persons with disabilities.

This Act mandates that government websites should be up-to-date and contain relevant public information, such as government reports, budgets, and service information.

2.7. National ICT Policy (2006):

The policy emphasizes the role of ICT in improving government service delivery, transparency, and accountability. It encourages the use of websites as a platform for public service delivery. It also advocates for the establishment of standards and guidelines for government websites to ensure they are user-friendly and accessible.

2.8. The E-Government Policy Framework:

This framework outlines the strategic objectives and goals for the use of ICT in government, including the development of government websites. It promotes efficient and effective delivery of government services through online platforms. The policy calls for government websites to have clear and accurate content, regular updates, and an easy-to-navigate design.

2.9. Web Content Accessibility Guidelines (WCAG):

While not specific to Kenya, these international guidelines are essential for government websites to ensure that the content is accessible to all users, including those with disabilities. This is aligned with the principles of inclusivity and accessibility as per the Constitution of Kenya and the Access to Information Act.

2.10. Kenya's Public Procurement and Disposal Act (2015):

This Act ensures that public procurement processes are transparent. It mandates that contracts for website development and content management should follow a competitive and transparent process, ensuring that government websites adhere to the set standards and legal requirements.

2.11. Cybersecurity and Computer Crimes Act (2018):

This law addresses issues related to cybersecurity, including the protection of government websites from cyberattacks and the security of data shared through government portals. It establishes penalties for cybercrimes that target government websites and other critical infrastructure.

2.12. The Kenya National e-Government Strategy:

This strategy is a broad plan for promoting e-government in Kenya. It emphasizes the importance of government websites in service delivery and public engagement. It aims to ensure that content on government websites is aligned with national development goals and priorities.

2.13 Global benchmarks such as the International Telecommunication Union (ITU) Broadband Commission Targets

The **ITU/UNESCO Broadband Commission for Sustainable Development** has established a set of global targets to accelerate universal broadband access, affordability, and meaningful connectivity by 2030.

a) Making Digital Services Accessible and Relevant (Target 8)

The final ITU target emphasizes the importance of content and services that are relevant, safe, and accessible for all. Websites guidelines address this by supporting **local content development**, ensuring **accessibility for persons with disabilities**, and promoting **multi-language digital services**. The guidelines encourage innovation in areas such as **e-health, e-government, agri-tech, and fintech**, ensuring that broadband connectivity translates into real, life-enhancing digital services for citizens

CHAPTER THREE

3.0 Stakeholder Mapping

Stakeholders in the context of national websites content can be categorized into several groups based on their roles and influence. These include government entities, private sector players, civil society organizations, development partners, academia, local communities, and end-users.

Stakeholders' involvement is therefore quite central towards achieving the expected objectives and outcomes. Involvement of the various actors ensures inclusivity and participation that are essential for successful implementation of the MDAs websites' records and information.

This stakeholder mapping for the development of national website content aligns with the six thematic areas: **Policy, Legal and Regulatory Environment, Infrastructure, Connectivity and Devices, Capacity Building, Innovation and Awareness Creation, Privacy and Security, Services and Content**. The **Stakeholder Identification and Categorization** section details **Role, Influence, Interest, and Impact** for each stakeholder, ensuring accessibility, clarity, inclusivity, and actionability etc.

Effective website content management will involve a diverse composition of stakeholders across various actors. Key among them are:

NAME	IMPACT	INFLUENCE	IMPORTANCE TO STAKEHOLDER	STAKEHOLDER CONTRIBUTION	STRATEGY TO ENGAGE STAKEHOLDER
State department of broadcasting and Telecommunications	High	High- it sets the policy framework, allocates budgets, and coordinates with other government bodies	Responsible for development of national website content d, coordination, and implementation.	Provide access to information, service delivery, Achieving Vision 2030 goals and BeTA etc	Briefings, policy workshops, quarterly reviews
Internal Organization Staff	High	High	Policies, projects, programmes, and initiatives information	Provide support	Engage through formal consultations and policy briefings
MDAs	High	High	Policies, projects, programmes,	Provide human and financial	Engage through formal consultations and policy briefings

