



## **U.S. Mission Website Platform Publishing Standards**

---

# **GPA**

### **U.S. Mission Website Platform Program**



## Table of Contents

Revision History..... 7

Introduction..... 9

    About the U.S. Mission Website Platform..... 9

    About WordPress..... 9

    About the Publishing Standards ..... 10

Information Architecture ..... 11

    Overview ..... 11

        Visas..... 12

        U.S. Citizen Services ..... 15

        Our Relationship..... 18

        Business..... 21

        Education & Culture..... 23

        Embassy & Consulate(s)..... 24

        News & Events..... 27

        System Pages..... 29

Design Standards..... 30

    Header ..... 30

    Footer & Disclaimer ..... 31

    Privacy Notice & Disclaimer ..... 32

        External Link Disclaimer ..... 32

        Privacy Notice..... 32

Typography..... 32

    Preferred Fonts..... 32

    Alternate Fonts..... 32

Color Palette ..... 33

    Brand Colors..... 33

    Other Colors of Note ..... 33



Social Media.....	34
Page Templates .....	34
Page Templates Available to Users.....	34
Administrator Templates.....	35
Navigation.....	36
Global Navigation.....	36
Landing Pages.....	37
Home Page Elements.....	38
Above the Fold.....	38
Below the Fold.....	40
Internal Page Elements .....	44
Blog Post Elements.....	45
Topics Pages .....	47
Main Body Features and Functions.....	50
Pagination.....	50
Social Media Navigation.....	51
Social Media Stream.....	52
Event Calendar .....	53
Accordion.....	54
Custom Sidebars .....	55
Adobe Reader.....	55
Audio / Podcast Embed.....	55
Dual Clock.....	56
Facebook Feed.....	57
Facebook Video .....	57
Flickr Feed.....	58
Google Maps.....	58
Google Maps Post/Page Body Embed .....	58
Instagram Feed .....	59



---

Link Lists .....	60
OpenOffice .....	60
POTUS Feed.....	60
Related Posts.....	61
RSS Feed .....	61
Secretary Feed .....	62
ShareAmerica RSS Feed .....	62
Shortcodes.....	62
Social Links .....	63
Textbox .....	63
Textbox Image .....	63
Textbox Image Full.....	64
Twitter Feed .....	65
Video .....	66
VPOTUS Feed.....	66
Forms .....	66
PDF Forms .....	66
Online Forms .....	67
Photos .....	67
General Guidelines for Images.....	68
Photo Sizes .....	69
Pages .....	69
Posts .....	69
Miscellaneous.....	70
Captions .....	70
Caption Text Limits.....	70
ALT Tags.....	71
Photo Credits.....	71
Photo Tips.....	71



Useful Information .....	72
Tables.....	72
Scope Attribute.....	72
Table Summaries.....	73
Sample Coded Table.....	74
User Friendly Pages.....	75
Creating User Friendly Pages .....	75
File and URL Naming Conventions .....	75
External Links .....	75
Domain Names .....	75
Language Content Display.....	76
Content and Maintenance .....	77
Accessibility Standards.....	78
What is Section 508? .....	78
Web Accessibility Initiative (WAI).....	78
Barrier to Access .....	78
Web Content Accessibility Guidelines (WCAG) .....	79
Accessible Design.....	79
Unique Page Title .....	79
Heading Tags – Proper Use.....	79
Accessible Video .....	80
Captioning and Transcripts.....	80
Captioning Advantages.....	80
Tips for Captioning.....	81
Accessible PDF Documents .....	81
Accessible Microsoft Documents.....	81
Appendices .....	83
Appendix A – Glossary.....	83
Appendix B – Additional Services and Information .....	89



Customer Support Services.....	89
Training Services.....	89

## Revision History

Revision	Description	Author	Peer Review	Release Date
Draft	Re-write and re-format of original MWP Publishing Standards	Rhonda Urbanczyk	Rebecca Jenkins, Clara Hall, Laura Lynch, Niki Deanda	05/12/2016
Draft Revisions	Make updates and edits on feedback provided from Peer Review.	Rhonda Urbanczyk	Rebecca Jenkins, Clara Hall, Laura Lynch, Niki Deanda	06/01/2016
v2.0	Minor text tweaks, Included Language options, updated image sizes, published	Rhonda Urbanczyk	Rebecca Jenkins, Clara Hall, Laura Lynch, Niki Deanda	06/03/2016
v2.001	Updated to reflect changes in prod push v1.5xx – accordion image size.	Rhonda Urbanczyk	Robert Kuczynski	06/23/2016
v2.002	Updated to include Share America Home Page RSS, Share America RSS Sidebar, Podcast/Audio Sidebar and Facebook Video Sidebar. Also updated Page Permissions.	Rhonda Urbanczyk		07/25/2016
v2.002	Updated to include Share America feed increase, Alert Bar character limits and default image template size update.	Rob Kuczynski		08/16/2016
v2.003	Updated new Share America feed Homepage blogroll options.	Rob Kuczynski	Rhonda Urbanczyk	09/27/2016
v2.004	Updated: Featured Image Sizes, Topics view options, and screenshots based on latest production release.	Rob Kuczynski, Rhonda Urbanczyk	Rebecca Jenkins, Niki Deanda	
v.2.005	Updated to include changes to Featured Event Page, People page, Home Page Blogroll and Photo Gallery captions.	Rob Kuczynski	Rebecca Jenkins	11/17/2016
v.2.006	Added Photo Gallery image size.	Rob Kuczynski		01/05/2017
v2.007	Updated Section 508 guidelines for documents, People Template and Featured Event character counts.	Rob Kuczynski		
v2.008	Added new Event Calendar plugin and, Share America News & Events feed embed option.	Rob Kuczynski	Rhonda Urbanczyk	02/23/2017
V2.009	Updated Youku video, Flickr embeds, Alert Messages and minor items based on latest production release.	Rob Kuczynski	Rhonda Urbanczyk	03/23/2017
V2.010	Updated link list anchor text character limit.	Rob Kuczynski	Rhonda Urbanczyk	04/27/2017
V2.011	Updates on latest production release.	Rob Kuczynski		05/18/2017
V2.012	Updated Accordion Image size and added OpenOffice viewer.	Rob Kuczynski		06/21/2017
V2.013	Updated to reflect increase in Textbox Image Full sidebar items.	Rob Kuczynski	Rhonda Urbanczyk	07/26/2017
V2.014	Added Social Media Stream option.	Rob Kuczynski	Rhonda Urbanczyk	08/23/2017
V2.015	Added details on Social Media stream.	Rob Kuczynski	Rhonda Urbanczyk	08/31/2017
V2.016	Added new U.S. Citizen Services guidelines.	R Kuczynsk B Arliss	Rhonda Urbanczyk	09/28/2017
V2.017	Added secure embedded content info.	Rob Kuczynski	Rhonda Urbanczyk	10/31/2017
V2.018	Updated U.S. Citizen Services and Featured Event guidelines.	Rob Kuczynski	Rhonda Urbanczyk	11/29/2017

V2.019	Updated Travel Advisories, Notifications, Locations – Blurb page template.	Rob Kuczynski	Rhonda Urbanczyk	01/05/2018
V2.020	Updated “Alerts and Messages” sections, added Facebook slider.	Rob Kuczynski	Rhonda Urbanczyk	02/06/2018
V2.021	Updated American Spaces and Consul General megamenu screenshots.	Rob Kuczynski	Rhonda Urbanczyk	02/27/2018
V3.0	Annual document audit – all sections reviewed and updated as necessary. Added Dual Clock sidebar item.	Rob Kuczynski	Rhonda Urbanczyk, Rebecca Arliss, Cindie Jones, Suzanne Peroustianis, Jono Ruelas	04/04/2018
V3.1	Minor formatting edits.	Rob Kuczynski	Rhonda Urbanczyk	05/03/2018
V3.2	Minor formatting edits.	Rob Kuczynski	Rebecca Arliss	05/30/2018
V3.3	Minor formatting edits.	Rob Kuczynski	Rebecca Arliss	06/28/2018
V3.4	Added Google Maps creation/embed guidelines.	Rob Kuczynski	Rebecca Arliss	07/25/2018
V3.5	Added Single Mission site guidelines.	Rob Kuczynski	Rebecca Arliss	08/21/2018
V3.6	Minor formatting edits.	Rob Kuczynski	Rhonda Urbanczyk	09/18/2018
V3.7	Added Content Commons to Blog Page options.	Rob Kuczynski	Rebecca Arliss	11/15/2018
V3.8	Minor formatting edits.	Rob Kuczynski	Rebecca Arliss	01/22/2019
V3.9	Updated Help Desk email to <a href="mailto:gpdigitalhelp@state.gov">gpdigitalhelp@state.gov</a> . Updated screenshots to reflect new State Dept. Seal image.	Rob Kuczynski	Rebecca Arliss	02/19/2019
V3.9	Reviewed.	Rob Kuczynski	Rebecca Arliss	03/20/2019
V4.0	Updated GPA branding.	Rob Kuczynski	Rebecca Arliss	06/12/2019
V4.1	Updated IIP references to GPA.	Rob Kuczynski	Rebecca Arliss	07/23/2019
V4.2	Updated Service desk email.	Rob Kuczynski	Rebecca Arliss	06/12/2020

## Introduction

### About the U.S. Mission Website Platform

The primary purpose of the U.S. Mission Website Platform (MWP) is to provide content management, web hosting, search, and web reporting tools for U.S. Missions worldwide. This project is the vehicle by which GPA’s core mission is delivered: “To get the right information, to the right people, at the right time.” The Office of Digital provides the delivery platform and infrastructure that facilitates the development, maintenance, and hosting of a centralized multilingual content management system to streamline the creation and delivery of high quality information for both print and web content for Embassy and GPA international audiences.

### About WordPress

WordPress is a free and open source blogging tool and a Content Management System (CMS) based on PHP Hypertext Preprocessor (PHP) and MySQL. WordPress:

- Uses a template system consisting of themes that allows users to change the look, feel, and functionality of their website without altering the site’s information content or structure. There are thousands of WordPress themes available, via open source or commercial developers. Users may also create and develop their own custom themes, if they have the expertise to do so.
- Uses plugin architecture that allows users to extend WordPress functionalities. There are currently over 35,000 plugins available for WordPress, offering customizable functions and features that enable the user to enhance their sites to their specific needs.
- Supports the use of widgets - small blocks of code that perform a specific function from within a WordPress sidebar.
- Supports mobile native applications for WebOS, Android, iOS (iPhone, iPod Touch, and iPad), Windows Phone, and BlackBerry. Learn more at [WordPress.org](http://WordPress.org)

---

## About the Publishing Standards

The Publishing Standards are designed to provide guidance to all Modernized Website participants in an effort to present a unified and approved style for all public websites. This publication, created and implemented by the Bureau of Global Public Affairs (GPA) of the Department of State (DoS), serves as a reference to web managers and content providers participating in the program.

The Publishing Standards are intended to be informative and easy to use, and therefore may not cover the breadth of style questions that users may have. For any question not referenced in the Publishing Standards, please reach out to the 24/7/365 help desk at: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov), and one of our support representatives will be happy to assist.

## Information Architecture

### Overview

The U.S. Mission Website Platform information architecture consists of seven (7) sections, which represent the topics that are of primary interest to site visitors. These sections are broken down into sub categories, which can better assist visitors in finding specific information.

The seven sections are organized to include information that is specific to visas, U.S. citizen services, the bilateral relationship between the United States and the host country, business, education & culture, the physical location of the mission(s), and news & events.

When developing the information architecture and, in some cases, the content of these sections, GPA worked very closely with Consular Affairs (CA), Education & Culture (ECA), and Economic and Business Affairs (EB).

In addition to consistent information architecture, there are several sidebar items throughout the site that are required. These are listed with their respective sections.

There are guidelines – outlined below – that determine what pages and labels can be modified. These guidelines are specific for the English language websites. Posts that support a language website may edit local language labels and sections as appropriate.

In order to ensure compliance with the information architecture, the standardized content, and naming conventions, there are pages in the site that are not editable by web managers. These pages are also noted. If any changes are required, please contact the 24/7/365 help desk at: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for assistance.

## Visas

The Visas section of the website is delivered in two versions, GSS or Non-GSS locations. Locations that use a 3<sup>rd</sup> party to provide visa services are considered GSS, and those that provide all visa services at the Embassy are Non-GSS.

### GSS Information Architecture

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>VISAS (LANDING PAGE)</b>	No	YES	No
<b>NONIMMIGRANT VISAS</b>	No	YES	No
<b>IMMIGRANT VISAS</b>	No	YES	No
FAMILY-BASED IMMIGRATION	No	No	YES
FIANCÉ(E) VISA	No	No	YES
EMPLOYMENT-BASED IMMIGRATION	No	No	YES
DIVERSITY VISA PROGRAM	No	No	YES
RETURNING RESIDENT VISA	No	No	YES
<b>VISA WAIVER PROGRAM</b>	No	No	YES
<b>TRAVEL &amp; TOURISM IN THE U.S.</b>	No	YES	No

<p><b>NONIMMIGRANT VISAS</b></p> <p>For travel to the United States on a temporary basis, including tourism, temporary employment, study and exchange.</p> <p><a href="#">Read More</a></p>	<p><b>IMMIGRANT VISAS</b></p> <p>For foreign citizens who want to live permanently in the United States.</p> <p><a href="#">Read More</a></p>	<p><b>VISA WAIVER PROGRAM</b></p> <p>The Visa Waiver Program (VWP) allows citizens of participating countries* to travel to the United States without a visa for stays of 90 days or less, when they meet all requirements.</p> <p><a href="#">Are You Eligible?</a></p>	<p><b>TRAVEL &amp; TOURISM IN THE U.S.</b></p>  <p><a href="#">Visit the U.S.!</a></p>
---	---	--	---

GSS Megamenu

## Non-GSS Information Architecture

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>VISAS (LANDING PAGE)</b>	No	YES	No
<b>NONIMMIGRANT VISAS</b>	No	IS NOT A PAGE	No
TOURISM & VISIT	No	YES	YES
TEMPORARY EMPLOYMENT	No	YES	YES
STUDY & EXCHANGE	No	YES	YES
OTHER	YES	No	YES
<b>IMMIGRANT VISAS</b>	No	IS NOT A PAGE	No
FAMILY-BASED IMMIGRATION	No	YES	YES
FIANCÉ(E) VISA	No	YES	YES
EMPLOYMENT-BASED IMMIGRATION	No	YES	YES
DIVERSITY VISA PROGRAM	No	YES	YES
RETURNING RESIDENT VISA	No	No	YES
<b>VISA WAIVER PROGRAM</b>	No	No	YES
<b>TRAVEL &amp; TOURISM IN THE U.S.</b>	No	YES	No



Non-GSS Megamenu



**Required Sidebar Items – Visas Landing Page**

Additional Resources	Contact Us	Government Agency Links
<a href="#">Nonimmigrant Visa FAQs</a> <a href="#">Travel and Tourism in the U.S.</a> <a href="#">Legal Rights and Protections</a> <a href="#">Summer Work Travel</a> <a href="#">Fraud Prevention Warning</a> <a href="#">A to Z Index</a>	Local Hours and Contact Information	<a href="#">U.S. Citizenship and Immigrant Services</a> <a href="#">U.S. Customs and Border Protection</a> <a href="#">USA.gov</a> <a href="#">U.S. Department of State</a>
<i>Additional Resources</i>	<i>Contact Us</i>	<i>Government Agency Links</i>

**Required Sidebar Items – Nonimmigrant Visas Page(s)**

Additional Resources	Contact Us	Government Agency Links
<a href="#">Nonimmigrant Visa FAQs</a> <a href="#">Travel and Tourism in the U.S.</a> <a href="#">Legal Rights and Protections</a> <a href="#">Summer Work Travel</a> <a href="#">Fraud Prevention Warning</a> <a href="#">A to Z Index</a>	Local Hours and Contact Information	<a href="#">U.S. Citizenship and Immigrant Services</a> <a href="#">U.S. Customs and Border Protection</a> <a href="#">USA.gov</a> <a href="#">U.S. Department of State</a>
<i>Additional Resources</i>	<i>Contact Us</i>	<i>Government Agency Links</i>

**Required Sidebar Items – Immigrant Visas Page(s)**

Additional Resources	Contact Us	Government Agency Links
<a href="#">Immigrant Visa FAQ</a> <a href="#">Legal Rights and Protections</a> <a href="#">Fraud Prevention Warning</a> <a href="#">A to Z Index</a> <a href="#">Welcome to the United States: A Guide for New Immigrants</a>	Local Hours and Contact Information	<a href="#">U.S. Citizenship and Immigrant Services</a> <a href="#">U.S. Customs and Border Protection</a> <a href="#">USA.gov</a> <a href="#">U.S. Department of State</a>
<i>Additional Resources</i>	<i>Contact Us</i>	<i>Government Agency Links</i>



U.S. Citizen Services

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>U.S. CITIZEN SERVICES (LANDING PAGE)</b>	No	YES	No
<b>ALERTS AND MESSAGES</b>	No	IS NOT A PAGE	No
ALERTS AND MESSAGES	No	YES	No
<b>EMERGENCY ASSISTANCE</b>	No	IS NOT A PAGE	No
EMERGENCY CONTACTS – ALL LOCATIONS	No	No	YES
INTERNATIONAL PARENTAL CHILD ABDUCTION	No	YES	YES
ARREST OF A U.S. CITIZEN	No	YES	YES
DEATH OF A U.S. CITIZEN	No	YES	YES
VICTIMS OF CRIME	No	YES	YES
EMERGENCY FINANCIAL ASSISTANCE	No	No	YES
<b>PASSPORTS &amp; CITIZENSHIP</b>	No	IS NOT A PAGE	No
PASSPORT SERVICES	No	YES	YES
CITIZENSHIP SERVICES	No	No	YES
CHILD AND FAMILY MATTERS	No	YES	YES
<b>LOCAL RESOURCES</b>	No	IS NOT A PAGE	No
LEGAL ASSISTANCE	No	YES	YES
MEDICAL ASSISTANCE	No	YES	YES
NOTARIAL SERVICES	No	No	YES
ADDITIONAL RESOURCES FOR U.S. CITIZENS <sup>2</sup>	No	No	YES
<b>FEDERAL PROGRAMS</b>	No	IS NOT A PAGE	No
INTERNAL REVENUE SERVICE	No	YES	YES
SELECTIVE SERVICE REGISTRATION	No	YES	YES
SOCIAL SECURITY	No	YES	YES <sup>1</sup>
VETERANS AFFAIRS	No	YES	YES
VOTING	No	YES	YES

<sup>1</sup> While this page is editable, content provided by Consular Affairs must be used. Please see: <https://sample2.usembassy.gov/u-s-citizen-services/social-security/> for the required text.

