Message-ID:	<athdigdbam0msgkokrq36qvf.1628095898099@emailplus.mobileiron.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Federal Podcast Questions
From:	"(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Date:	Wed, 4 Aug 2021 16:51:38 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_athdigdbam0msgkokrq36qvf1628095898099emailplusmobileiro_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Parts/Attachments:	text/plain (1938 bytes) , text/html (4 kB)

Hi all,
I'm hoping you could help me out with a few questions regarding podcasts in the federal government. If you don't happen to know the answer directly but could put me in contact with someone at your agency, I would greatly appreciate it.

1. Is your federal agency producing podcasts?
2. How many podcasts are being produced from the agency?
3. Are the producers of the podcasts formally trained? Where are they getting training?
4. Where / how are they being produced? (location/equipment)
5. Where are they being hosted and/or delivered? (Apple podcasts, Amazon Music, stitcher, etc.)

6. How are they marketed?
7. And what is your measure of success? Are they successful?
8. What analytics are being used / checked?

I just wanted to check broadly and perhaps I can expand conversations. I appreciate your help!

Thank you so much!

Matt

(b) (6) PMP, CSM
Navy Production Web Chief
Defense Media Activity
O: 7
(b) (6)
(b) (6) mail.mil

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Message-ID:	<CAKS2D02b5KxG_Sws=k2RP3JNf2UdHjFLqYLLYA05LPLvsQ8-LA@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Recap from August 5 huddle on DEI&A
From:	"Ammie Farraj Feijoo (she/her)" <ammie.farrajfeijoo@GSA.GOV>
Date:	Mon, 9 Aug 2021 07:52:21 -0400
Content-Type:	multipart/alternative; boundary="000000000000b304a205c91f0628"
MIME-Version:	1.0
Reply-To:	ammie.farrajfeijoo@gsa.gov
Parts/Attachments:	text/plain (3830 bytes) , text/html (10 kB)

Executive Order (EO) 14035 says, "the Federal Government must be a model for diversity, equity, inclusion, and accessibility, where all employees are treated with dignity and respect."

As web managers, we have an important role in advancing this goal. At last week's community huddle, we started a conversation about what we can do to make our websites and digital services more inclusive and reflect the diversity of the public we serve.

Tori Garten (Web Managers Community Co-lead) facilitated the huddle. We talked about various topics, including photos and bios on agency websites, pronouns, and recruiting and hiring for web/digital teams.

Aileen McGraw (FY21 TTS Diversity Guild Co-lead) and Greg Walker (18F DEI Rep for Engineering) also joined us to share information about ways they are approaching diversity, equity, and inclusion at Technology Transformation Services (TTS).

Aileen spoke about the 18F Content Guide and highlighted style guidance for inclusive language, which may be a good starting point for your agency.

Greg gave us a behind-the-scenes tour of TTS' Inclusion Bot for Slack, which helps staff learn about exclusionary language and provides more inclusive alternatives. Be sure to check out the list of terms that causes the inclusion bot to respond.

During the huddle, participants also shared several other helpful resources:

- Diversity & Inclusion Policy - OPM - Policy, data, and oversight resources from OPM, including a one-pager on the DEI&A EO
- Universal Design: What is it? - A resource from Section508.gov on universal and inclusive design
- NIH UNITE Initiative - An initiative to identify and address structural racism within the NIH-supported and the greater scientific community
- Diversity and Inclusion - NYS Dept. of Environmental Conservation - The department includes a link to this page from their site footer

What was your key takeaway, and how can we help you get started?

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 9 Aug 2021 17:32:02 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Message-ID:	<BLAPR09MB6018D6FFDABF52246E3C2D65E0F69@BLAPR09MB6018.namprd09.prod.outlook.com>
Subject:	Re: Recap from August 5 huddle on DEI&A
From:	"Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
MIME-Version:	1.0
In-Reply-To:	<CAKS2D02b5KxG_Sws=k2RP3JNf2UdHjFLqYLLYA05LPLvsQ8-LA@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB6018D6FFDABF52246E3C2D65E0F69BLAPR09MB6018namp_"
Comments:	To: "ammie.farrajfeijoo@gsa.gov" <ammie.farrajfeijoo@gsa.gov>
Parts/Attachments:	text/plain (6 kB) , text/html (14 kB)

I'm looking forward to diving into this topic in a deeper way with all of you. I often see the web community as change makers with our focus on users, on sharing information in the best, most accessible ways. Frequently our jobs include or can't progress without change management (check on the recent digital.gov panel/webinar on that topic!). One aspect of change management of course is difficult conversations and mind shifting. I myself recently had the question asked "well if we do x, can we get around y? in relation to accessibility best practices.

I'm curious what difficult conversations you anticipate – or have had – around incorporating inclusive language, diversity, equity and accessibility. And – if you have had these difficult conversations, how have you approached your response to help shift to a more inclusive approach or "shift-left" as we say sometimes? What stories, examples, philosophies have you found to help move these conversations or turn the dial to be a little bit better?

You input will help us see what kinds of resources might be useful and helpful, what guidance, what best practices to tackle first in defining. Thank you all for your thoughtful considerations on this topic!
-Tori

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
5601 Fishers Lane, RM 6G11
240-627-3691
Pronouns I use: she, her, hers

From: Ammie Farraj Feijoo (she/her) <ammie.farrajfeijoo@GSA.GOV>
Sent: Monday, August 9, 2021 7:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Recap from August 5 huddle on DEI&A

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What was your key takeaway, and how can we help you get started?

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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https://digital.gov/communities/manage-your-subscription/

Message-ID:	<BLAPR09MB6770BF584C1CAE99FD8AEFB69DF79@BLAPR09MB6770.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	usajobs maps
From:	"Morgan, Steven" <steven.morgan@NCPC.GOV>
Date:	Tue, 10 Aug 2021 12:32:59 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB6770BF584C1CAE99FD8AEFB69DF79BLAPR09MB6770namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Morgan, Steven" <steven.morgan@NCPC.GOV>
Parts/Attachments:	text/plain (1071 bytes) , text/html (6 kB)

If you know who is the web developer for usajobs, please tell them the maps are not working. I get a net::ERR_CONNECTION_RESET error in the console. – and it has been that way for weeks.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 10 Aug 2021 13:05:07 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Thibodeau, Dan" <Dan.Thibodeau@OPM.GOV>
Message-ID:	<BLAPR09MB70258798E6EE8561DDDC68C0F0F79@BLAPR09MB7025.namprd09.prod.outlook.com>
Subject:	Re: usajobs maps
From:	"Thibodeau, Dan" <Dan.Thibodeau@OPM.GOV>
MIME-Version:	1.0
In-Reply-To:	<BLAPR09MB6770BF584C1CAE99FD8AEFB69DF79@BLAPR09MB6770.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_008_BLAPR09MB70258798E6EE8561DDDC68C0F0F79BLAPR09MB7025namp_"; type="multipart/alternative"
Comments:	To: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Parts/Attachments:	text/plain (2934 bytes) , text/html (8 kB) , image001.png (8 kB) , image002.png (8 kB) , image003.png (8 kB) , image004.png (8 kB) , image005.png (8 kB)

Hi Steven,

Are you only seeing this on specific jobs? If not, are you only searching while at work? We haven't had any other reports and I just confirmed it is working for me both on and off our agency's network. It may be an issue of your agency blocking part of the site.

Dan Thibodeau, USAJOBS Product Manager
U.S. Office of Personnel Management
Cell: (b) (6)

USAJOBS

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Morgan, Steven
Sent: Tuesday, August 10, 2021 8:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] usajobs maps

If you know who is the web developer for usajobs, please tell them the maps are not working. I get a net::ERR_CONNECTION_RESET error in the console. – and it has been that way for weeks.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 11 Aug 2021 08:16:17 -0400
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Subject:	SIGN UP NOW! SocialGov Summer Sessions 2021 - Aug 25 & 26
MIME-Version:	1.0
Message-ID:	<CAPK9eAvB3K5-mCmtZdVj8bnhQrR5OjGKkeENkCBooQa3od+VnA@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="0000000000000779dc05c94798a1"
From:	Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Comments:	To: SocialGov Community of Practice <SM-COP@listserv.gsa.gov>, FCN@listserv.gsa.gov
Parts/Attachments:	text/plain (2979 bytes) , text/html (9 kB)

On **August 25 and 26,** the SocialGov Community of Practice will bring together experts to share their insights on intellectual property (8/25) and rules of conduct (8/26) in social media. *This event is for federal employees only.*

Sign up at https://digital.gov/event/2021/08/25/socialgov-summer-sessions-2021/

Session 1: Wednesday, August 25, from 2:00 pm to 3:00 pm, ET

Intellectual Property and Social Media

Do you want to share your agency's connections to the Super Bowl, or better understand the difference between fair use and public domain? Join representatives from the United States Patent and Trademark Office and the U.S. Copyright Office to learn how to legally and effectively use protected intellectual property in your social media communications. We will take a look at some common examples and provide resources so you can confidently make connections while protecting brand identities and creative works.

In this session you will hear from the following speakers:

- **Becky Oakes**, United States Patent and Trademark Office
- **Whitney Levandusky**, U.S. Copyright Office

Session 2: Thursday, August 26, from 2:00 pm to 3:00 pm, ET

Rules of Conduct for Social Media

Are you ever unsure about what your agency can and cannot post on

Are you ever unsure about what your agency can and cannot post on social media? This session will explain some key rules about lobbying, political activity, and endorsements in official agency communications. The session will be led by representatives of the Government Accountability Office, the Office of Government Ethics, and the Office of Special Counsel.

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- **Jackie Yarbro**, U.S. Office of Special Counsel
- **David J. Taube**, U.S. Office of Government Ethics

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U.S. General Services Administration

Gabrielle Perret
Director of the Federal RPA Community of Practice
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249
Join the Community of Practice
Read the RPA Program Playbook

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Message-ID:	<CADOL4s1ziZOvYRDUoQWzAZcYQh1OfSOt46x5CYaLGQLiaZR9NQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Sharing FYI - free accessibility training
From:	Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Date:	Tue, 17 Aug 2021 08:06:46 -0700
Content-Type:	multipart/alternative; boundary="0000000000003c6ceb05c9c2ab4d"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
Parts/Attachments:	text/plain (1757 bytes) , text/html (6 kB)

Hi all, no endorsement, just passing along a free training opportunity.

A Better Way To Find, Fix, And Prevent Accessibility Issues (Free Online Workshop)
Workshop, 2×2.5h + Q&A • Tue & Wed, September 14–15
09:00 – 11:30 am pt (Pacific, US) • 18:00 – 20:30 cet (Europe)

Finding, fixing, and preventing accessibility issues doesn't have to be hard. It can actually be quite easy for dev teams to make a big impact.

In this 2-day workshop by our friends at Deque, you will learn useful tips and tools for how to build more accessible websites and why it's so important. You may not realize how much good you can do with very little effort.

Thanks!
-Rachel

U.S. General Services Administration

Rachel Flagg
Digital Strategist
Office of Enterprise Digital Experience
rachel.flagg@gsa.gov

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Message-ID:	<DM6PR13MB32891C9CB5ED6292FD3ADFB1BDF29@DM6PR13MB3289.namprd13.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Baseline Social Media metrics
From:	Paulette Beete <beetep@ARTS.GOV>
Date:	Tue, 17 Aug 2021 21:23:09 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM6PR13MB32891C9CB5ED6292FD3ADFB1BDF29DM6PR13MB3289namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Paulette Beete <beetep@ARTS.GOV>
Parts/Attachments:	text/plain (1966 bytes) , text/html (4 kB)

Hello All--

I'm working to educate one of our new political staff members around our social media programs, including giving them a sense of what average and above-average results look like in general on FB, Twitter, IG, YouTube.

As far as I know, there's no "standard of record" so to speak, so I generally will look at a number of sources to see what they're touting as good results.

I'm wondering if there are any particular trust-worthy sources you all use to find numbers against which you measure your own results, or if there is indeed some reference source social media professionals use as THE standard for these numbers.

Thanks in advance for your help. (Also, if anyone's interested and this is not something that's already in our library, I'll keep track of the responses in a single doc I can share.)

Thanks in advance,
Paulette

Paulette Beete
Social Media Manager | Public Affairs
National Endowment for the Arts
400 7th Street SW | Washington DC 20506
beetep@arts.gov | 202-682-5601 (p) | 202-682-5611 (fax)
Learn more about the arts in your community at arts.gov

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Message-ID:	<CAKS2D01bEP0Pn_gk6R0om25C5eYsTcAp-Bzc1temnKco9yxxpw@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	August 2021 highlights from the Federal Web Council
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Fri, 20 Aug 2021 09:59:07 -0400
Content-Type:	multipart/alternative; boundary="000000000000057147505c9fe149e"
MIME-Version:	1.0
Reply-To:	ammie.farrajfeijoo@gsa.gov
Parts/Attachments:	text/plain (3202 bytes) , text/html (9 kB)

Web managers,

The Federal Web Council, an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's August 19, 2021, meeting.

Digital service delivery
Government digital services enable the public to interact with their government on their terms, when it's most convenient for them. While the federal government has slowly been moving services online, the pandemic has pushed us to quickly adapt to a digital-first model — to better meet their missions and serve customers.

The Council discussed some actions we can take to accelerate the transition the delivery of federal information and services to digital channels, such as:

- Prioritizing and funding this work;
- Instituting enterprise digital governance;
- Understanding and advocating for customers; and
- Hiring and training the federal workforce, among others.

Do you have a best practice for digital service delivery? Please share a one-paragraph summary of your agency success story with Council Co-Chair, Rachel Flagg (rachel.flagg@gsa.gov). Rachel will compile and share back with the community.

U.S. Web Design System updates
The U.S. Web Design System team recently released version 2.12.1, a small point release. It includes several bug fixes and improvements such as minimizing images for PNGs and adding ARIA labels to range input.

The team also published external link research findings. Key takeaways:

- External link icons are not that effective in communicating external links, but using them does the least harm.
- Content matters more than icons.
- Users find it more important to know it's a government site when they get there, rather than trying to explain that in the link. It's more important to clearly identify as a government site (i.e., banner) than rely on link indicators.
- Users expect that our sites link to appropriate content.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Tue, 24 Aug 2021 08:44:03 -0400
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Subject: THIS WEEK: SocialGov Summer Sessions 2021 - Aug 25 & 26
MIME-Version: 1.0
Message-ID: <CAPK9eAt8=uZOcKLuEPavdKF_k8QG-_=GxFTPGNmo4f7tmyoD3w@mail.gmail.com>
Content-Type: multipart/alternative; boundary="0000000000004081a905ca4d7f21"
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Comments: To: SocialGov Community of Practice <SM-COP@listserv.gsa.gov>, FCN@listserv.gsa.gov
Parts/Attachments: text/plain (2991 bytes) , text/html (11 kB)

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Message-ID:	<DM6PR09MB52249E6548F4838738EBFA1FB0C59@DM6PR09MB5224.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Request to Whitelist an e-mail address
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Date:	Tue, 24 Aug 2021 15:59:12 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB52249E6548F4838738EBFA1FB0C59DM6PR09MB5224namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Parts/Attachments:	text/plain (1466 bytes) , text/html (5 kB)

Good morning content managers:

The Bureau of the Fiscal Service launched our annual Customer Satisfaction Survey with agency customers last week via the Qualtrics survey platform.

As an added measure to help transmission of the survey, can you ask your agency webmasters to whitelist noreply@qualtrics-survey.com effective today to September 21?

Please let me know if you have any questions.

Thanks.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB522435FE0F760CD346BE71A9B0C59DM6PR09MB5224namp_"
Date:	Tue, 24 Aug 2021 20:54:11 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Subject:	Re: Request to Whitelist an e-mail address
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Message-ID:	<DM6PR09MB522435FE0F760CD346BE71A9B0C59@DM6PR09MB5224.namprd09.prod.outlook.com>
In-Reply-To:	<DM6PR09MB52249E6548F4838738EBFA1FB0C59@DM6PR09MB5224.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (2032 bytes) , text/html (9 kB)

Good afternoon content managers

With respect to my request below could you whitelist noreply@qualtrics-survey.com through October 4th COB?

Thank you.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

From: Elizabeth W. Burke
Sent: Tuesday, August 24, 2021 11:59 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Request to Whitelist an e-mail address

Good morning content managers:

The Bureau of the Fiscal Service launched our annual Customer Satisfaction Survey with agency customers last week via the Qualtrics survey platform.

As an added measure to help transmission of the survey, can you ask your agency webmasters to whitelist noreply@qualtrics-survey.com effective today to September 21?

Please let me know if you have any questions.

Thanks.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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Message-ID:	<DM6PR09MB52241552ED62F84E10A6AB54B0C69@DM6PR09MB5224.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	One More Whitelist Request
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Date:	Wed, 25 Aug 2021 10:47:01 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB52241552ED62F84E10A6AB54B0C69DM6PR09MB5224namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Parts/Attachments:	text/plain (1217 bytes) , text/html (4 kB)

Good morning content managers:

I hope this will be the last whitelist request I have for a while. Could you please have **http://cvent-planner.com/** whitelisted until October 4th?

Thank you.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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Message-ID:	<DM6PR09MB52244E72DFF599CEC8FB012EB0C69@DM6PR09MB5224.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	I hope this is the last whitelist request
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Date:	Wed, 25 Aug 2021 23:43:39 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB52244E72DFF599CEC8FB012EB0C69DM6PR09MB5224namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Parts/Attachments:	text/plain (1263 bytes) , text/html (5 kB)

Good evening:

My apologies content managers - I keep getting these whitelist requests separately instead of all at once which would have been better.

Can you also request whitelist for @civilityms.com until November 30, 2021?

Thank you.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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Message-ID:	<CO6PR09MB874192BAFB012D43317D0616ADCB9@CO6PR09MB8741.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Hurricane Ida ESF-15 Web/Social Guidance from DHS
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Date:	Mon, 30 Aug 2021 19:46:00 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_004_CO6PR09MB874192BAFB012D43317D0616ADCB9CO6PR09MB8741namp_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Parts/Attachments:	text/plain (4 kB) , text/html (15 kB) , image001.jpg (8 kB)

Afternoon –

In response to Hurricane Ida's landfall on 8/29/2021, we're setting up a preliminary lane of communication structure for federal web communications. This authority for this action comes from Emergency Support Function 15 of the National Response Framework. Please forward this message as necessary.

(For those not familiar with the lane structure, the idea is to eliminate cross-posting of information among agencies and, instead, have everyone provide links to centralized "lanes" of information. So, for example, Transportation might post a press release related to Transportation activities… and instead of every other agency trying to keep up with adding that link to their site as well, a link to the Transportation release is added to one centralized page on USA.gov and everyone just links to that one page for information on What the U.S. Government is Doing.)