			and initiatives information	resources; relevant content	
Parliament (National Assembly and Senate)	High- as it controls legislation and funding critical to NBS implementation	High	Provides legislative oversight, related laws, approves budgets, and ensures accountability	Enacts laws, funds	Essential for enabling legal and financial frameworks, but delays in approvals could slow progress
General Public	High	High	Policies, projects, programmes, and initiatives information	Provide feedback	Awareness and public campaigns
Special Interest Groups	High	High	Inclusion and participation	Expertise, policy contributions	Collaborative discussions and advisory roles
Community Based Organization's	Medium	Medium	General Information that is aligned to their interests	Promote for adoption and advocacy for access	Local engagements and trainings
Media	High	Medium	Transparency, accurate and timely information	Public awareness, advocacy, watchdog	Press briefings and media sensitizations
Private Sector	High	High	Business opportunities	Promotion for adoption and advocacy	Public-private partnerships and incentives
Academia and research institutions	Medium	Medium	Research funding and policy information	Research, policy critique and recommendations	Collaboration on research projects
Development Partners and international organizations	High	High	Infrastructure development	Funding, technical support	Formal agreements and regular stakeholder meetings

CHAPTER FOUR

4.0 KENYAN GOVERNMENT IDENTITY

All Websites and Portals under the Government of Kenya Domain at any hierarchical level (top government Offices, Constitutional Bodies, Ministries, Departments, Organization's and Counties) must prominently display a strong Kenyan Identity and ownership of Kenya Government. Visitors to a Government website are concerned about the reliability and authenticity of the official status of the website before trusting its contents.

To achieve the above objective, the guidelines stipulated below shall be adhered to:

1. The National emblem (Kenya Coat of Arms etc.) should be displayed on the homepage of the websites of National Government Ministries, Departments & Agencies (MDAs). The use of the National emblem such as the Kenya Coat of Arms should be in accordance with the Constitution of Kenya 2010 Act Article 2:9.

The national symbols of the Republic are

- (a) the national flag;
- (b) the national anthem;
- (c) the coat of arms; and
- (d) the public seal.

2. The Government departments and Agencies/autonomous bodies shall display their official logos on the homepage of their respective website to reinforce their identity.

1. The homepage and all-important entry pages of the website shall display the ownership information, either in the header or footer.
2. The lineage of the Department should also be indicated at the bottom of the homepage and all-important entry pages of the website. For instance, at the bottom of the homepage, the footer may state the lineage information, in the following manner:

'This website belongs to the Ministry of Information, Communications & The Digital Economy, Government of Kenya'

3. All subsequent pages of the website should also display the ownership information in a summarized form. Further, the search engines often index individual pages of a

5. The page title of the homepage MUST be complete and shall be displayed as Government of Kenya, followed by the name of the respective Ministry or the name of the Department/agency followed by Government of Kenya. This will facilitate ease of identification, increase in visibility across the different search engines and provide support for visually impaired users to avoid confusion.

I. Colour Adaptations of the Coat of Arms

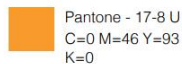


In full color

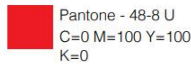


In Greyscale

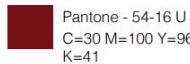
Colour Palette



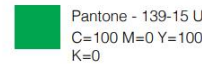
Pantone - 17-8 U
C=0 M=46 Y=93
K=0



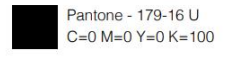
Pantone - 48-8 U
C=0 M=100 Y=100
K=0



Pantone - 54-16 U
C=30 M=100 Y=96
K=41



Pantone - 139-15 U
C=100 M=0 Y=100
K=0



Pantone - 179-16 U
C=0 M=0 Y=0 K=100



The Coat of Arms in full colour shall at all times be used on a white background.



The Coat of Arms in grayscale shall at all times be used on a white background except when used as a watermark.
The gray scale shall be used by state Agencies using the Coat of arms alongside their logo



THE
PRESIDENCY



THE
PRESIDENCY

Home

All MDAs sites must have a “Home” link that will return the user to the main page of the local institutional site

About Us

All MDAs sites must have an “About Us” link to a page with descriptions of the institutional mandate.

Requirement: Mandatory

Contact Us

All MDAs sites should provide relevant contact information, including information that could accommodate those with disabilities or special needs. The contact information provided should be in the context of where a user is on the Web site.

- I. Ensure proper implementation of acknowledgements.
- II. Accurate physical location of the office(s) including the field offices

Search

The sites of all MDAs must be search enabled.