<sup>2</sup> This page is optional.



ALERTS AND MESSAGES	EMERGENCY ASSISTANCE	PASSPORTS & CITIZENSHIP	LOCAL RESOURCES	FEDERAL PROGRAMS
<p>Alerts and Messages for U.S. Visitors to [Country]</p> <p><a href="#">See all Alerts and Messages</a></p>	<p>U.S. Citizens with emergencies, please call ####.#### Outside of Office Hours, contact: ####.#### Outside of [Country]: ####.#### or ####.####</p> <p>Emergency Contacts – All Locations International Parental Child Abduction Arrest of a U.S. Citizen Death of a U.S. Citizen Victims of Crime Emergency Financial Assistance</p>	<p>Passport Services Citizenship Services Child and Family Matters</p>	<p>Legal Assistance Medical Assistance Notarial Services Additional Resources for U.S. Citizens</p>	<p>Internal Revenue Service Selective Service Registration Social Security Veterans Affairs Voting</p>

U.S. Citizen Services Megamenu

### Required Sidebar Items – U.S. Citizen Services Landing Page

**Before You Go**



**Enroll in STEP**  
Enroll for free for support abroad.

STEP

**Sending Money Overseas**

If you need to get money to a U.S. citizen outside the United States, you have a number of available options. Read more at [Travel.State.gov](https://Travel.State.gov)

Sending Money Overseas

**PLEASE NOTE: THE U.S. CITIZEN SERVICES LANDING PAGE REQUIRES THE DISPLAY OF THE “SUGGESTED FOR YOU” FEATURE AT THE BOTTOM OF THE MAIN BODY CONTENT.**

### Required Sidebar Items – Alerts and Messages

**Before You Go**



**Enroll in STEP**  
Enroll for free for support abroad.

STEP

**More Information**

Visit the State Department’s Office of American Citizens Services and Crisis Management [website](#) for: all [Travel Advisories](#) and [Country-Specific Information](#).

More Information

**Additional Information**

[View The Local Alerts Archive.](#)

*Additional Information*

### Required Sidebar Items – Internal Revenue Service

**Additional Resources**

[Tax information for US Citizens Abroad](#)

[Tax Guide for US Citizens Abroad \(PDF 2.5MB\)](#)

*Additional Resources*

**Download Adobe Reader**


Get  
ADOBE® READER®

*Adobe Reader*

### Required Sidebar Items – Other Federal Benefits

**Additional Resources**

[Selective Service System Registration](#)

*Additional Resources – Selective Service Registration*

**Additional Resources**

[Social Security Administration](#)

*Additional Resources – Social Security*

**Additional Resources**

[Department of Veterans Affairs](#)

*Additional Resources - Veterans Affairs*

**Additional Resources**

[Overseas Voting](#)

*Additional Resources - Voting*

### Required Sidebar Items – International Parental Child Abduction

**Contact Us**

[Local Information](#)

*Contact Us*

**Additional Resources**

[International Child Abduction](#)

[Children's Passport Issuance Alert Program](#)

[Preventing Child Abduction](#)

*Additional Resources*

## Local Resources Disclaimer

All pages under “Local Resources” that list links to external sources must include the CA-approved disclaimer in Blockquote:

*Please note: The Department of State assumes no responsibility or liability for the professional ability or reputation of, or the quality of services provided by, the entities or individuals whose names appear on the following lists. Inclusion on this list is in no way an endorsement by the Department or the U.S. government. Names are listed alphabetically, and the order in which they appear has no other significance. The information on the list is provided directly by the local service providers; the Department is not in a position to vouch for such information.*

*Local Resources Disclaimer*

**PLEASE NOTE: THE DISCLAIMER TEXT MAY BE PLACED ABOVE OR BELOW THE MAIN CONTENT OF THE PAGE.**

## Our Relationship

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>OUR RELATIONSHIP (LANDING PAGE)</b>	<b>No</b>	<b>YES</b>	<b>No</b>
<b>U.S. MISSION LEADERS</b>	<b>No</b>	<b>IS NOT A PAGE</b>	<b>No</b>
AMBASSADOR [NAME]	<b>NAME ONLY</b>	<b>YES</b>	<b>YES</b>
DEPUTY CHIEF OF MISSION [NAME]	<b>NAME ONLY</b>	<b>YES</b>	<b>YES</b>
CONSUL GENERAL [NAME]	<b>NAME ONLY</b>	<b>YES, IF THERE ARE CONSULATES</b>	<b>YES</b>
<b>U.S. GOVERNMENT LEADERS</b>	<b>No</b>	<b>IS NOT A PAGE</b>	<b>No</b>
PRESIDENT OF THE UNITED STATES	<b>No</b>	<b>YES</b>	<b>No</b>
VICE PRESIDENT OF THE UNITED STATES	<b>No</b>	<b>YES</b>	<b>No</b>
U.S. SECRETARY OF STATE	<b>No</b>	<b>YES</b>	<b>No</b>
<b>U.S. &amp; [HOST COUNTRY]</b>	<b>No</b>	<b>IS NOT A PAGE</b>	<b>No</b>
POLICY & HISTORY	<b>No</b>	<b>YES</b>	<b>YES</b>
OFFICIAL REPORTS	<b>No</b>	<b>YES</b>	<b>YES</b>
<b>FEATURED EVENT</b>	<b>YES</b>	<b>No</b>	<b>YES</b>



<p><b>U.S. MISSION LEADERS</b></p> <p>Ambassador [Name]</p> <p>Deputy Chief of Mission [Name]</p> <p>Consul General [Name]</p>	<p><b>U.S. GOVERNMENT LEADERS</b></p> <p>President of the United States</p> <p>Vice President of the United States</p> <p>U.S. Secretary of State</p>	<p><b>U.S. &amp; [HOST COUNTRY]</b></p> <p>Policy &amp; History</p> <p>Official Reports</p>	<p><b>FEATURED EVENT</b></p>  <p>Lorem ipsum dolor sit amet, qui quot prima facer an, nec eligendi indoctum et. Bonorum laboramus eam eu, natum repudiandae conclusionemque his id.</p> <p><a href="#">Learn More</a></p>
--	---	---	--

Our Relationship Megamenu

## Required Sidebar Items – Our Relationship Landing Page

**Related Links**

 **U.S. Department of State**  
Daily briefings, news and video

 **The White House**  
News and photos of the President

Related Links

**ForeignAssistance.gov**



[Explore U.S. foreign assistance around the world](#)

History@State Twitter Feed

## Required Sidebar Items – Policy & History Pages

**Useful Links**

[History of U.S.-\[Host Country\]](#)

[Library of Congress Study](#)

[Learn About the United States \(PDF 1.38MB\)](#)

[CIA World Factbook](#)

[Download the Adobe Reader](#)

Useful Links

Tweets by @HistoryAtState



MEET the **AMBASSADOR**

29 Apr

**HistoryAtState** @HistoryAtState

All of the content and code for the new [history.state.gov](#) is available for download at [github.com/HistoryAtState](#) #twitterstorians #FRUS

28 Apr

History@State Twitter Feed

## Required Sidebar Items – Official Reports Page



## Featured Event – Details

Web managers may choose to spotlight an event in the **FEATURED EVENT** column of the Megamenu. The following guidelines apply:

1. The 24/7/365 help desk can implement the **FEATURED EVENT** column. Please e-mail the help desk at [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for assistance.
2. “Featured Event” is a placeholder title only – it should be replaced with the title of the event.
3. A 243 x 115 pixel image must be provided.
4. A brief description (no more than 200 characters) should be provided.
5. A Featured Event template is recommended.



**Business**

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>BUSINESS (LANDING PAGE)</b>	No	YES	No
<b>DOING BUSINESS IN [COUNTRY]</b>	No	IS NOT A PAGE	No
GETTING STARTED	No	YES	YES
COMMERCIAL OPPORTUNITIES	No	No	YES
OVERSEAS SECURITY ADVISORY COUNCIL	No	YES	YES
ECONOMIC DATA & REPORTS	No	YES	YES
<b>DOING BUSINESS IN THE U.S.</b>	No	IS NOT A PAGE	No
GETTING STARTED IN THE U.S.	No	YES	YES
ECONOMIC DATA & REPORTS	No	YES	YES

<p><b>DOING BUSINESS IN [COUNTRY]</b></p> <p>Getting Started</p> <p>Commercial Opportunities</p> <p>Overseas Security Advisory Council</p> <p>Economic Data &amp; Reports</p>	<p><b>DOING BUSINESS IN THE U.S.</b></p> <p>Getting Started in the U.S.</p> <p>Economic Data &amp; Reports</p>
---	--

*Business Megamenu*



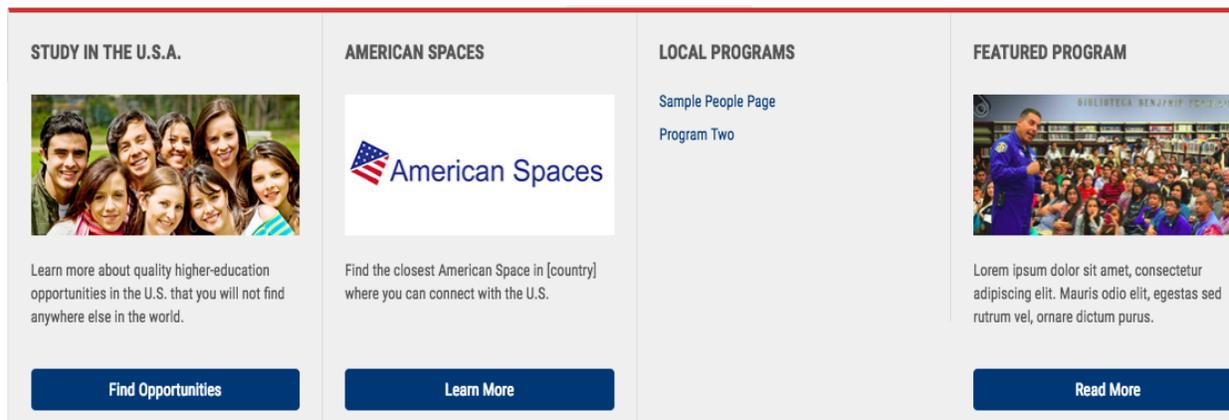
## Required Sidebar Items – Doing Business in [Host Country] and Doing Business in the U.S. Pages

Contact Us	Trade Leads	Quick Links
Local Contact Information	<p><a href="#">Smart Fabrics 101</a> TRADE.GOV</p> <p><a href="#">Burma Gains New Export Preferences to the United States</a> USTR.GOV</p> <p><a href="#">Meet the Women of OPIC: Roxanne Ryan Alozie</a> OPIC.GOV</p>	<p><a href="#">Export.gov</a></p> <p><a href="#">Local Legal Resources</a></p> <p><a href="#">Business Matching Services</a></p> <p><a href="#">Business Information Database System</a></p> <p><a href="#">Direct Line for American Business</a></p> <p><a href="#">US Small Business Administration</a></p> <p><a href="#">Department of Commerce</a></p> <p><a href="#">Export Import Bank of the United States</a></p> <p><a href="#">National IPR Center</a></p> <p><a href="#">Office of U.S. Trade Representative</a></p>
<i>Contact Us</i>	<i>Trade Leads</i>	<i>Quick Links</i>



## Education & Culture

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>EDUCATION &amp; CULTURE (LANDING PAGE)</b>	No	YES	No
<b>STUDY IN THE U.S.A.</b>	No	IS NOT A PAGE	No
STUDY IN THE U.S.A	No	YES	YES
<b>AMERICAN SPACES</b>	No	No	No
AMERICAN SPACES	No	No	YES
<b>LOCAL PROGRAMS</b>	No	No	YES
PROGRAM ONE	YES	No	YES
PROGRAM TWO	YES	No	YES
OPTIONAL	YES	No	YES
<b>FEATURED PROGRAM</b>	YES	No	YES



Education & Culture Megamenu – Default Options

The Education & Culture section of the website provides a great deal of flexibility for web managers to display local programs and resources for their visitors. The above example is the default option for Education & Culture, however the 3 right columns are flexible and may be used to display lists of links (as shown) or a single spotlight as depicted in the Study in the U.S.A. and **FEATURED PROGRAM** columns. To use the **FEATURED PROGRAM** column, the following guidelines apply:

1. The 24/7/365 help desk can implement the **FEATURED PROGRAM** column. Please e-mail the help desk at [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for assistance.
2. “Featured Program” is a placeholder title only – it should be replaced with the title of the program.
3. A 243 x 115 pixel image must be provided.
4. A brief description (no more than 200 characters) should be provided.
5. Any template may be used, however Featured Event and Pagination are recommended.



### Embassy & Consulate(s)

Page Name	Can Label Be Changed?	Is Page required?	Web Manager Edits?
<b>EMBASSY &amp; CONSULATE(S) (LANDING PAGE)</b>	No	YES	No
<b>U.S. EMBASSY</b>	No	IS NOT A PAGE	No
CITY NAME	No	YES	YES
<b>U.S. CONSULATE(S)</b>	No	IS NOT A PAGE	No
CONSULATE ONE	No	No	YES
CONSULATE TWO	No	No	YES
OTHERS AS REQUIRED	No	No	YES
<b>EMBASSY SPOTLIGHT</b>	YES	No	YES
<b>WORK WITH US (JOBS)</b>	No	No	YES

<p><b>U.S. EMBASSY</b></p> <p>U.S. Embassy [City]</p> <p>Address 1 Address 2 Address 3 Address 4 Phone: Fax:</p>	<p><b>U.S. CONSULATE(S)</b></p> <p>U.S. Consulate [City]</p> <p>Address 1 Address 2 Address 3 Address 4 Phone: Fax:</p>	<p><b>CONTRACT OPPORTUNITIES</b></p>  <p>Learn More</p>	<p><b>WORK WITH US!</b></p>  <p>Jobs at the Embassy</p>
--	---	---	--

Embassy & Consulates Megamenu

Single location missions may link directly to Embassy or Consulate pagination pages. The “Embassy”, “Consulate”, or “Mission” link in the navigation will immediately direct to the pagination instead of the “Locations” Landing page.