At this point, we're standing up two initial lanes – "What DHS and FEMA and Doing" and "What the U.S. Government is Doing"

- **ACTION:** When distributing materials related to Hurricane Ida, please include links to these two lanes on all materials.
- **ACTION:** When posting information to your agency website, please only post information related to your individual agency (using xxxxxx.gov/hurricane-ida or xxxxxx.gov/ida as a URL structure), then include links to the two lanes.

What DHS and FEMA are Doing

https://www.fema.gov/hurricane-ida

FEMA has established a landing page on FEMA.gov with the latest information from FEMA and DHS on the storm. The page is currently promoting response and recovery information and serves as a clearinghouse for related information from DHS. The page is located at https://www.fema.gov/hurricane-ida and is available in multiple languages.

What the U.S. Government is Doing

https://www.usa.gov/hurricane-ida
Spanish: https://gobierno.usa.gov/huracan-ida

GSA has created a landing page on USA.gov for government-wide information related to Hurricane Ida activities. The page is being populated now – if you have materials from your agency that need to be added to the page, please email usagovemergency@gsa.gov and they will coordinate posting. USA.gov can support both English and Spanish content. The page is located at https://www.usa.gov/hurricane-ida, and the Spanish page is at https://gobierno.usa.gov/huracan-ida.

- **ACTION:** Send the title and URL for any Hurricane Ida related materials posted on your agency website to usagovemergency@gsa.gov

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For social media, we are currently asking folks to follow and retweet the following handles:

- @fema
- @femaespanol
- @femaregion4
- @femaregion6
- FEMA on Facebook
- FEMA Facebook en Español
- @NWSNHC – National Hurricane Center

Thanks – please let me know if you have any questions, comments, or suggestions!

Matthew T. Harmon — **U.S. Department of Homeland Security**

Office of Public Affairs
Director of Web Communications

(Voice) 202-447-4617
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) hq.dhs.gov

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Message-ID:	<CAJjx_ScTAoi3q+XaSRYXRb7Tc4av6AAKtCCX=kVqcuEuBqmcXA@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	FedRAMP & DAP Case Study Part 2: Reporting and Decision-Making
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Tue, 31 Aug 2021 12:13:39 -0400
Content-Type:	multipart/alternative; boundary="000000000000b5d3bd05cadd3d13"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (1783 bytes) , text/html (8 kB)

Web Managers CoP,

Join us **tomorrow, September 01, 2021 2:00 PM – 3:00 PM ET,** to see how the FedRAMP team assessed their analytics objectives and key performance indicators (KPIs) prior to the launch of their redesigned site, fedramp.gov.

Register: https://digital.gov/event/2021/09/01/fedramp-dap-case-study-part-2-reporting-and-decision-making/

_____

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U.S. General Services Administration (GSA)

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Thanks for contacting Digital.gov. Get involved!

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 1 Sep 2021 00:36:39 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Message-ID:	<DM6PR09MB5224E9EA159B2A031BD576D6B0CD9@DM6PR09MB5224.namprd09.prod.outlook.com>
Subject:	Re: I hope this is the last whitelist request
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
MIME-Version:	1.0
In-Reply-To:	<DM6PR09MB58000D1040C723B39AD6AEAA95CD9@DM6PR09MB5800.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_DM6PR09MB5224E9EA159B2A031BD576D6B0CD9DM6PR09MB5224namp_"; type="multipart/alternative"
Comments:	To: "Darlington, Lin" <Darlington.Lin@epa.gov>
Parts/Attachments:	text/plain (4 kB) , text/html (16 kB) , image001.png (6 kB)

1. When you say “whitelist” do you mean ask our email administrators to put these domains on a list so that our email system will not reject emails from those domains as spam?
   yes, so they won't block the content
2. Who will receive these surveys?
   The surveys go to the staff at the CFO agencies to survey them on their satisfaction with services provided by the Bureau of the Fiscal Service, Department of the Treasury
3. What types of emails should we expect to receive from http://cvent-planner.com/ and @civilityms.com? (I’m assuming you meant @cvent-planning.com instead of http://cevent-planner.com.)
   Yes @cvent-planning.com - the e-mails are regarding the customer satisfaction survey that the Bureau of the Fiscal Service does annually with the CFO agencies.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

From: Darlington, Lin <Darlington.Lin@epa.gov>
Sent: Tuesday, August 31, 2021 8:28 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Elizabeth W. Burke <Lee.Burke@fiscal.treasury.gov>
Subject: RE: I hope this is the last whitelist request

CAUTION: This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.
Hi Lee,
I have a few questions wrt these whitelist requests.

1. When you say “whitelist” do you mean ask our email administrators to put these domains on a list so that our email system will not reject emails from those domains as spam?
2. Who will receive these surveys?

3. What types of emails should we expect to receive from http://cvent-planner.com/ and @civilityms.com? (I'm assuming you meant @cvent-planning.com instead of http://cevent-planner.com.)

Thanks,

Lin

Lin Darlington, Director
Web Content Services Division,
Office of Information Management
Office of Mission Support
U.S. Environmental Protection Agency
Desk: 202-566-0696 II Cell: (b) (6)
www.epa.gov

"Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." ~ Margaret Mead

---

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Elizabeth W. Burke
Sent: Wednesday, August 25, 2021 7:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] I hope this is the last whitelist request

Good evening:

My apologies content managers - I keep getting these whitelist requests separately instead of all at once which would have been better.

Can you also request whitelist for @civilityms.com until November 30, 2021?

Thank you.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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For help with this listserv, to manage your settings, or to view list archives, visit:

For help with this listserv, to manage your settings, or to view list archives, visit:
https://digital.gov/communities/manage-your-subscription/

Message-ID:	<BLAPR09MB62250783EE515CA9957B70E8F6CE9@BLAPR09MB6225.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Use and Value of embedding social feeds on Website Home pages
From:	"Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
Date:	Thu, 2 Sep 2021 14:01:44 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_004_BLAPR09MB62250783EE515CA9957B70E8F6CE9BLAPR09MB6225namp_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
Parts/Attachments:	text/plain (7 kB) , text/html (5 kB) , image001.jpg (7 kB)

Hello

Has anyone in the government web community conducted research on the use and value of embedding social feeds on website home pages? At one time it was all the rage, but I don't see it that often although stakeholders sometimes think that is a good way to tie in their social and web presence. Would love to see some analytics data from sites that have embedded a Twitter feed, for example.

I have a bias against it – I don't think it is helpful to a user who comes to a government site looking for specific information. But I would love to hear thoughts both for and against the use.

Look forward to your input
Lakshmi

Lakshmi Grama
Associate Director, Office of Dissemination & Digital Communications

National Cancer Institute
Office of Communications & Public Liaison
P: 240.276.6569
E: lakshmi.grama@nih.gov
www.cancer.gov

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 2 Sep 2021 18:55:49 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) DOH.HAWAII.GOV>
Message-ID:	<CO6PR09MB807268171AAF941A5F78A303B6CE9@CO6PR09MB8072.namprd09.prod.outlook.com>
Subject:	Re: Use and Value of embedding social feeds on Website Home pages
From:	"(b) (6) <(b) (6) DOH.HAWAII.GOV>
MIME-Version:	1.0
In-Reply-To:	<BLAPR09MB62250783EE515CA9957B70E8F6CE9@BLAPR09MB6225.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_CO6PR09MB807268171AAF941A5F78A303B6CE9CO6PR09MB8072namp_"; type="multipart/alternative"
Comments:	To: "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
Parts/Attachments:	text/plain (7 kB) , text/html (8 kB) , image001.jpg (7 kB)

Hi Lakshmi,

I'm also interested in these analytics and their value. Initially, we placed the feed there as a signal of something fresh and updated, and while we do make other frequent updates on the homepage, the Twitter feed is often the most current item.

Our homepage Twitter feed shows the last two tweets from our account, and the homepage had 193,763 views last month. The Twitter account also earned 10.6K impressions per day in August. To get more helpful data, I'm assuming we would need to set up Conversion tracking, for anyone with more data, Did you set up Twitter's conversion tracking? Or how about Multi-Channel Funnels in Google Analytics?

I see the Twitter feed as more of a service for our social media presence and like that it is low maintenance. I'm excited to see other responses with data,

Thank you,
(b) (6)

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Grama, Lakshmi (NIH/NCI) [E]
Sent: Thursday, September 2, 2021 4:02 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Use and Value of embedding social feeds on Website Home pages

Hello

Has anyone in the government web community conducted research on the use and value of embedding social feeds on website home pages? At one time it was all the rage, but I don't see it that often although stakeholders sometimes think that is a good way to tie in their social and web presence. Would love to see some analytics data from sites that have embedded a Twitter feed, for example.

I have a bias against it – I don't think it is helpful to a user who comes to a government site looking for specific information. But I would love to hear thoughts both for and against the use.

Look forward to your input

Look forward to your input
Lakshmi

Lakshmi Grama
Associate Director, Office of Dissemination & Digital Communications

National Cancer Institute
Office of Communications & Public Liaison
P: 240.276.6569
E: lakshmi.grama@nih.gov
www.cancer.gov

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Message-ID:	<SA1PR09MB8830644057F424078E352C2CD3CF9@SA1PR09MB8830.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Machine learning in analytics and site optimization
From:	"Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Date:	Fri, 3 Sep 2021 13:44:04 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_004_SA1PR09MB8830644057F424078E352C2CD3CF9SA1PR09MB8830namp_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Parts/Attachments:	text/plain (17 kB) , text/html (8 kB) , image001.png (17 kB)

Happy Friday, I have been invited to research how machine learning / AI / data science will change analytics and web site optimization in the future, and how we can get there. (Part of this might be, “The future is here today but it’s not evenly distributed…”) The public sector has important privacy considerations, so not everything I’m coming across would be suitable for government web sites with “anonymous” users.

I would welcome your thoughts and resources as I do this research. I have already come across the following.

Artificial Intelligence for the Real World
New technologies and considerations for using them for process automation, finding insights, and engaging with customers. The second part of the article describes a method for creating, funding, and maintaining a data science project portfolio.

Data Science and the Art of Persuasion
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How to Make Real-Time Machine Learning Work for User Journeys

How Vineyard Vines Uses Analytics to Win Over Customers

Dan Wendling, MLS
Web and Information Management Unit
National Library of Medicine
National Institutes of Health

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 3 Sep 2021 14:19:47 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6) DNI.GOV>
Message-ID:	<C969A2469F9D47C381F26398A5FA6C72.MAI@listserv.gsa.gov>
Subject:	Re: Machine learning in analytics and site optimization
From:	(b) (6) <(b) (6) DNI.GOV>
MIME-Version:	1.0
In-Reply-To:	<SA1PR09MB8830644057F424078E352C2CD3CF9@SA1PR09MB8830.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_3f521500425848a7bb28cddc7bfa70caAINB70EXC06AIN2ADUCIAGO_"; type="multipart/alternative"
Comments:	To: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Parts/Attachments:	text/plain (17 kB) , text/html (12 kB) , image001.png (17 kB)

I think we just became best friends!

MDT

(b) (6)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6) dni.gov I 301-243-0628

From: Content Managers <CONTENT-MANAGERS-L@listserv.gsa.gov> **On Behalf Of** Wendling, Dan (NIH/NLM) [E]
Sent: Friday, September 3, 2021 9:44 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: [CONTENT-MANAGERS-L] Machine learning in analytics and site optimization

Happy Friday, I have been invited to research how machine learning / AI / data science will change analytics and web site optimization in the future, and how we can get there. (Part of this might be, “The future is here today but it’s not evenly distributed…”) The public sector has important privacy considerations, so not everything I’m coming across would be suitable for government web sites with “anonymous” users.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 3 Sep 2021 18:54:45 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) HAWAII.GOV>
Message-ID:	<BY5PR09MB4628443C3B1307C8AC3E54CBDCCF9@BY5PR09MB4628.namprd09.prod.outlook.com>
Subject:	Re: Machine learning in analytics and site optimization
From:	"(b) (6) <(b) (6) HAWAII.GOV>
MIME-Version:	1.0
In-Reply-To:	<SA1PR09MB8830644057F424078E352C2CD3CF9@SA1PR09MB8830.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_BY5PR09MB4628443C3B1307C8AC3E54CBDCCF9BY5PR09MB4628namp_"; type="multipart/alternative"
Comments:	To: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Parts/Attachments:	text/plain (4 kB) , text/html (11 kB) , image001.png (17 kB)

Interesting topic.

Do we even know who the public sector is when we look at the internet?

Is there any way to compare marketing statistics collected by one company? Or even two private sector companies, like the bond rating companies?

Hope everyone has a safe and healthy Labor Day weekend.

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wendling, Dan (NIH/NLM) [E]
Sent: Friday, September 3, 2021 3:44 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Machine learning in analytics and site optimization

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Message-ID:	<CAEhCPO3dN19XdHyN1f+_xORfjfrwBke_HGKdinVWLSLDOs=9aA@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	New USAGov Blog Feature: Quarterly Insights and Highlights
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Tue, 7 Sep 2021 15:47:34 -0400
Content-Type:	multipart/alternative; boundary="00000000000010ef0705cb6d0a6f"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Parts/Attachments:	text/plain (1572 bytes) , text/html (3961 bytes)

Hi Content Managers!

We're beginning a new feature on the USAGov Blog today: Insights and Highlights. It's a quarterly look at USA.gov's top pages, searches, and trends. Learn along with us!

And find out how USAGov's outreach team can help you spread the word about your program's information, services, and special promotions.

Thanks,

Nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

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Message-ID:	<CAJjx_SeCGoy67gg4Gf398inBLmSQH9wm1NLZ9p3NUHNV3LeY3w@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Join us on September 16 - USWDS Monthly Call: Where Do We Go from 2.0?
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Wed, 8 Sep 2021 09:30:00 -0400
Content-Type:	multipart/alternative; boundary="000000000000078959005cb7be1e0"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (2106 bytes) , text/html (8 kB)

Hello,

Where does the design system go from USWDS 2.0? What did we learn from that release? What challenges can the design system better address as we move forward? How can the design system be ready to grow and evolve alongside the teams that use it?

Join Dan Williams for our monthly call on Thursday, September 16, 2-3pm ET to hear what the design system team is thinking as we peer into the crystal ball and look into the future. 🔮 This should be a good one.

Register here to join us!

This event is part of a monthly series that takes place on the third Thursday of each month. Don't forget to set a placeholder on your personal calendar for our future events this year.

We look forward to seeing you there!

Digital.gov
Technology Transformation Services (TTS)
U.S. General Services Administration (GSA)
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Facebook, Twitter, YouTube, Newsletter

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Content-Type:	multipart/alternative; boundary="_000_PH0PR09MB7995516902F59502348D5D7F8AD49PH0PR09MB7995namp_"
Date:	Wed, 8 Sep 2021 18:38:20 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Subject:	FW: Drupal GovCon: Lots More Training Ahead...
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID:	<PH0PR09MB7995516902F59502348D5D7F8AD49@PH0PR09MB7995.namprd09.prod.outlook.com>
In-Reply-To:	<54a6c4398bd6b6eb364287b0a.7ad0fbe3e3.20210908182928.d0df025d81.9cb5f81f@mail108.suw111.mcdlv.net>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (18 kB) , text/html (57 kB)

So much good stuff – and it's all FREE! Register for the virtual Drupal GovCon 2021 to take advantage of free training.

From: Drupal4Gov <drupal4gov@gmail.com>
Sent: Wednesday, September 8, 2021 2:30 PM
To: Dearie, Jessica <Dearie.Jessica@epa.gov>
Subject: Drupal GovCon: Lots More Training Ahead...

Message-ID:	<MN2PR09MB5979F124BCFAF45A2F97539AE9DC9@MN2PR09MB5979.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Adobe Analytics + DAP?
From:	"Francine Krasowska (CENSUS/CNMP FED)" <Francine.Krasowska@CENSUS.GOV>
Date:	Thu, 16 Sep 2021 12:52:36 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB5979F124BCFAF45A2F97539AE9DC9MN2PR09MB5979namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Francine Krasowska (CENSUS/CNMP FED)" <Francine.Krasowska@CENSUS.GOV>
Parts/Attachments:	text/plain (1483 bytes) , text/html (4 kB)

Is your agency currently using both Adobe Analytics and DAP/GSA on its website, or did you do so until recently? If so, did you use both tools about equally, or depend more heavily on one or the other? If you dropped AA and went with DAP only, what were the main factors behind that decision?

Thanks in advance!

_____
Francine Krasowska, Customer Experience Analyst
Center for New Media & Promotion
U.S. Census Bureau
O: 301.763.9272 I M: (b) (6)
adcom.analytics.support@census.gov
census.gov I @uscensusbureau

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Content-Type:	multipart/alternative; boundary="_000_SJ0PR09MB60946CFE025EC428CFD6719EF7DC9SJ0PR09MB6094namp_"
Date:	Thu, 16 Sep 2021 16:52:47 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Stapleton, Katina" <KATINA.STAPLETON@ED.GOV>
Subject:	Cross-posted announcement: Plain Language Summit Registration is open!
From:	"Stapleton, Katina" <KATINA.STAPLETON@ED.GOV>
Message-ID:	<SJ0PR09MB60946CFE025EC428CFD6719EF7DC9@SJ0PR09MB6094.namprd09.prod.outlook.com>
In-Reply-To:	<SJ0PR09MB60948D7B71367C2C5F1F0F8EF7DB9@SJ0PR09MB6094.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (1956 bytes) , text/html (3818 bytes)

Cross-posted announcement from PLAIN:

Join us on **September 21, 2021**, when we will bring together federal employees from such agencies as the Internal Revenue Service (IRS), Environmental Protection Agency (EPA), National Oceanic and Atmospheric Administration (NOAA), Government Accountability Office (GAO), and the General Services Administration (GSA).

Listen as they highlight plain language successes. Learn how they used plain language in COVID-19 agency responses, and how they combined plain language, accessibility, and user experience.

https://digital.gov/event/2021/09/21/2021-federal-plain-language-summit/

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	FW: Drupal GovCon: We're Here to Talk Training...
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Fri, 17 Sep 2021 18:54:15 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB53708A05C003B4D19B2217478ADD9MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (15 kB) , text/html (53 kB)

Seriously – free training!! Just make sure you register for Drupal GovCon – even if you will only attend a training and none of the sessions, you'll need to register for the event to get the code to register for training.

But the schedule is pretty awesome too – check it out https://drupalgovcon.org/2021-schedule

---

From: Drupal4Gov drupal4gov@gmail.com
Sent: Friday, September 17, 2021 1:30 PM
To: Dearie, Jessica Dearie.Jessica@epa.gov
Subject: Drupal GovCon: We're Here to Talk Training...