- This button should link to search and retrieval systems that enable users to obtain information on a particular subject.
- Provide detailed help on how to search the information on your site with examples of how to conduct both a simple and an advanced search.
- Provide links to the other levels of searching within your organization.

Common Footer

The web pages of MDAs must include the common footer, placed at the bottom of every page, to facilitate access to key information.

Menu Footer

The menu footer must include:

Left aligned: Important Notices | Help | YEAR, Government of Kenya, All Rights Reserved.

Right Aligned: Last Modified Date

CHAPTER FIVE

5.0 WEBSITE CONTENT GUIDELINES

All MDAs shall develop content that is informative, up to date, easily accessible and caters for the needs of citizens.

Information presented on a government website must be consistent with government policies to avoid the possibility of damage to both the government and the public if the information is incorrect or inappropriate.

There shall be a similar structure applied across government websites to achieve consistency which is important in helping consumers to effectively access government information online.

5.1 Level of Information Provision

The provision of Government information online shall be guided by the following:

- I. All MDAs shall include publications that are available to the public through other forms of media (such as hardcopy or audio) on their websites.
- II. The same shall be captured and linked in the online library. However, where this is not practicable-due to, high costs, limited benefits, low demand, publication complexity - information on how to obtain a copy in its original form should be posted on the Website.
- III. Any decision not to publish information in electronic form shall rest with the responsible Public Communications officer('s), who must package the information and edit or delegate within a given MDA.
- IV. Information meant for internal consumption by the staff of a particular MDA should only be disseminated through Intranets.

5.2 Minimum Content for all Government Websites (Home Pages)

There are certain necessary information elements which are important in a Government MDA website.

It is therefore required that homepages shall include but not limited to:

- (a) **Website Banner,**
 - i. **About the MDA,**
 - ii. Organizational set-up

- iii. Role and Functions (Mission, Vision, Mandate)
- iv. Major projects and Schemes
- v. Public Services
- vi. Publications e.g., Annual reports, strategy documents, portfolio budget statements
 - vii. Citizen Service Delivery Charter
 - viii. Government Tenders
 - ix. Press Releases/Announcements
 - x. Associated Organizations (Related Links)
 - xi. Messages/Speeches from the Cabinet Secretary
 - xii. Contact Addresses / Telephone Number / Email of the Senior Officers and Important Functions of the Ministry
 - xiii. A feedback/comment page and FAQs
 - xiv. Complaints
- (b) Search Engine
- (c) Site Map
- (d) Date, time, currency, telephone details
- (e) Physical location information

The PCOs of respective MDAs must continuously endeavor to determine and provide the kind of information that would be beneficial to the audience.

Individual web pages for the respective Government websites should have a consistent look and feel.

It is recommended to include in the footer details at the base of each page i.e. the date created and last updated date, where technically possible, and a link to the *"Contact Us"*, *Privacy statement* and *disclaimer* pages.

5.3 Information Request and Feedback

Consumer feedback can help in determining website relevance, usefulness, currency of information and quality. All problems and consumer queries shall be attended to in a timely and professional manner.

All MDAs shall provide the following Information upon request and feedback from the Public:

Full contact details, Physical Service locations, Fax and telephone numbers, and Mailing addresses.

- i. Full contact details, physical service locations, Fax and telephone numbers, and Mailing addresses.

- ii. Email addresses for the entity responsible for maintaining the website for the purpose of reporting fault.
- iii. A general enquiry email address shall be created/established to protect the individual name and person that citizens can contact regarding to the service offerings.
- iv. Complaints/compliments redress mechanism.

5.4 Feedback from the public shall:

- i. Be gathered through online forms
- ii. Be prominently displayed on the website.

MDAs shall:

- i Endeavour to provide specific period for which responses to issues raised by the Public will be provided.
- ii Use consumer feedback as a primary indicator of the success of the website.

Officer(s) within the respective MDAS shall be assigned to:

- i. Review reported compliments, comments, problems, and queries
- ii. Forward them to the appropriate office in the respective MDA for action
- iii. Monitor timeliness of corrective action
- iv. Respond to the consumer within defined timeframes

5.5 Electronic Forms

There are several types of forms that can be used to present and collect information from users: (Interactive forms, e-forms, and downloadable forms).