Our Relationship	<b>U.S. Mission</b>	Conference on Disarmament	International Trade	Humanitarian Affairs	Human Rights	News & Events
<p><b>THE U.S. MISSION IN GENEVA</b></p> <p><b>The U.S. Mission to the United Nations in Geneva</b></p> <p>United States Mission 11, Route de Pregny Case Postale 2354 1211 Geneva 2 Switzerland Tel: (+41) (0)22 749 41 11</p>		<p><b>DELEGATIONS</b></p> <p><b>The U.S. Mission to the United Nations in Geneva</b></p> <p>U.S. Mission to the World Trade Organization U.S. Delegation to the Conference on Disarmament</p>	<p><b>OTHER U.S. GOVERNMENT AGENCIES</b></p> <p>In addition to the U.S. Department of State, many other U.S. government agencies work closely with international organizations in Geneva, and are represented here.</p> <p>Learn More</p>	<p><b>WORK WITH US!</b></p>  <p>Jobs at the Mission</p>		

Single Mission Megamenu

## Required Sidebar Items – Embassy & Consulate(s) Landing Page



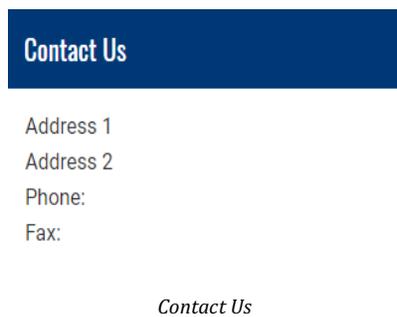
**PLEASE NOTE: IF DESIRED, USERS MAY REQUEST THAT THE IMAGE FOR THE WORK WITH US COLUMN BE CHANGED. EMAIL THE 24/7/365 HELP DESK WITH DESIRED IMAGE, REMEMBER IT MUST BE 243 X 115 PIXELS.**

## Embassy Spotlight – Details

Web managers may choose to spotlight an event in the **EMBASSY SPOTLIGHT** column of the Megamenu. The following guidelines apply:

1. The 24/7/365 help desk can implement the **EMBASSY SPOTLIGHT** column. Please e-mail the help desk at [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for assistance.
2. “Embassy Spotlight” is a placeholder title only – it should be replaced with an appropriate title.
3. A 243 x 115 pixel image must be provided.
4. A brief description (no more than 200 characters) should be provided.
5. Any template may be used, however Featured Event and Pagination are recommended.

## Recommended Sidebar Items – Embassy & Consulate Internal Pages



GPA also strongly recommends implementing the **SOCIAL MEDIA** sidebar on all Embassy and Consulate pages.

## Work with Us Details

This section links to the “Jobs at the Embassy” page and is set up in the templates to automatically display all posts categorized as Job Opportunities. The page will display all open job opportunities for the country, as well as break out each job opportunity by location. The page has one required sidebar item, Additional Resources. For this template to continue operating, all job opportunities must be published as News & Events posts with the category ‘Job Opportunities’ and the location jobs tag.

**NOTE: THE PHOTO USED IN THE MEGAMENU MAY BE CHANGED. IF A DIFFERENT PICTURE IS DESIRED, PLEASE CONTACT THE 24/7/365 HELP DESK WITH THE REQUEST BY E-MAILING GPADIGITALHELP@STATE.GOV AND INCLUDING THE 243 X 115 IMAGE REQUESTED.**

Visas
U.S. Citizen Services
Our Relationship
Business
Education & Culture
Embassy & Consulate(s)
News & Events

### Jobs at the Embassy & Consulate(s)

[Home](#) | [Embassy & Consulate\(s\)](#) | [Jobs at the Embassy & Consulate\(s\)](#)

*“...is set up in the templates to automatically display all posts categorized as Job Opportunities. The page will display all open job opportunities for the country, as well as break out each job opportunity by location... For this template to continue operating, all job opportunities must be published as posts with the category ‘Job Opportunities’ and the location jobs tag.”*

[Mission Website Platform-Publishing Standards \(PDF 12 MB\)](#)

To learn more about how to create an automatic job page, please click [here](#). (PDF 216 KB)

**How to Apply**

For details on how to apply, please [click here](#).

**All Vacancies**

- [Sample Job Announcement 1- Reference # \(Closing Date\)](#)
- [Sample Job Announcement 2- Reference # \(Closing Date\)](#)
- [Sample Job Announcement 3- Reference # \(Closing Date\)](#)
- [Update Request Guidelines](#)

**Location One**

- [Sample Job Announcement 1- Reference # \(Closing Date\)](#)

**Location Two**

- [Sample Job Announcement 2- Reference # \(Closing Date\)](#)

**Translation**

[Español](#)

**Additional Resources**

[Download the Careers Mobile App](#)  
[Get Details on the Foreign Service Officer Test \(FSOT\)](#)

**Additional Job Page Formats**

[Job Openings at the Embassy \(Accordion Listing\)](#)  
[Job Openings at the Embassy \(PDF Listing\)](#)

**Download Adobe Reader**

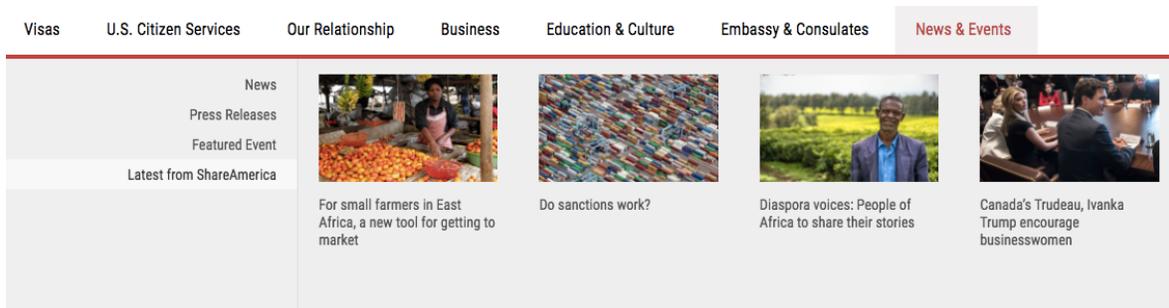

Get ADOBE® READER®

*Example of the Jobs at the Embassy page*

## News & Events

The News & Events Megamenu is category-driven. Which categories display is determined by the web manager and is implemented by the 24/7/365 help desk. Sites may display between 3 and 9 categories in the left column of the News & Events Megamenu, and when the visitor hovers over them, the 4 most recent posts for the category will display in the 4 right columns of the Megamenu.

Share America feeds may also be embedded on an internal page, which displays in the News & Events dropdown. To implement in your site, send a ticket to [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) with the desired feeds (up to 5). Don't forget, you can exclude up to 3 key words or phrases.



*News & Events Megamenu*

## Required Sidebar Items – News & Events Landing Page

### Filter

**Keyword(s):**

**Content Type:**

News

Speeches

Press Releases

Events

Video

**Month/Year**

**Apply Filter**

*Blog Filter / Search*

### Topics

[Alerts](#)

[Alumni](#)

[Ambassador](#)

[Consul General](#)

[Contract Opportunities](#)

[Education](#)

[Events](#)

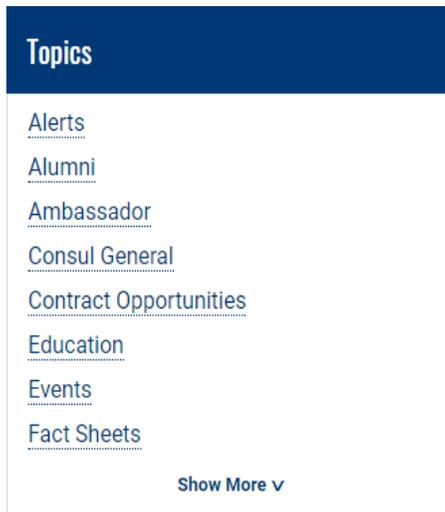
[Fact Sheets](#)

**Show More v**

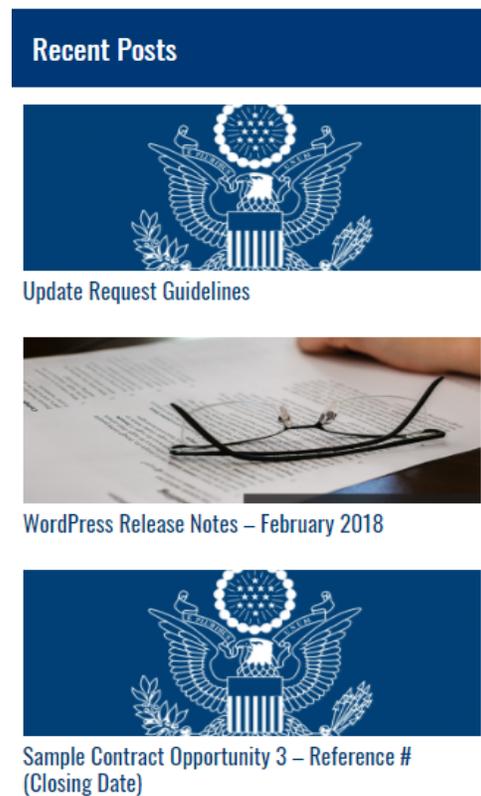
*Topic / Category List*

**NOTE: THE CONTENT TYPES IN THE FILTER CAN BE CHANGED BY REQUEST TO THE HELP DESK.**

## Default Sidebar Items – Individual Posts



*Topics / Category List*



*Recent Posts*

**NOTE: IF THERE IS CONTENT FOR A CUSTOM SIDEBAR ON A BLOG POST, SUCH AS AN ASSOCIATED VIDEO, LINKS OR PDFs, WEB MANAGERS MAY CHOOSE TO USE THE CUSTOM SIDEBAR OPTION.**

## System Pages

Each website has three (3) system pages. These pages are not editable by web managers and are standard in all sites:

1. **Sitemap** – Automatically generated, the sitemap displays all pages within the site in a “tree” view.
2. **Social Media Properties** – A Country’s social media properties are listed on this page, both for Embassy and Consulate locations.
3. **Privacy** – The privacy policy is approved by legal and is required in each U.S. Mission website.

## Design Standards

### Header

The **HEADER** is the primary branding of each U.S. Mission site and is consistent throughout the enterprise. The **HEADER** appears on every page and post within the site.



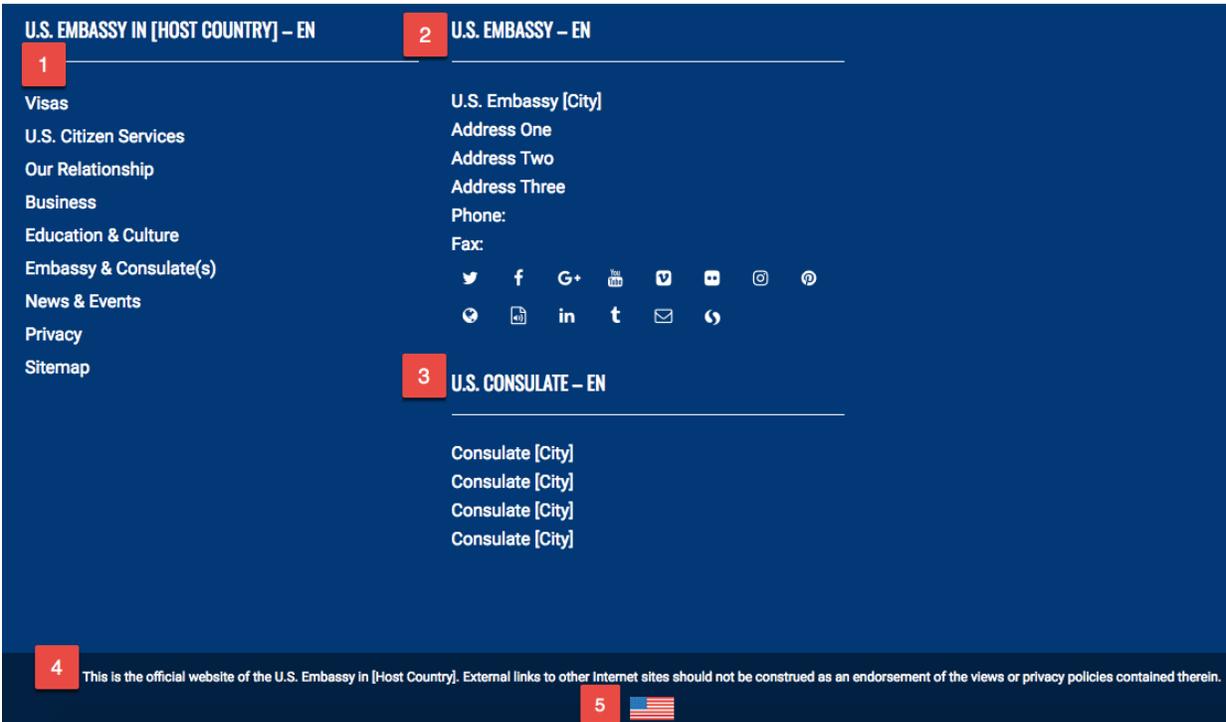
*Standard Header*

1. Department of State Official Seal.
2. Travel Advisory dropdown.
3. Local Branding – To maintain consistency, the following labels must be used, depending on the situation in-country:
  - a. U.S. Embassy in [Host Country]
  - b. U.S. Embassy & Consulate(s) in [Host Country]
  - c. U.S. Consulate in [Host City]
  - d. U.S. Mission to [Country]
  - e. U.S. Mission to [International Organization]
4. Language Selector.
5. Social Media and Search Buttons.
  - a. Three (3) Social Media buttons may appear in the header. The “+” links to the **SOCIAL MEDIA PROPERTIES** page, which lists all Social Media within the country.

**NOTE: IF AN EXCEPTION TO THE LOCAL BRANDING ARISES, THE MODERNIZATION TEAM WILL WORK CLOSELY WITH GPA SENIOR MANAGEMENT, THE LOCAL TEAM IN COUNTRY, AND THE REGIONAL POLICY OFFICE TO PROVIDE A SOLUTION BASED ON JUSTIFIABLE NEEDS.**

## Footer & Disclaimer

The **FOOTER** is the second branded element of the site and is consistent throughout the enterprise. The **FOOTER** appears on every page and post within the site.



Standard Footer

1. Global Navigation – This includes all items displayed in the Megamenu, in addition to the Privacy page and the Sitemap.
2. Embassy Details
  - a. City Name, linked to internal page.
  - b. Address
  - c. Phone
  - d. Fax
  - e. Social Media Properties
3. Consulates
  - a. Each Consulate city, with a link to the respective internal page.
4. Official Disclaimer.
5. U.S. Flag.

## Privacy Notice & Disclaimer

### External Link Disclaimer

Per Department of State policy, the following disclaimer is required on all official websites:

“This is the official website of the U.S. Embassy & Consulate(s) in [Host Country]. External links to other Internet sites should not be construed as an endorsement of the view or privacy policies contained therein.”

### Privacy Notice

In accordance with 5 FAM 772, all U.S. Government websites are required to provide a statement that describes how user information may be tracked as well as what is done with information collected from users.

Federal websites must contain a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record. Every website produced by the Department is required to provide a Privacy Act statement, regardless of what network the site resides on.

## Typography

The U.S. Mission Website Platform uses several font families:

### Preferred Fonts

- Site Header: Oswald 22 points
- Post Header: Oswald 24 points
- Body Text: Roboto 16 points

### Alternate Fonts

- Site Header: Arial, San-serif
- H1 – H6: Arial, San-serif
- Body: Arial, Helvetica, San-serif

## Color Palette

Proper use of color can be extremely effective for creating perceptual effects and can reinforce the layout, which will allow for increased comprehension for the visitor. A good use of color can make an item that would otherwise be lost on the page, pop out, emphasize important information, and visually group related items together.

The primary colors for the Department of State U.S. Mission Website Platform are represented below. The colors were selected based upon the overall branding of other State Department websites and historical branding for Embassy websites.

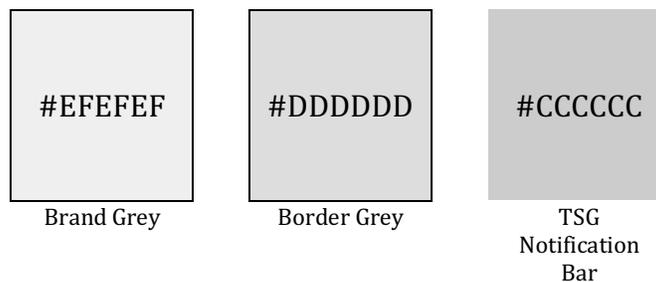
### Brand Colors

Brand colors are used in: The Header, Footer, Sidebar Boxes, Newsletter Sign-up Box and the Megamenu.



