# HUD's Departmental Web Policies and Web Management Structure

## HUD's Web Products

HUD's web products are designed to empower citizens, our business partners, and our employees by giving them what they want - information, work processes, services, and opportunities to be involved in their government - when they want it, in ways that make sense to them, so they can improve their lives, solve their problems, and accomplish their objectives.

- HUD's Internet presence serves both our internal and external audiences, but it is the primary point of access for people outside of HUD: citizens at all economic levels with an interest in HUD's programs, HUD's current and potential business partners (including state and local governments, the private sector housing industry, public and tribal housing agencies, non-profits, community- and faith-based organizations, academic institutions, and many others), and national and local news media. It is a clearinghouse, providing content (information, services, work processes, interactive opportunities) from HUD and from other websites. HUD's website doubles as a repository of information for HUD staff, helping them find answers to help HUD's customers. HUD's website exists to facilitate and promote accomplishment of the Department's mission and management goals.
- Hud@work is the Department's intranet - an internal website available only to HUD employees. It is designed to foster communications between and among management and employees, to provide access to important policies and procedures, to provide access to employee services and employment information, and to offer a central point for accessing work processes that employees need to do their jobs.

## Web Management

Web management at HUD is a responsibility of HUD's Office of Public Affairs. The Public Affairs Web Team is responsible for managing and marketing HUD's web products, and - along with other appropriate HUD staff - representing and coordinating the Department's involvement in interagency efforts and other outside efforts that impact the content of HUD's website. The Assistant Secretary for Public Affairs is responsible for establishing Department-wide public affairs policies, strategies, and guidelines, which may affect the web.

The Chief Information Officer (CIO) is responsible for determining technical requirements for the web infrastructure; managing technical equipment, support, and funding for the web; establishing technical standards; and representing the Department at interagency efforts involving web-based technology.

### HUD's Web Management Structure

Web Managers, throughout the Department, are the front-line in web management at HUD. At the helm is the Public Affairs Web Team, led by a web management officer. Each Headquarters office has a Headquarters Web Manager; and web content for the Department's 10 Regions is managed by 4 Regional Web Managers. These organization Web Managers are responsible for implementing the Department's web strategies, policies, and procedures within their organizations, with the overall guidance and direction of the Office of Public Affairs Web Team. The Headquarters and Regional Web Managers work with their respective organization heads to develop and implement procedures within the organization to create and approve content, manage web-generated email, and carry out other web management responsibilities.

Web Managers at HUD have six primary roles:

1. Consultant: Consult with managers to help them use the web to improve the way HUD does business and serves citizens;
2. Editor: Develop and organize the content of HUD's web products, ensuring that content reflects well on the Department;
3. Advocate: Reach out to audience groups (citizens, business partners, and HUD employees) to determine their needs, and act as an advocate to ensure that HUD addresses those needs through the web products;
4. Promoter: Market HUD's web products among the intended audiences;
5. Trainer: Train HUD staff to use the web products in appropriate ways; and
6. Visionary: Anticipate and look toward the future, analyzing and proposing new ways the Department might use the web to carry out its mission more efficiently and effectively.

**Public Affairs Web Team**

The specific responsibilities of the Public Affairs Web Team include:

- Recommend, interpret, and oversee implementation of the Department's web policies, which are issued by the Deputy Secretary;
- Establish procedures and standards for HUD's web products;
- Provide direction, guidance, and training for organization Web Managers;
- Brief top HUD executives on HUD's web products and consult with them on how to use the web to achieve their goals;
- Research and develop long-term and annual strategies, goals, and objectives for the Department's use of its web products; and assess and report on performance;
- Develop, justify, and manage the technical support budget for the Public Affairs Web Team and the Regional Web Managers (program offices provide their own technical support);
- Along with other appropriate staff, represent and coordinate the Department's involvement in interagency efforts and other outside efforts that impact the content of HUD's website;
- Provide technical assistance to HUD partners in using the web to deliver the services the Department funds, through Web Clinics; and
- Manage the Department's web marketing and outreach efforts.

**Headquarters Web Managers**

Each Assistant Secretary is responsible for developing and maintaining relevant, current, and accurate content - program information, work processes, and services - on HUD's

websites. Content provided by Headquarters organizations should be generic or nationwide in scope.

Each Assistant Secretary approves a Web Manager who manages content development and carries out other web management functions in that organization.