View this email in your browser

Training Highlight!

We want this to be a great experience for our trainers and attendees. So, Help Us Out and ONLY register for training appropriate for your skill

ONLY register for training appropriate for your skill level that you will attend. Training class sizes are limited. You will need to sign up for training using the links for each of the training classes. Again, only sign up for the ONE TRAINING YOU WILL ATTEND.

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Register for GovCon AND THEN Hopin

You'll need to register for GovCon and Hopin this year

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Registration for Drupal GovCon is **free** and required to access Hopin or take training.

Grab your free ticket

Now, Let's Highlight Some Training...

Friday, Oct. 15, Morning: 9am - 1pm EDT

How to build more accessible websites with Drupal - Evolving Web

Evolving Web

It's easy to fall into the trap of blindly applying rules from a list of accessibility best practices. Knowing how to prioritize and evaluate accessibility issues and solutions is a key skill for today's web designers and developers. Drupal gives you accessible defaults out of the box, but it's also important to understand how to keep your website accessible as you add content and features.

Thursday, Oct. 14, Morning: 9am - 1pm EDT

Designing Custom Content Models and Search Hit Types - Enterprise Knowledge

Structured content enables better knowledge management and more effective search results. In this training, learn tips to analyze patterns in unstructured content and use that analysis to design custom content models and search result types (otherwise known as search hit types).

Thursday, Oct. 14, Morning: 9am - 1pm EDT

Drupal from Development to Production to Scale

In this session we will start with a basic Drupal site running on a single AWS EC2 server. From there we will teach you how to decouple and scale the infrastructure into a production environment. We will incorporate multiple AWS managed services such as RDS, elasticache, S3, and Cloudfront and explore the benefits of using these managed services over their self-managed counterparts. At the end of this session you will understand how to architect a production Drupal site running on decoupled cloud infrastructure.

Need a Mug or Shirt in Time for Drupal GovCon?

We have great t-shirt designs from Karl Kaufmann. So, what if you could get one of those designs on a new mask, T-shirt or tote before AND after

Drupal GovCon? **This year, you can!**

Order today and you can be sipping coffee during a virtual training from your very own Drupal GovCon mug!

Buy DGC Merch

Drupal GovCon, a production of Drupal4Gov, is made possible by our wonderful sponsors and volunteers. Graciously hosted by the NIH Library.

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202-564-8718
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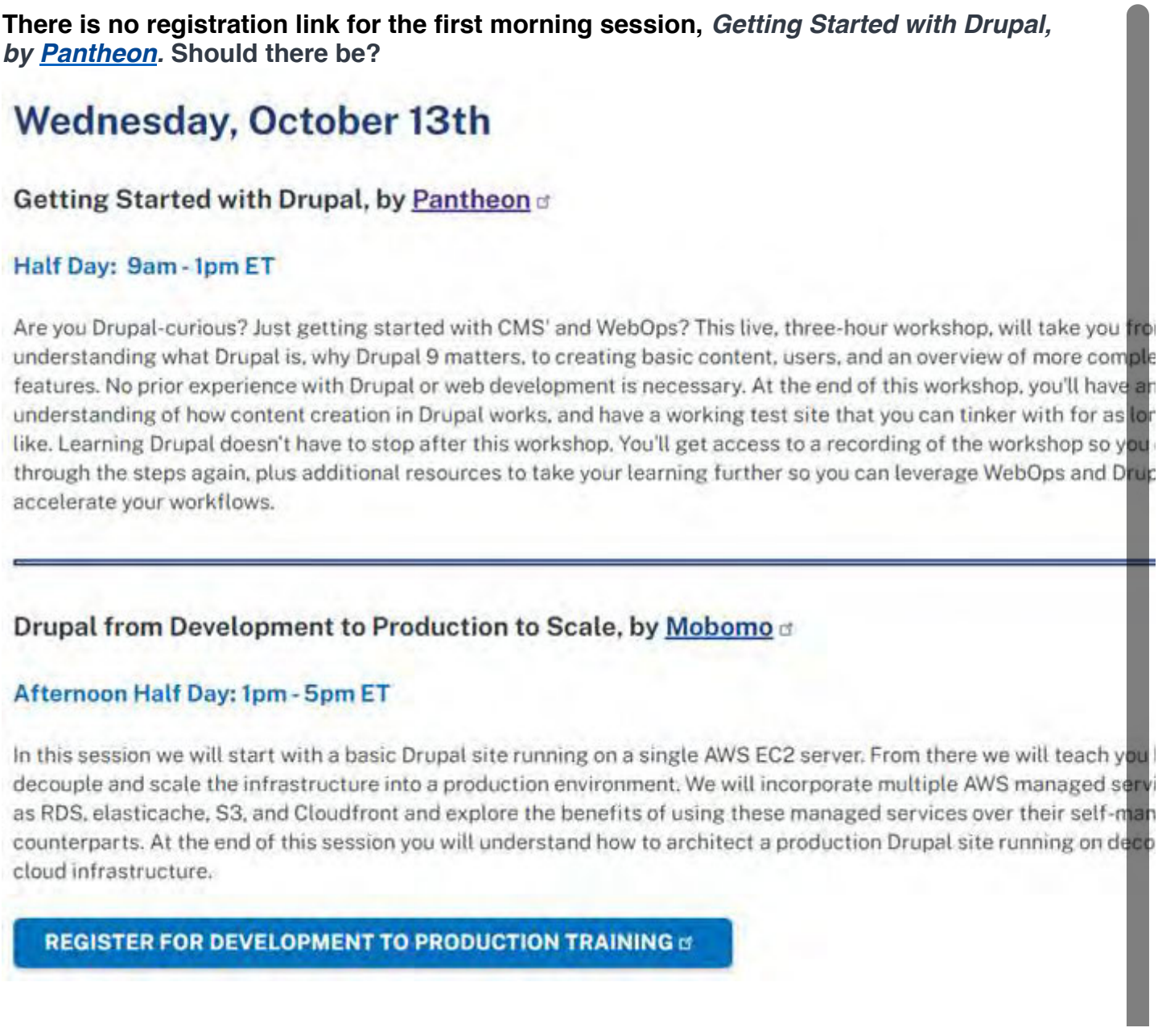
Content-Type:	multipart/related; boundary="_004_SA0PR09MB6555591B4275AC73ABA5D403EBDD9SA0PR09MB6555namp_"; type="multipart/alternative"
Date:	Fri, 17 Sep 2021 21:14:27 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Farmer, Kelly (OCC)" <Kelly.Farmer@VA.GOV>
Subject:	FW: FW: Drupal GovCon: We're Here to Talk Training...
From:	"Farmer, Kelly (OCC)" <Kelly.Farmer@VA.GOV>
Message-ID:	<SA0PR09MB6555591B4275AC73ABA5D403EBDD9@SA0PR09MB6555.namprd09.prod.outlook.com>
In-Reply-To:	<SA0PR09MB65553A6E81C872C279822256EBDD9@SA0PR09MB6555.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (18 kB) , text/html (59 kB) , image001.jpg (67 kB)

There is no registration link for the first morning session, *Getting Started with Drupal, by Pantheon*. Should there be?



Thank you,

Kelly Farmer, MA, BS
Web Content Manager
https://www.va.gov/communitycare/

Community Care Transformation
Performance Improvement & Reporting
VHA Office of Community Care (10D)
T: 303.379.9139 | 8am-5pm MST

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Click here to rate the service you received today.

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Sent: Friday, September 17, 2021 12:54 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] FW: Drupal GovCon: We're Here to Talk Training...

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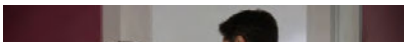

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Wednesday, October 13th

Getting Started with Drupal, by Pantheon

Half Day: 9am - 1pm ET

Are you Drupal-curious? Just getting started with CMS' and WebOps? This live, three-hour workshop, will take you from understanding what Drupal is, why Drupal 9 matters, to creating basic content, users, and an overview of more complex Drupal features. No prior experience with Drupal or web development is necessary. At the end of this workshop, you'll have an understanding of how content creation in Drupal works, and have a working test site that you can tinker with for as long as you like. Learning Drupal doesn't have to stop after this workshop. You'll get access to a recording of the workshop so you can work through the steps again, plus additional resources to take your learning further so you can leverage WebOps and Drupal to accelerate your workflows.

Drupal from Development to Production to Scale, by Mobomo

Afternoon Half Day: 1pm - 5pm ET

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Message-ID:	<BLAPR09MB6993B93407722CB50F50993196A19@BLAPR09MB6993.namprd09.prod.outlook.com>
Subject:	Re: FW: Drupal GovCon: We're Here to Talk Training...
From:	"Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
MIME-Version:	1.0
In-Reply-To:	<MN2PR09MB53708A05C003B4D19B2217478ADD9@MN2PR09MB5370.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB6993B93407722CB50F50993196A19BLAPR09MB6993namp_"
Comments:	To: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (18 kB) , text/html (58 kB)

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Date:	Tue, 21 Sep 2021 13:23:34 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dwight.Wolkow@TREASURY.GOV
Message-ID:	<D1E78954074549ACB2BA442A3BE52A0C@com.citrix.mail.iOS>
Subject:	Re: FW: Drupal GovCon: We're Here to Talk Training...
From:	Dwight.Wolkow@TREASURY.GOV
MIME-Version:	1.0
In-Reply-To:	<BLAPR09MB6993B93407722CB50F50993196A19@BLAPR09MB6993.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_D1E78954074549ACB2BA442A3BE52A0Ccomcitrixmailios_"
Comments:	To: lisa.wilcox@USDA.GOV
Parts/Attachments:	text/plain (19 kB) , text/html (46 kB)

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Date: September 21, 2021 at 9:13:47 AM EDT
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
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Parts/Attachments:	text/plain (21 kB) , text/html (58 kB)

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Sent: Tuesday, September 21, 2021 9:24 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV; Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
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Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB5370B98475AFBBD0207F54B38AA19MN2PR09MB5370namp_"
Date:	Tue, 21 Sep 2021 18:11:57 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Subject:	FW: Drupal GovCon: Celebrate some Training, Come On!
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID:	<MN2PR09MB5370B98475AFBBD0207F54B38AA19@MN2PR09MB5370.namprd09.prod.outlook.com>
In-Reply-To:	<MN2PR09MB53707472D2220F2BCC2189D38AA19@MN2PR09MB5370.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (15 kB) , text/html (49 kB)

MORE free training. The email below doesn't list all the free training – it only highlights a few. Check out all the free training and the session line up. Drupal GovCon is from 11am – 3pm EDT Oct 13-15th. The conference (and training) is totally free – but you must register for a ticket to attend either the conference, the training, or both.

View this email in your browser

It's a Training Celebration!

We want this to be a great experience for our trainers and attendees. So, **Help Us Out** and ONLY register for training appropriate for your skill level that you will attend. Training class sizes are limited. You will need to sign up for training using the links for each of the training

training using the links for each of the training classes. Again, only sign up for the ONE TRAINING YOU WILL ATTEND.

Please note, you must be registered for Drupal GovCon 2021 and signed in to see the TRAINING PASSWORD, available at the top of the Training page.

Today, we're highlighting Promet Source and Enterprise Knowledge training available this year at virtual Drupal GovCon.

Register for GovCon AND THEN Hopin

You'll need to register for GovCon and Hopin this year

Our primary method for delivering video/screen sharing this year will be through Hopin. After you have registered for an account and ticket on our site, you can then find the link to register for Hopin on your user page.

Registration for Drupal GovCon is **free** and required to access Hopin or take training.

Grab your free ticket

Wednesday, Oct. 13, Morning: 9am - 1pm EDT

Designing user experiences for headless Drupal - Enterprise Knowledge

ENTERPRISE KNOWLEDGE

Headless Drupal enables content distribution from one central authoring point to many front-end user experiences. In this session, Enterprise Knowledge experts will model how to use journey mapping to design these multi-channel user experiences - and how to use semantic technology to achieve them.

Thursday, Oct. 14, Morning: 9am - 1pm EDT

~~Thursday, Oct 14, Morning: 9am - 1pm EDT~~

Drupal 101 - The Essentials - Promet Source

In this course, Rod will help you discover the power of using Drupal for your online presence. You'll discover how to get started, learn the important terminology, and work through (yes this is hands on) a proven site building workflow that will take you from zero to a finished website. Along the way you'll learn about adding features to your Drupal site with modules and how to make your site look great with themes. This workshop is for Drupal beginners. If you've ever wanted to get a hands-on full introduction to Drupal - then this is it!

Last Week to Get your Shirt or Mug in Time for Drupal GovCon

We have great t-shirt designs from Karl Kaufmann. So, what if you could get one of those designs on a new mask, T-shirt or tote before AND after Drupal GovCon? **This year, you can!**

Order today and you can be sipping coffee during a virtual training from your very own Drupal GovCon mug!

Buy DGC Merch

Drupal GovCon, a production of Drupal4Gov, is made possible by our wonderful sponsors and volunteers.
Graciously hosted by the NIH Library.

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ORD Intranet Coordinator
ORD SharePoint Site Collection Administrator
ORD Office of Science Information Management
Drupal4Gov (join us drupal4gov@gmail.com)
202-564-8718
https://intranet.ord.epa.gov/
https://work.epa.gov

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Message-ID:	<MN2PR09MB5370DC5D80805ED493898DEA8AA79@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Fw: Drupal GovCon: 🗣 Let's start Talking Drupal with Our Opening Keynote
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Mon, 27 Sep 2021 13:05:10 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB5370DC5D80805ED493898DEA8AA79MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (17 kB) , text/html (60 kB)

More Drupal GovCon goodness!

View this email in your browser

Content-Type:	multipart/alternative; boundary="_000_SA0PR09MB65553210311E3E62E4C7F50BEBA79SA0PR09MB6555namp_"
Date:	Mon, 27 Sep 2021 15:33:00 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Farmer, Kelly (OCC)" <Kelly.Farmer@VA.GOV>
Subject:	Re: [EXTERNAL] CONTENT-MANAGERS-L Digest - 19 Sep 2021 to 26 Sep 2021 (#2021-67)
From:	"Farmer, Kelly (OCC)" <Kelly.Farmer@VA.GOV>
Message-ID:	<SA0PR09MB65553210311E3E62E4C7F50BEBA79@SA0PR09MB6555.namprd09.prod.outlook.com>
In-Reply-To:	<CONTENT-MANAGERS-L%202109270000023890.4991@LISTSERV.GSA.GOV>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (5 kB) , text/html (16 kB)

Anyone having trouble with the Hopin link for access to the Drupal GovCon training? Is there a workaround?

Thank you,

Kelly Farmer, MA, BS
Web Content Manager
https://www.va.gov/communitycare/

Community Care Transformation
Performance Improvement & Reporting
VHA Office of Community Care (10D)
T: 303.379.9139 | 8am-5pm MST

Please consider the environment before printing this email.
Click here to rate the service you received today.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** CONTENT-MANAGERS-L automatic digest system
Sent: Sunday, September 26, 2021 10:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] CONTENT-MANAGERS-L Digest - 19 Sep 2021 to 26 Sep 2021 (#2021-67)

LISTSERV

CONTENT-MANAGERS-L Digest - 19 Sep 2021 to 26 Sep 2021 (#2021-67)

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- FW: Drupal GovCon: Celebrate some Training, Come On!

1. FW: Drupal GovCon: We're Here to Talk Training...
   - Re: FW: Drupal GovCon: We're Here to Talk Training... (09/21)
     From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>

- Re: FW: Drupal GovCon: We're Here to Talk Training ... (09/21)
  From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
- Re: FW: Drupal GovCon: We're Here to Talk Training ... (09/21)
  From: Dwight.Wolkow@TREASURY.GOV

2. FW: Drupal GovCon: Celebrate some Training, Come On!
   - FW: Drupal GovCon: Celebrate some Training, Come On! (09/21)
     From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>

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Message-ID:	<BLAPR09MB64689A705A350F19B5CBE169FDA79@BLAPR09MB6468.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Claiming Businesses on Google
From:	"Johnson, Deron M" <deron_m_johnson@IOS.DOI.GOV>
Date:	Mon, 27 Sep 2021 20:33:31 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB64689A705A350F19B5CBE169FDA79BLAPR09MB6468namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Johnson, Deron M" <deron_m_johnson@IOS.DOI.GOV>
Parts/Attachments:	text/plain (3440 bytes) , text/html (9 kB)

Greetinga all,

I received this request form one of our Bureaus and because I've never attempted to claim a business, I wanted to know if any of you have and if you have any advice:

Quick question: Do you know if any other bureaus have had trouble claiming businesses on Google? We're having a devil of a time, mainly because national parks don't have a means of being claimed! Only landmarks in the parks, and even with those, it's almost impossible bc

1. *we can't use our gov addresses since that incurs a charge and*
2. *their requirements make it rather difficult (e.g., you must use a telephone number that a person answers to claim it, and once that person answers, then that is the number listed with the landmark....but often that isn't the number for the public to use (which are sometimes phone trees, but you can't change the number or you lose ownership).*
3. *I'd love to chat with someone who has navigated this maze, or if no one else has faced this.*

Any insight would be helpful.

Cheers,

DeRon M. Johnson
DOI Web Manager
Office of the Secretary
Office of Communication
U.S. Department of the Interior
1849 C Street, NW 6228
Washington, DC 20240
202.208.3687: Direct
(b) (6) Mobile
deron_m_johnson@ios.doi.gov
AWS last Friday of pay period.

Drupal questions? Perhaps these tips can help. If not, give me a call!
Drupal Training First Thursday of every month.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Sep 2021 01:23:05 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) IOWA.GOV>
Message-ID:	<CAKrD=QO1xu5+p7Hc-qmBFPYOOsFkBPd+vg1Z8DKfL0bY=QCV4Q@mail.gmail.com>
Subject:	Re: Claiming Businesses on Google
From:	"(b) (6) <(b) (6) IOWA.GOV>
Content-Type:	multipart/alternative; boundary="0000000000003bbb2005cd0841b3"
In-Reply-To:	<BLAPR09MB64689A705A350F19B5CBE169FDA79@BLAPR09MB6468.namprd09.prod.outlook.com>
MIME-Version:	1.0
Comments:	To: "Johnson, Deron M" <deron_m_johnson@ios.doi.gov>
Parts/Attachments:	text/plain (4 kB) , text/html (13 kB)

I did bulk verification and worked with a Google My Business staff contact. They keep changing their support environment so I'm not certain if you can still get to a live person to help with the bulk verification. I manage over 500 profiles and have trained 60+ Iowa park rangers on Google My Business and would be glad to help.