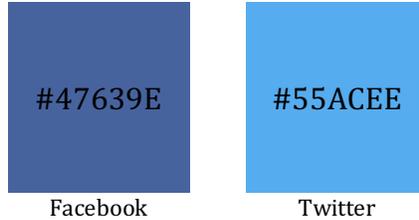
### Other Colors of Note

Some additional colors that appear throughout the website are worth noting



## Social Media

The official colors of Facebook and Twitter



## Page Templates

For ease of use when creating content, the U.S. Mission Website Platform provides custom templates specifically designed for use by web managers in the field. These templates address many different content scenarios, the most common of which are noted below.

### Page Templates Available to Users

- Page Title Character Limit – 150

Template Name	Common and Recommended Uses
Ambassador Page	<ul style="list-style-type: none"> <li>▪ Leader Biographies, specifically Ambassador, DCM, Consuls General.</li> <li>▪ Top Image / Video.</li> <li>▪ Name Title Field Limit – 130 characters.</li> </ul>
Default Page	<ul style="list-style-type: none"> <li>▪ Most all pages use the default template.</li> <li>▪ Pagination is available.</li> <li>▪ Accordion is available.</li> <li>▪ Images – Limit 2.</li> </ul>
Featured Event Page	<ul style="list-style-type: none"> <li>▪ Special events, featured programs, Embassy spotlight, etc.</li> <li>▪ Top Image / Video.</li> <li>▪ Tagged blogroll displays the 6 latest posts.</li> <li>▪ “Show All” button available to display all posts related to event.</li> <li>▪ Content Text Limit – 2600 characters.</li> </ul>
Holidays Page	<ul style="list-style-type: none"> <li>▪ U.S. and local holidays.</li> <li>▪ Display limit of 12 calendar months.</li> <li>▪ Event Title Text Limit – 75 characters.</li> </ul>



Template Name	Common and Recommended Uses
Image Video Page	<ul style="list-style-type: none"> <li>▪ This page is currently used for the Study in the USA page and the Travel &amp; Tourism page. It may be used in any section that requires an image-heavy look and feel.</li> <li>▪ Limit of 20 content boxes.</li> <li>▪ Box Heading Text Limit – 75 characters.</li> <li>▪ Box Content Text Limit – Recommend no more than 340 characters.</li> </ul>
Listing Page	<ul style="list-style-type: none"> <li>▪ Any page that requires a listing, each list item can also accommodate a brief description.</li> <li>▪ Limit of 25 links per page.</li> <li>▪ Link Text Limit – 100 characters.</li> <li>▪ Description Text Limit – 1300 characters.</li> </ul>
People Page	<ul style="list-style-type: none"> <li>▪ Useful for Key Officer pages or similar.</li> <li>▪ Limit of 20 items.</li> <li>▪ Name Title Text Limit – 130 characters.</li> <li>▪ Content Text Limit – 2600 characters. (Appears above list of “people”.)</li> </ul>
Locations Blurb	<ul style="list-style-type: none"> <li>▪ Embassy-related locations.</li> <li>▪ Includes embedded map, addresses and links.</li> <li>▪ Locations Limit – 20.</li> <li>▪ No Sidebar.</li> </ul>

## Administrator Templates

Template Name	Common and Recommended Uses
Home Page	<ul style="list-style-type: none"> <li>▪ Flip boxes and blogroll can be changed via the 24/7/365 helpdesk.</li> </ul>
Landing Page	<ul style="list-style-type: none"> <li>▪ Top level pages for all Megamenu sections.</li> <li>▪ Limited to 10 links per section.</li> </ul>
Location Page	<ul style="list-style-type: none"> <li>▪ Used exclusively for the Embassy &amp; Consulate(s) landing page.</li> </ul>
Travel Alert Page	<ul style="list-style-type: none"> <li>▪ Automatically populated by Travel.state.gov and items from the News &amp; Events section with the</li> </ul>

	“Security & Emergency Messages” and “Alert” categories.
ShareAmerica	<ul style="list-style-type: none"> <li>Used to promote a ShareAmerica feed in the News &amp; Events section.</li> </ul>
Social Stream	<ul style="list-style-type: none"> <li>Used to create Social Media stream on Social Media Properties page.</li> </ul>

## Navigation

### Global Navigation

Dropdown menus (the Megamenu) allow one-click access to all top-level pages. Visitors can see the depth of the website without having to click through every page. In addition, visitors have easy access to in-country locations.



*Megamenu (Global Navigation)*

- Each site displays the seven (7) main content sections.
- Section names remain consistent throughout the enterprise and may not be changed.

## Landing Pages

### Business

[Home](#) | [Business](#)

#### Doing Business in [Country]

- [Getting Started](#)
- [Commercial Opportunities](#)
- [Overseas Security Advisor Council](#)
- [Economic Data & Reports](#)

#### Doing Business in the U.S.

- [Getting Started in the U.S.](#)
- [Economic Data & Reports](#)

#### Translation

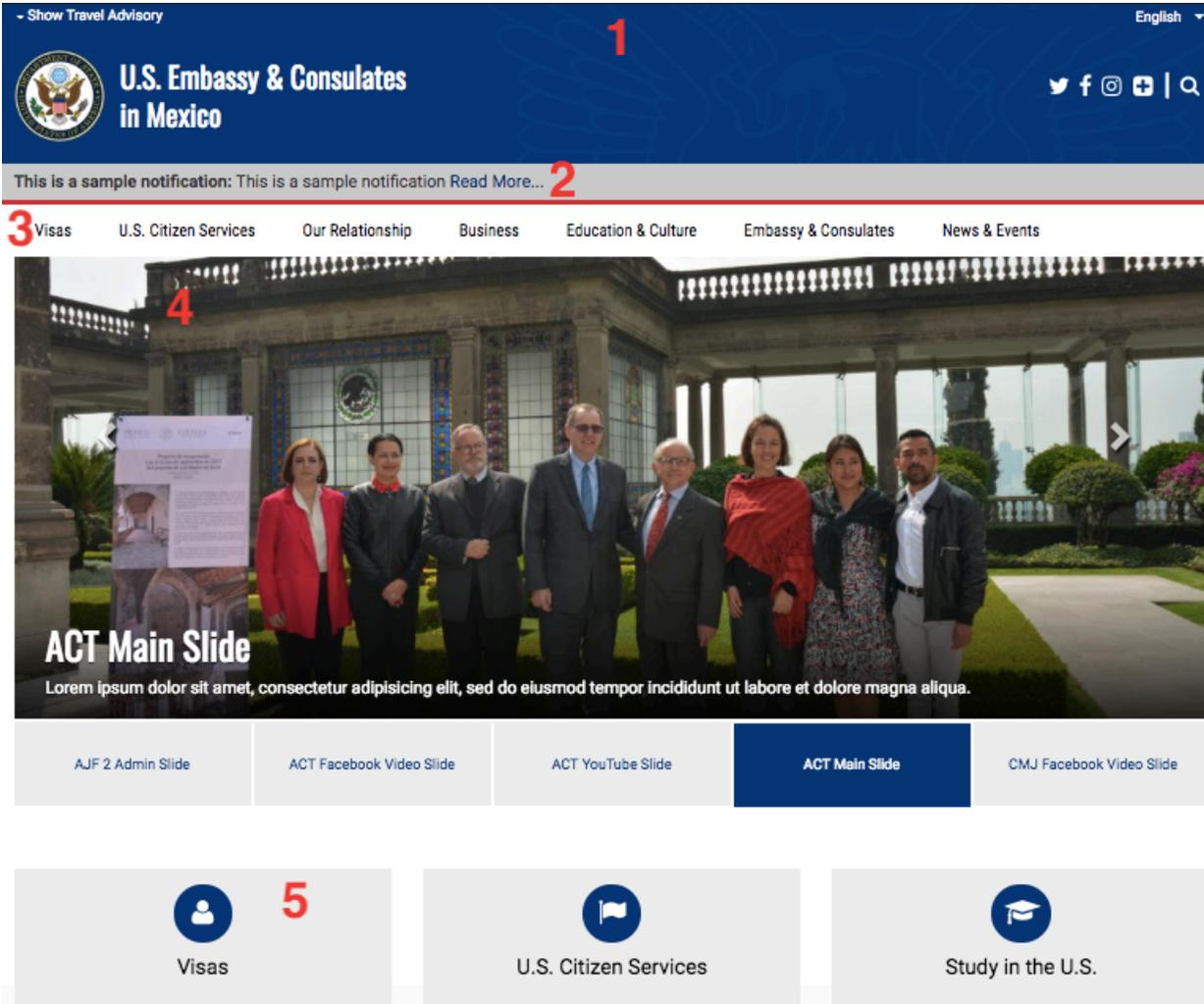
[Español](#)

#### *Landing Page Example*

- Each content section of the site is represented with a landing page.
- The landing page will mirror the Megamenu drop-down.
- Landing pages may have sidebars.
- Only the 24/7/365 help desk may edit Landing pages.

## Home Page Elements

### Above the Fold



*Top Half of Home Page*

1. Standard Header.
2. Notification Bar – Controlled by the web manager, may be used for important local messages.
  - a. May be added to any post using the Notification sidebar.
  - b. Notification Title Limit – 40 characters.



- c. Notification Description Limit – 70 characters.
3. Megamenu.
4. Slideshow:
  - a. Displays up to 5 items.
  - b. May embed Facebook, YouTube, Vimeo or Youku videos.
  - c. Image Size: 1140 x 440 pixels, minimum.
  - d. Title Limit – 90 characters.
  - e. Description Text Limit – 300 characters.
5. Flip Boxes:
  - a. Visas and U.S. Citizen Services boxes required to be placed in spots 1 and 2 in all Embassy websites.
  - b. May display 3 boxes or 6 boxes.
  - c. Only the 24/7/365 help desk can change flip boxes.
  - d. New flip boxes must be approved before implementation.



## Below the Fold

Visas U.S. Citizen Services Our Relationship Business Education & Culture Embassy & Consulate(s) News & Events



**World leaders condemn Russia for nerve agent attack**

March 29, 2018

Leaders from the U.S., France, Germany and the U.K. have accused Russia of being behind the nerve agent attack on a British citizen and his daughter.



**Easter traditions in America**

March 29, 2018

Each spring, American Christians celebrate Easter in their homes and churches with time-honored activities including prayer and feasting.



**Women inventors you should know [video]**

March 29, 2018

Meet inventors who have broken barriers in science and technology to create some of today's common and critical inventions, including the refrigerator, solar home and data-processing software.

**6**

[Read More >](#)

**U.S. EMBASSY IN [HOST COUNTRY] – EN**

- Visas
- U.S. Citizen Services
- Our Relationship
- Business
- Education & Culture
- Embassy & Consulate(s)
- News & Events
- Privacy
- Sitemap

**U.S. EMBASSY – EN**

U.S. Embassy [City]

Address One

Address Two

Address Three

Phone:

Fax:



**U.S. CONSULATE – EN**

Consulate [City]

Consulate [City]

Consulate [City]

Consulate [City]

**7**

This is the official website of the U.S. Embassy in [Host Country]. External links to other Internet sites should not be construed as an endorsement of the views or privacy policies contained therein.



Bottom Half of Home Page

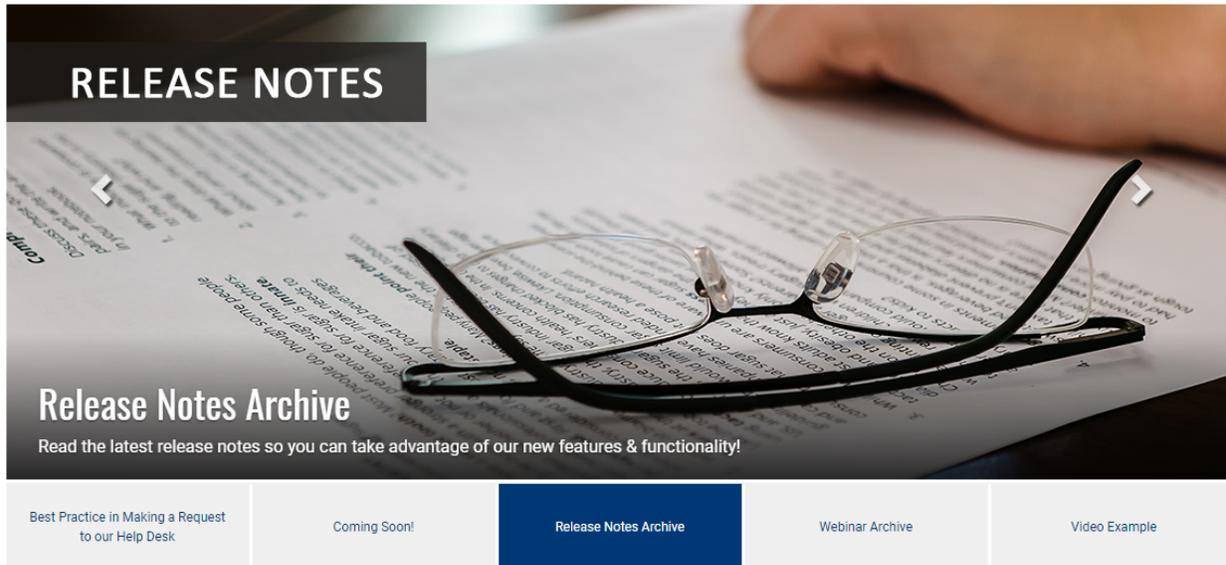
### 6. Blogroll:

- a. Displays posts from categories selected by the web manager. These categories may be updated by contacting the 24/7/365 help desk.

- b. Displays a minimum of 3 items up to 6 items on page load. The entire blogroll can also be removed, at post request.
- c. Visitor may click “Show More” to load an additional six items – this action is repeatable and will display a “Show All” button after three (3) clicks.

## 7. Standard Footer.

### Home Page Slider



*Home Page Slider example*

1. Displays up to 5 items.
2. May embed Facebook, YouTube, Vimeo or Youku videos.
3. Image Size: 1140 x 440 pixels, minimum.
4. Title Limit – 60 characters.
5. Description Text Limit – 300 characters.

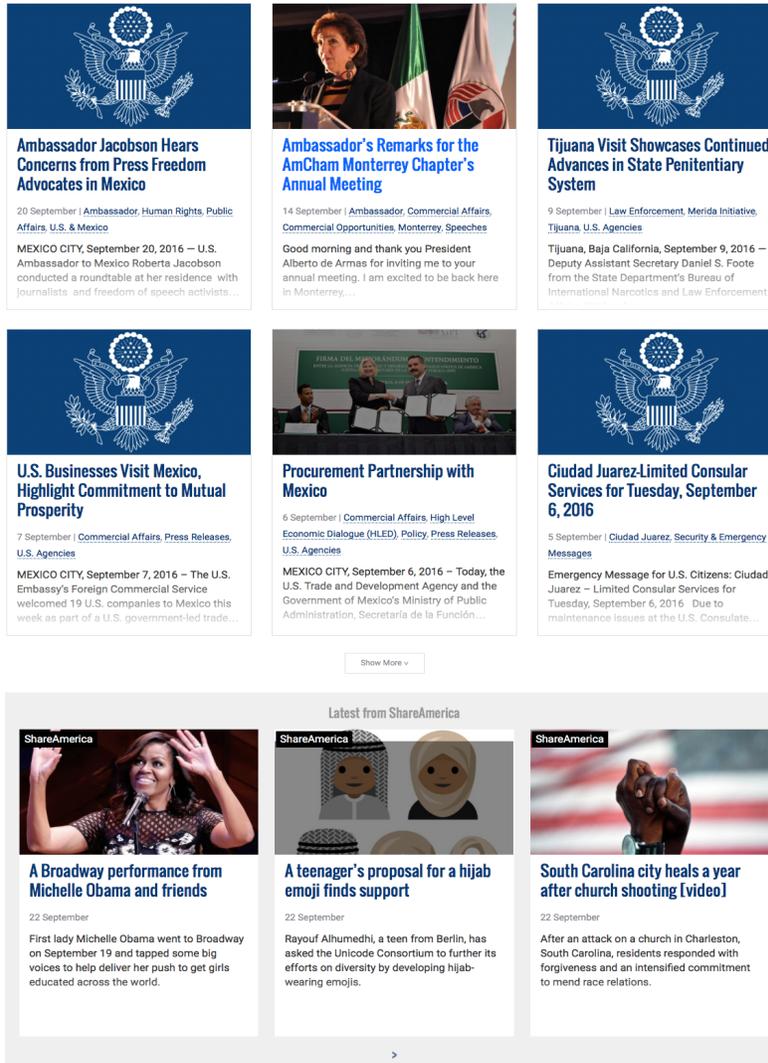
### Share America Feed Embed

There are two options for embedding Share America on the home page:

1. Adding the ShareAmerica blogroll in addition to the local blogroll.
2. Removing the local blogroll and using only a ShareAmerica blogroll.