Headquarters Web Managers work closely with their Assistant Secretaries and key staff to ensure that web materials reflect the directions and objectives of the Secretary, Deputy Secretary, and Assistant Secretary and that they abide by guidance on Departmental communications issued by the Assistant Secretary for Public Affairs. In major organizations, the Web Managers should be assigned to these duties full-time. Assistant Secretaries must ensure that their Web Managers have the support and cooperation within the organization to be successful and that they carry out their duties in accordance with Departmental directions and objectives for the web.

Assistant Secretaries and Regional Directors ensure that local program managers comply with Departmental standards and directions.

The OPA Web Team establishes procedures and provides guidance and training for the Headquarters Web Managers.

**Web Management in the Regions**

Each Regional Director is responsible for developing and maintaining relevant, current, and accurate content - local information and services - for HUD's web products. Web content provided by HUD's Field Offices should be local in nature.

Designated Web Managers manage content and coordinate web activities for each of HUD's 10 Regions, working closely with Regional Directors and key managers throughout the Region to ensure that web materials reflect the directions and objectives of the Secretary, Deputy Secretary, and Regional Director and that they abide by guidance on Departmental communications, issued by the Assistant Secretary for Public Affairs. Regional Directors ensure that the Regional Web Managers have the support and cooperation within the Region to be successful and that they carry out their duties in accordance with Departmental directions and objectives for the web.

# Web Policies

**General**

1. HUD's official primary Internet site is www.hud.gov. It has one intranet site, located at hudatwork.hud.gov. All local office content, program office content, and microsite content-including content that resides on outside servers - must emanate from the Department's official sites and must follow the publication standards, templates, and design guidelines established by the OPA Web Team. HUD's web products are designed to communicate - both by the information they contain and by the presentation - that we are "one HUD."

2. HUD's web-based products are management tools; therefore, they are to be used only for official, mission-related HUD business. HUD's web products are supported by appropriated (taxpayer) funds; therefore, HUD will not host web pages for private organizations,

including employee organizations. If appropriate, HUD may link to websites developed by related organizations.

3. HUD may create or host websites for official Federal interagency mission-related efforts in which the Department is participating, with the approval of both the OPA Web Team and the CIO.

4. All web-based applications (interactive processes, databases, and other online services) must follow basic design standards established by the OPA Web Team and must adhere to all laws, regulations, and Departmental policies related to privacy and security. In addition, applications developed or significantly revised after July 2001 must meet all laws, regulations, and policies related to accessibility.

5. Any participation in interagency websites (i.e., "portals") must be coordinated through the OPA Web Team.

**Coordination and Approvals**

6. It is the responsibility of each Assistant Secretary and Regional Director to ensure that the content of all of HUD's web products (Internet and intranet) for which their organizations are responsible is both current and accurate. Assistant Secretaries and Regional Directors are responsible for establishing and communicating procedures within their organizations to ensure that all content submitted to the Web Manager has been properly coordinated and approved.

7. All website content of a political or policy nature must be coordinated through the Office of Public Affairs before it is posted. It is the responsibility of the appropriate Principal Staff member or Regional Director to ensure that this occurs.

8. Beginning January 1, 2002, and the first day of each quarter thereafter, each Assistant Secretary and each Regional Director must submit certification, in writing, that the content of HUD's public website and intranet site for which his/her organization is responsible is current and accurate. The memoranda documenting the certification must be addressed to the Deputy Secretary, to the attention of the GDAS for Public Affairs.

9. Web-based or -enabled applications must be developed in compliance with the technical standards and platforms developed by the OCIO, as well as the Departmental web policies and publication standards. Web-based applications - both those developed within HUD and those developed by contractors working for HUD - must be coordinated with the OCIO. Any new web-enabled applications must be coordinated with the OPA Web Team throughout the process, to ensure that they comply with Departmental policies and standards and that they are designed to fit seamlessly into HUD's web products. All web-based applications must be submitted to the HUD Test Center, managed by the OCIO, prior to posting to production.

10. Generic web technologies (technologies that can be used by any HUD office) such as discussions/chats, mailing lists, webcasts, and social media tools will be proposed and sponsored by the OPA Web Team. Technologies developed by the Public Affairs Web Team, with the concurrence of the OCIO, will be the Departmental standard. Headquarters and Field Offices must not develop these technologies independently or use non-standard generic technologies.