Subsequently, MDAs shall:

- i. Ensure that for interactive forms, appropriate security precautions shall be put in place to safeguard user information during transmission and storage.
- ii. Ensure that e-forms and downloadable forms are in compatible formats and where special software is required, a link to download it must be provided. For these types of forms, pdf format is recommended.
- iii. Continuously endeavor to be interactive, and provide electronic forms; where not possible, a downloadable format shall be made available.

5.6 Prohibited Information

MDAs are advised against posting information that does not promote their respective mandates. In addition, MDAs shall not post the following on their websites:

- Commercial banner advertisements
- Personal information
- Politically partisan content
- Information in text, visual or any other media which may offend/harm the National sentiments, religious communities as well as security and integrity of the Country shall be avoided on the websites.
- Information which is confidential or only for restricted use should be avoided on a website meant for the public.
- Physical and information security procedures.
- Information about organization's network and information system infrastructure (e.g., address ranges, naming conventions, access numbers)
- Plans, maps, diagrams, aerial photographs, and architectural plans of organizational building, properties, or installations

However:

- I. Government websites can acknowledge sponsors and partners at a section on their website. This decision rests with the Top Management of respective MDAs provided it is consistent with Government policy.
- II. Banners that promote and link to other MDAs are permissible, provided that no fees are charged in placing such banners

5.7 Publication Management

All MDAs websites shall be developed in a precise, concise and objective manner. To ensure content is suitable for the web, three main principles shall be considered:

- i. Be concise; highlight only key aspects and provide links to the original content.
- ii. Write for scan ability; users should not be required to read long continuous blocks of text. Use links to split up long text into multiple pages.
- iii. Use plain English; hyped promotional writing, departmental jargon or bureaucratic language should be avoided.

5.8 Web Graphic, Images and Multimedia Guidelines

MDAs shall consider the following guidelines for the use of Web Graphics:

- i. Use thumbnails as one of the techniques for displaying large graphics. If this method is used, consider using full-sized graphics on the "printer-friendly" version.

- ii. Each graphic should be captioned clearly and numbered.
- iii. Use the most optimal and commonly used file formats such as PNG, JPEG, GIF etc.
- iv. Interlace large GIF files to speed up downloads.
- v. Use background images carefully and make sure they are simple and keep the image resolutions as low as possible so that it does not affect download speed.
- vi. Optimize the image capacity so that it does not affect page download which may cause unnecessarily timeouts.
- vii. Limit the use of images. Where images are used, ensure they add value to the success of the MDA or the website. The images used should not irritate the users/visitors.
- viii. Use multimedia (video, animation, and audio) meaningfully especially when they are intended to convey critical messages to the users/visitors of the website.
- x. Where animations are used, provide prior explanations before they are displayed and ensure that they are user-controlled by mute, pause and replay or ignore multimedia elements.
- xi. The use of images should symbolize real-world items and should be used appropriately to convey the exact/intended message to the website users/visitors..
- xii. Use images to facilitate learning, pass information more efficiently and whenever possible use images in place of text.
- xiii. The use of photographs on the website should portray the messages being conveyed. Seek appropriate approvals prior to use of any photographs. The intention for the use of the photograph must be made clear and understood by those whose photographs are to be posted onto the Website

5.9 5.3.4 Colours and Background

In choice what colour to use for the text and background, MDAs shall adhere to the following:

- i. Stick to conventional colours which reflect professionalism and style.
- ii. Use a colour-scheme which is in-line with an MDAs image.
- iii. Use colours which match the colours in MDA's corporate logo.
- iv. Utilize a uniform colour theme throughout the whole website.
- v. Avoid textured backgrounds as they blur the clarity of screen-text and increase download sizes.

5.10 Quality of Content

MDAs shall ensure that the content created for the website is of high quality, accurate, current and meets the needs of the users and the requirements of the Government of Kenya.

- i. Websites content is written in clear and simple language appropriate for the citizens
- ii. In Kenya there are diverse target audiences with diverse demographic profiles as well as educational background. It is highly desirable that the language used for developing Web Contents is easily and correctly understood by all sections of the audiences.
- iii. In situations where some information has been localized in a particular local language for a particular section of the public, MDAs shall ensure that the information is posted on the Website along with its English version/alternative text.
- iv. In developing Websites content, MDAs shall adopt the use of short and concise sentences which are simple to understand and comprehend.
- v. MDAs shall ensure that, Web contents are free from grammatical and spelling errors. It is important to ensure that quality assurance is conducted for all Web contents prior to posting onto the Website.
- vi. The MDAs shall ensure that the use of acronyms and abbreviation is avoided /minimized and where they have been used, their full form must also be provided.