Users may request that the ShareAmerica feed be added to the home page by contacting the 24/7/365 help desk at [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) and providing the following information:

1. Provide the URL(s) of the Feed(s) requested. Up to 5 feeds may be chosen and the latest six items will display.
2. If the ShareAmerica feed is being implemented in addition to the local blogroll, note if the feed should appear above or below the local blogroll.



The screenshot displays a grid of news items and a ShareAmerica feed. The news items are arranged in two rows of three. Each item features a header image, a title, a date, and a brief description. The ShareAmerica feed is located at the bottom of the grid and is titled "Latest from ShareAmerica". It contains three items, each with a header image, a title, a date, and a brief description.

**News Items:**

- Ambassador Jacobson Hears Concerns from Press Freedom Advocates in Mexico**  
20 September | Ambassador, Human Rights, Public Affairs, U.S. & Mexico  
MEXICO CITY, September 20, 2016 — U.S. Ambassador to Mexico Roberta Jacobson conducted a roundtable at her residence with journalists and freedom of speech activists...
- Ambassador's Remarks for the AmCham Monterrey Chapter's Annual Meeting**  
14 September | Ambassador, Commercial Affairs, Commercial Opportunities, Monterrey, Speeches  
Good morning and thank you President Alberto de Armas for inviting me to your annual meeting. I am excited to be back here in Monterrey, ...
- Tijuana Visit Showcases Continued Advances in State Penitentiary System**  
9 September | Law Enforcement, Merida Initiative, Tijuana, U.S. Agencies  
Tijuana, Baja California, September 9, 2016 — Deputy Assistant Secretary Daniel S. Foote from the State Department's Bureau of International Narcotics and Law Enforcement ...
- U.S. Businesses Visit Mexico, Highlight Commitment to Mutual Prosperity**  
7 September | Commercial Affairs, Press Releases, U.S. Agencies  
MEXICO CITY, September 7, 2016 – The U.S. Embassy's Foreign Commercial Service welcomed 19 U.S. companies to Mexico this week as part of a U.S. government-led trade ...
- Procurement Partnership with Mexico**  
6 September | Commercial Affairs, High Level Economic Dialogue (HLED), Policy, Press Releases, U.S. Agencies  
MEXICO CITY, September 6, 2016 – Today, the U.S. Trade and Development Agency and the Government of Mexico's Ministry of Public Administration, Secretaría de la Función...
- Ciudad Juarez Limited Consular Services for Tuesday, September 6, 2016**  
5 September | Ciudad Juarez, Security & Emergency Messages  
Emergency Message for U.S. Citizens: Ciudad Juarez – Limited Consular Services for Tuesday, September 6, 2016. Due to maintenance issues at the U.S. Consulate...

**ShareAmerica Feed:**

Latest from ShareAmerica

- A Broadway performance from Michelle Obama and friends**  
22 September  
First lady Michelle Obama went to Broadway on September 19 and tapped some big voices to help deliver her push to get girls educated across the world.
- A teenager's proposal for a hijab emoji finds support**  
22 September  
Rayouf Alhamedhi, a teen from Berlin, has asked the Unicode Consortium to further its efforts on diversity by developing hijab-wearing emojis.
- South Carolina city heals a year after church shooting [video]**  
22 September  
After an attack on a church in Charleston, South Carolina, residents responded with forgiveness and an intensified commitment to mend race relations.

Example of the Share America Feed/Blogroll below Blogroll.



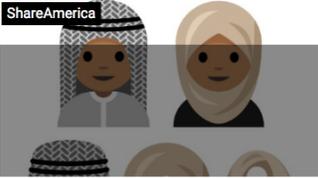
Latest from ShareAmerica



**A Broadway performance from Michelle Obama and friends**

22 September

First lady Michelle Obama went to Broadway on September 19 and tapped some big voices to help deliver her push to get girls educated across the world.



**A teenager's proposal for a hijab emoji finds support**

22 September

Rayouf Alhamedhi, a teen from Berlin, has asked the Unicode Consortium to further its efforts on diversity by developing hijab-wearing emojis.



**South Carolina city heals a year after church shooting [video]**

22 September

After an attack on a church in Charleston, South Carolina, residents responded with forgiveness and an intensified commitment to mend race relations.



**With help, Syrians rebuild careers in the U.S.**

22 September

Asylum seekers are able to build new lives for themselves in the U.S. Programs like Upwardly Global provide training to help them rebuild their careers.



**California's Yosemite National Park gets even bigger**

22 September

With its largest expansion in nearly 70 years, Yosemite National Park gains wetlands, meadows and rolling hills that are a haven for endangered species.



**Grover the Muppet says refugees are 'just like us' [video]**

21 September

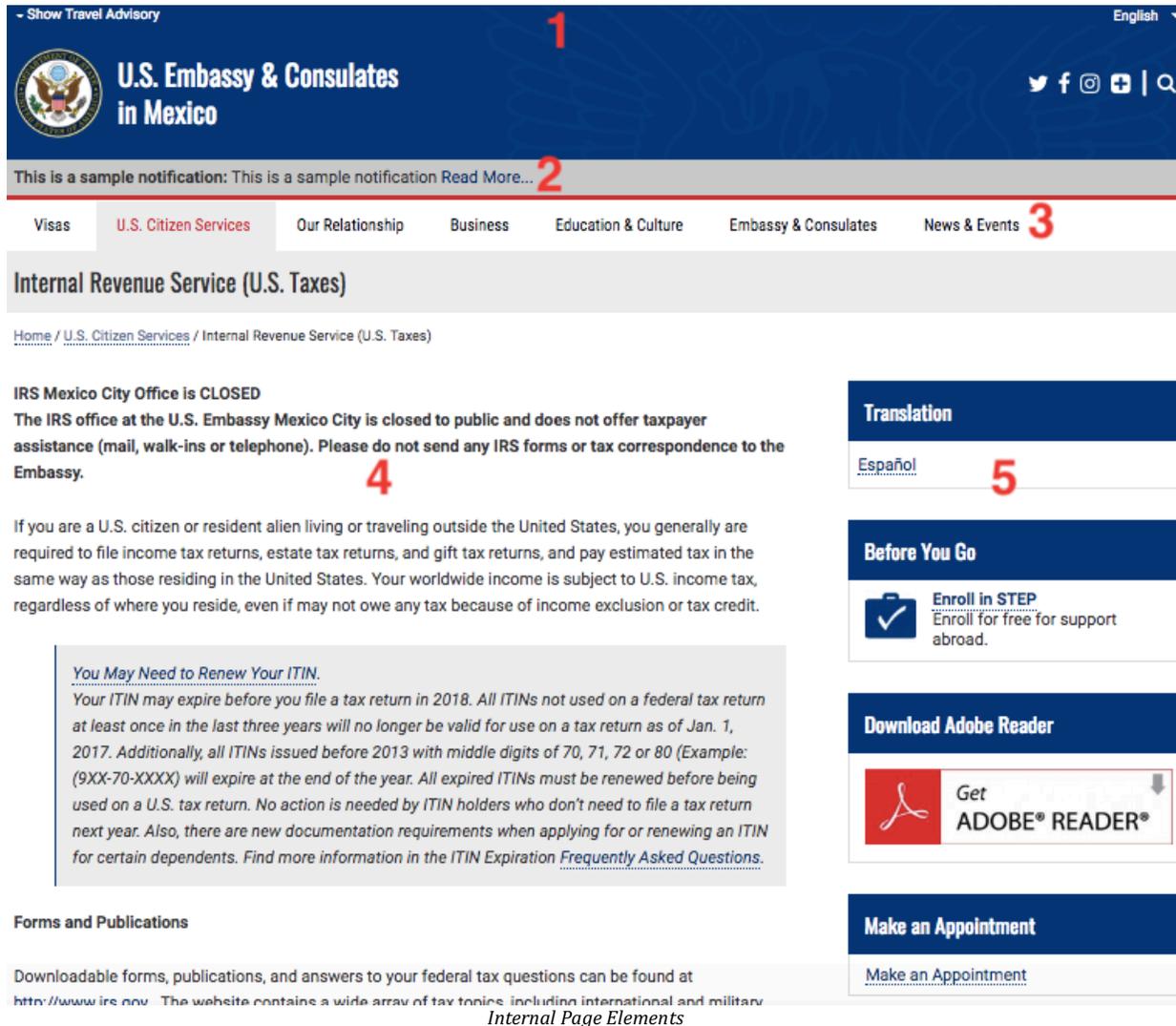
Catch the one-on-one talk about the current refugee crisis between Deputy Secretary of State Tony Blinken and a furry blue Muppet, Grover.

>

Example of the Share America Feed replacing blogroll.



## Internal Page Elements



1. Standard Header.
2. Notification Bar – Appears on every page when active.  
**NOTE: ENGLISH ALERT OPERATES INDEPENDENTLY FROM LANGUAGE ALERTS.**
3. Megamenu.
4. Main Body Content – Display varies depending on template in use.
  - a. Title Text Limit - 150
5. Sidebar.
  - a. Sidebar Box Limit - 8



### Blog Post Elements


1
English ▾

[Twitter](#)
[Facebook](#)
[Instagram](#)
[YouTube](#)
[Search](#)

2

This is a sample notification: This is a sample notification [Read More...](#)

3

[Visas](#)
[U.S. Citizen Services](#)
[Our Relationship](#)
[Business](#)
[Education & Culture](#)
[Embassy & Consulates](#)
[News & Events](#)

## Secretary Pompeo's Call with Venezuelan National Assembly President Juan Guaidó

[Home](#) / [News & Events](#) / Secretary Pompeo's Call with Venezuelan National Assembly President Juan Guaidó


5

#### Translation

[Español](#)

6

#### Filter

Keyword(s):

Content Type:

- News
- Speeches
- Press Releases
- Events
- Video

Month/Year:

Apply Filter

#### Topics

8

- [Agriculture](#)
- [Alert](#)
- [Alumni](#)
- [Ambassador](#)
- [American Spaces](#)
- [Art & Culture](#)

4

The below is attributable to Deputy Spokesperson Robert Palladino:

Secretary Pompeo spoke by phone today with Juan Guaidó and congratulated Mr. Guaidó on his recent swearing-in as Venezuela's new President of the democratically elected National Assembly. The Secretary reinforced the U.S. commitment to the National Assembly, the only legitimate and last democratically elected institution in Venezuela, and the re-establishment of democracy in Venezuela. The two reaffirmed their desire to work together closely on a broad range of issues throughout the year to bring about a peaceful, prosperous, and democratic future for the Venezuelan people.

By [U.S. Mission to Mexico](#) | 7 January, 2019 | Topics: [News](#), [Western Hemisphere](#) | Tags: [Secretary of State](#)

Suggested for You



### Blog Post Example



1. Standard Header.
2. Megamenu.
3. Post Title.
  - a. Title Text Limit – 150 characters.
4. Main Content – Can accommodate a variety of content:
  - a. Text
  - b. Multiple images
  - c. Embedded video
  - d. Embedded WordPress galleries
  - e. Embedded Flickr Galleries
  - f. Embedded Social Feeds (Twitter, Instagram)
  - g. Embedded Audio/Podcast
  - h. Embedded Customized Google Map
  - i. Embedded Content Commons articles and videos (including photos, links and link to the original)
5. Featured Image.
  - a. Image size requirements vary by template.  
This image populates the rest of the site (blogroll, News & Events dropdown, Suggested for You, etc.)



6. Default Sidebar – Dynamically generated and updated based on News & Events content:
  - a. Topics – an alphabetical listing of all categories being used throughout the site. The “Exclude” category does not display.
  - b. Recent Posts – displays the 5 most recent posts in the News & Events section of the site.
  
7. Metadata – Provides information about the post:
  - a. Author Name – GPA recommends that Generic Author names be used whenever possible. i.e. Public Affairs, Consular Affairs, U.S. Embassy [City], etc.
  - b. Date – the date that the content was posted: “Day, Month, Year” format.
  - c. Topics – Any categories which are associated with the post (“Exclude” and “Exclude All” categories do not display)
  - d. Tags – Any tags associated with the post.
  
8. Topics – List of categories.
  
9. Standard Footer (not displayed in screenshot).

## Topics Pages

These pages display all posts for a related topic and can be accessed by clicking a topic in the Sidebar. They can also be linked from Internal pages, when appropriate. Topics pages are available in three (3) Styles.

1. Default – This is the default option for Topics pages, it displays all of the posts for the related topic in the same style as the News & Events landing page.
  
2. List – This option displays all of the posts for the related topic in text only format.



## Alerts

[Home](#) | [News & Events](#) | [Alerts](#)

### Update Request Guidelines

Please use the template below for requesting a site update from the Embassy Help Desk Team: Content to Post: Please be very specific about the content to be posted, include a Word Document with the text if at all possible. Please understand that any content submitted may have its formatting edited to comply with the ...

[Read More»](#)

By [Office of Digital](#) | 7 March, 2018 | Topics: [Alerts](#), [Contract Opportunities](#), [Job Opportunities](#), [Messages for U.S. Citizens](#), [News](#)

### Sample Notification Post

\*11. If desired, set a Notification Message to Appear in the header of the site. a. From post edit mode, Select YES under NOTIFICATION MESSAGE – TURN ON? b. Enter text in the NOTIFICATION TITLE and NOTIFICATION DESCRIPTION text boxes. NOTE: NOTIFICATION TITLE HAS A 40 CHARACTER LIMIT AND NOTIFICATION DESCRIPTION HAS A 70 CHARACTER ...

[Read More»](#)

By [Office of Digital](#) | 17 January, 2018 | Topics: [Alerts](#), [Notification](#)

### Sample Alert Post Title

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We ...

[Read More»](#)

By [Office of Digital](#) | 15 January, 2018 | Topics: [Alerts](#)

### Sample Alert Post Title

Vice President Johnson, Mr. Speaker, Mr. Chief Justice, President Eisenhower, Vice President Nixon, President Truman, Reverend Clergy, fellow citizens: We observe today not a victory of party but a celebration of freedom—symbolizing an end as well as a beginning—signifying renewal as well as change. For I have sworn before you and Almighty God the same ...