11. Information/services should not be duplicated within HUD's websites. It is the responsibility of each Web Manager to ensure that new content does not duplicate existing content, anywhere on the website. If an organization wants to add to or expand content developed by another organization, the two organizations should work together to develop a single source for that information.

   a.  Headquarters offices, exclusively, should create content that is generic in nature - that is, content that applies across the Department. For example, program descriptions must be created by Headquarters offices.
   b.  Field offices should create content that is "inherently local" in nature - that is, content that is known/collected/maintained only at the local level. Field office content should add value to generic content by contributing specific local resources, examples, and contacts.
   c.  Content that can be drawn from national databases and systems (e.g., listings of low rent apartments) should be developed and maintained by the Headquarters offices.

**File Creation, Posting, and Retention**

12. All materials on any of HUD's web-based products must reside on HUD's own servers. In rare cases, the OCIO may approve--in writing--an exception to this policy, if it is in the best interest of the Department. Exceptions must be granted prior to entering into any new or extended contractual relationships for web server services. A copy of the OCIO's written permission must be sent to the OPA Web Team. All official HUD web pages - including those that reside on outside servers - must adhere to all HUD web policies and publication standards and all policies and standards defined by the OCIO.

13. Any manager or staff member desiring to post information on HUD's website must provide that information to the appropriate Web Manager in an electronic file. Any reports, documents, applications, or other products developed by contractors for HUD must follow all HUD policies and design standards and must be provided in PC-compatible electronic format (including graphics and photos). These specifications should be noted in the contracts. Specific requirements are outlined in the Department's Web Publication Standards.

14. All files used in any of HUD's web products must be owned and controlled by the Department.

15. Individual HUD staff may not create websites depicted as "HUD" pages on personal accounts with private Internet Service Providers, nor will the Department link to any "HUD" pages owned and/or controlled by individual HUD staff.

16. The OPA Web Team grants rights to post files to HUD's websites, based on guidelines developed with the OCIO. Rights are limited to protect the integrity and security of HUD's websites. People who are granted posting rights may post information only with the approval of the Web Manager for that organization.

   a.  Headquarters Web Managers may request posting rights for no more than two individuals in their organizations. Exceptions must be made in writing to the OPA Web Team.
   b.  Portions of posting of HUD's Internet and Intranet websites is done by the technical support contractor of the OPA Web Team.

17. Information posted on HUD's Internet home page must be retained in a manner consistent with the Freedom of Information Act and the Federal Records Act. Documents related to particular administrations (i.e., documents that could be viewed as "political" in nature, such as speeches, testimony, news releases, accomplishments reports, management plans, etc.) must be moved to the designated "archive" section in the Internet "library," at the end of the administration, where they can be used for research purposes.

**Emergency Procedures**

18. In the case of a major emergency, information related to the emergency can be posted to HUD's website remotely. The procedure for posting emergency information is as follows:

   a. Information to be posted should be submitted by telephone, in person, or in the most expeditious way possible to the Secretary, the Deputy Secretary, or the Chief of Staff, for approval, with a concurrent alert to the Assistant Secretary for Public Affairs. The person submitting the information should obtain confirmation that the information was received.
   b. If the emergency affects one or more field offices, information should be coordinated with the Assistant Deputy Secretary for Field Policy and Management or his/her designee before it is submitted to the Secretary, Deputy Secretary, or Chief of Staff and the Assistant Secretary for Public Affairs.
   c. Once approved by the Secretary, Deputy Secretary, or Chief of Staff, the information will be submitted to the Office of Public Affairs for clearance. The Assistant Secretary for Public Affairs will designate - in advance - specific staff that may authorize this clearance.
   d. The Assistant Secretary for Public Affairs or designee may post the information him/herself or telephone the Web Management Officer. The Assistant Secretary or designee will email the information to be posted to the Web Management Officerwho will post the information immediately.

19. Only the Assistant Secretary for Public Affairs and/or designee and the Web Management Officer or Designee have the authority to post these emergency updates. Information will be posted only with the authorization of the Assistant Secretary for Public Affairs (or designee) or, if the Public Affairs staff is not available, with the personal approval of the Secretary, Deputy Secretary, or Chief of Staff. The Departmental Web Managers will not post information provided through third parties (including other Assistant Secretaries, special assistants, and other political aides).

