

OFFICE OF THE CHIEF OF STAFF

Webmaster

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Policy

The Department of Children and Families shall be committed to sharing accurate information with the public utilizing the State of Connecticut portal (<https://portal.ct.gov/>)

DCF shall have a dedicated Webmaster (system administrator) responsible for the DCF website, social media accounts (e.g., Facebook, Twitter, You Tube) and related mailboxes.

Duties of the Webmaster

The Webmaster shall manage all aspects of the DCF website and the duties shall include:

- proof reading, approving and publishing the work of all content authors and managers;
 - updating all social media accounts with daily “today’s topics,” upcoming events and important information;
 - sending DCF-wide emails as requested using the DCF.NEWS@ct.gov mailbox;
 - managing web-based analytic tools, search engine optimization (SEO) and analytical reporting (e.g., Google Analytics, AdWords);
 - serving as the portal “Help Desk” manager and providing technical support to content authors, managers and approvers;
 - serving as the administrator to DCF’s online survey accounts and creating and managing surveys for end users; and
 - working with policy owners to develop official forms.
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