5.11 Content Governance

Content is key to every website. MDAs shall therefore continuously endeavor to create web content that reflect relevancy. Presentation of content shall seek to limit each page to one concept as well as provide information based on the *six (6) principles of journalism*.

Below are the guidelines that MDAs shall use in the governance of Website content:

- i. **Continuous Review:** There should be an established review and refresh process to ensure content is up to-date, relevant, consistent, authentic and unambiguous. Some content may need updating daily or weekly, whilst other areas may need review once a year.
- ii. **Breach of Copyright:** MDAs need to be aware of the potential for copyright breaches arising from unauthorized use of material.
- iii. **Allocate Functions:** In the websites content process, define functions such as content author, owner, reviewer, editor, publisher etc. It's important all these functions are addressed.

- iv. **Approval and Publishing Process:** There should be some formal process for content review, authorization, testing and publishing with the appropriate workflow between these phases.
- v. **Version Control:** Ensure that builds and updates are version-controlled to avoid confusion by the end-users. Periodic backups of the past few versions should be archived for a reasonable timeframe.
- vi. **Align with Standard/Policy:** The content presentation must be in synergy with MDAs Policy/Strategic plan.

5.12 File Formats

During development of Web content, it is important to consider the file format to use. The following guidelines provide minimum requirement for the choice and use of file formats:

- (a) MDAs should provide text alternatives for graphics, video and audio clips as well as ensure that all the content takes care of the people with visual and hearing disabilities.
- (b) To ensure consistency, compatibility and fast-loading pages, it is recommended that the following file formats be used.
 - i. Document – All downloadable documents shall be in PDF format
 - ii. Audio – Audio files shall be in .mp3 format
 - iii. Video - Video files shall be in .mp4, .flv formats
 - iv. Graphic – Image files shall be in .JPG, .GIF, .PNG formats
- (c) While it is important to include multimedia content including text, audio, still images, animations, video and interactive content forms, MDAs shall ensure that such content does not distract from the main message, irritate users or lead to unacceptable download times.
- (d) Assistive technology, in some cases - screen readers, alternative keyboards, and switches, scanning software shall be used.

5.13 Writing Style

While writing for the web, MDAs shall endeavor to:

- i. Make the text easy and quick to read
- ii. Use highlighted keywords
- iii. Use meaningful/descriptive titles, link texts and subheadings
- iv. Use bulleted lists
- v. Use plain English - Avoid acronyms, jargon, and complex words.
- vi. Ensure content is free of material that could be generally considered offensive.
- vii. Use correct punctuation.

- viii. Ensure correct spelling is used.
- ix. Check the context in which the writing is done to ensure correct wording is used.

5.14 Text Formatting

Web content shall be presented in suitable font sizes and styles. When formatting text, MDAs shall endeavor to:

- i. Use font size 12 for legibility and readability of text. Users should be presented with an option of font size adjustments.
- ii. Maximize readability by making text left-justified.
- iii. Use the bold font style, for highlights or emphasis.
- iv. Avoid underlining text. It can be mistaken for a hyperlink.
- v. Avoid using colored text. This may be difficult to read or may present difficulty for the colour blind.
- vi. Italicize references to published documents such as reports and Acts.
- vii. Ensure headings are in sentence case format, with the initial letter of the first word capitalized, with all remaining letters, except for proper nouns, in lower case.
- viii. Caption acronyms wherever they are referred, and a list of acronyms and glossary shall be provided.

5.15 Digital Asset Management

Below are the general guidelines for the management of Digital Assets in Government:

- i. MDAs shall ensure that delivering information and services on the Internet is managed with the same level of quality and commitment as that employed when delivering information and services using conventional methods.
- ii. The management of online services in MDAs requires the establishment of a website management committee, with representation from all key departments including a Webmaster. The committee shall be required to develop and oversee implementation of a Website management strategy.
- iii. The Directorate of Public Communications shall ensure conformity to the laid down guidelines by constituting a web management team in consultation with all PCOs in government MDAs.