On Mon, Sep 27, 2021 at 3:40 PM Johnson, Deron M <000008ece187958a-dmarc-request@listserv.gsa.gov> wrote:

> Greetinga all,

Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Sep 2021 09:49:24 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) IOWA.GOV>
Message-ID:	<CAKrD=QM59gpRUkjaHcJKU07xfcG0M6ON-X-bBBHE97UBNQgksA@mail.gmail.com>
Subject:	Re: Claiming Businesses on Google
From:	"(b) (6) <(b) (6) IOWA.GOV>
Content-Type:	multipart/related; boundary="000000000000fd25f705cd0f537e"
In-Reply-To:	<684CBFB5-F812-49ED-B610-6E7BDB7ADFF0@state.mn.us>
MIME-Version:	1.0
Comments:	To: "Lanahan-Lahti, Kimberly (DNR)" <kimberly.lanahan-lahti@state.mn.us>
Parts/Attachments:	text/plain (10 kB) , text/html (27 kB) , image001.png (10 kB)

I have scheduled a Google Meet for Friday October 1st from 1:30 to 2:30 CDT for anyone who has Google My Business questions and wants to see a demonstration of working through Bulk Verification.

https://meet.google.com/dxf-rpfx-uhg?authuser=0&hs=122

On Tue, Sep 28, 2021 at 6:52 AM (b) (6) @state.mn.us> wrote:

> I would also love to know how to work with Google. We have had difficulty claiming state forests. They have no address and no person which adds to the problem. Yet somehow Google displays their location in their Google Maps applications. I would really love to here if anyone has been able to update landmark locations and correct to pop-up window information.

(b) (6) CPACC

Web Content Coordinator | Division of Forestry

Minnesota Department of Natural Resources

500 Lafayette Rd, St. Paul, MN 55155-4044

Phone: 651-259-5293

Email: (b) (6) @state.mn.us

mndnr.gov

C[redacted]rs <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "[redacted] <(b) (6) IOWA.GOV>
To: [redacted]agers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "[redacted] <(b) (6) IOWA.GOV>
Date: Tuesday, September 28, 2021 at 1:31 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Claiming Businesses on Google

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I did bulk verification and worked with a Google My Business staff contact. They keep changing their support environment so I'm not certain if you can still get to a live person to help with the bulk verification. I manage over 500 profiles and have trained 60+ Iowa park rangers on Google My Business and would be glad to help.

On Mon, Sep 27, 2021 at 3:40 PM Johnson, Deron M <000008ece187958a-dmarc-request@listserv.gsa.gov> wrote:

> Greetinga all,
>
> I received this request form one of our Bureaus and because I've never attempted to claim a business, I wanted to know if any of you have and if you have any advice:
>
> *Quick question: Do you know if any other bureaus have had trouble claiming businesses on Google? We're having a devil of a time, mainly because national parks don't have a means of being claimed! Only landmarks in the parks, and even with those, it's almost impossible bc*
>
> 1. *we can't use our gov addresses since that incurs a charge and*
> 2. *their requirements make it rather difficult (e.g., you must use a telephone number that a person answers to claim it, and once that person answers, then that is the number listed with the landmark....but often that isn't the number for the public to use (which are sometimes phone trees, but you can't change the number or you lose ownership).*
> 3. *I'd love to chat with someone who has navigated this maze, or if no one else has faced this.*
>
> Any insight would be helpful.
>
> Cheers,
>
> [redacted]

DeRon M. Johnson

DOI Web Manager

Office of the Secretary

Office of Communication

U.S. Department of the Interior

1849 C Street, NW 6228

Washington, DC 20240

202.208.3687: Direct

(b) (6) Mobile

deron_m_johnson@ios.doi.gov

AWS last Friday of pay period.

Drupal questions? Perhaps these tips can help. If not, give me a call!

Drupal Training First Thursday of every month.

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(b) (6)
Pronouns: She/Her/Hers

Pronouns: She/Her/Hers
eGovernment Services Coordinator
200 E. Grand Avenue | Des Moines, IA 50309
515-201-9781
ocio.iowa.gov

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https://digital.gov/communities/manage-your-subscription/

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(b) (6)
Pronouns: She/Her/Hers

Message-ID:	<BLAPR09MB7412729B1C479D35917BF61B81A89@BLAPR09MB7412.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Seeking volunteers to try out our manual accessibility audit (MacBook, iPhone)
From:	"Kim, Sonna (CFPB)" <Sonna.Kim@CFPB.GOV>
Date:	Tue, 28 Sep 2021 16:48:10 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB7412729B1C479D35917BF61B81A89BLAPR09MB7412namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Kim, Sonna (CFPB)" <Sonna.Kim@CFPB.GOV>
Parts/Attachments:	text/plain (1705 bytes) , text/html (5 kB)

Hello list,

The Design and Development team at the CFPB has created a manual accessibility audit to evaluate web pages for Section 508 compliance. We're looking to open source this audit, but before we do so, we would love to have folks on this list try it out and provide us their feedback.

The audit is currently written for use with a MacBook with Microsoft Office installed and an iPhone, reflecting the tools our team has at hand. I'm guessing most on this list are PC-based, but —if you *are* equipped with a Mac with Microsoft Office installed and/or an iPhone, and would be willing to try this audit out and provide feedback, please email me at sonna.kim@cfpb.gov.

(Note that this is a cross-post from the 508 listserv.)

Thank you!
Sonna Kim
Senior UX Designer
Consumer Financial Protection Bureau

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Message-ID:	<DM8PR11MB56858FB19BE30A8740777B2291A99@DM8PR11MB5685.namprd11.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Job Announcement: Web Content Developer (GS-11/12)
From:	Mathieson James <james.mathieson@NTSB.GOV>
Date:	Wed, 29 Sep 2021 14:01:41 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM8PR11MB56858FB19BE30A8740777B2291A99DM8PR11MB5685namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mathieson James <james.mathieson@NTSB.GOV>
Parts/Attachments:	text/plain (2106 bytes) , text/html (5 kB)

(apologies in advance if you get multiple emails from cross-posting the lists)
(Now with 100% more actual links…)

Come work with my team on the new ntsb.gov! We've just announced this new position in my shop to support the website and future web enhancements. Please check it out and send it out to any of your colleagues and networks you think will be interested. Feel free to contact me directly with any questions.

https://www.usajobs.gov/GetJob/ViewDetails/615707100

Cheers,
James

James Mathieson
Chief, Digital Services
Office of Safety Recommendations & Communications
National Transportation Safety Board

Office: 202-314-6183
Mobile: (b) (6)

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Message-ID:	<CAJjx_Sd7USEeJeXzRgnkMXKTtLv0NejFDAub81RE0RL4DT=bbQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Digital Meets Culture: Getting Your Culture in Line With Your Digital Strategy
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Wed, 29 Sep 2021 14:03:43 -0400
Content-Type:	multipart/alternative; boundary="000000000000b7aad705cd262801"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (2126 bytes) , text/html (6 kB)

Hello Web Managers,

We're excited to distribute a recap of the July Digital.gov and Web Managers Community panel featuring federal leaders who discussed ways to help teams navigate organizational culture change.

Visit the link below to learn more.
https://digital.gov/2021/09/28/digital-meets-culture-getting-your-culture-in-line-with-your-digital-strategy/

Thanks,

_____

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Technology Transformation Services (TTS)
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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Wed, 29 Sep 2021 14:11:00 -0400
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>
Subject: Follow USAGov en Español's Hispanic Heritage Month Campaign!
MIME-Version: 1.0
Message-ID: <CABuLVEZ0q7nGB65_os99TRi3=yWOj0KV5v0QB83Kk0=yxcLikA@mail.gmail.com>
Content-Type: multipart/alternative; boundary="0000000000048268405cd264681"
From: Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>
Comments: cc: Digital Gov <digitalgov@gsa.gov>
Parts/Attachments: text/plain (4 kB) , text/html (18 kB)

Good afternoon, Content Managers!

Apologies if you've received this on another listserv already today. The USAGov outreach team would like to share more about a public engagement campaign launched in September: Hispanic Heritage Month (HHM)!

USAGov en Español kicked off HHM on Wednesday, September 15 and will run through October 15, 2021.

This year, USAGov en Español is highlighting and working directly with federal agencies that provide authoritative information about programs and services in Spanish and supporting the Spanish-speaking community during a multi-channel HHM campaign.

We are promoting the information agencies provide in Spanish on our @USAGovespanol social media and email marketing channels, and creating original content for our bilingual website. In case you missed it: there's still time to go along with the campaign.

- Follow #TuGobiernoEnEspañol across social media.
- Join in with your own messages or retweet and share from agency accounts.
- Follow @USAGovespanol on Twitter and Facebook, and through featured content on USA.gov.

We encourage partners with both English and Spanish language accounts to retweet and share from the hashtag #TuGobiernoEnEspañol throughout the month-long campaign!

More information about and examples from this campaign so far:
GSA.gov News Release

- GSA Hispanic Heritage Month News Release

Articles on USA.gov in English/Spanish

Articles on USA.gov in English/Spanish

- What Information and Services Does the U.S. Government Offer in Spanish?
- Conozca la información que el Gobierno de EE. UU. ofrece en español
- 20 sitios web del Gobierno de Estados Unidos en español que debe conocer

Sample social media and emails from the first weeks of HHM

- Infórmese con fuentes oficiales del Gobierno y proteja su dinero - email
- @USAGovespanol tweet about growing Hispanic population in the U.S.
- @USAGovespanol Facebook post about CuidadodeSalud.gov
- @USAGov Instagram post introducing Hispanic Heritage Month

Any questions or comments, please contact us at usamarketing@gsa.gov.

Thank you for the support and looking forward to hearing from you during HHM!

Claire on behalf of USAGov outreach

--

Claire Loxsom
Senior Program Analyst, USAGov Outreach (She/Her)
Gen[redacted] Administration, Technology Transformation Services
M: (b) (6)
Interested in more? Subscribe to USAGov emails or partner with us!

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Content-Type:	multipart/related; boundary="_004_CO6PR09MB87416FA17ABB7ABCEDD475ACADAA9CO6PR09MB8741namp_"; type="multipart/alternative"
Date:	Thu, 30 Sep 2021 18:51:18 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Subject:	Issue with Max.gov TFA + Proposed Solution
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Message-ID:	<CO6PR09MB87416FA17ABB7ABCEDD475ACADAA9@CO6PR09MB8741.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: "WEB-COUNCIL@LISTSERV.GSA.GOV" <WEB-COUNCIL@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (8 kB) , text/html (7 kB) , image001.jpg (8 kB)

Afternoon all -

DHS has had issues logging into applications that use Max.gov for two-factor authentication (TFA) today. Biggest one was being locked out of GovDelivery. Took us a bit, but we managed to track down the solution. Depending on how your agencies handle Certificate Authority updates, you guys might be in the same boat.

Message from MAX support is below.

v/r

(b) (6), (b) (7)(C)

Hello,

After additional investigation, our team has identified the cause of the PIV/CAC login issue. A new Certificate Authority (CA) was completed for MAX.gov applications today. On most user systems this new CA was automatically installed, however many agencies have disabled automatic CA updates, and some of those agencies have not manually installed the new CA.

To resolve this issue, please notify your agency's helpdesk and ask them to install the new “ISRG Root X1” CA in your “Trusted Root Certification Authorities” list.

A copy of the new CA can be obtained from: https://letsencrypt.org/certs/isrgrootx1.pem
Additional information can be found at: https://letsencrypt.org/docs/certificate-compatibility/

If your agency’s helpdesk require assistance please have them email us directly at maxsupport@max.gov. We will be more than happy to assistance them if need.

You can provide additional information or communicate with us at any time by replying to this email.

Thank you for using MAX.gov.

Jacobo Hernandez(OMB,Ctr)
The MAX Support Team
maxsupport@max.gov
202-395-6860

202-395-6860

Matthew T. Harmon — **U.S. Department of Homeland Security**

Office of Public Affairs
Director of Web Communications

(Voice) 202-447-4617
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) hq.dhs.gov

Homeland Security

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Message-ID:	<MN2PR09MB5370F6246424F1724F1718438AAA9@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	FW: Drupal GovCon: 🗣 Closing Keynote: Kanika Watson, FDA Public Affairs
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Thu, 30 Sep 2021 21:16:31 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB5370F6246424F1724F1718438AAA9MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (15 kB) , text/html (57 kB)

View this email in your browser

Featured Sponsor: Evolving Web

Evolving Web is excited to sponsor, present and train at Drupal GovCon 2021! At Evolving Web, we help our clients make a difference in the world by providing end-to-end services to launch and maintain a successful website. Until we see each other in October, don't forget to:

- Visit our website to learn about our latest projects, like the POWERFUL portal for provincial travel we built for Tourisme Quebec and the redesign of the Yukon Courts website.
- Learn more about our upcoming Drupal training opportunities, specially designed for content editors, front-end and back-end developers.

Closing Keynote: October 15, 1pm EDT to 2pm EDT

Tomorrow's Digital

Speaker: Kanika Watson, Director, Public Affairs FDA

Kanika M. Watson is a strategic communications advisor and leader skilled in the design and execution of award-winning programs and campaigns. A big-picture strategist with 20 years of experience, Kanika builds and delivers strategic communications infrastructure, programs and high-performing teams to advance leading priorities for the federal government, higher-education institutions, non-profit organizations and corporations.

As the director for Public Affairs at the U.S. Food and Drug Administration (FDA), Kanika provides executive direction and oversight for the agency's community stakeholder engagement, integrated communications, and digital-first storytelling initiatives. Drawing on her award-winning national network of public affairs experts stationed in cities across the country, Kanika's team serves as the agency's boots-on-ground communicators, partnering with leading organizations and engaging consumers, local media and other stakeholders on the agency's most critical public health issues including COVID-19. In addition, Kanika and her leadership team provide authoritative public affairs advice to agency senior executives, leveraging the team's global reach and local expertise to engage multicultural audiences, build public trust and solve for the challenges of today.

Kanika holds a master's degree from the University of Maryland at College Park's School of Public Policy and a bachelor's degree from Howard University. She currently lives in Maryland with her husband and seven-year-old son.

And Now This...

Make a Donation to the James King Memorial

Make a Donation to the James King Memorial Scholarship

Every year, we offer travel awards to help defray costs for folks from all over the world to attend Drupal GovCon in person. This year, we're accepting donations to increase our ability to bring attendees to Drupal GovCon 2022. Giving to the travel award is a great way to pay it forward and make it possible to open Drupal GovCon to many more people. It is also a great way to honor James King and his work building the Drupal4Gov community.

DONATE

Register for GovCon AND THEN Hopin

You'll need to register for GovCon and Hopin this year

Our primary method for delivering video/screen sharing this year will be through Hopin. After you have registered for an account and ticket on our site, you can then find the link to register ***for Hopin*** on your user page.

⚡ **NOTE:** Registration for Drupal GovCon is **free and required** to access Hopin or take training.

Grab your free ticket

Volunteer at DGC!

Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees navigate the online sessions to zoom room monitoring. You also get the benefit of meeting new people, and hopefully - new friends. Plus, we can't do this without you! So, dust off those clicking fingers

and join in the fun as a VOLUNTEER!

Volunteer

Schedule Your Birds of a Feather Sessions

A Birds of a Feather session (BoF for short) is an informal, fun gathering to discuss a shared interest or identity. Potential topics could include Drupal and Nonprofits, Webform, Anime or whatever's on your mind.

Ready to schedule a BoF?

Oct 13 (Wed) BoF Scheduling

Oct 14 (Thur) BoF Scheduling

Oct 15 (Fri) BoF Scheduling

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Graciously hosted by the NIH Library.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

Jessica Dearie
Skills Marketplace to OWC for Intranet Modernization Project
ORD Intranet Coordinator
ORD SharePoint Site Collection Administrator
ORD Office of Science Information Management
Drupal4Gov (join us drupal4gov@gmail.com)

202-564-8718
https://intranet.ord.epa.gov/
https://work.epa.gov

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https://digital.gov/communities/manage-your-subscription/

Message-ID:	<MN2PR09MB53700D13336C46A7256DAF5C8AAE9@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Drupal GovCon: 🗣 Calling all Technical Writers, let's BoF!
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Mon, 4 Oct 2021 15:38:09 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB53700D13336C46A7256DAF5C8AAE9MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (14 kB) , text/html (52 kB)

More Drupal GovCon goodness! If you haven't registered yet – what are you waiting for?? **Grab your free ticket!**

View this email in your browser

Featured Sponsor: CivicActions

CivicActions

CivicActions is a growing firm that uses open source technology and thoughtful design to help the government deliver better public service.

Our work impacts more than 300 million Americans. We've helped veterans get healthcare by designing intuitive interfaces. We've advanced adult literacy through a platform for 40,000 educators. We've connected scientists to research funding by modernizing their search system. We've empowered senior citizens to better navigate insurance options through human-centered

design.

And all of this has been done in the name of serving the greater good. We're also proud to say that:

- Drupal is in our DNA and we've been community leaders since its inception.
- We're co-maintainers of the U.S. Web Design System Drupal base theme.
- We've been named to GovTech 100 list five years in a row, from 2017 to 2021
- Our culture is built on openness, authenticity, and appreciation.

And, we're hiring for several roles. **Check out all our open positions!**

Let's showcase a Birds of a Feather session...

Join Carolyn Klinger for a discussion with Technical Writers and Librarians at Noon Friday, October 15th, right before the keynote. Join in this BoF if you are working to create user guides or other technical documentation. We'll discuss knowledge bases in Drupal, technical documentation and creating a Drupal Gov technical writer community.

So, come on out and meet some other technical writers or librarians on October 15th at noon.

So Now, Let's Schedule Your Birds of a Feather Session!

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Oct 13 (Wed) BoF Scheduling

Oct 14 (Thur) BoF Scheduling

Oct 15 (Fri) BoF Scheduling

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Volunteer

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Message-ID:	<5c55d32d92f54086b6e151ee7af7dc84@gao.gov>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	New IT Specialist (Drupal Developer) Position at GAO
From:	"Gates, Laura A" <GatesL@GAO.GOV>
Date:	Tue, 5 Oct 2021 15:52:22 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_5c55d32d92f54086b6e151ee7af7dc84gaogov_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gates, Laura A" <GatesL@GAO.GOV>
Parts/Attachments:	text/plain (1578 bytes) , text/html (6 kB)

Greetings Everyone,

GAO's Information Systems & Technology Services, Web Services Group is excited to announce the addition of a new IT Specialist (Drupal Developer) to our team. This is a PT 3 (GS-13+) position working on https://www.gao.gov/ and other GAO websites. The position will open tomorrow, 10/5/2021, on USAJobs:

- **Public Posting** - https://www.usajobs.gov/GetJob/ViewDetails/616432800
- **Federal Service/ Merit Promotion** - https://www.usajobs.gov/GetJob/ViewDetails/616432300

We hope qualified candidates will consider joining our growing team!