[Read More»](#)

By [Office of Digital](#) | 11 January, 2018 | Topics: [Alerts](#)

### Translation

[Español](#)

### Filter

Keyword(s):

Content Type:

- News
- Speeches
- Press Releases
- Events
- Video

Month/Year

[Apply Filter](#)

### Topics

- [Alerts](#)
- [Alumni](#)
- [Ambassador](#)
- [Consul General](#)
- [Contract Opportunities](#)
- [Education](#)
- [Events](#)
- [Fact Sheets](#)

[Show More v](#)

### Recent Posts



*Example of List View.*



### 3. Grid – This option displays all of the posts for the related topic in a blogroll format.

**Events**

[Home](#) | [News & Events](#) | [Events](#)



**Sample Event Title (Parallax Transparent Post Template)**

13 July, 2017 | Events

After marathon negotiations, the United States and its international partners reached a historic framework to limit Iran's nuclear program and keep it peaceful. "Today, the United States — together with our allies and partners — has reached an



**Sample Event Title (Default Post Template)**

13 July, 2017 | Events

Where can you find virtual-reality gadgets, 3-D printers and robots under the same roof? The International Consumer Electronics Show, an annual gathering in Las Vegas of all things high-tech. More than 140 countries are expected to be represented at



**Sample Event Title (Full Width Image Post Template)**

13 July, 2017 | Events

When you switch on a light or fire up the stove, do you think about where your energy comes from? Probably not, until the lights go off. Countries increasingly develop and transport natural gas to prevent potentially crippling supply disruptions. "Powered by



**Sample Event Title (Parallax Image Post Template)**

13 July, 2017 | Events

It may be a few years away, but one day vehicle owners could pull up to a gas station and fill up with charged electrolytes. A breakthrough battery developed at Purdue University in Indiana may change how we power our electric vehicles and

**Translation**

[Español](#)

**Filter**

**Keyword(s):**

**Content Type:**

News

Speeches

Press Releases

Events

Video

**Month/Year**

Apply Filter

**Topics**

[Alerts](#)

[Alumni](#)

[Ambassador](#)

[Consul General](#)

[Contract Opportunities](#)

[Education](#)

[Events](#)

[Fact Sheets](#)

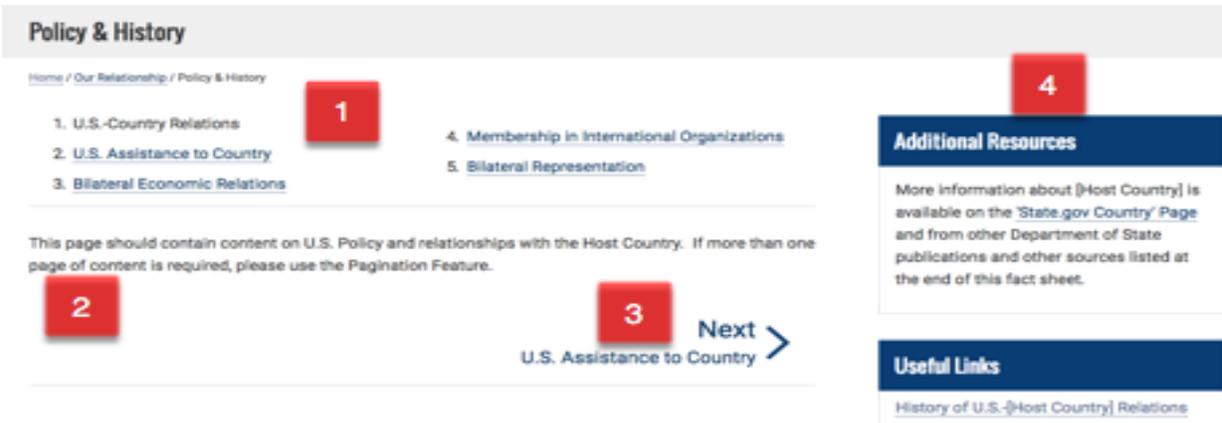
[Show More v](#)

**Recent Posts**

*Example of Grid View.*

## Main Body Features and Functions

### Pagination



*Pagination Example*

1. Items included in the pagination. The visitor may click the links to navigate the section. Pagination is limited to 10 items.
2. Page Content.
3. Next / Previous navigation allows ease-of-use on mobile devices.
4. Sidebar.

## Social Media Navigation

Social Media is spotlighted in several different ways in the U.S. Mission Website Platform:

1. Site Header.
2. Site Footer.
3. Sidebars, which can be added to any page in the site.
4. Social Media Page or Social Media Stream.

Visas U.S. Citizen Services Our Relationship Business Education & Culture Embassy & Consulates News & Events

### Embassy & Consulate Social Media Properties

[Home](#) / Embassy & Consulate Social Media Properties

U.S. Embassy Mexico City

U.S. Consulate General Ciudad Juarez

U.S. Consulate General Guadalajara

U.S. Consulate General Hermosillo

U.S. Consulate General Matamoros

**Translation**

[Español](#)

*Example of Social Media Page*

## Social Media Stream

Stream can be implemented on Social Media Properties page and cannot be edited by users. Twitter, Facebook, Instagram, YouTube, Pinterest, Flickr, Tumblr, Google+, Vimeo can be added at this time.

Visas
U.S. Citizen Services
Our Relationship
Business
Education & Culture
Embassy & Consulate(s)
News & Events

### Embassy & Consulate Social Media Properties

[Home](#) | Embassy & Consulate Social Media Properties

ALL

▶

f

t

◉

t

i

SEARCH ▶

**Opening Press Remarks by President Trump, Baltic States Heads of Government**

President Trump hosts a joint press conference with the Baltic States Heads of Government at the White House on April 3, 2018. A transcript will be available at <https://www.whitehouse.gov/news/>.





**U.S. DEPARTMENT OF STATE**  
U.S. Department of St... 12m ago

👁️ 17
❤️ 2
💬 0
📎

**The Department of State Expands Regional Counterterrorism Training Center in Jordan**

New US regional [#counterterrorism](#) training facility in [#Jordan](#) will result in cost savings for U.S. government, promote Jordan's leadership role in the region, strengthen US-Jordan partnership and double Antiterrorism Assistance program regional capacity. <https://go.usa.gov/xQgZZ>





**U.S. DEPARTMENT OF STATE**  
U.S. Department of St... 31m ago

#### Translation

[Español](#)

#### Social Media Properties

U.S. Embassy [City]

t

f

G+

v

p

i

t

i

e

s

U.S. Consulate [City]

t

f

G+

v

p

i

t

i

e

s

View City's Social Media Stream

Example of Social Media Stream on Social Media Properties page

U.S. Department of State – GPA / DIG  
Last Updated: 06/12/2020

Page | 52

Document Version – 4.2

U.S. Consulate Social Media Streams can be added via a link under the Social Media Properties sidebar.



*Example of U.S. Consulate link placement on Social Media Properties page*

U.S. Consulate Social Media Stream page will not appear in the pagination.

## Event Calendar

The U.S. Mission Website Platform includes the ability to create and embed an Event Calendar: the Event Calendar Plugin allows users to create a calendar in the website to display local events for their visitors. Events may be categorized and locations may be set so that visitors can find the venue. An optional Search box can be implemented directly above the calendar.

In order to implement the Event Calendar and/or Event Calendar Search box, please send a ticket to [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for the initial set-up.

**NOTE: ONE EVENT CALENDAR MAY BE CREATED PER SITE LOCATED ON THE EVENT CALENDAR PAGE.**

## Accordion



*An example of an accordion used on the Passports page*

1. Accordions may be used on Default page templates.
2. More than one Accordion may be used on a page.
3. Each page may display up to 200 total Accordion items.
4. Accordions are intended to display small pieces of information that make sense grouped together, such as FAQs, step-by-step instructions, contacts sorted by region, etc.
5. Accordions should not include Tables, which cannot be made Section 508 compliant.
6. Accordions have a photo size limit of 200x400 pixels. Images over the size limit will be auto re-sized to 200x400 pixels. Photos under size limit will display at original dimensions.

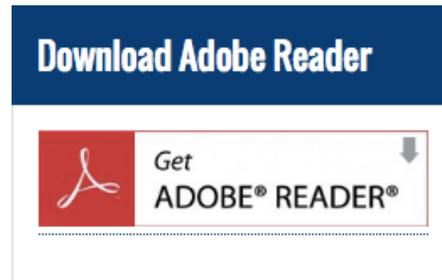
## Custom Sidebars

A Sidebar is a vertical column that displays on the right side of a page or post. Sidebar items are designed to enhance the U.S. Mission Website Platform theme and are intended to provide web managers with a manner of displaying content that is complementary to the main content of a page.

- The maximum width of a sidebar is 300 pixels.
- Up to eight (8) sidebar items may appear on a page.
- Sidebar Title Limit – 60 characters.
- Anchor Text Limit – 80 characters.

## Adobe Reader

- The Adobe Reader sidebar must be embedded on any page or post in the site that contains a link to a PDF document.
- Only one Adobe Reader sidebar item is necessary for a page or post.



*Adobe Reader Sidebar*

## Audio / Podcast Embed

- An Audio/Podcast player may be embedded on any page or post within the site.
- One player may be displayed on a page or post.



*Audio/Podcast Sidebar*

## Dual Clock

- A Dual Clock may be embedded on any page or post in the site.

### Dual Clock

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In id lorem diam.

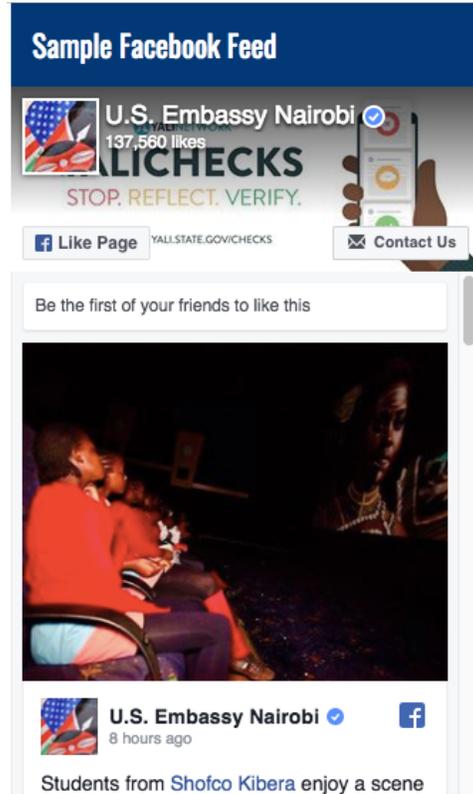
Washington DC	California
	
<b>15:36:22</b>	<b>12:36:22</b>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In id lorem diam.

*Dual Clock Sidebar*

## Facebook Feed

- A Facebook Feed or Post may be embedded on any page or post in the site.
- One Facebook Feed box may be displayed on a page or post.
- This item has an optional title.



*Facebook Feed Sidebar*

## Facebook Video

- A Facebook video may be embedded on any page or post in the site.
- One video may be displayed on a page or post.
- This item has an optional title.



*Embed Facebook Video Sidebar*

## Flickr Feed

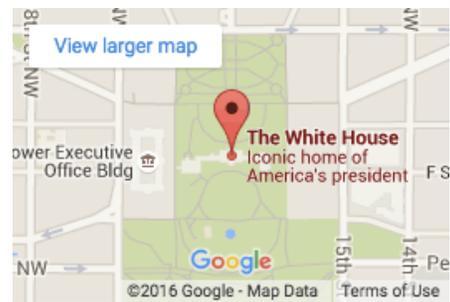
- A Flickr Feed may be embedded on any page or post in the site.
- One Flickr Feed may be displayed on a page or post.
- This item has an optional title.
- A Flickr album may be embedded if the album was created with that option available.



*Flickr Feed Sidebar*

## Google Maps

- Google Maps may be embedded on any page or post within the site.
- One map embed may be displayed on a page or post.



*Google Map Sidebar*

## Google Maps Post/Page Body Embed

Customized Google Maps can also be embedded in the main body of pages and posts by following the guidelines below.

### Google Maps Creation and Embed Guidelines

1. **Create** a short descriptive title for the map.
2. **Create** maps to be embedded in Main Body of content with either the **MAP**, **SATELLITE** or **TERRAIN** option.
3. Marker Items (such as pins) should use the same color palette as the Website – Dark Red (165, 39, 20), Navy Blue (26, 35, 126) and Gray (117, 117, 117).

## Instagram Feed

- An Instagram Feed may be embedded on any page or post in the site.
- One Instagram Feed may be displayed on a page or post.
- This item has an optional title.



*Instagram Feed Sidebar*

## Link Lists

- Link Lists may be embedded on any page or post within the site.
- Up to 4 Link Lists boxes may display on any page or post.
- Each box may display up to 10 links.
- Anchor Text Limit – 100 characters.



*Link List Sidebar*

## OpenOffice

- The OpenOffice sidebar must be embedded on any page or post in the site that contains a link to a Microsoft file.
- Only one OpenOffice sidebar item is necessary for a page or post.



*OpenOffice Sidebar Item*

## POTUS Feed

- The POTUS Feed is a Twitter feed that is automatically generated by GPA and may be embedded on any page in the site.
- One POTUS Feed may be displayed on a page or post.
- The POTUS Feed's primary location within the site is on the President bio page.

## Related Posts

- Related Posts may be embedded on any page in the site.
- One Related Posts box may be displayed on a page.
- GPA Recommends that the Related Posts sidebar not be used on posts.



*Related Posts Sidebar*

## RSS Feed

- RSS Feeds may be embedded on any page or post in the site.
- One RSS Feed box may be displayed on a page or post.
- Up to 4 feeds may be included in an RSS Feed box.
- Source Text Limit – 60 characters.



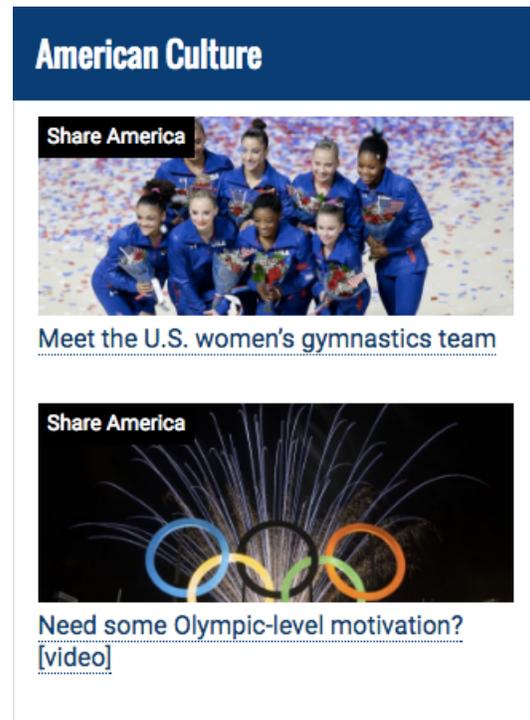
*RSS Feed Sidebar*

## Secretary Feed

- The Secretary Feed is a Twitter feed that is automatically generated by GPA and may be embedded on any page in the site.
- One Secretary Feed may be displayed on a page or post.
- The Secretary Feed’s primary location within the site is on the Secretary bio page.

## ShareAmerica RSS Feed

- ShareAmerica RSS Feeds may be embedded on any page or post in the site.
- One ShareAmerica RSS Feed box may be displayed on a page or post.
- Only one Feed may be displayed in the box.
- The ShareAmerica Watermark must appear on the images.



*Share America RSS Feed Sidebar*

## Shortcodes

- Shortcodes are used to easily display content that is used throughout the site, such as contact information.
- Shortcodes may be used on any page or post.
- Up to 4 Shortcode boxes may be used on any page or post.

## Social Links

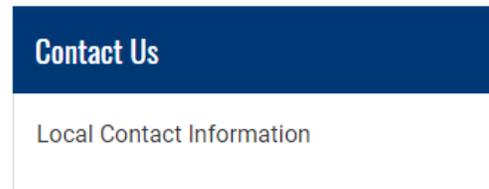
- Social Links may be embedded on any page or post in the site.
- One Social Links item may be displayed on a page or post.
- New Social Links are added as required, and will be communicated to the field when they are implemented.



*Social Links Sidebar*

## Textbox

- Textbox may be embedded on any page or post in the site.
- Up to 4 Textbox boxes may be displayed on a page or post.
- Textbox boxes have a 1000 character limit (this includes any HTML tags).



*Textbox Sidebar*

## Textbox Image

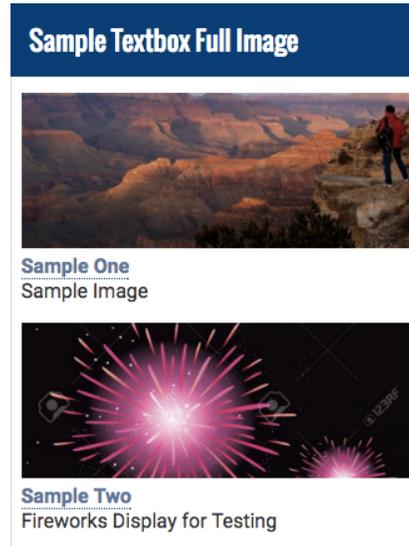
- Textbox Image may be embedded on any page or post in the site.
- One Textbox Image box may be displayed on a page or post.
- 4 Links may be displayed.
- Images used in this sidebar item must be a minimum of 50 x 50 pixels.
- Anchor Text Limit – 80 characters.
- Description Text Limit – 240 characters.



*Textbox Image Sidebar*

## Textbox Image Full

- Textbox Image Full may be embedded on any page or post in the site.
- Up to 4 Textbox Image Full boxes may be displayed on a page or post.
- 4 Links may be displayed.
- Images used in this sidebar item must be a minimum of 312 x 125 pixels.
- Anchor Text Limit – 80 characters.
- Description Text Limit – 240 characters.



*Textbox Image Full Sidebar*

## Twitter Feed

- A Twitter Feed may be embedded on any page or post in the site.
- One Twitter Feed may be displayed on a page or post.