5.16 Websites Content Management Committee

A Websites Content Management (WCMC) committee shall be constituted to:

- i. Align the website content management with public vision, mission and objectives;

- ii. Ensure that the website content is of high quality and meets its performance targets;
- iii. Take responsibility for decisions made about the website content.

The committee shall report to the head of the MCDA and Membership of the committee shall include; -

- i. Head of Communication (Chair)
- ii. Head of ICT (Secretary)
- iii. Head of each line function in the MCDA

The committee shall be responsible for; -

- i. Drafting of vision, mission and objectives of the organizational digital asset for approval by the Chief Steward.
- ii. Recommending the approval of the branding strategy, general template and editorial policy of the digital asset
- iii. Setting the performance targets of the digital asset and reviewing performance reports.
- iv. Reviewing the budget for the digital asset and recommending its approval by the Chief Steward.
- v. Monitoring and evaluating the digital asset, the user feedback that it generates and making recommendations for continuous improvement to the Chief Steward.
- vi. Making recommendations to the Chief Steward to develop a new digital asset and / or to retire an obsolete digital asset.

The committee shall meet whenever a major decision about the digital asset is required, but not less than once per quarter (for performance review.)

5.17 Digital Asset Technical Committee (DATC)

A Digital Asset Technical Committee shall be constituted and shall comprise of the following;

- i. Head of ICT (Chair)
- ii. Public Relation and Communication representative (Secretary)
- iii. ICT Security Representative
- iv. Web Master
- v. Web Administrator
- vi. ICT Networking Representative
- vii. ICT Database Representative
- viii. Information Representative

The responsibilities of DATC shall be;

- i. Ensuring that the digital asset complies with technical standards and requirements;

- ii. Ensuring that quality assurance tests are regularly carried out and performance measurements made;
- iii. Ensuring security, technical quality and technical performance of the digital asset.

This committee shall meet whenever a technical decision about the digital asset is required, but not less than once per month (for performance review).

5.18. Role of PCOs in Content Management

The head of public communication officer will play a crucial role in website content management by ensuring that all online content aligns with the organization's overall communication strategy, brand identity, and target audience.

Detailed breakdown of their responsibilities:

a) Content Creation and Strategy:

Public communication officers develop and implement the organization's website content strategy, ensuring it aligns with communication goals and target audience preferences.

b) Writing and Editing:

They write, edit, and proofread website content, including blog posts, news articles, case studies, and other materials, ensuring accuracy, clarity, and consistency.

c) Website Content Management:

They may be responsible for managing the website's content that is uploaded, ensuring that content is properly organized, updated, and accessible.

d) Content Updates and Maintenance:

They regularly update and maintain website content, ensuring it remains accurate, relevant, and engaging.

e) Website Monitoring and Analytics:

They monitor website traffic and engagement to identify areas for improvement and ensure that content is effectively reaching the target audience.

f) Collaboration with Other Teams:

They collaborate with other teams, such as marketing, IT, and legal, to ensure that website content aligns with organizational goals and complies with relevant regulations.

g) Digital Content Creation:

They may create and manage digital content, such as social media posts, videos, and podcasts, to enhance the website's engagement and reach.

- Public Communication officers to ensure websites are continuously updated and monitored
- Public Communication officers to be allowed access to admin rights of websites
- Mandatory interlinking of social media handles with the respective websites.

h) Website Accessibility:

They ensure that the website is accessible to all users, including those with disabilities, by adhering to accessibility guidelines and best practices.

Create actionable content that can easily be implemented by the citizens. In other words, it's the types of content that readers find informative, persuasive, influencing, relevant, entertaining, and unique.

Below is an illustration of content creation that will go a long way in ensuring uniformity in MDAs websites.



- i. Create interactive content is the one which prompts action from the reader, thanks to the use of call to action.

Most content developers fail to quote famous personalities in their blog posts, oblivious to the fact that they are missing the opportunity to increase the credibility of their content. Here are few more advantages of quoting famous niche personalities.

- Apart from adding credibility, this will also make your content stand out from your competitors, driving more Web traffic.
- It also helps you develop a professional relationship with the industry experts in various niches.
- The biggest advantage of including quotes by industry experts is that you will be able to include different viewpoints in your post.