Kind Regards,
Laura

Laura Gates
IT Specialist
Information Systems & Technology Services
Web Services Group
U.S. Government Accountability Office

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Message-ID:	<MN2PR09MB537030DB05664FBEF8BF79808AB19@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Last Days to Register for Drupal GovCon
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Thu, 7 Oct 2021 15:30:28 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB537030DB05664FBEF8BF79808AB19MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (12 kB) , text/html (50 kB)

Don’t miss out – get your ticket for Drupal GovCon! Sessions and training are next week.

View this email in your browser

Featured Sponsor: IQ Solutions

We at IQ Solutions are thrilled to sponsor DrupalGovCon for yet another year. We believe this annual opportunity to gather as a community of Drupal specialists, the exchange of thoughtful conversations and best practices, ultimately advances the mission of our government clients.

For over 28 years, IQ Solutions has been a leader in digital solutions to public health challenges.

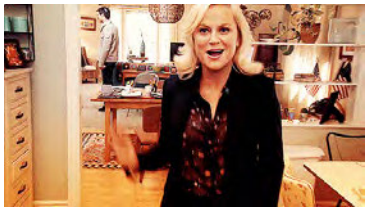
Some of our services include:

Some of our services include:

- Architecting highly secure websites with hosting solutions that are FedRamp certified.
- Building Drupal Content management systems with complex custom features and functionality, including E-commerce for some of the largest Federal websites.
- Producing responsive, cross device and multi-channel solutions, including Voice, SMS, Mobile and Web.

Join us in our Hopin Booth to visit about your needs or our Drupal approach. See you at DrupalGovCon 2021!!

It's That Time!! Ready? Set? Volunteer!!



It's time to make Drupal GovCon amazing and we can only do that with you. Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees navigate the online sessions to Hopin room monitoring. You also get the benefit of meeting new people, and hopefully - new friends.

Visit the Drupal GovCon Volunteer page to find information on Volunteer Roles and to add yourself to this year's volunteer schedule. Pick the days and times that work best for you.

We can't do this without you!

Volunteer

Don't Forget to Register for Hopin to Attend

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Grab your free ticket

Remember to:

Schedule Your Birds of a Feather Sessions

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Oct 13 (Wed) BoF Scheduling

Oct 14 (Thur) BoF Scheduling

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 7 Oct 2021 21:39:29 -0400
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Subject:	2021 IAAF - Have You Registered Yet?
MIME-Version:	1.0
Message-ID:	<CAO3+-Ow1aCms6WNoD2GV9zy9+9-aTvAJ4e_dzS1QeXWNxT6-Bw@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="000000000000ce5b0c05cdcd7400"
From:	Section 508 <Section.508@GSA.GOV>
Comments:	To: "SEC508ITAC@LISTSERV.GSA.GOV" <sec508itac@listserv.gsa.gov>, mobilegov@listserv.gsa.gov, ux-cop@listserv.gsa.gov
Parts/Attachments:	text/plain (4 kB) , text/html (15 kB)

2021 Annual Interagency Accessibility Forum

October 7th, 2021 - Please join us for the virtual 2021 Annual Interagency Accessibility Forum this October 12-14.

Attendees of this year's IAAF will hear presentations and panel discussions that will focus on accessibility as a foundation for inclusion, diversity, and equity within the federal government. In addition, the Forum will include virtual exhibitions by accessibility consultants and IT companies with accessibility products and services that support those with disabilities. See the IAAF 2021 agenda for the full list of events.

Save Your Seat

When: October 12-14, 2021; from 12:00 PM - 4:00 PM ET

Where: Virtual - Note that the event will be recorded for reuse and archiving

Who: There is something for everyone - contracting officials, business analysts, project managers, developers, testers, content creators, Section 508 Program Managers, and members of agency management and leadership

How: Register Today!

For full event and registration information, including the Forum agenda visit

For full event and registration information, including the Forum agenda visit Section508.gov/IAAF.

Speakers and Additional IAAF Information

IAAF 2021 has an excellent lineup of speakers, presenters and panelists including:

- **Senator Tammy Duckworth** - U.S.Senator Tammy Duckworth is an Iraq War Veteran, Purple Heart recipient and former Assistant Secretary of the U.S. Department of Veterans Affairs who was among the first handful of Army women to fly combat missions during Operation Iraqi Freedom. Sen. Duckworth served in the Reserve Forces for 23 years before retiring at the rank of Lieutenant Colonel in 2014. She was elected to the U.S. Senate in 2016 after representing Illinois's Eighth Congressional District in the U.S. House of Representatives for two terms.
- **Judy Huemann** - Ms. Heumann has been referred to as the "mother of disability rights" and the major force behind getting Congress to sign Section 504 of the Rehabilitation Act, the first U.S. federal civil rights protection for people with disabilities. She is a lifelong advocate for the rights of disabled people and an internationally recognized leader in the disability rights community. Judy was featured on The Trevor Noah Show, award-winning documentary film "Crip Camp: A Disability Revolution is a 2020 American," and many other documentary films and television specials.
- **Whitney Quesenbery** - Ms. Quesenbery is the Director of the Center for Civic Design. Whitney is passionate about making interactions with government effective and enjoyable, bringing design literacy to elections and other government workers, and is on a mission to ensure voter intent through design. She combines a fascination with people and an obsession to communicate clearly with her goal of usable accessibility for all.

The 2021 Interagency Accessibility Forum (IAAF) is sponsored by the Federal Chief Information Officer Council's (Federal CIO Council) Accessibility Community of Practice (ACOP) and hosted by the Government-wide IT Accessibility Program from the Office of Government-wide Policy (OGP) of the General Services Administration (GSA), the Department of Health and Human Services (HHS), the Department of Labor (DOL), and the Merit Service Protection Board (MSPB), in partnership with other federal agencies.

Note: Reference in this conference program to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of attendees, and does not constitute

Message-ID:	<CAJjx_ScRy3H3+tAgwrHOJ0iu35Q86B6ZWniOK1NH9tMrsW2Uqw@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Join us for an event on October 14, 2-3 pm ET! How To Best Connect With Your Spanish-speaking Audience During an Emergency
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Fri, 8 Oct 2021 11:00:00 -0400
Content-Type:	multipart/alternative; boundary="0000000000003c98cd05cdd8a8a1"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (2149 bytes) , text/html (7 kB)

Join the Multilingual Community of Practice for an exciting virtual event to celebrate Hispanic Heritage Month on Thursday, October 14, 2-3 pm, ET. After an introduction from community leads Fedora Braverman and Laura Godfrey, there will be a panel discussion with experts from different agencies who will share how they've used social media to reach Hispanic/Latinx audiences during emergencies and COVID-19. You'll have a chance to be a part of the conversation by asking questions to the panelists. We hope to see you there!

Register here to join us!

_____

Digital.gov
Technology Transformation Services (TTS)
U.S. General Services Administration (GSA)

News, Events, Resources, Communities, Tools & Services
Facebook, Twitter, YouTube, Newsletter

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 12 Oct 2021 09:27:28 -0400
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Message-ID:	<CAO3+-OwV_kqa6E=Xq1V=0x308khnM5M-cc8mtVDNHzKJugpruw@mail.gmail.com>
Subject:	IT'S HERE! 2021 IAAF - TODAY thru October 14th Have You Registered Yet?
From:	Section 508 <Section.508@GSA.GOV>
Content-Type:	multipart/alternative; boundary="00000000000024ee8005ce27d019"
In-Reply-To:	<CAO3+-Ow1aCms6WNoD2GV9zy9+9-aTvAJ4e_dzS1QeXWNxT6-Bw@mail.gmail.com>
MIME-Version:	1.0
Comments:	To: "SEC508ITAC@LISTSERV.GSA.GOV" <sec508itac@listserv.gsa.gov>, mobilegov@listserv.gsa.gov, ux-cop@listserv.gsa.gov
Parts/Attachments:	text/plain (4 kB) , text/html (15 kB)

2021 Annual Interagency Accessibility Forum

October 12th, 2021 - Please join us for the virtual 2021 Annual Interagency Accessibility Forum this October 12-14.

Attendees of this year's IAAF will hear presentations and panel discussions that will focus on accessibility as a foundation for inclusion, diversity, and equity within the federal government. In addition, the Forum will include virtual exhibitions by accessibility consultants and IT companies with accessibility products and services that support those with disabilities. See the IAAF 2021 agenda for the full list of events.

Save Your Seat

When: October 12-14, 2021; from **12:00 PM - 4:00 PM ET**

Where: Virtual - Note that the event will be recorded for reuse and archiving

Who: There is something for everyone - contracting officials, business analysts, project managers, developers, testers, content creators, Section 508 Program Managers, and members of agency management and leadership

How: Register Today!

For full event and registration information, including the Forum agenda visit Section508.gov/IAAF.

Speakers and Additional IAAF Information

IAAF 2021 has an excellent lineup of speakers, presenters and panelists including:

- **Senator Tammy Duckworth** - U.S.Senator Tammy Duckworth is an Iraq War Veteran, Purple Heart recipient and former Assistant Secretary of the U.S. Department of Veterans Affairs who was among the first handful of Army women to fly combat missions during Operation Iraqi Freedom. Sen. Duckworth served in the Reserve Forces for 23 years before retiring at the rank of Lieutenant Colonel in 2014. She was elected to the U.S. Senate in 2016 after representing Illinois's Eighth Congressional District in the U.S. House of Representatives for two terms.
- **Judy Huemann** - Ms. Heumann has been referred to as the "mother of disability rights" and the major force behind getting Congress to sign Section 504 of the Rehabilitation Act, the first U.S. federal civil rights protection for people with disabilities. She is a lifelong advocate for the rights of disabled people and an internationally recognized leader in the disability rights community. Judy was featured on The Trevor Noah Show, award-winning documentary film "Crip Camp: A Disability Revolution is a 2020 American," and many other documentary films and television specials.
- **Whitney Quesenbery** - Ms. Quesenbery is the Director of the Center for Civic Design. Whitney is passionate about making interactions with government effective and enjoyable, bringing design literacy to elections and other government workers, and is on a mission to ensure voter intent through design. She combines a fascination with people and an obsession to communicate clearly with her goal of usable accessibility for all.

The 2021 Interagency Accessibility Forum (IAAF) is sponsored by the Federal Chief Information Officer Council's (Federal CIO Council) Accessibility Community of Practice (ACOP) and hosted by the Government-wide IT Accessibility Program from the Office of Government-wide Policy (OGP) of the General Services Administration (GSA), the Department of Health and Human Services (HHS), the Department of Labor (DOL), and

Department of Health and Human Services (HHS), the Department of Labor (DOL), and the Merit Service Protection Board (MSPB), in partnership with other federal agencies.

Note: Reference in this conference program to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of attendees, and does not constitute endorsement, recommendation, or favoring by the U.S. General Services Administration or the Federal Government.

Message-ID:	<MN2PR09MB53703FF65AA4F18BCA7C8E4A8AB69@MN2PR09MB5370.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	FW: Drupal GovCon: Last Chance for Training
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Date:	Tue, 12 Oct 2021 15:44:57 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB53703FF65AA4F18BCA7C8E4A8AB69MN2PR09MB5370namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Parts/Attachments:	text/plain (16 kB) , text/html (64 kB)

MORE Free training! Drupal GovCon is this week. Don't miss out.

View this email in your browser

Training Last Chance!

Wednesday, Oct. 13, Morning: 9am - 1pm EDT

ACQUIA
EXPERIENCE DIGITAL FREEDOM

Crash Course on Content Assembly for Drupal Sites

Drupal provides all the tools you need to create a website or web application, but often people run into problems by taking approaches that may sound good on the surface, but can cause problems later. Over time, Drupal site builders and architects learn how to avoid these problems, but usually the hard way.

In this session, you will get a crash course in Drupal architecture & assembly models. We will discuss content and data models at a high level before diving into multiple assembly methods including core blocks, Paragraphs, Layout Builder, Gutenberg, and Acquia Site Studio.You will learn the pros and cons of each approach, what the best practices are, and how to know which methods are the best.

Don't learn the hard way! After joining this session you will have the tools you need to confidently make great decisions on how to build your next project.

Tickets for Content Assembly

Wednesday, Oct. 13, Afternoon: 1pm - 5pm EDT

Deep Dive: Getting the Most out of Drupal Core

Drupal 9 now has even more core functionality than any other previous version - entities, menus, views, taxonomy, layouts, etc. In fact, it is so useful, that you can do most of what you need without needing any extra modules!

Join us as we dive deeply into Drupal core, and reveal some of the more advanced, powerful and arcane features that are available. We will explore these features together as we look at the practical applications. We will also reserve time for a large group discussion, so bring your questions.

Drupal is the "original" low code framework. With the right information, you can do far more than most people realize.

Tickets for Getting More from Drupal Core

Register for GovCon AND THEN Hopin

You'll need to register for GovCon and Hopin this year

Our primary method for delivering video/screen sharing this year will be through Hopin. After you have registered for an account and ticket on our site, you can then find the link to register ***for Hopin*** on your user page.

NOTE: Registration for Drupal GovCon is **free and required** to access Hopin or take training.

Grab your free ticket

Thank You to Our Sponsor: Pantheon

As proud sponsors, Pantheon would like to thank all of the dedicated community volunteers that have worked so hard to bring Drupal GovCon to life. We hope you're as excited as we are to attend!

With Pantheon, you get the fastest Drupal performance in the industry, powerful developer tools, automated workflows and enterprise-grade security.

Ready to level up your Drupal development?

Here's what's possible with Drupal 9 and Pantheon:

- Fewer merge conflicts, smaller repos, and a cleaner workflow with Pantheon's Integrated Composer
- Powerful APIs for flexibility and integration options
- Backward compatibility, making future version upgrades easier
- Access to a predictable, reliable pattern of upgrades which deliver new features, keeping your site on the cutting edge

Learn more or get started for free today! See you all at Drupal GovCon.
The Pantheon Team

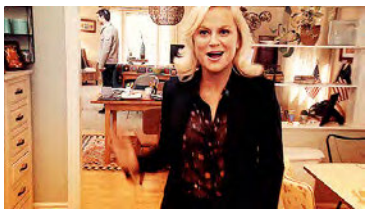
Need a Drupal GovCon Mug or Shirt?

We have great t-shirt designs from Karl Kaufmann. So, what if you could get one of those designs on a new mask, T-shirt or tote before AND after Drupal GovCon? Well, we got you!

Order today and you can be sipping coffee during our next webinar from your very own Drupal GovCon Mug.

Buy DGC Merch

Volunteer at DGC!



Volunteers are an important part of Drupal GovCon, and they do a variety of activities, from assisting attendees navigate the online sessions to Hopin room monitoring. You also get the benefit of meeting new people, and hopefully - new friends. Plus, we can't do this without you!

Visit the Drupal GovCon Volunteer page to find information on Volunteer Roles and to add yourself to this year's volunteer schedule. Pick the days and times that work best for you.

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Volunteer

Schedule Your Birds of a Feather Sessions

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Ready to schedule a BoF?

Oct 13 (Wed) BoF Scheduling

Oct 14 (Thur) BoF Scheduling

Oct 15 (Fri) BoF Scheduling

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Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Sullivan, Madeline" <Madeline.Sullivan@ED.GOV>
Subject:	FW: 🚨 Last Days to Register for Drupal GovCon
From:	"Sullivan, Madeline" <Madeline.Sullivan@ED.GOV>
Message-ID:	<SA0PR09MB6764154B2373218F9FEFF39990B69@SA0PR09MB6764.namprd09.prod.outlook.com>
In-Reply-To:	<MN2PR09MB537030DB05664FBEF8BF79808AB19@MN2PR09MB5370.namprd09.prod.outlook.com>
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signoff

Madeline Sullivan (she/her/hers)
U.S. Department of Education
Office of Safe and Supportive Schools (OSSS)
400 Maryland Avenue, SW ~ 3E 332
Washington, DC 20202-6110

Phone: 202-453-6705 Fax: (202) 453-6742

READINESS AND EMERGENCY MANAGEMENT FOR SCHOOLS
REMS
TECHNICAL ASSISTANCE CENTER

Visit our Website: https://rems.ed.gov
Sign up for our listserv: info@remstacenter.org
Follow us on Twitter: @remstacenter

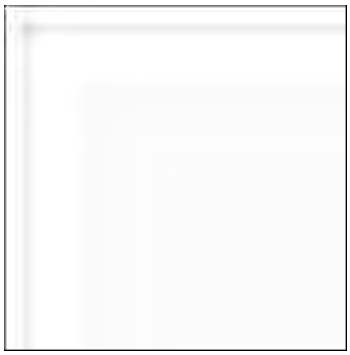
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Dearie, Jessica
Sent: Thursday, October 7, 2021 11:30 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] 🚨 Last Days to Register for Drupal GovCon

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Don’t miss out – get your ticket for Drupal GovCon! Sessions and training are next week.

View this email in your browser

Featured Sponsor: IQ Solutions



We at IQ Solutions are thrilled to sponsor DrupalGovCon for yet another year. We believe this annual opportunity to gather as a community of Drupal specialists, the exchange of thoughtful conversations and best practices, ultimately advances the mission of our government clients.

For over 28 years, IQ Solutions has been a leader in digital solutions to public health challenges.

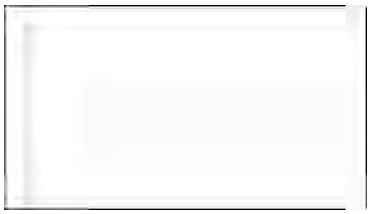
Some of our services include:

- Architecting highly secure websites with hosting solutions that are FedRamp certified.
- Building Drupal Content management systems with complex custom features and functionality, including E-commerce for some of the largest

Federal websites.
- Producing responsive, cross device and multi-channel solutions, including Voice, SMS, Mobile and Web.

Join us in our Hopin Booth to visit about your needs or our Drupal approach. See you at DrupalGovCon 2021!!

It's That Time!! Ready? Set? Volunteer!!



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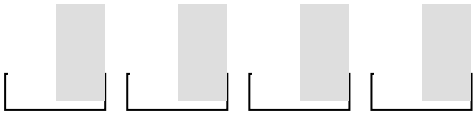
Oct 14 (Thur) BoF Scheduling

Oct 15 (Fri) BoF Scheduling



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Jessica Dearie
Skills Marketplace to OWC for Intranet Modernization Project
ORD Intranet Coordinator
ORD SharePoint Site Collection Administrator
ORD Office of Science Information Management

Drupal4Gov (join us drupal4gov@gmail.com)
202-564-8718
https://intranet.ord.epa.gov/
https://work.epa.gov

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Message-ID:	<CAJjx_ScNXuO9xUfOvEqfd_8HHoy30wHrx8tNUjLiAp1_=eBwGA@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Join us on October 21, USWDS Monthly Call: Community, Connection & Contribution
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Tue, 12 Oct 2021 14:48:02 -0400
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MIME-Version:	1.0
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Parts/Attachments:	text/plain (2127 bytes) , text/html (8 kB)

Join the USWDS core team for the next Monthly Call on Thursday, October 21, 2-3pm ET, to hear about an exciting topic: Community, Connection & Contribution. How can the community help teams solve problems together? What tools and channels can we use to ask questions, get answers, and provide useful feedback?