20. The Assistant Secretary for Public Affairs and/or designee and the Web Management Officer can post from anywhere in the country, as long as they have access to a computer with Internet access and as long as HUD's web servers are operational at the primary or secondary locations.

21. The Web Management Officer will provide all appropriate phone numbers (including home phone and cell phone) and home email addresses to the Secretary, Deputy Secretary, Chief of Staff, and Assistant Secretary for Public Affairs.

22. These procedures should be used only in the case of national emergencies or emergencies that force the closing of the HUD Headquarters Building. In all other cases, regular web posting procedures should be followed.

23. These procedures will be incorporated in the Continuity of Operations Plan (COOP) and the HUD Emergency Operations Center procedures.

**Links**

24. Links to other websites may be created as long as the link adds value and does not duplicate other information on the website. It is not necessary to seek approval of the owner of another website to link to that site.

25. As a rule, links may not promote specific for-profit products or services. It is permissible to link to the home pages and/or email addresses of a category of private for-profit HUD partners (e.g., HUD approved lenders, HUD approved real estate brokers, etc.) when it will promote HUD's program and customer service objectives, with the following provisions:

   a. A complete list of the vendors in that category must be posted (both those with and those without websites/ email);
   b. All vendors in that category must be notified that HUD will be creating links to the websites/ email addresses of those that have them, before any links are posted; and
   c. Links must include the interceptor page with HUD's disclaimer.

26. Links must be reviewed carefully and regularly to ensure that they continue to add value, that they do not exist solely to promote specific products or services, and that they are in good taste.

27. When using a link to a website outside of HUD, an "interceptor" page containing the standard HUD disclaimer must be used. Links to other government web pages do not require intercepts. Intercepts are not needed for hud@work or for pdf files).

28. Because HUD's Internet website is in the public domain, anyone can link to it without permission.

**Privacy**

29. Protecting the privacy of individuals who use HUD's web products is very important. The Office of Management and Budget (OMB) has directed all Federal agencies to post their policies on protecting the privacy of web page users on all main points of entry to the website. At HUD, each standard web page must contain a link to HUD's privacy statement. The link to the privacy statement is built into the standard template and must not be moved, disabled, or modified in any way.

30. Every automated application that collects any data must have a link to the privacy statement on the first page of the application. Program managers who develop applications must ensure that their applications adhere to the conditions contained in the privacy policy or, if they don't, then they must confer with the Public Affairs Web Team and the General Counsel to amend the privacy statement for that application.

31. All email forms must be preceded by the intercepting page, with the standard language describing HUD's policy for protecting email privacy.

32. Comments, guest book entries, and other mail received through the web may be archived only for content purposes. HUD will not capture email addresses for the purpose of

creating mailing lists or to identify specific people with specific comments. Furthermore, wherever opportunities exist for users of HUD's web products to provide online comments or suggestions, to request materials, to register for conferences or meetings, or to take any other action that allows HUD staff to identify them by their email addresses, then HUD's standard privacy caution must be used.

33. The use of "cookies" - software that collects personal information for the purpose of providing customized information/systems to individuals - should be used with caution and forethought.

   a. As a rule, "session cookies" - cookies that do not retain personal information beyond a single session - are permissible.
   b. "Continuous cookies" that collect identifying information for the purpose of recognizing an individual user from one session to another may be used only if there is a compelling reason. Before implementing continuous cookies, the primary manager (Assistant Secretary or Regional Director) in charge of that application or section of the website must submit a request, in writing, to the Deputy Secretary documenting the compelling need to gather the data on the site and requesting written permission to proceed. If the Deputy Secretary approves the request, that management official must ensure that a notice is posted in a conspicuous place on each page that uses continuous cookies. That notice must explain how the information will be used and how it will be safeguarded. Approval from the Deputy Secretary must be granted AND a copy of the approval must be sent to the Public Affairs Web Team and the OCIO, before the technology is implemented.

34. Any interactive applications provided via the web must address all applicable requirements of the Privacy Act.

**Accessibility**

35. HUD's website - including all online applications/work processes - must comply with Section 508 of the Rehabilitation Act of 1973 (as amended). Some of the requirements include the following:

   a. There must be a text equivalent for every non-text element. Graphics, photos, and other images must be described by text boxes. Audio and video must include synchronized captioning. Maps, charts, and graphs must have text descriptions.
   b. If color is used for navigation, to give text emphasis, or to convey meaning, there must be a text alternative for those who cannot recognize the color.
   c. Use only layouts and technologies that are recognized by all web browsers or make sure to provide an alternative way to convey the information/services to people whose web browsers do not accommodate the layouts/technologies.
   d. Do not use flashing or blinking text, objects, or other elements.
   e. If a web page requires the use of a specific piece of free software (a "plug-in"), a link to an accessible plug-in must be provided. If an accessible plug-in does not exist, that format may not be used.
   f. Electronic forms must be accessible to people using adaptive/assistive technologies.