5.19 Regular Research

Government MDAs shall conduct customer surveys on a regular basis to enable continuous improvement of the website. The research shall seek to determine the:

- i. Usefulness of information resources and services offered on the website
- ii. New information resources and services to be provided
- iii. Identification of web pages and online services that is slow to load

- iv. Ease of locating required information and services
- v. Accessibility and usability
- vi. Suggested improvements
- vii. Consumer statistics

5.20 Risk factors and their mitigations

Risk mitigation is one of the important criteria behind the formulation of any standard/guideline. The new version of the guidelines outlines the risk factors associated with non-conformity with each section of these guidelines. They have also been mapped with each guideline and presented in the conformity matrix.

Therefore, while the description of each guideline informs the users about the benefits of conformance the conformity matrix will make the users aware of the risk involved in case, they fail to meet the guideline.

5.21 Decommissioning Websites

(a) MDA websites shall be regularly reviewed to ensure that they are relevant and up to date. A website shall be retired or decommissioned where it:

- i. Does not serve a specific function or purpose of government
- ii. Has been rendered irrelevant due to re-organization of government
- iii. Was developed for a particular project or strategy that is no longer relevant or current
- iv. Was launched as part of a government-sponsored campaign that has since come to an end
- v. Is non-essential and website traffic statistics, where available, shows that the website is not being utilized.

(b) When decommissioning a MDAs website, consideration shall be given to archiving the content if deemed appropriate.

5.22 Web and social media

- i. MDAs websites content shall endeavor to embrace the use of Web standards in delivering content to individual users such as social media. MDAs shall however ensure that appropriate caution to guard against the inherent risks is observed.
- ii. The existence of social media presents an opportunity for MDAs to network. For example, MDA Webpages on Facebook or Twitter. Governments MDAs should refer to the *Government of Kenya Social Media Guide* for guidance prior to the adoption of such technologies to avoid abuse of the service.

5.23 Electronic Records Management and Archiving

The preservation and access to electronic records, including web-based resources, shall be planned to ensure availability and access throughout the life of the record. MDAs shall adopt best practices in records management for web resources. These may include:

- i. Providing online access to electronic records and archived information in the relevant format
- ii. Capturing full and accurate records of web-based transactions into a record-keeping system that can guarantee the authenticity, reliability and accessibility of the records
- iii. Identifying records that exist on their websites and those that need to be placed online
- iv. Ensuring that full and accurate records of web resources are captured and maintained for as long as they are required.

Where a Government MDA has database records online, special care shall be taken to ensure that:

- i. Proper authentication mechanisms are used during access to various databases.
- ii. Standardized secure access mechanisms to Government databases are in place.
- iii. Database transactions are adequately protected by use of passwords at personal entry and that digital signature business that need shall be used.
- iv. Mechanisms are put in place to administer and manage databases that are accessible through the Government MDAs website.

CHAPTER SIX

WEB SECURITY AND PRIVACY

6.0 General Information

The use of the Internet platform comes with inherent security threats and risks. As reliance on cyber space continues to increase, so do the number and complexity of associated security challenges.

MDAs shall, as a matter of necessity, put measures or controls to protect web resources to assure the confidentiality, integrity and availability of information. The MDAs need to be confident that their information assets are safely and securely stored, processed, transmitted, and destroyed.

6.1. Guidelines for Web Security and Privacy

The following guidelines shall be adopted for securing MDA Websites as well as for ensuring personal privacy on the Web:

- i. In securing their web content, the MDAs shall develop website security plans with the respective IT Policies. MDAs shall ensure that users are alerted of potential risks and how to avoid them when accessing the website.
- ii. MDAs websites shall include a standard privacy policy statement that enumerates information collected about individuals when they visit the website, how it is used and if it is disclosed. It is important that an MDA complies with the undertakings and representations in its website privacy statement.
- iii. Where MDAs solicit or collect information from users through electronic forms or email, they shall ensure that this information is securely transmitted and stored by taking appropriate measures such as data encryption.
- iv. Where an MDA needs to transmit information to users, they shall ensure that the information is protected through appropriate technologies. Reasonable care shall be taken to protect the personal information held by an MDAs from misuse, loss and unauthorized access, modification, or disclosure.
- v. Where necessary, user registration for access and use of services such as access to Government databases shall be enforced.