In this session, you'll learn more about how and why we're trying to better connect with our community, as we prepare for a new major design system release next year.

Register here to join us!

This event is part of a monthly series that takes place on the third Thursday of each month. Don't forget to set a placeholder on your personal calendar for our future events this year.

We look forward to seeing you there!

_____

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News, Events, Resources, Communities, Tools & Services
Facebook, Twitter, YouTube, Newsletter

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Message-ID:	<PH0PR09MB79644936862779DBC27D3E4DED809@PH0PR09MB7964.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	IndexNow w/Bing
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Date:	Fri, 22 Oct 2021 17:27:42 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_PH0PR09MB79644936862779DBC27D3E4DED809PH0PR09MB7964namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Parts/Attachments:	text/plain (1609 bytes) , text/html (2416 bytes)

Hello!

I've been reading a bit about IndexNow. There may not be tons of support out there; but as it's a Bing project and Bing is an engine driving a very common federal site-search tool, I thought that folks (Not me, yet!) may already be experimenting with it.

Anyone?

Larry
—-
Larry Gillick
Chief, Web and Digital Strategy
FPAC-BC, USDA

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 22 Oct 2021 17:42:13 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Young Craig C <craig.c.young@IRS.GOV>
Message-ID:	<1ebfef8cb7914b65877c1e66716020e3@irs.gov>
Subject:	Re: IndexNow w/Bing
From:	Young Craig C <craig.c.young@IRS.GOV>
MIME-Version:	1.0
In-Reply-To:	<PH0PR09MB79644936862779DBC27D3E4DED809@PH0PR09MB7964.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_1ebfef8cb7914b65877c1e66716020e3irsgov_"
Comments:	To: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Parts/Attachments:	text/plain (2931 bytes) , text/html (5 kB)

We're only at the IndexNow research stage right now at Treasury-IRS. Definitely curious to see how it will be integrated with Akamai, as they said they plan to support it.

Craig

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Friday, October 22, 2021 1:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] IndexNow w/Bing

Hello!

I've been reading a bit about IndexNow. There may not be tons of support out there; but as it's a Bing project and Bing is an engine driving a very common federal site-search tool, I thought that folks (Not me, yet!) may already be experimenting with it.

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—-
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Message-ID:	<SA0PR09MB7163BD505401B366521DAE1CF1839@SA0PR09MB7163.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Using Composer Behind a Proxy
From:	"Kavalsky, Ryan" <Ryan.Kavalsky@SSA.GOV>
Date:	Mon, 25 Oct 2021 16:20:52 +0000
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Parts/Attachments:	text/plain (2723 bytes) , text/html (6 kB)

Good afternoon everybody,

I'm curious if anybody in this community might be able to offer technical suggestions about using Composer behind an authenticated proxy server?

My team uses Drupal to manage a few of our intranet web sites within SSA. We're trying to use Composer to manage our sites' codebase and modules, but are having trouble using it behind our proxy server. Our proxy requires authentication, and I was able to get this working before by creating my own composer.bat to authenticate to the proxy before calling the real Composer. However, SSA just changed its proxy authentication method to Kerberos, and I can't get Composer to take that 2nd hop.

I know Composer uses curl to get packages, and I'm able to run curl myself by providing the correct parameters:

curl.exe -sL http://repo.packagist.org/packages.json --proxy http://[SSA's proxy server]:80 --proxy-negotiate --user [username]:[password] -I

When running that command, I get a 407 Authentication Required followed by 200 OK, as expected. However, I haven't found a way to configure Composer to call its curl requests using these parameters. My http_proxy and https_proxy environment variables are set correctly, and I was hoping I could include my credentials in the URL (ex. http://[encoded username]:[encoded password]@[SSA's proxy server]:80), but that didn't get me past the 407 Authentication Required block I get when calling Composer.

Any help I could get would be greatly appreciated! Feel free to reply directly to me as to not clog up the listserv.

Ryan Kavalsky
Web Developer
DCBFM\ODC\SSS\WEB
Instant Message
☎ (410) 965-4689

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Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Join the CBP web team!
From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) @CBP.DHS.GOV>
Date: Mon, 25 Oct 2021 17:32:14 +0000
MIME-Version: 1.0
Content-Type: multipart/related; boundary="_004_E1D51A6BDF9E474EA05E6430E5A77D52cbpdhsgov_"; type="multipart/alternative"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) @CBP.DHS.GOV>
Parts/Attachments: text/plain (8 kB) , text/html (6 kB) , image001.png (8 kB)

Hey everyone,

If you are interested, or know someone who would be a good candidate, please pass on the following job announcement!

CBP is hiring for a Digital Communications Specialist on our Web Team. This person would be responsible for maintaining our flagship website, www.cbp.gov, and managing all aspects of the site. Check out the usajobs.gov listing, https://www.usajobs.gov/GetJob/ViewDetails/618320700. This is for a GS-13-1001 Digital Communications Specialist.

Location: Washington, DC

NO RELOCATION

(b) (6), (b) (7)(C)
(A) Director
Digital Engagement Division
Office of Public Affairs
U.S. Customs and Border Protection
www.cbp.gov
202-325-4079 desk
(b) (6), (b) (7)(C) cell

Chat with me on teams!

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Content-Type:	multipart/alternative; boundary="_000_DM3P111MB042798630541FC09F9B8EFCFFE869DM3P111MB0427NAMP_"
Date:	Thu, 28 Oct 2021 21:57:51 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Subject:	Podcast Questions due by 11/14
From:	"(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Message-ID:	<DM3P111MB042798630541FC09F9B8EFCFFE869@DM3P111MB0427.NAMP111.PROD.OUTLOOK.COM>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: "SM-COP@LISTSERV.GSA.GOV" <SM-COP@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (2489 bytes) , text/html (6 kB)

Hello all,
I sent this questionnaire out initially in August and am looking for more responses. I figured I'd expand on why I am requesting information on podcasting and hopefully the data and observation will potentially help you.

I'm requesting data on podcasting for a project for a leadership program that I'm in. At Defense Media Activity, we are re-establishing the agency podcast program. We've already looked at some improvements internally and are using responses to this questionnaire for and external perspective and benchmarking effort.

If you would like, the data and any observations made from the data provided can be shared with you. My leadership team's report and recommendations are due in the spring of 2022. I have a running list of interested parties of those who requested information when I sent my first survey via email.

I've tried to clean up the survey and am using Touchpoints. The feedback is anonymous but if you would like to discuss further, please submit your contact information on the last question. Please see the survey here (https://touchpoints.app.cloud.gov/touchpoints/a28e688c/submit) and please submit responses **before November 14th, 2021.** (if you've already responded, no need to do the survey again)

Thank you so much for your participation!

Matt

(b) (6) PMP, CSM
Navy Production Web Chief
Defense Media Activity
o: 301-222-6257
c: (b) (6)
(b) (6) mail.mil

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Message-ID:	<b2c52255ced94d6fb31c28c51b8e1b25@CFTC.gov>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Google Tag Manager: TOS legal contact/POC
From:	"Dozier, LaSharn" <ldozier@CFTC.GOV>
Date:	Mon, 1 Nov 2021 17:09:21 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_008_b2c52255ced94d6fb31c28c51b8e1b25CFTCgov_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dozier, LaSharn" <ldozier@CFTC.GOV>
Parts/Attachments:	text/plain (2144 bytes) , text/html (7 kB) , image001.jpg (7 kB) , image002.jpg (7 kB) , image003.jpg (7 kB) , image004.jpg (7 kB) , image005.jpg (7 kB)

Good afternoon:
Our CFTC legal department and procurement staff would like me to identify a Google POC or contact information to discuss Google Tag Manager (GTM) terms of service (TOS) questions that they may have to negotiate the CFTC's use of the service. We used Google Analytics, and they approved it's use so many predecessors back. But, they require a review of the GTM TOS to grant "approved" legal use.

Have there been other agencies that have required a legal review of the GTM TOS? If so, can you share any insight to how your agency facilitated such? Has anyone actually connected with a Google POC to discuss legal TOS? Is there an alternative to another tag manager for our PDFs that I may be overlooking?

Any recommendations or insight shared is greatly appreciated at this point.
Thank you.

LaSharn Dozier
IT Specialist, Office of Public Affairs
Commodity Futures Trading Commission
202-418-5282
ldozier@cftc.gov

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Content-Type:	multipart/related; boundary="_008_BY5PR09MB4628648C53679455EE38D247DC8A9BY5PR09MB4628namp_"; type="multipart/alternative"
Date:	Mon, 1 Nov 2021 18:04:29 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) HAWAII.GOV>
Subject:	Re: Google Tag Manager: TOS legal contact/POC
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Message-ID:	<BY5PR09MB4628648C53679455EE38D247DC8A9@BY5PR09MB4628.namprd09.prod.outlook.com>
In-Reply-To:	<b2c52255ced94d6fb31c28c51b8e1b25@CFTC.gov>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (4 kB) , text/html (10 kB) , image006.jpg (10 kB) , image007.jpg (10 kB) , image008.jpg (10 kB) , image009.jpg (10 kB) , image010.jpg (10 kB)

Hi LaSharn Dozier,

>> Is there an alternative to another tag manager for our PDFs that I may be overlooking?

Maybe there are more ways than tag managers. Does it matter if it's third-party or not?

I believe your webserver is logging every request. I think that is one way to check.

Take care. Stay healthy.

(b) (6)

State of Hawaii, Dept. of Taxation, Information Technology Band A

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Dozier, LaSharn
Sent: Monday, November 1, 2021 7:09 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Google Tag Manager: TOS legal contact/POC

Good afternoon:
Our CFTC legal department and procurement staff would like me to identify a Google POC or contact information to discuss Google Tag Manager (GTM) terms of service (TOS) questions that they may have to negotiate the CFTC's use of the service. We used Google Analytics, and they approved it's use so many predecessors back. But, they require a review of the GTM TOS to grant "approved" legal use.

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Thank you.

LaSharn Dozier
IT Specialist, Office of Public Affairs
Commodity Futures Trading Commission
202-418-5282

CFTC
ldozier@cftc.gov

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 8 Nov 2021 20:11:29 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Message-ID:	<b87rhcq43k8qh5fs87k3jns9.1636402288894@emailplus.mobileiron.com>
Subject:	Re: Podcast Questions due by 11/14
From:	"(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
MIME-Version:	1.0
In-Reply-To:	<DM3P111MB042798630541FC09F9B8EFCFFE869@DM3P111MB0427.NAMP111.PROD.OUTLOOK.COM>
Content-Type:	multipart/alternative; boundary="_000_b87rhcq43k8qh5fs87k3jns91636402288894emailplusmobileiro_"
Comments:	To: "SM-COP@LISTSERV.GSA.GOV" <SM-COP@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (3484 bytes) , text/html (8 kB)

Good afternoon!
Just a friendly reminder to provide responses to the podcast survey here (https://touchpoints.app.cloud.gov/touchpoints/a28e688c/submit)!

Please provide your responses by this Sunday 11/14.

Big thanks to everyone who has provided input already!

Glad to provide our findings as soon as they're ready. My leadership team's findings are due in the spring of 2022.

nk you so much!

(b) (6) PMP, CSM
Navy Production Web Chief
Defense Media Activity
O:
(b) (6)
(b) (6) mail.mil

From: "(b) (6) CIV (USA)" <(b) (6) mail.mil>
Date: Thursday, October 28, 2021 at 5:57:51 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "SM-COP@LISTSERV.GSA.GOV" <SM-COP@LISTSERV.GSA.GOV>
Subject: Podcast Questions due by 11/14

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Thank you so much for your participation!

(b) (6), (b) (6)

(b) (6) PMP, CSM
Navy Production Web Chief
Defense Media Activity
o: 301-222-6257
c: (b) (6)
(b) (6) mail.mil

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Message-ID:	<BLAPR09MB60652FB84563A5CF2F832C68F5929@BLAPR09MB6065.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Position Opening: SharePoint Administrator, Washington, DC
From:	Simone Thomas <Simone.Thomas@CBO.GOV>
Date:	Tue, 9 Nov 2021 17:36:02 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB60652FB84563A5CF2F832C68F5929BLAPR09MB6065namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Simone Thomas <Simone.Thomas@CBO.GOV>
Parts/Attachments:	text/plain (2362 bytes) , text/html (4 kB)

Good afternoon,

Our agency is looking for a SharePoint Administrator, vacancy announcement #22-14 usajobs.gov. This position is within the communications/web team. The announcement is open from 11/3/2021 – 11/29/2021. https://www.usajobs.gov/GetJob/ViewDetails/620430100

Apply on CBO's website. https://www.cbo.gov/about/careers/jobs

Thanks,

Simone Thomas

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Mime-Version:	1.0
Content-Type:	text/plain; charset="UTF-8"
Date:	Wed, 10 Nov 2021 14:46:07 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Harsh, Angie L" <angie_harsh@IBC.DOI.GOV>
Subject:	Content Committee - best practices or policies?
Content-Transfer-Encoding:	quoted-printable
Message-ID:	<8522251092038954.WA.angieharshibc.doi.gov@listserv.gsa.gov>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
From:	"Harsh, Angie L" <angie_harsh@IBC.DOI.GOV>
Parts/Attachments:	text/plain (32 lines)

Hi All,

My agency needs to put together a committee for the web (and other digital content).

I envision a high-level committee to tackle the content strategy and site functionality along with a sub-committee to become content producers. The ideal team would include members from across all divisions.

Is anyone willing to share how their web content teams are organized? Bonus points for documentation used when formally initiating this committee/group!

Thank you!

Angie Harsh
Communication Manager,
Interior Business Center
U.S. Department of the Interior
O: 303-969-5197
C: (b) (6)
www.doi.gov/IBC

##
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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 10 Nov 2021 16:35:38 -0500
Reply-To:	ammie.farrajfeijoo@gsa.gov
Message-ID:	<CAKS2D0045Eqm4sddDvHAAz5ooe13o7xA2OM3o=LEEPDhgXRB0Q@mail.gmail.com>
Subject:	Re: Content Committee - best practices or policies?
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Content-Type:	multipart/alternative; boundary="000000000000f6b32e05d0760343"
In-Reply-To:	<8522251092038954.WA.angieharshibc.doi.gov@listserv.gsa.gov>
MIME-Version:	1.0
Comments:	To: "Harsh, Angie L" <angie_harsh@ibc.doi.gov>
Parts/Attachments:	text/plain (2546 bytes) , text/html (4 kB)

Last year, we published an article on Digital.gov about the key skill sets that every digital organization needs on their digital dream team.

https://digital.gov/2020/05/27/whos-on-your-digital-dream-team/

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

On Wed, Nov 10, 2021 at 2:59 PM Harsh, Angie L <00000f7affda9e1b-dmarc-request@listserv.gsa.gov> wrote:

> Hi All,
>
> My agency needs to put together a committee for the web (and other digital content).
>
> I envision a high-level committee to tackle the content strategy and site functionality along with a sub-committee to become content producers. The ideal team would include members from across all divisions.
>
> Is anyone willing to share how their web content teams are organized? Bonus points for documentation used when formally initiating this committee/group!
>
> Thank you!
>
> Angie Harsh
> Communication Manager,
> Interior Business Center
> U.S. Department of the Interior
> O:
> C: (b) (6)
> www.doi.gov/IBC
>
> ##
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Message-ID:	<CAKS2D022Z8hEspHjnyVQpV3XjWskaET9J9Lx+wVGdQCDS0KXxQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	October 2021 highlights from the Federal Web Council
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Fri, 12 Nov 2021 07:58:35 -0500
Content-Type:	multipart/alternative; boundary="0000000000059f9bc05d097060f"
MIME-Version:	1.0
Reply-To:	ammie.farrajfeijoo@gsa.gov
Parts/Attachments:	text/plain (3385 bytes) , text/html (9 kB)

The Federal Web Council, an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's October 21, 2021, meeting.

The evolution of USA.gov
USA.gov is working to create the digital front door for the United States government. Its mission is to make it easier for everyone to find and understand the government services and information they need—anytime, anywhere, any way they want.

It got its start when Internet entrepreneur Eric Brewer, whose early research was funded by the Department of Defense, offered to donate a powerful search engine to government. That gift helped accelerate the government's earlier work to create a government-wide portal. In June 2000, President Clinton announced the gift from the Federal Search Foundation, a nonprofit organization established by Brewer, and instructed that an official U.S. web portal be launched within 90 days. USA.gov went online on September 22, 2000, under the name FirstGov.gov.

Over the past 21 years, USA.gov has evolved, including its governance and team structure. Several staff members joined the Council to discuss their approach to staffing, roles, and responsibilities.

Read the USA.gov blog to follow their progress. And visit Digital.gov to learn more about the key skill sets that every digital organization needs on their digital dream team.

U.S. Web Design System updates
The U.S. Web Design System (USWDS) team is thinking about the future of the design system. Where does the design system go from USWDS 2.0? What did they learn from the 1.0 and 2.0 releases? What challenges can the design system better address as we move forward? How can the design system be ready to grow and evolve alongside the teams that use it?

Three main points:
- There is a new major version coming in Winter 2022: USWDS 3.0.
- The team will make it as easy as possible to upgrade and migrate to USWDS 3.0.
- They want to support informed incremental design.

Read the recap of the September 2021 USWDS monthly call to learn more about the future of the design system.

Ammie
Co-lead, Web Managers Community

_____
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Message-ID:	<DM6PR09MB5224C27D19576A83757D698DB0989@DM6PR09MB5224.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Request to Whitelist an E-mail Address
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Date:	Mon, 15 Nov 2021 14:53:53 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB5224C27D19576A83757D698DB0989DM6PR09MB5224namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Parts/Attachments:	text/plain (1691 bytes) , text/html (5 kB)

Good morning

The Bureau of the Fiscal Service is putting on a government wide conference named the Joint Financial Management and Improvement Program (JFMIP) that includes OMB, Treasury, GAO, and OPM. The 2021 JFMIP *Virtual*[SM] webinar, a cooperative undertaking between the U.S. Department of the Treasury, Government Accountability Office, Office of Management and Budget, and Office of Personnel Management, will be held on November 17, 2021 from 12 pm – 4:45pm.