Tweets by @StateDept

**Department of State** @StateDept

With its regrettable, unwarranted decision today, it is clear that #Russia is not interested in dialogue about issues that matter to our two countries. #Russia is further isolating itself following the brazen chemical attack in the United Kingdom. - @statedeptspox



10m

Department of State Retweeted

**Heather Nauert** @statedeptspox

A pleasure to talk with @Sarah\_Montague and @BBCr4today about our actions to hold #Russia accountable for its destabilizing activities around the world, from #Syria to #Ukraine to the #UK. We stand firmly behind our ally, the United Kingdom.

2h

Department of State Retweeted

**Heather Nauert** @statedeptspox

The maximum pressure campaign has forced Kim Jong

*Twitter Feed Sidebar*

## Video

- A YouTube or Vimeo video may be embedded on any page or post in the site.
- One video may be displayed on a page or post.
- This item has an optional title.



*Embed Video Sidebar*

## VPOTUS Feed

- The VPOTUS Feed is a Twitter feed that is automatically generated by GPA and may be embedded on any page in the site.
- One VPOTUS Feed may be displayed on a page or post.
- The VPOTUS Feed's primary location within the site is on the Vice President bio page.

## Forms

### PDF Forms

PDF forms may be uploaded to the WordPress Media Library for use within the site. All PDF forms must contain an OMB number and expiration date.

Additional guidelines for PDF forms:

1. Whenever possible, link to the original form at its origin site. Some examples of these forms and their sites are:
  - a. Passport Forms: <http://travel.state.gov/content/passports/english/passports/apply.html>
  - b. Additional ACS Forms: <http://www.state.gov/m/a/dir/forms/>
  - c. Visa Forms: <http://travel.state.gov/content/travel/en/us-visas.html>

- d. Grant Forms: [http://apply07.grants.gov/apply/forms/sample/SF424\\_2\\_1-V2.1.pdf](http://apply07.grants.gov/apply/forms/sample/SF424_2_1-V2.1.pdf)
  - e. Employment Form: <http://www.state.gov/content/travel/en/us-visas/employment.html>
2. All PDF forms should open in a new browser tab or window.
  3. Users may create translations of selected forms in the local language:
    - a. Translations must be exact duplicates of the English form, including the OMB number and expiration date.
    - b. Users may not add or delete any fields in translated versions of forms.

It is important to note that all unique PDF forms require a review and may need approval from the Office of Management and Budget (OMB) before they may be implemented.

## Online Forms

Online forms are supported in the U.S. Mission Website Platform. To request implementation of an online form, e-mail the 24/7/365 help desk at: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov). It is important to note that all form requests require a review and may need approval from the Office of Management and Budget (OMB) before they may be implemented.

Online form requests must include the following information:

1. A valid State.gov e-mail address, which is where the form will be submitted.
2. The destination page where the visitor will re-direct after form submission.
3. Text for the destination page, this is what the visitor will see after form submission.

## Photos

When used properly, graphics can be superior to text when a visitor first enters a site. They can be perceived faster than text and are able to say more with less. The three primary functions of a graphic are:

1. Help visitors make a decision.
2. Communicate information.
3. Make content more visually appealing.

It is good practice not to use graphics extensively. Although effective, graphics are not a substitute for words. In addition, not all visitors have reliable high-speed Internet connections and these visitors can become frustrated when the page they want does not load quickly.

### **General Guidelines for Images**

- Maximum file size: 25 megabytes
- Each page should be kept small in size for ease of viewing.
- All images should be uploaded to the Media Library (do not link to external images).

## Photo Sizes

Photo sizes within the U.S. Mission Website Platform vary depending on their purpose. The following are features that require a specific image size and their requirements:

### Pages

1. Home Page Slider – 1140 x 440 pixels, minimum.
2. Default Template Image One – 750x450 pixels, minimum.
3. Default Template Image Two – 200 x 200 pixels, minimum.
4. Ambassador Template – No minimum required, recommend at least 200 pixels wide.
5. Featured Event Page – 750 x 450 pixels, minimum.
6. Image / Video Page Main Image – 750 x 450 pixels, minimum.
7. Image / Video Page Box Content – 360 x 233 pixels, minimum.
8. Listing Page – 750 x 350 pixels, minimum.
9. People Page – 258 x 258 pixels, minimum.

### Posts

#### Uploaded as Feature Images

1. Featured Image – 750 x 450 pixels, minimum.
2. Parallax Image – 750 x 450 pixels, minimum.
  - a. Parallax Background Field – 1200 x 560 pixels, minimum.
3. Parallax Transparent – 750 x 450 pixels, minimum.
  - a. Parallax Background Field – 1772 x 827 pixels, minimum.
4. Full Width Image Post – 940 x 439 pixels, minimum.
5. Photo Galleries – 743 x 380 pixels, minimum.

## Miscellaneous

1. Sidebar, Textbox – No wider than 298 pixels.
2. Sidebar, Textbox Image – 50 x 50 pixels, minimum.
3. Sidebar, Textbox Image Full – 312 x 125 pixels, minimum.
4. Megamenu Image – 243 x 115 pixels.
5. Accordion Image – No larger than 200 x 400 pixels.

## Captions

Captions are recommended on all photos:

1. Captions should provide information that enables the visitor to fully understand the purpose of the photo without confusion.
2. Captions should be relatively short and to the point.
3. Captions should refer to the people or objects in the photo without ambiguity.
4. Specific information required in captions varies from one photo to the next.
5. The best practice is to identify people from left to right, unless the action in the photo demands otherwise.
6. Captions should always be translated when placed on a language site.

**NOTE: CAPTIONS DO NOT DISPLAY ON THE AMBASSADOR PAGE MAIN IMAGE.**

## Caption Text Limits

1. Home Page Slider – 300 characters.
2. Default Page Image – 200 characters.
3. Ambassador Image – no caption.
4. Feature Photos – 300 characters.
5. Photo Galleries – 225 characters.
6. Additional Photos – 300 characters.

## ALT Tags

ALT tags are required on all images within the website. This includes photos, logos, drawings, or other graphics. ALT tags are required to meet Section 508 compliance standards (See [Accessibility Standards – Section 508](#), below).

1. ALT tags should describe the image’s content rather than identify persons or places (the function of the caption).
2. Caption information has little or no meaning for visually impaired users and should not be used as the ALT tag. However, using the caption as an ALT tag is preferable to leaving it blank.
3. ALT tags should always be translated when placed on a language site.

## Photo Credits

According to Webcontent.gov, the U.S. Federal Government’s site for official web publishing guidance, “...when an organization uses or duplicates information available from the private sector as part of an information resource, product, or service, the organization must ensure that the property rights of the private sector source are adequately protected. These protections apply to any material posted to federal public websites, such as documents, graphics, or audio files.”

Photo credits in U.S. Mission websites are required in the ALT tag of the photograph. For example: “Man standing at podium (State Dept.)” or “Audience Members (AP Photos)”. It is strongly recommended that any photo over 200 x 200 pixels contain a photo credit embedded with the image.

**NOTE: ONLY PHOTOGRAPHS MUST HAVE CREDIT INFORMATION. LOGOS, DRAWINGS, OR OTHER GRAPHICS DO NOT REQUIRE USE OF A PHOTO CREDIT.**

## Photo Tips

1. Be sure that all images are sized correctly for their purpose.
2. Always resize images in an image-editing program in their original format.
3. Set the resolution to 72 dpi. Higher resolution will not provide a sharper picture, just a larger file.
4. Provide an ALT tag for all photos.

5. Include the credit information for all photos.
6. Select the correct file type for maximum optimization:
  - a. Photos - .PNG, .JPG (.JPEG), or .GIF
  - b. Images - PNG, .JPG (.JPEG), or .GIF

### Useful Information

1. GIFs are best for flat color images with no gradients.
2. GIFs provide the lowest file size for images that have flat colors and no blends. They can also have transparent backgrounds.
3. Photos can be saved as either PNGs or JPEGs. PNG photos tend to have larger file sizes than JPEG photos.
4. There are three (3) types of PNG formats: PNG 8, PNG 24, and PNG 32. PNG 32 is the format for transparency and will sometimes yield a higher file size than PNG 8 or PNG 24.
5. PNG 32 offers the best option for any images requiring a transparent background.

### Tables

Tables are a way to visually display information in a logical and easy-to-understand format. However, misuse of tables can wreak havoc on assistive technology when rendering large amounts of data. If not properly labeled and captioned, the non-visual reader often gets garbled and confusing information.

**NOTE: IN THE U.S. MISSION WEBSITE PLATFORM, TABLES SHOULD BE USED ONLY TO PRESENT INFORMATIONAL, STATISTICAL DATA AND MUST BE SECTION 508 COMPLIANT.**

The Scope attribute is the easiest way to create tables that are compliant with Section 508 Accessibility Standards. COLSPAN and ROWSPAN are the attributes that provide a means to relate groups of related information in a consistent manner and they are enabled for assistive technology.

### Scope Attribute

The Scope attribute notifies the browser and screen reader that everything under the column is related to the header at the top and that everything to the right of the row header is related to that header.

To make tabular data more accessible, assign “scope” to table headers.



1. Use scope="col" attribute in the <th> or <td> tag of every cell in a header row.
2. Use scope="row" attribute in the <th> or <td> tag of every cell in a header column.

**NOTE: ONLY USE THE SCOPE ATTRIBUTE IN THE HEADER CELLS (CELLS AT THE TOP OR LEFT IN THE TABLE).**

## Table Summaries

Another method of enhancing visually impaired visitors experience with tables is to include a caption and a summary of the table data.

- Any text entered into the caption field is displayed above the table and read aloud by screen readers.
- Any text entered into the summary field will not be displayed, but will be read aloud by screen readers.

## Sample Coded Table

Below is an example of a properly coded table:

508 Accessibility	
Term	Definition
Accessible Designs	Accessible Designs allow as many people as possible to use technology regardless of disability, age, or functional limitation.
Accessible Video	Accessible video is a synchronized multimedia file with a text equivalent.

```
<table border= "1" align="center" summary="A brief listing of terms and definitions for Section 508 accessibility">
```

```
<caption> 508 Accessibility</caption>
```

```
<tr>
```

```
<th scope="col">Term</th>
```

```
<th scope="col">Definition</th>
```

```
</tr>
```

```
<tr>
```

```
<td scope="row">Accessible Designs</td>
```

```
<td> Accessible Designs allow as many people as possible to use technology regardless of disability, age, or functional limitation.</td>
```

```
<tr>
```

```
<tr>
```

```
<td scope="row">Accessible Video</td>
```

```
<td> Accessible video is a synchronized multimedia file with a text equivalent.</td>
```

```
<tr>
```

```
</table>
```

## User Friendly Pages

User-friendly pages are designed so that nothing interferes with the visitor’s ability to get and understand the content. A page that is slow to load, has distracting and unnecessary graphics, requires considerable scrolling, or deviates from the common look and feel are all obstacles that visitors must navigate before getting the content they need.

### Creating User Friendly Pages

1. Pages should be small in size so that they download quickly even over low bandwidth connections. Longer pages should be broken up into several shorter ones.
2. The number and size of images should be kept to a minimum.
3. No image or video should be larger than 25 megabytes.

### File and URL Naming Conventions

File names and URLs should be in lowercase and should not contain any spaces or special characters.

Language URLs should be created in English. This is especially important in non-Latin character languages. An example of the Ambassador page URL in Arabic is:

<https://xx.usembassy.gov/ar/our-relationship-ar/ambassador-ar/>

### External Links

Links to external pages from the U.S. Mission Website Platform should always open in a new browser tab or window. This makes it clear to visitors that they are accessing a different website.

### Domain Names

Domain names are created with the official ISO country code (two letters). Some examples include:

1. U.S. Embassy (and Consulates) Website: <https://xx.usembassy.gov>
2. U.S. Consulate Only Website: <https://xx.usconsulate.gov>
3. U.S. International Organization Missions: <https://xxxx.usmission.gov>

4. U.S. VPPs: <https://xx.usmission.gov>

## Language Content Display

The U.S. Mission Website Platform uses the PolyLang plugin to deliver language content to visitors. This plugin enables GPA to support Full, Partial and Single page Language versions of content for end users.

Users may translate as much or as little content as they desire and have the resources to maintain and GPA offers two options for Language content.

**Option One** is what GPA refers to as “**FULL**” LANGUAGE. Simply put, this means that the Language content has a translated Home page.

**Option Two** is “**PARTIAL**” LANGUAGE and is intended for use by Posts who do not have the resources to keep a current translated version of the Home page.

**Option Three** is a single page version and is intended for use by Posts who deliver their language content in a limited number of PDFs only. This option is recommended for visitors with very little translated content and limited resources for translation tasks.

All sites that offer additional languages are required to have the Language dropdown in the upper right corner of the header.

- In **FULL LANGUAGE** sites, the dropdown will link to the corresponding Home Page.
- In **PARTIAL LANGUAGE** sites, the dropdown will link to the Language’s site map.
- In **SINGLE PAGE LANGUAGE** sites, a translation page will be created at the root and it can be linked from a Flip Box on the home page. There is no language dropdown. No **SYSTEM PAGES** will be created in Language.

**SYSTEM PAGES** must always have translated versions available for visitors. These include:

1. Privacy page
2. Sitemap page
3. Social Media Properties page

## Content and Maintenance

GPA does not review the content of U.S. Mission Website pages; this is the responsibility of the individual web managers who create and publish them. However, the content of any U.S. Mission’s website page contributes toward the perception of the Department of State. For this reason, we provide the following guidelines:

1. All embedded content must be secure (**HTTPS**) or it will not display. **HTTP** and other insecure embedded content will be blocked for security purposes.
2. Information published should be as accurate and up-to-date as possible.
3. Missions should only publish materials that they have the capacity to maintain. Maintenance includes keeping the information on each web page up-to-date and archiving or purging out-of-date content.
4. Each Mission should have a clearly understood process where designated individuals periodically review, maintain, and update the content of the website.
5. Each mission website should have a contact to whom visitors can send content corrections, updates, or questions.
6. Content for the web can be greatly improved through appropriate writing style and formatting. Basic recommendations include:
  - a. Content that visitors are expected to read online should be divided into short sections and provided with headings that allow a document to be scanned easily.
  - b. Content should contain extensive cross-referenced links to make it easy to find related information.
  - c. Text formatting such as bold or italics should be used sparingly to highlight key words or phrases, making them easier to find.

## Accessibility Standards

### What is Section 508?

Section 508 is a U.S. law that requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. To learn more, go to:

<http://www.section508.gov/>.

[Section 508](#) of the Rehabilitation Act of 1973 was enacted to:

- Eliminate barriers in information technology.
- Create new opportunities for people with disabilities.
- Encourage development of technologies that will help achieve these goals.

The scope of section 508 and the Access Board standards are limited to the Federal government.

### Web Accessibility Initiative (WAI)

- Was created by the W3C in 1997.
- Is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.
- <https://www.w3.org/WAI/>

### Barrier to Access

Section 508 addresses accessibility for people who have:

- Visual disabilities
- Hearing disabilities
- Motor disabilities
- Speech disabilities
- Cognitive disabilities

Simply put, accessible websites pose no barriers to the disabled. The information and functionality contained in the website or application are just as accessible to people with disabilities as they are to people without. There are more than 750 million people living with disabilities.

As users become more dependent on the Internet for information and services, it is critical that the web be usable by everyone. It is not only the right thing to do, it's the law; in 1998 Congress amended the Rehabilitation Act to include Section 508.

## **Web Content Accessibility Guidelines (WCAG)**

- Quick Reference Guide (<https://www.w3.org/WAI/WCAG20/quickref/>)
- Guideline Checklist (<https://www.w3.org/TR/2006/WD-WCAG20-20060427/appendixB.html>)

## **Accessible Design**

- Allows as many people as possible to use technology regardless of disability, age, or functional limitation.
- Benefits everybody by enhancing:
  - Usability
  - Device independence
  - Globalization/localization

## **Unique Page Title**

Every page of the website should have a unique and meaningful page title.

## **Heading Tags – Proper Use**

Using heading tags to structure the content on a web page will not only provide context for screen reader users, but also enable them to skim through a page.

- The templates use Level 1 headings <H1> for page titles.
- Use Level 3 headings <H3> for section titles.

## Accessible Video

Use of multimedia content on the web is growing, and the platform offers Post web managers expanded multimedia capabilities. It is important for Web developers to address usability needs now.

Guideline (b) of the Access Board standards states: “Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.”