36. A complete list of requirements and procedures for making web pages accessible is available in HUD's Web Publications Standards and on the official government website at: www.section508.gov.

37. HUD also is committed to making its website accessible to people with low-end computer capabilities and slow modems. Graphics must contribute real content value to the information being presented - not just visual appeal - since they add considerably to downloading time. Large documents must be split into smaller sections and/or posted in "PDF" format. Specific guidance on graphics can be found in HUD's Web Publication Standards.

38. Where they exist, teletypewriter (TTY) alternatives must be provided when phone numbers are listed.

**Web-Generated Email**

39. Email generated by HUD's web products must be answered promptly, using email whenever possible. Normally, web-generated email should be answered within two business days. If a reply requires more research, the Web Manager or his/her designee should send an interim reply to the requester within two business days. Final responses should be sent in no more than two weeks. In rare cases, if the response requires more than two weeks to prepare, the Web Manager should notify the requester and offer a date by which the final response will be sent.

40. If a Web Manager or designee receives an email which could be answered more effectively by another organization (e.g., the Region III Web Manager receives a message requesting information about housing programs in Texas or the CPD Web Manager receives an email looking for information about public housing programs), he/she should forward the email to the appropriate Web Manager immediately, either copying the requester or sending an interim reply to the requester notifying him/her that the message has been forwarded.

41. All employees should be held accountable for prompt, courteous, and appropriate responses to web-generated email, via performance standards. Responses must reflect HUD's strong commitment to good customer service.

42. People who use HUD's website may report potential inaccuracies in data that is presented on the website, via email. In these cases, Web Managers or their designees must forward the message to the designated email box maintained by the Office of the Chief Human Capital Officer, for processing under the requirements of Section 515 of the Treasury and General Government Appropriations Act for Fiscal Year 2001 and commensurate guidance from OMB "to ensure and maximize the quality, objectivity, utility, and integrity of information disseminated by Federal agencies." If inaccurate data is found on the website, the Web Manager should work with the appropriate office to correct the data as soon as possible.

**Photos and Graphics**

43. Photos taken at official HUD events or official photos of HUD officials may be published on HUD's web products without concern. Photos taken at events other than official HUD events require the written permission of the individuals in the photos, before publication. Photos taken from other sources (newspapers, books, non-governmental organizations, etc.) require written permission of the organization, before publication.

44. Graphics must conform to the specifications contained in HUD's Web Publication Standards.

45. If graphics are obtained from a non-HUD source, other than public domain sites, written permission from the owner of the graphics must be requested and maintained.

46. HUD's official seal is to be used only by HUD, for official purposes. HUD partners who would like to use a HUD icon to link to the HUD website may use the graphic provided on Bookshelf 11 of the web "library."

**Discussions, Chats, and Social Media**

47. Managers can request online discussions ("chats") on both the Internet and the intranet, for official purposes. Discussions on the Internet must be targeted to HUD's partners and/or citizens; and discussions on the intranet must be targeted to HUD's employees. Discussions may be password-protected to restrict participation, when appropriate.

48. Discussions must be monitored by a designated HUD employee, who is responsible for ensuring that they stay focused and appropriate. It is the moderator's responsibility to notify the Web Manager and Departmental Web Team when the discussion has concluded and should be removed from the website.

49. Requests for discussions must be approved by the Assistant Secretary or his/her designee, in Headquarters, and by the Regional Director, Deputy Regional Director, Field Office Director or their designees, in the field, before they are submitted to the Web Manager. Procedures for requesting discussions are defined in the Web Publication Standards.

50. Social Media, New Media, and "Web 2.0" are umbrella terms that define the various activities and websites (both internal and external to HUD) that integrate technology, social interaction, and content creation. Social Media use many technologies and forms, such as web feeds, wikis (internal as well as external), blogs, photo and video-sharing, podcasts, social networking, mashups, and microblogs.