The registrants need to receive an email from Events@civilityms.com but many have not been able to receive it in their government e-mail accounts.

Could you please work with your IT departments to allow e-mails from Events@civilityms.com to go to their regular inboxes?

Please make sure this is allowed through January 1, 2022.

Thank you very much for your help.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 17 Nov 2021 10:14:12 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Subject:	DECEMBER 7, 2021 Accessibility Community Meeting (ACM) - Will You Be There?
MIME-Version:	1.0
Message-ID:	<CAO3+-OyK+93862vip7i911WanLX7FYLAKncGt=6F42TSVZRsRA@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="0000000000001f115405d0fd8058"
From:	Section 508 <Section.508@GSA.GOV>
Comments:	To: "SEC508ITAC@LISTSERV.GSA.GOV" <sec508itac@listserv.gsa.gov>, mobilegov@listserv.gsa.gov, ux-cop@listserv.gsa.gov cc: betsy.sirk@nasa.gov, John Sullivan - M1EB <john.j.sullivan@gsa.gov>, antonio.o.haileselassie@nasa.gov
Parts/Attachments:	text/plain (2807 bytes) , text/html (17 kB)

Greetings,

The next IT Accessibility Community Meeting will be on Tuesday, December 7, 2021 and will be a fully virtual event. Our theme, ***"Winter Break: Accessibility Lights, DEIA Camera...ACTION"*** continues to focus on reconnecting our broader accessibility community members and charting the path forward. The topics we'll discuss at the meeting include:

- *DEIA and the Accessibility Community*
- *What is The Big Picture*
- *Using the Tools We Have To Accomplish the Goal*

EVENT DETAILS

DATE: December 7, 2021

TIME: 1:00 pm - 3:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved or interested in Section 508

REGISTRATION

To participate, please click on this registration link. **Registration is now open and will close 12/3 at 12:00 p.m.**

OPTIONAL UGLY SWEATER CONTEST DURING THE EVENT

Keeping with our December meeting tradition, the annual **"Beauty Is In The Eye Of The Beholder" Ugly Sweater Contest** will take place. Take a picture of yourself in your "best" holiday sweater and submit it to section.508@gsa.gov by 3:00 p.m. on Friday, 12/3. Please include your name and agency with your picture. You must be present at the meeting wearing your sweater to be eligible to win. Voting for the best ugly sweater will take place during the meeting.** Our reigning champ from last year's ugly sweater contest is Tim Creagan, from the Access Board. Will he be dethroned this year?

***This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.**

****Note: by submitting your picture you agree to the following:**

- **Your picture being shared during the meeting for voting**
- **Wearing your sweater during the meeting for others to see**
- **Your picture "as the winner" being shared on section508.gov**

--
Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov
*Please allow 3 business days to receive a response from the Accessibility Team.

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Message-ID:	<BY3PR09MB822558C59DEF6459713A63B4859B9@BY3PR09MB8225.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Google Programmable Search Engine
From:	"Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Date:	Thu, 18 Nov 2021 14:26:06 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_004_BY3PR09MB822558C59DEF6459713A63B4859B9BY3PR09MB8225namp_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Parts/Attachments:	text/plain (7 kB) , text/html (6 kB) , image001.png (7 kB)

Hi,

We are looking into Google Programmable Search Engine (also known as Custom Search Engine-CSE and Google Site Search) for Site Search and considering one of the two API solutions (Custom Search JSON API or Custom Search Site Restricted JSON API). I searched the archives but did not see any discussion on this so I apologize if previously discussed and I missed it. We are in deep discussions with our contractor on our requirements. I am also in communication with Google for some details and clarifications but wanted to check with you all whether anyone implemented Google Programmable Search Engine as Site Search. Some questions in mind are:

1. Which option did you chose and why – simple CSE, JSON API or Restricted JSON API?
2. Did you have any 508 compliance issues?
3. Any issues with Search Engine Results Page (SERP) visual customization (design) if you implemented one of JSON API solutions?
4. Any issues with click data feedback to Google Analytics for Search Analytics Reports?
5. Any issues with daily/monthly search query limitation (10,000 searches/day)?

Thanks in advance.

Yalcin

M. Yalçın SERT, COR, ITIL v3, PMP, CSM, CDSP, MS^3
Sr Web Solutions Architect I SEAD DCC Digital Platform
Federal Student Aid I StudentAid.gov
830 First Street NE, Washington, DC 20202
Office: (202) 377-4849 I UCP-111B4

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Message-ID:	<3e517fb323304c768ec0597e82b52a19@irs.gov>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Web Strategist, IRS, Job Opportunity closes 12/3/2021
From:	Clinesmith-Trupp Katherine <Katherine.Clinesmith-Trupp@IRS.GOV>
Date:	Fri, 19 Nov 2021 20:10:41 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_007_3e517fb323304c768ec0597e82b52a19irsgov_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Clinesmith-Trupp Katherine <Katherine.Clinesmith-Trupp@IRS.GOV>
Parts/Attachments:	text/plain (6 kB) , text/html (6 kB) , image001.png (13 kB) , image002.png (6 kB) , image003.png (6 kB) , image004.png (6 kB)

Come join us at the IRS! We are looking for web content strategists who are passionate about user-first content and design to help us continue transforming our site in ways that put the user first. If you're a usability guru, we have a LOT of content to play with and improve – and a terrifically collaborative, innovative culture.

See our posting on USA Jobs: USAJOBS - Job Announcement
[to search: GS-0301-13, Web Strategist (5), External: 22-11296985O-OSX-0301-13 Open: 11/18/21-12/3/21]

Kathy Clinesmith-Trupp | LB&I Communications
Web & User Experience Manager
240-613-6185 / katherine.clinesmith-trupp@irs.gov

Our Mission | Submit a Web Request

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Message-ID:	<PH0PR09MB8459B080FF9F34ED85BB6C2FD3669@PH0PR09MB8459.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Digital Experience in 10 years
From:	"Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Date:	Mon, 29 Nov 2021 14:21:19 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_PH0PR09MB8459B080FF9F34ED85BB6C2FD3669PH0PR09MB8459namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Parts/Attachments:	text/plain (1218 bytes) , text/html (6 kB)

As part of a strategic planning effort at the OCC, we are looking to find answers to these two questions. Recommendations on the smart people and companies to talk with?

1. What is “digital experience” in 10 years and what should our organization be doing to prepare for that?
2. What foundational technologies and organizational skills should be in place for organizations to be ready?

Happy holidays,

Heitham Ghariani
Manager, Web Products – Public Affairs Digital Services
Cell (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 29 Nov 2021 18:36:41 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Message-ID:	<PH0PR09MB8459A6BF3F9C4DFB256C568BD3669@PH0PR09MB8459.namprd09.prod.outlook.com>
Subject:	Re: [EXTERNAL][CONTENT-MANAGERS-L] Google Programmable Search Engine
From:	"Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
MIME-Version:	1.0
In-Reply-To:	<BY3PR09MB822558C59DEF6459713A63B4859B9@BY3PR09MB8225.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_PH0PR09MB8459A6BF3F9C4DFB256C568BD3669PH0PR09MB8459namp_"; type="multipart/alternative"
Comments:	To: "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Parts/Attachments:	text/plain (5 kB) , text/html (14 kB) , image001.png (7 kB)

We implemented GCE here at OCC. All our public sites are now on GCE. We don't use the API, instead opting for the free one with an interface update. Once Google confirmed that we were a government entity the advertisements were removed.

Here are 3 examples of google's GCE with different "skins". Each search is for the term "contact".

https://www.helpwithmybank.gov/search.html#gsc.tab=0&gsc.q=contact
https://careers.occ.gov/search.html#gsc.q=contact
https://www.occ.gov/search.html?

Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 29 Nov 2021 22:44:16 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) FEMA.DHS.GOV>
Message-ID:	<CO6PR09MB872840439790E620CA5678CFB5669@CO6PR09MB8728.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) FEMA.DHS.GOV>
MIME-Version:	1.0
In-Reply-To:	<PH0PR09MB8459B080FF9F34ED85BB6C2FD3669@PH0PR09MB8459.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_CO6PR09MB872840439790E620CA5678CFB5669CO6PR09MB8728namp_"
Comments:	To: "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Parts/Attachments:	text/plain (3516 bytes) , text/html (10 kB)

Hi Heitham,

These are great questions and I hope you can share the answers with the community.

I would say a focus on Customer Experience, better/more integrated technologies, artificial intelligence (the robots won't take over our jobs, but will make them easier) and a different approach to privacy. Younger generations definitely expect a customized, digital, seamless experience, whether it comes from the public or the commercial sector.

Here are some resources I have found useful. I am not endorsing these specific companies and am listing in no particular order:
Accenture's Digital Labs: https://www.accenture.com/us-en/services/accenture-labs/digitalexperiences
KPMG's Me, My life, My Wallet: https://home.kpmg/xx/en/home/insights/2021/02/me-my-life-my-wallet-report.html
Deloitte: HUX: https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux.html

Pretty much all of the big consulting companies will have something. It is a hot topic.

And last but not least, our friends at GSA: Digital.gov features a lot of stories of success and innovation in government, so I think that could be another source of inspiration.

Looking forward to hearing more about who our other colleagues plan for the future.

Best of luck!

(b) (6), (b) (7)(C)

Web Content Manager Co-lead

Federal Insurance and Mitigation Administration
Federal Emergency Management Agency

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ghariani, Heitham

Sent: Monday, November 29, 2021 9:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Digital Experience in 10 years

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Happy holidays,

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Cell (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 29 Nov 2021 23:39:13 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Message-ID:	<BY5PR09MB58898F8E3D1C79A11249B47EEA669@BY5PR09MB5889.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
From:	"Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
MIME-Version:	1.0
In-Reply-To:	<CO6PR09MB872840439790E620CA5678CFB5669@CO6PR09MB8728.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BY5PR09MB58898F8E3D1C79A11249B47EEA669BY5PR09MB5889namp_"
Comments:	To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)FEMA.DHS.GOV>
Parts/Attachments:	text/plain (8 kB) , text/html (18 kB)

I have always thought the feds are missing an opportunity to make better use of feeds to unleash the content from their URLs and let everyone (especially the topic based sites like consumer.gov) get in the game of mashing up our content to organize it for findability and sharing. Yes this is today's tech, not tomorrow's tech, but it is not as widely adopted as it could be and that could make a big difference.

Imagine a world where the content could be repurposed freely so the reader gets to savor the content where they find it at intuitive URLs based on every day topics, instead of first making them become SEO masters to figure out where we put it or how the government is organized. Then we get the create once publish everywhere model that is the Nirvana we all seek. (Plus it takes a sledge hammer the redundant content we can somehow never quite whack away – yes I'm thinking of "whack a mole" at the boardwalk - LOL)

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Of course all of this might be solved if we ever had the resolve to go the way of the UK and do a "one" website strategy a la https://www.gov.uk/

//////////////

Kathleen Erville
Content Strategist | Office of Consumer Response
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [redacted]
Sent: Monday, November 29, 2021 5:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Digital Experience in 10 years

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Deloitte: HUX: https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux.html

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Best of luck!

[redacted]

Web Content Manager Co-lead

Federal Insurance and Mitigation Administration
Federal Emergency Management Agency

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Sent: Monday, November 29, 2021 9:21 AM
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Subject: [CONTENT-MANAGERS-L] Digital Experience in 10 years

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Happy holidays,

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Manager, Web Products – Public Affairs Digital Services
Cell (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 29 Nov 2021 20:12:22 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Marvin Heath - IDRUB <marvin.heath@GSA.GOV>
Message-ID:	<CAGbhwO1KpKkxs7Pq46tjVR32ZzZ9TjcSA_Yyh4yqhe1DZVYK_w@mail.gmail.com>
Subject:	Re: Digital Experience in 10 years
From:	Marvin Heath - IDRUB <marvin.heath@GSA.GOV>
Content-Type:	multipart/alternative; boundary="0000000000003a949005d1f74281"
In-Reply-To:	<BY5PR09MB58898F8E3D1C79A11249B47EEA669@BY5PR09MB5889.namprd09.prod.outlook.com>
MIME-Version:	1.0
Comments:	To: "Erville, Kathleen (CFPB)" <Kathleen.Erville@cfpb.gov> cc: "[redacted] <[redacted]fema.dhs.gov>
Parts/Attachments:	text/plain (9 kB) , text/html (22 kB)

@Kathleen, you raise several great points, especially about not requiring the public to "become SEO masters to figure out" where government content is located.

I love the U.K.'s one website strategy you referenced at www.gov.uk. Today, I stumbled across an analogous U.S. website that looks to attempt the same thing--https://www.usa.gov/. Maybe usa.gov could use better promotion?

U.S. General Services Administration

Marvin Heath
Digital Communications & IT Employee Experience (IDRUB)
GSA IT | **Office of Digital Management**
W: 404-545-8490 | marvin.heath@gsa.gov

On Mon, Nov 29, 2021 at 6:45 PM Erville, Kathleen (CFPB) <Kathleen.Erville@cfpb.gov> wrote:

> I have always thought the feds are missing an opportunity to make better use of feeds to unleash the content from their URLs and let everyone (especially the topic based sites like consumer.gov) get in the game of mashing up our content to organize it for findability and sharing. Yes this is today's tech, not tomorrow's tech, but it is not as widely adopted as it could be and that could make a big difference.
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Office: (202) 435-7949 | Mobile: (b) (6) [redacted]

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Sent: Monday, November 29, 2021 5:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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KPMG's Me, My life, My Wallet: https://home.kpmg/xx/en/home/insights/2021/02/me-my-life-my-wallet-report.html

Deloitte: HUX: https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux.html

Pretty much all of the big consulting companies will have something. It is a hot topic.

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Sent: Monday, November 29, 2021 9:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Digital Experience in 10 years

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Happy holidays,

Heitham Ghariani

Manager, Web Products – Public Affairs Digital Services

Cell (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 30 Nov 2021 10:10:24 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Subject:	DECEMBER 7, 2021 Accessibility Community Meeting (ACM) - Did You Register?
MIME-Version:	1.0
Message-ID:	<CAO3+-Ow7KHqk9WDndSqmn_-H0EqNT_4ikJwkcB=9hjNzz9hWwg@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="000000000000074014605d202f6bb"
From:	Section 508 <Section.508@GSA.GOV>
Comments:	To: "SEC508ITAC@LISTSERV.GSA.GOV" <sec508itac@listserv.gsa.gov>, mobilegov@listserv.gsa.gov, ux-cop@listserv.gsa.gov
Parts/Attachments:	text/plain (2807 bytes) , text/html (15 kB)

Greetings,

The next IT Accessibility Community Meeting will be on Tuesday, December 7, 2021 and will be a fully virtual event. Our theme, ***"Winter Break: Accessibility Lights, DEIA Camera...ACTION"*** continues to focus on reconnecting our broader accessibility community members and charting the path forward. The topics we'll discuss at the meeting include:

- *DEIA and the Accessibility Community*
- *What is The Big Picture*
- *Using the Tools We Have To Accomplish the Goal*

EVENT DETAILS

DATE: December 7, 2021

TIME: 1:00 pm - 3:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved or interested in Section 508

REGISTRATION

To participate, please click on this registration link. **Registration is now open and will close 12/3 at 12:00 p.m.**

OPTIONAL UGLY SWEATER CONTEST DURING THE EVENT

Keeping with our December meeting tradition, the annual **"Beauty Is In The Eye Of The Beholder" Ugly Sweater Contest** will take place. Take a picture of yourself in your "best" holiday sweater and submit it to section.508@gsa.gov by 3:00 p.m. on Friday, 12/3. Please include your name and agency with your picture. You must be present at the meeting wearing your sweater to be eligible to win. Voting for the best ugly sweater will take place during the meeting.** Our reigning champ from last year's ugly sweater contest is Tim Creagan, from the Access Board. Will he be dethroned this year?

***This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.**

****Note: by submitting your picture you agree to the following:**

- **Your picture being shared during the meeting for voting**
- **Wearing your sweater during the meeting for others to see**
- **Your picture "as the winner" being shared on section508.gov**

--
Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov
*Please allow 3 business days to receive a response from the Accessibility Team.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 30 Nov 2021 18:36:50 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) HAWAII.GOV>
Message-ID:	<BY5PR09MB462835C34D39A19359385A0ADC679@BY5PR09MB4628.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
From:	"(b) (6) <(b) (6) HAWAII.GOV>
MIME-Version:	1.0
In-Reply-To:	<BY5PR09MB58898F8E3D1C79A11249B47EEA669@BY5PR09MB5889.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BY5PR09MB462835C34D39A19359385A0ADC679BY5PR09MB4628namp_"
Comments:	To: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Parts/Attachments:	text/plain (11 kB) , text/html (23 kB)

Greetings,

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I'm almost done with my Christmas shopping.

Take care. Stay healthy.

(b) (6)
Information Technology Band A, Dept. of Taxation, State of Hawaii

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Sent: Monday, November 29, 2021 1:39 PM
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Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Digital Experience in 10 years

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Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

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Web Content Manager Co-lead

Federal Insurance and Mitigation Administration
Federal Emergency Management Agency

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Sent: Monday, November 29, 2021 9:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Manager, Web Products – Public Affairs Digital Services
Cell (b) (6)

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Date:	Tue, 30 Nov 2021 19:59:22 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Message-ID:	<BY5PR09MB5889A4532924EE0B2DF6A698EA679@BY5PR09MB5889.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
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MIME-Version:	1.0
In-Reply-To:	<BY5PR09MB462835C34D39A19359385A0ADC679@BY5PR09MB4628.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BY5PR09MB5889A4532924EE0B2DF6A698EA679BY5PR09MB5889namp_"
Comments:	To: "(b) (6) <(b) (6) hawaii.gov>
Parts/Attachments:	text/plain (15 kB) , text/html (29 kB)

Good points (b) (6) +1 to participation, especially!

I should explain that by using feeds I was advocating for doing an embed so the content lives on multiple sites at once (create once publish everywhere).

I think back to a conversation I had with a web producer at the Fox Business channel when they were just getting started. They saw CNBC as the big competitor and they were building a channel from scratch. Enter embeds/feeds – They shared their content/data with other sites who were published it in a "set it and forget it" way in containers on their pages. Fox Business went all in on this strategy and within a few months they had lapped CNBC several times using the yardstick of traffic.

So if your success metric is eyeballs and traffic, as it was with Fox Business, then they scored big by adopting feeds as the strategy. No newsreader necessary.

If the link goes back to a single source as it would with an embed implemented this way, then you aren't putting people into a fact-checking bind.