The word "synchronized" is key. It is possible to create a separate file with the text of the contents of an audio file or a detailed description of a video or animation. However, to comply with section 508, the multimedia files must be synchronized with a text equivalent.

## Captioning and Transcripts

The two typical methods of providing a multimedia alternative are captioning and transcripts. Provide captioning for video files and transcripts for audio files. Although a transcript isn't synchronized, use this method for **audio** files since audio is technically one (not multi) media.

**Captioning:** Captioning is the on-screen textual presentation of audio material, such as spoken dialogue. Unlike subtitles, captions have the option of being turned on or off.

## Captioning Advantages

- Besides aiding those with hearing loss, captions also help persons with hearing disabilities.
- Increases learning and retention.
- Helps increase literacy.
- Aids in learning a second language.
- Facilitates the conveyance of audio content in environments that are noisy (e.g., a quiet library or no sound card or speakers).

## Tips for Captioning

The method used to activate and deactivate accessibility features such as audio descriptions and captions should be intuitive to a person requiring that feature.

- **Closed captioning:** The text equivalent of the audio material is placed on a separate channel so users can turn it on and off. Use this format whenever possible, since it allows users to decide whether or not to display captions.
- **Open captioning:** Embeds the text permanently on the same layer as the video signal, so it cannot be turned off.

## Accessible PDF Documents

PDF documents must be tagged for accessibility, and the latest versions of Adobe Acrobat X Pro, will automatically create accessible PDFs from common files (.doc, .docx, .html). Adobe Acrobat X Pro also allows users to update existing PDFs to make them accessible, although currently there is no requirement for posts to update older versions of PDF documents. However, making them accessible will also make them searchable.

- All documents will have a unique page title in the properties settings.
- Language must be designated in the properties settings.
- Document must be text based, not scanned.
- All images must be tagged.
- When a page contains a link to a PDF, the link to download the Adobe PDF Readers must also be on that page.
- PDFs should be identified and the file size should be annotated [ex: DS Form 160 (PDF, 172KB)]

## Accessible Microsoft Documents

While the Office of Digital strongly recommends using PDF or HTML documents/forms for accessibility and more mobile-friendly content, we do understand that there are rare occasions when a Microsoft Word, Excel or PowerPoint document may better suit the purpose.

All documents must be tagged for accessibility; which in the case of PDFs, also makes them searchable.

All pages that link to a document must include the link, the file type and the file size, for

example:

- Document Name (PDF ## KB)
- Document Name (Microsoft Word ## KB)
- Document Name (Microsoft Excel ## KB)
- Document Name (Microsoft PowerPoint ## KB)

All pages that include link(s) to a document must also include information for the visitor to download free software that will allow them to view the document.

- PDF files can be viewed using the free Adobe Reader software (this is a sidebar item available in websites)
- Microsoft files can be viewed using Open Office (<https://www.openoffice.org/>) (this is a sidebar item available in websites)

Please Note: Mobile devices open PDF documents in the device's browser and/or native PDF viewer. This is not the case for Microsoft files, and a visitor will need to download a non-free Microsoft application to be able to view those files.

For additional information on GSA Section 508 Resources, please see: <https://www.gsa.gov/portal/content/103565> This website includes several useful checklists for ensuring that linked documents are Section 508 compliant.

## Appendices

### Appendix A – Glossary

Term	Definition
<b>ACCESSIBLE DESIGNS</b>	Accessible Designs allow as many people as possible to use technology regardless of disability, age, or functional limitation.
<b>ACCESSIBLE VIDEO</b>	Accessible Video is a synchronized multimedia file with a text equivalent.
<b>ADMINISTRATOR</b>	Administrators can access all the administration features within a single site.
<b>ALT TAGS</b>	ALT Tags describe an image's content rather than identifying persons or places.
<b>AUTHOR</b>	Authors create, edit, delete, and publish their own posts, as well as upload files.
<b>BLOG</b>	A blog is a frequently updated online collection of posts...short, informal, sometimes controversial, and sometimes deeply personal...with the freshest information at the top personal journal or diary. Blog is a short form for the word weblog and the two words are used interchangeably.
<b>BLOGROLL</b>	A blogroll is a listing of websites that often appear as links on weblogs. This list of links is used to relate the site owner's interest in or affiliation with other sites.
<b>CAPTIONS</b>	Captions provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them.
<b>CAPTIONING AND TRANSCRIPTS</b>	Captioning and Transcripts are methods of providing an alternative means of accessing multimedia content by providing captioning for video files and transcripts for audio files.
<b>CATEGORY</b>	Each post in WordPress is filed under a category. Thoughtful categorization allows posts to be grouped with others of similar content and aids in the navigation of a site.
<b>CD-ROM</b>	Compact Disks-Read Only Memory
<b>CLOSED CAPTIONING</b>	Closed Captioning is the text equivalent of the audio material that is placed on a separate channel so users can turn it on and off.
<b>COLOR PALETTE</b>	A Color Palette contains a selection of colors that can be extremely effective for creating perceptual effects. Also can reinforce the layout, allowing an increased comprehension for the visitor. The Department of State uses a primary color palette as well as a gray scale palette.

Term	Definition
<b>CONTENT</b>	Content consists of text, images, or other information shared in posts. This is separate from the structural design of a website, which provides a framework into which the content is inserted, and the presentation of a site, which involves graphic design. A Content Management System changes and updates content, rather than the structural or graphic design of a website.
<b>CONTRIBUTORS</b>	Contributors create, edit, and delete their own posts but cannot publish them.
<b>CSS</b>	Cascading Style Sheets
<b>CSS</b>	Content Support Systems
<b>DESIGN STANDARDS</b>	Design Standards are to ensure consistency, offer a sense of place within the site, and support implicit association between the brand (U.S. Department of State) and the provided source (Embassy, Mission, Consulate, etc.). Design standards ensure that the user knows what to expect, how the site will look, where to find everything, and as well as how everything works.
<b>DOMAIN NAMES</b>	Domain names are an organization’s unique space on the Internet or also referred to as your websites address.
<b>DoS</b>	Department of State
<b>DROPDOWN</b>	A Dropdown is a menu of options that appears below the item when the computer user clicks on it. Visitors do not need to navigate to a new page in order to view the menu.
<b>EDITORS</b>	Editors can publish and manage posts including the posts of other users.
<b>EMBASSY TEMPLATES</b>	Embassy Templates are a model or standard created to provide a common look and feel for all mission websites.
<b>EXTERNAL LINKS</b>	External Links are links (URLs) to external pages that are not a part of the website. External links must open up in a new window or tab.
<b>FEATURED IMAGE</b>	A Featured Image is an image or thumbnail that is graphically representative of a post (i.e., an image of a dog or cat on a page dedicated to adopting an animal).
<b>FILE NAMING CONVENTION</b>	A File Naming Convention is a standard of naming files when saving them. File names should be all lower case, and not contain any spaces or special characters.
<b>FLIP BOXES</b>	Flip Boxes are great for grabbing the user’s attention and adding some interaction with a site’s content. Flip boxes have fully customizable content on the front and back side and can spin, rotate, flip. Put a title on the front and backside, add buttons to the site’s content and the box height will extend based on the amount of content used. Customize the border size, border radius and have full control over the front and backside colors.
<b>GALLERY</b>	A Gallery is specifically an exposition of images attached to a post.

Term	Definition
<b>GLOBAL NAVIGATION</b>	Global Navigation is the main horizontal site navigation that appears throughout the entire site. It contains a set of dropdown menus located at the top of each page that allows users to see all pages within each section of the website.
<b>GRAPHICS</b>	Graphics are photographs or visual presentations.
<b>HEADING TAG</b>	A Heading Tag is a way of structuring the content on your page so the user can quickly skim through the page.
<b>HTML</b>	Hypertext Markup Language
<b>GPA</b>	Bureau of Global Public Affairs
<b>INDEX PAGE</b>	An Index Page showcases the critical content and links, which may be useful to the audience.
<b>INFORMATION ARCHITECTURE</b>	Information Architecture is the organization and effective structure of a webpage. The Embassy’s structure is comprised of four (4) main areas, and then broken down into sub-groups that better assist the user in finding specific information.
<b>INTERNAL PAGES</b>	Internal pages: present content to the visitor that they have been searching for. These are the pages within your website.
<b>LAYOUT TEMPLATES</b>	Layout templates are available in a page layout’s display tab. Page Layout Templates provide different plans or designs available to format the content of the page.
<b>LISTING PAGE</b>	A Listing Page is a page that provides the content in a list layout, allowing the publisher to present large amounts of content to the visitor effectively. Listing pages are often used to provide a list of hyperlinked titles directing site visitors to content such as press releases, speeches, or warden messages.
<b>MAIN CONTENT AREA</b>	A Main Content Area contains content specific to the section. The main content area is expandable and can support small, medium, and large amounts of content. This is the focus point of the page.
<b>MORE LINKS</b>	More Links is an optional addition to all feature boxes; this allows a post to guide visitors to the complete list or to provide further assistance to complete a task.
<b>MWP</b>	Missions Website Platform
<b>OFFICIAL BANNERS</b>	Official Banners are the official labeling for all Embassies under the Department of State. This header is one of the branding elements of the Department of State.
<b>OFFICIAL SEALS</b>	Official Seals are the symbol of the U.S. Department of State, one that is recognized and respected. It helps link all websites in the visitors mind and is a badge of credibility.
<b>OMB</b>	Office of Management and Budget

Term	Definition
<b>ONLINE FORMS</b>	Online Forms are forms that are available through a website via the Internet.
<b>OPEN CAPTIONING</b>	Open Captioning embeds the text permanently on the same layer as the video signal, so you cannot turn it off.
<b>PAGES</b>	A Page is often used to present "static" information about an event or site. A good example of a Page is information placed on an About Page. A Page should not be confused with the time-oriented objects called posts. Pages are typically "timeless" in nature and live "outside" your blog.
<b>PDF</b>	Portable Document Format
<b>PHOTO CREDITS</b>	Photo Credits are when an organization uses or duplicates information available from the private sector as part of an information resource, product, or service, the organization must ensure that the property rights of the private sector source are adequately protected. As a publisher, this means credit must be given to the organization that the photo or information is duplicated from in the files caption or headline.
<b>PORTAL</b>	A Portal is an entrance or access to something larger.
<b>BLOG POSTS / RSS FEEDS</b>	Blog Posts/RSS Feeds are articles to display a headline and brief description. These are located under the News & Events megamenu. They can be created by the embassy or displayed using an RSS Feed. An RSS Feed is a method of pulling news from online publishers and posting it on your site, providing fresh content to your users.
<b>POSTS</b>	Posts are those items that usually contain semantically and chronographically arranged information. Also known as "articles" and sometimes incorrectly referred to as "blogs". In WordPress, "posts" are articles that are written to populate the website.
<b>PRIVACY NOTICE AND DISCLAIMER</b>	A Privacy Notice and Disclaimer is a statement that describes how user information may be tracked as well as what is done with information collected from users. Federal websites must include a privacy policy statement, even if the site does not collect any information that results in creating a Privacy Act record.
<b>READABILITY</b>	Readability is a high quality writing that is easy to understand and read.
<b>RSS</b>	Rich Site Summary, often called Really Simple Syndication, is a format for syndicating many types of content, including blog entries, torrent files, video clips on news-like sites; specifically frequently updated content on a website, and is also known as a type of "feed" or "aggregator". An RSS feed can contain a summary of content or the full text, and makes it easier for people to keep up to date with sites they like in an automated manner. Also frequently known as Rich Site Summary.
<b>SAMI</b>	Synchronized Accessible Media Interchange

Term	Definition
<b>SCHEMA</b>	A Schema is an organization or layout of concepts and actions.
<b>SCOPE ATTRIBUTE</b>	A Scope Attribute tells the browser and screen reader that everything under the column is related to the header at the top, and everything to the right of the row header is related to that header.
<b>SECTION 508</b>	Section 508 requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. It eliminates barriers in information technology, creates new opportunities, and encourages development of new technologies.
<b>SHARE</b>	A Share enables visitors to easily spotlight content from the site on their personal Facebook, Twitter, and other social media outlets with a simple click of the mouse.
<b>SIDEBAR</b>	A Sidebar is a vertical column provided by a theme for displaying information other than the main content of the web page. Themes usually provide at least one sidebar to the right of the content. Sidebars usually contain elements that a user of the site can customize.
<b>SLIDER</b>	A Slider is a webpage element used to highlight a group of selected posts. The slider displays one post at a time, transitioning from one to the next automatically or at the click of a button. Often, the slider looks like a fancy slideshow located near the top of the site.
<b>SMIL</b>	Synchronized Multimedia Integration
<b>STANDARD FOOTER</b>	Standard Footer is a branded element of the Department of State, located at the bottom of each page. The standard footer contains the official disclaimer, global navigation links, community outreach pages, FAQs, site map, and privacy statements.
<b>SUPER ADMINISTRATOR</b>	Super Administrators can access to the site network administration features and all other administrations features.
<b>TABLES</b>	Tables are charts used to display informal, statistical data.
<b>TABLE SUMMARY</b>	Table Summaries are a caption that includes a short summary or analysis of the important information in a table. This is helpful for readers with disabilities.
<b>TAG</b>	<p>A Tag is a keyword that describes all or part of a Post. Think of it like a Category, but smaller in scope. A Post may have several tags, many of which relate to it only peripherally. Tags can be created on the fly by simply typing them into the Tag field. By default, tags can be assigned only to the Post and custom post types.</p> <p>Often people confuse Tags and Categories. Categories generally don't change often, while Tags usually change with every Post and are closer to the topic of the Post.</p>

<b>Term</b>	<b>Definition</b>
<b>TEMPLATE</b>	A Template is a file that defines an area of the web pages generated by a theme. For example, there is typically a template for the header area at the top of the web pages, a template for the content, a template for the sidebars, and so on. The templates are like building blocks that make up the complete web page.
<b>TERMS OF LANGUAGE</b>	Terms of Language are whether a user is monolingual, bilingual, or multilingual.
<b>THEME</b>	A Theme is the overall design of a site and encompasses color, graphics, and text; a Theme is sometimes called the skin. The default theme for this WordPress project is the Sage theme.
<b>TRANSLATION</b>	Translation enables the web manager to link directly to a corresponding Language translation of the content.
<b>TYPOGRAPHY</b>	Typography is the technique of arranging verbal and visual communication in an effect way.
<b>URL</b>	Uniform Resource Locator
<b>USER FRIENDLY PAGES</b>	User-friendly pages are designed so that nothing interferes with the visitor getting to the content and all content is easily found and accessible.
<b>WAI</b>	Web Accessibility Initiative. Created by the W3C in 1997, it is a set of guidelines created to assist web developers, programmers, and designers in making web content accessible to people with disabilities.
<b>W3C</b>	World Wide Web Consortium
<b>WEB MANAGER</b>	Web Manager is the person who maintains, updates, and manages the content of the site.
<b>WIDGET</b>	Widgets are independent sections of content that can be placed into any widget-enabled area provided by the theme. Widget-enabled areas are commonly called Sidebars and are usually located in the right or left hand columns. However, widgets can be located virtually anywhere within the site depending on the current theme.

## Appendix B – Additional Services and Information

### Customer Support Services

The Office of Digital Help Desk provides 24/7/365 customer support for all users of the U.S. Mission Website Platform. All requests for technical assistance or site update services must be sent to: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) so that a member of our support team can assist as soon as possible.

The nature of the platform makes it easy for our team to step in and assist if there is a situation at Post that prevents the local team from updating the website. We offer long-term support services and will be happy to provide additional information to any interested users. Please email the help desk at: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) for more details.

### Training Services

Training services available to our users include:

- **Online Training** – This training typically takes two (2) hours a day for three (3) days. It is intended for first-time platform users or for Posts who are migrating into the latest version of the platform.
- **Refresher Training** – This training is intended for Users who previously took the training and need to reacquaint themselves with features and functionality. It also takes approximately two (2) hours per session and the number of sessions is negotiated with the training team.
- **Tutorials** – This option allows the user to set the training agenda. A tutorial session can be as short as 30 minutes and last up to 2 hours. If the user needs a quick overview of a particular function of the platform, this is a great option.
- **Regional Workshops** – Regional Workshops are scheduled based on the migration schedule and budget availability. Attendance at a workshop is by invitation only and is typically determined by the Region where the workshop is held and the migration schedule.

To request training services, simply e-mail our helpdesk at: [gpadigitalhelp@state.gov](mailto:gpadigitalhelp@state.gov) and one of our trainers will work with you to schedule.