51. Managers may request social media tools on both the Internet and the intranet, for official purposes. Blogs, wikis, tweets, etc. on the Internet must be targeted to HUD's partners and/or citizens; and on the intranet must be targeted to HUD's employees.

52. Social media must be monitored by a designated HUD employee responsible for ensuring that they stay focused and appropriate. It is the moderator's responsibility to notify the Web Manager and Public Affairs Web Team when the discussion has concluded and should be removed from the website.

53. Requests for social media must be approved by the Assistant Secretary or his/her designee, in Headquarters, and by the Regional Director, Deputy Regional Director, Field Office Director or their designees, in the field, before they are submitted to the Web Manager.

54. Standards and guidelines can be found in the Department's Policies and Procedures for the use of Social Media sites.

**Blogs**

55. In order to engage the public and help accomplish HUD's mission of increasing homeownership, support community development and increase access to affordable housing free from discrimination, HUD employees will write blog entries about personal experiences related to their work.

HQ Public Affairs will:
- Maintain the blog
- Review each post. This will be primarily for policy and legal issues. Any other editing will be light, only to correct spelling or grammatical mistakes.
- If necessary, coordinate review with the Office of General Counsel for legal issues.
- Upload posts to HUD.gov
- Post new blog entries on HUD's Facebook and Twitter pages. Comments via these sites will be monitored.

Bloggers in HUD's field offices will ensure their blog posts are approved by their supervisor, field office directors, and respective regional public affairs officer. When sending your blog post to HQ Public Affairs, please ensure your regional public affairs officer is courtesy copied in the email.

**Webcasts**

56. Webcasts--live or taped video offered through the website--offer an excellent means for providing training and consumer information and for conducting online meetings. Webcasts may be used only for official mission-related purposes. Webcasts must be coordinated with the appropriate Web Manager (Headquarters or Field), HUD's Broadcast Studio, and the OPA Web Team. Webcasts must include captioning for the hearing-impaired. Procedures for requesting webcasts are defined in the Web Publication Standards.

**Mailing Lists**

57. HUD offers automated emailing lists to managers who wish to use them for official purposes. Mailing lists can be used in two ways: they can be open (website visitors can subscribe to the mailing list on their own) or "closed" (only the list owner can decide who goes on the list). Requests for mailing lists must be approved by the Assistant Secretary or his/her designee, in Headquarters, and by the Regional Director, Deputy Regional Director, Field Office Director or their designees, in the field, before they are submitted to the Web Manager. Procedures for requesting mailing lists are defined in the Web Publication Standards.

58. Email addresses for people who want to be on a HUD mailing list will be maintained only for the purpose of that mailing list. They will not be used for any other purpose within the Department nor will they be provided to anyone outside the Department.

**Other Laws and Requirements**

59. Guest books, surveys, forms, and any other materials that request information from the public must comply with the intent of the Government Paperwork Elimination Act (GPEA).

60. Public information presented on the Internet must be made available to anyone who does not have access to the web, upon request. A printed version of the web document is suitable.

61. Endorsements, acknowledgments, or references to specific products or services may not appear on any HUD website available to the public, including sites that are established for HUD by private contractors.

**Online Registration**

62. HUD employees can use the online registration system (EMARC) to manage event participants. Participants can enter their own information and the data can be saved as a spreadsheet. Names and information can be pulled into nametags, sign-in sheets and more. Only HUD web managers are authorized to create an event in the EMARC system. Only HUD employees may be listed as event owners and contacts. Contact your Web Manager to set up an event. For privacy reasons, registration information is to be retained and used only as it applies to the published event. EMARC is not certified to collect social security numbers and other personally identifiable information.

**Translations (Internet Only):** The most-used web content for citizens on **www.hud.gov** is translated for espanol.hud.gov.

63. OPA is not responsible for translating individual program office content that does not fall within established priorities.

64. Any translations not provided by OPA's web team will need to be reviewed by OPA before posting. If needed, translations will be edited in order to maintain the overall consistency HUD is striving for within its multilingual web content.

65. When new pages are developed, notify OPA, who will determine if they should be translated.

66. If content that has been translated is changed significantly - updated or expanded - in English, notify OPA to review the updated translations for espanol.hud.gov

**Publication Standards**

67. HUD's official Web Publication Standards, which supplements these policies, lays out specific design rules and requirements governing HUD's web products.