CHAPTER SEVEN

MONITORING, EVALUATION, AND LEARNING (MEL)

7.0 Overview

This chapter presents monitoring, evaluation and reporting framework on which the website guidelines implementation will be monitored against set performance standards. A structured Monitoring, Evaluation, and Learning (MEL) framework will be established. The MEL framework will assess the effectiveness, compliance, and impact of the guidelines, fostering continuous improvement and adaptation to emerging digital trends.

7.1 Monitoring

Monitoring will involve the regular assessment of government websites to ensure compliance with the guidelines. The key monitoring components include:

- **Reports:** Progress reports will be prepared using the Kenya Evaluation Guidelines 2020 and the Kenya norms and standards for M&E on quarterly and annual basis.
- **Website Audits:** Regular evaluations to check adherence to content structure, accessibility standards, security protocols, and usability requirements.
- **Performance Metrics:** Tracking website traffic, user engagement, and service delivery effectiveness through analytics tools.
- **Feedback Mechanisms:** Collection of feedback from citizens, stakeholders, and government agencies to identify gaps and areas for improvement.
- **Compliance Reviews:** Ensuring all MDAs maintain a standardized approach in implementing the guidelines.

7.2 Evaluation

Evaluation efforts will focus on measuring the impact and efficiency of the guidelines. This will be achieved through:

- **Annual Assessments:** Comprehensive reviews of government websites to determine effectiveness in delivering information and services.
- **Stakeholder Engagements:** Periodic consultations with MDAs and the public to assess usability and accessibility improvements.
- **Comparative Benchmarking:** Assessing Kenya's government websites against global best practices to identify areas for enhancement.

- **Reporting Framework and Feedback Mechanism**

Compilation of evaluation reports to prepare quarterly and annual implementation status reports of the website's guidelines to guide decision-making and policy adjustments. The reports will be submitted to the relevant government agencies.

The annual and quarterly reports will capture the lessons learnt which will inform continuous adjustments and improvement of the necessary corrective interventions in the guidelines to prevent deviation from the performance standards. Reporting the progress of implementation is critical in adjusting strategic directions and measuring performance.

7.3 Learning and Adaptation

To ensure continuous improvement, the learning component of the MEL framework will focus on:

- **Capacity Building:** Training MDA personnel on best practices in web content management and digital communication.
- **Innovation Integration:** Adopting emerging technologies such as AI-driven chatbots, enhanced security protocols, and user-friendly design improvements.
- **Knowledge Sharing:** Creating platforms for knowledge exchange among MDAs to promote collaboration and consistency in website management.
- **Policy Refinement:** Regular updates to the guidelines based on evaluation findings, technological advancements, and user feedback.

The MEL framework will be coordinated by the **State Department for Broadcasting & Telecommunications** by establishing a committee composed of representatives from all agencies and departments, that are responsible for coordinating, monitoring and reporting on the implementation of the National Website guidelines. The government will ensure that its digital platforms remain dynamic, inclusive, and effective in serving the needs of citizens and stakeholders.

Conclusion

Creating effective content is a delicate balance between addressing your audience's needs and adhering to MDAs websites best practices. By following these guidelines, MDAs can produce content that ranks at the peak of search engines, resonate with their target audience, and retain a high level of engagement.

A well-structured and coordinated approach to content management ensures that citizens, businesses, and stakeholders can seamlessly access government information and services, regardless of their location or abilities.

The key to successful content is prioritizing user intent, maintaining high editorial and ethical standards, and continuously updating your material to stay relevant. Incorporate visual elements, use simple language, and ensure your content is accessible and easy to navigate.

Maintaining uniformity in website content guidelines fosters a coherent government identity, reduces duplication of information, and mitigates risks associated with misinformation and cyber threats.

Compliance to these guidelines will ensure a high degree of consistency and uniformity in the content coverage, presentation and further promote excellence in Kenyan Web space.

However; failure to follow to these website guidelines will lower government image/reputation and the trust level of the citizens while accessing Government information and availing services online.

By implementing these guidelines, you can create valuable, optimized content that attracts and retains your audience, ultimately driving more traffic and achieving your MDAs strategic goals. All government entities are therefore encouraged to adhere to these guidelines and continuously improve their websites content to improve on government service delivery to be efficient and effective.