From: (b) (6) <(b) (6) hawaii.gov>
Sent: Tuesday, November 30, 2021 1:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Erville, Kathleen (CFPB) <Kathleen.Erville@cfpb.gov>
Subject: RE: Digital Experience in 10 years

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Date:	Tue, 30 Nov 2021 20:05:33 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID:	<PH0PR09MB796432F14BB9A65341F9B4ECED679@PH0PR09MB7964.namprd09.prod.outlook.com>
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Hi (b) (6)

RSS/Atom/etc. feeds seem to serve as an indicator of periodic news for search engines (specifically Google), so I generally recommend adding some sort of feed mechanism to news, blogs, etc.

Larry

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 30 Nov 2021 20:31:44 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "McMahan, Aubrey" <Aubrey.McMahan@USPTO.GOV>
Message-ID:	<BLAPR09MB659589E47C639FD929BCF1E394679@BLAPR09MB6595.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
From:	"McMahan, Aubrey" <Aubrey.McMahan@USPTO.GOV>
MIME-Version:	1.0
In-Reply-To:	<BY5PR09MB5889A4532924EE0B2DF6A698EA679@BY5PR09MB5889.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_BLAPR09MB659589E47C639FD929BCF1E394679BLAPR09MB6595namp_"; type="multipart/alternative"
Comments:	To: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Parts/Attachments:	text/plain (18 kB) , text/html (35 kB) , image001.png (6 kB)

What timing—I was cleaning up my “digital desk” just an hour ago and came across a great example of this in my old notes! I can’t remember if it was on this listserv or a different one I’m subscribed to, but someone shared the below example earlier this year:

> Services & Resources | HHS.gov - **Content Syndication**
>
> > Using HHS web content saves you time and money. You don’t need to write your own health content or worry about updating web pages. Browse and choose from topics in the HHS Syndication Storefront and then simply add the related code to your web page. The end result - HHS content will populate on your web page with your website’s look and feel!
> >
> > Learn more about content syndication. New content will be offered regularly, but please let us know if you have a specific topic to request. If you need additional information, or have any feedback, please contact Syndication@hhs.gov.

Don’t know how successful the Storefront has been, but I love the idea and would like to see other government agencies do something similar.

Cheers,

Aubrey McMahan
Communications Web Content Strategist (Internal)
Electronic Filing & Public Web Services (EFPWS)
Aubrey.McMahan@uspto.gov | (571) 272-4981

UNITED STATES PATENT AND TRADEMARK OFFICE

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Erville, Kathleen (CFPB)
Sent: Tuesday, November 30, 2021 2:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Digital Experience in 10 years

CAUTION: This email has originated from a source outside of USPTO. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.

Good points (b) (6) +1 to participation, especially!

I should explain that by using feeds I was advocating for doing an embed so the content lives on multiple sites at once (create once publish everywhere).

I think back to a conversation I had with a web producer at the Fox Business channel when they were just getting started. They saw CNBC as the big competitor and they were building a channel from scratch. Enter embeds/feeds – They shared their content/data with other sites who were published it in a "set it and forget it" way in containers on their pages. Fox Business went all in on this strategy and within a few months they had lapped CNBC several times using the yardstick of traffic.

So if your success metric is eyeballs and traffic, as it was with Fox Business, then they scored big by adopting feeds as the strategy. No newsreader necessary.

If the link goes back to a single source as it would with an embed implemented this way, then you aren't putting people into a fact-checking bind.

From: (b) (6) <(b) (6) hawaii.gov>
Sent: Tuesday, November 30, 2021 1:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Erville, Kathleen (CFPB) <Kathleen.Erville@cfpb.gov>
Subject: RE: Digital Experience in 10 years

Greetings,

>> I have always thought the feds are missing an opportunity to make better use of feeds
>> to unleash the content from their URLs and let everyone (especially the topic based sites
>> like consumer.gov) get in the game of mashing up our content to organize it for findability
>> and sharing. Yes this is today's tech, not tomorrow's tech, but it is not as widely adopted
>> as it could be and that could make a big difference.

1) "make better use of feeds" - I wish RSS and/or Atom, and local RSS aggregators like Thunderbird were more popular. To me, it simpler and safer. I enjoy RSS feeds from Bruce Schneier and Ars Technica. I wish Gibson Research Corp. would bring them back.
2) "mashing up your content to organize if for findability and sharing" - For me, findability Is related to topic and context. For a purchase, more locations is better. For information, more locations (including partial content) may mean I should fact check. So I guess, it depends.
3) " Yes this is today's tech, " - today's tech, or today's marketing? Tomorrow's tech still depends on how much we participate.

There so much out there, it's it time we become more discriminating, plus slow down?

Hope everyone had a safe enjoyable Thanksgiving.

I'm almost done with my Christmas shopping.

Take care. Stay healthy.

(b) (6)
Information Technology Band A, Dept. of Taxation, State of Hawaii

---

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Erville, Kathleen (CFPB)
Sent: Monday, November 29, 2021 1:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Digital Experience in 10 years

I have always thought the feds are missing an opportunity to make better use of feeds to unleash the content from their URLs and let everyone (especially the topic based sites like consumer.gov) get in the game of mashing up our content to organize it for findability and sharing. Yes this is today's tech, not tomorrow's tech, but it is not as widely adopted as it could be and that could make a big difference.

Imagine a world where the content could be repurposed freely so the reader gets to savor the content where they find it at intuitive URLs based on every day topics, instead of first making them become SEO masters to figure out where we put it or how the government is organized. Then we get the create once publish everywhere model that is the Nirvana we all seek. (Plus it takes a sledge hammer the redundant content we can somehow never quite whack away – yes I'm thinking of "whack a mole" at the boardwalk - LOL)

Then imagine a team that includes outreach specialists who work to "place" our feeds in other existing publications to amplify our communications – set it and forget it broadcasting that could feed the content beast that exists in Social Media and elsewhere.

By keeping the content trapped inside our org structure URLs, which are sometimes confusing and not especially easy for the average person to find, we aren't doing anyone any favors IMHO

Of course all of this might be solved if we ever had the resolve to go the way of the UK and do a "one" website strategy a la https://www.gov.uk/

//////////////

Kathleen Erville
Content Strategist | Office of Consumer Response
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6), (b) (7)(C)
Sent: Monday, November 29, 2021 5:44 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Digital Experience in 10 years

Hi Heitham,

These are great questions and I hope you can share the answers with the community.

I would say a focus on Customer Experience, better/more integrated technologies, artificial intelligence (the robots won't take over our jobs, but will make them easier) and a different approach to privacy. Younger generations definitely expect a customized, digital, seamless experience, whether it comes from the public or the commercial sector.

Here are some resources I have found useful. I am not endorsing these specific companies and am listing in no particular order:

no particular order:
Accenture's Digital Labs: https://www.accenture.com/us-en/services/accenture-labs/digitalexperiences
KPMG's Me, My life, My Wallet: https://home.kpmg/xx/en/home/insights/2021/02/me-my-life-my-wallet-report.html
Deloitte: HUX: https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux.html

Pretty much all of the big consulting companies will have something. It is a hot topic.

And last but not least, our friends at GSA: Digital.gov features a lot of stories of success and innovation in government, so I think that could be another source of inspiration.

Looking forward to hearing more about who our other colleagues plan for the future.

Best of luck!

(b) (6), (b) (7)(C)

Web Content Manager Co-lead

Federal Insurance and Mitigation Administration
Federal Emergency Management Agency

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ghariani, Heitham
Sent: Monday, November 29, 2021 9:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Digital Experience in 10 years

As part of a strategic planning effort at the OCC, we are looking to find answers to these two questions. Recommendations on the smart people and companies to talk with?

1. What is "digital experience" in 10 years and what should our organization be doing to prepare for that?
2. What foundational technologies and organizational skills should be in place for organizations to be ready?

Happy holidays,

Heitham Ghariani
Manager, Web Products – Public Affairs Digital Services
Cell (b) (6)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 1 Dec 2021 16:56:59 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
Message-ID:	<DM6PR09MB49845E246AE9653FC9819185F2689@DM6PR09MB4984.namprd09.prod.outlook.com>
Subject:	Re: Digital Experience in 10 years
From:	"Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
MIME-Version:	1.0
In-Reply-To:	<PH0PR09MB8459B080FF9F34ED85BB6C2FD3669@PH0PR09MB8459.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_DM6PR09MB49845E246AE9653FC9819185F2689DM6PR09MB4984namp_"; type="multipart/alternative"
Comments:	To: "Ghariani, Heitham" <Heitham.Ghariani@OCC.TREAS.GOV>
Parts/Attachments:	text/plain (7 kB) , text/html (13 kB) , image001.png (7 kB)

Change your timeline from ten years to six months, maybe up to a year. Then be prepared to revise your plan every six months, ad infinitum.

You can't "be ready." Your users will not be playing catch up with you; you will be playing catch up them.

As for foundational technologies and organizational skills, I'm gonna remain retro and be old school. We are in the business of communication. Effective communications. Get people with real communication skills and real IT skills. Too many these days seem to be just plug-n-play "experts" who can't construct a sentence with proper noun and verb formation, and/or only have rote technology skills.

Don't jump on the bandwagon just because Pavlov is ringing a bell. It can be difficult to discern between a fad and a trend. Folks who have calluses on their hands, know the difference between a Philips and a Torx (and when to use the correct one), often have better insight than too many who can only "cut and paste."

Lastly, strive for clarity, quality, and *decisive* decision-making. Because not only do you have to fly the plane, you will be building it while flying it!

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ghariani, Heitham
Sent: Monday, November 29, 2021 6:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Digital Experience in 10 years

As part of a strategic planning effort at the OCC, we are looking to find answers to these two questions. Recommendations on the smart people and companies to talk with?

1. What is “digital experience” in 10 years and what should our organization be doing to prepare for that?
2. What foundational technologies and organizational skills should be in place for organizations to be ready?

Happy holidays,

Heitham Ghariani
Manager, Web Products – Public Affairs Digital Services
Cell (b) (6)

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Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB52265DB74C3DCF999DFBD1D1B0689MN2PR09MB5226namp_"
Date:	Wed, 1 Dec 2021 22:36:14 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Subject:	Chat Bot and Live Chat Experience
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Message-ID:	<MN2PR09MB52265DB74C3DCF999DFBD1D1B0689@MN2PR09MB5226.namprd09.prod.outlook.com>
In-Reply-To:	<DM6PR09MB49845E246AE9653FC9819185F2689@DM6PR09MB4984.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (1510 bytes) , text/html (4 kB)

At Fiscal Service, we are developing a road map and implementation plan for using chat bots and live chat on our websites and with our call centers to improve self-service for our customers and to reduce the number of routine calls and e-mails by using chatbots to provide the answers to those routine questions.

We are looking to get information and case studies from federal agencies who have successfully implemented chat bots and live chat.

Is there anyone out there willing to share that information with us? If so, please reply to me at the e-mail address below.

Thank you very much for any help you can provide.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
lee.burke@fiscal.treasury.gov
(o:) 202-504-3786 (m:) (b) (6)

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Message-ID:	<CAKS2D00A=Z5C1h=VUx7iZReqxwGMzjxrP-UjwRQGoMyZorc+zA@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	November 2021 highlights from the Federal Web Council
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Fri, 3 Dec 2021 13:43:32 -0500
Content-Type:	multipart/mixed; boundary="000000000000d141b505d2424a3a"
MIME-Version:	1.0
Reply-To:	ammie.farrajfeijoo@gsa.gov
Parts/Attachments:	text/plain (3152 bytes) , text/html (10 kB) , 2021 [AGENCY] Report to OMB - 21st Century IDEA - Template.docx (24 kB)

Hello web managers,

The Federal Web Council, an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's November 18, 2021, meeting.

21st Century IDEA reporting
All federal executive branch agencies must submit their third annual report on progress implementing 21st Century IDEA by mid-December. See, for example, GSA's 2020 report on its progress in implementing 21st Century IDEA at gsa.gov/digitalstrategy.

GSA drafted and shared a template for our 2021 report, and I've attached it to this email. Though it's not required to use the template, you're welcome to use it to develop your report as well.

Coordinate your reporting efforts with your agency CIO and Web Council rep.

Digital end-to-end efficiency framework
The Bureau of the Fiscal Service's Office of Financial Innovation and Transformation developed a Digital End-to-End Efficiency Framework to help agencies transform their business processes by reducing unnecessary process steps, automation, and innovation to achieve large-scale efficiencies.

Team members joined the Council to discuss the framework and playbook (PDF), including tools and job aids to help guide agencies out of analog and into digital.

U.S. Web Design System updates
The U.S. Web Design System (USWDS) team is thinking about the future of the design system, and they provided an update on USWDS 3.0, a new major version coming next year.

Read a recap of the October 2021 USWDS monthly call to learn how we can better solve problems together to prepare for USWDS 3.0.

Ammie

Co-lead, Web Managers Community

_____
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
(b) (6) (m) | ammie.farrajfeijoo@gsa.gov

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Sample Reporting Template for 21st Century IDEA

DESCRIPTION: This is a sample template to aid federal executive branch agencies in preparing the 2021 report to OMB on progress to implement the 21st Century IDEA.

INSTRUCTIONS: Fill out the template below, replacing logos, agency names, etc., as indicated in the comments.

- **Content of the report**
  - Report narrative should not exceed five pages; less is more.
  - Focus on the ***major accomplishments*** your agency has made this past year to modernize digital service delivery, including progress to:
    - Consolidate and modernize websites and digital content;
    - Improve internal management systems, policies, and governance models;
    - Digitize services, particularly high impact services and projects identified in agency customer experience action plans; and
    - Comply with requirements for federal websites and digital services.
  - Highlight ***challenges*** your agency faces in implementing the law.

- **Report publication and submission**
  - Publish your report on the /digital-strategy page of your agency's flagship public-facing website. As an example, see GSA's Digital Strategy page.
  - Work with your agency CIO to submit your report to OMB at ofcio@omb.eop.gov.
    - Submit either the report document, or a link to the report on your website.

- **Due date**
  - Submit your report by December 20, 2021.

- **Reminders**
  - Ensure the ***document name*** includes your agency acronym; it should read similar to: "2020 GSA Report to OMB..."
  - ***Delete*** this instruction page before submitting.

[image placeholder]

[AgencyName]

Public Law 115-336, “21st Century Integrated Digital Experience Act”

December 2021 Report

Prepared for the Office of Management and Budget and the public per the requirements of section 3(d) of Public Law 115-336.

Progress to Implement the 21st Century Integrated Digital Experience Act

2021 Annual Report

Background

Section 3(d) of the 21st Century Integrated Digital Experience Act (21st Century IDEA) requires the head of each Federal executive branch agency to report annually (through 2023) to the Director of the Office of Management and Budget (OMB) and the public on the agency's progress to implement the requirements of the Act, and modernize their websites and digital services. The information below details our efforts to modernize our websites and digital services in 2021.

Efforts to Date

Building on the work we began in 2019 and 2020, our focus in 2021 was to...

Major accomplishments include....

Accomplishment #1

[Brief (1-2 paragraph) description of accomplishment and impact.]

Accomplishment #__

[Brief (1-2 paragraph) description of accomplishment and impact.]

Implementation Challenges

[Brief (1-2 paragraph) description of major challenges and the impact on implementation.]

Conclusion

_____

/s/ Agency CIO
Title

Message-ID:	<b648f819013048a2952120d78b0eedbf@acfxex04.LCDS.LOC.GOV>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	YouTube Brand accounts
From:	"O'Keeffe, Hope" <loke@LOC.GOV>
Date:	Fri, 3 Dec 2021 19:51:06 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_b648f819013048a2952120d78b0eedbfacfxex04LCDSLOCGOV_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "O'Keeffe, Hope" <loke@LOC.GOV>
Parts/Attachments:	text/plain (1542 bytes) , text/html (7 kB)

Does anyone have experience with YouTube “Brand” accounts? We are encountering some administrative pressures to switch in order to facilitate our distributed posting approach. (Essentially, some people we authorize to post no longer can.) That’s one advantage – are there others, and what are the disadvantages?

We were very early adopters of YouTube and are also not entirely clear on whether the current government TOS affect this issue.

As an aside, we are increasingly having historical videos tagged as not “kid-friendly.” Has anyone else experienced that?

Many thanks

Hope O'Keeffe (she/hers)
Senior Associate General Counsel
Library of Congress

101 Independence Avenue S.E.
Washington, D.C. 20540
Direct: 202-707-0275
Main: 202-707-6316
Fax: 202-707-1594
loke@loc.gov

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Message-ID:	<CAJjx_Sd_PaGo8sceUAS0N=fyCr9ryD0H1=B7=f1_apCOLQDkbQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	December 8 Webinar: 2021 Plain Language Federal Report Card
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Mon, 6 Dec 2021 10:00:00 -0500
Content-Type:	multipart/alternative; boundary="000000000000738cd505d27b83ce"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (2001 bytes) , text/html (6 kB)

On **Wednesday, December 8, from 2-3 p.m. ET**, join Digital.gov and the Plain Language Community for a presentation on this year's Federal Plain Language Report Card.

Register here!

For a decade, the Center for Plain Language has issued a yearly report card evaluating how well agencies follow the Plain Writing Act. These agencies were judged on organizational compliance and writing quality.

This year, the judges focused on the main Freedom of Information Act (FOIA) request page and the main Coronavirus page of 21 executive branch agencies, including all 15 cabinet-level departments.

We look forward to seeing you there!

_____

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Message-ID:	<CAEhCPO0jLcZ=m04kFGrOiGXQ-37Kan90KO-ZoHo-xaAm58hKKQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	USAGov's Fourth Quarter 2021 Insights
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Wed, 8 Dec 2021 09:30:32 -0500
Content-Type:	multipart/alternative; boundary="000000000000c18a3f05d2a35554"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Parts/Attachments:	text/plain (1401 bytes) , text/html (3781 bytes)

Good Morning, Content Managers!

Today on the USAGov blog, we're sharing our fourth quarter user insights. See how COVID-era policy changes affected searches on USA.gov, and get a look back at the most popular searches from a year ago.

We love using data and technology to connect people with their government. Please learn along with us, and subscribe to the blog.

Thanks,

Nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

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Message-ID:	<CAJjx_ScVmZ2ZT2sSOXOTiOH892yREUoYbLX0KAafsvy8LF6PPQ@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Join us on December 16! Rapid Prototyping with USWDS
From:	Digital Gov <digitalgov@GSA.GOV>
Date:	Wed, 8 Dec 2021 10:00:00 -0500
Content-Type:	multipart/alternative; boundary="000000000000a57fb305d2a3c4cb"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Parts/Attachments:	text/plain (1802 bytes) , text/html (7 kB)

How can designers and developers work together to design in code? How can prototypes help answer critical design questions? How can USWDS help you build faster than you might have thought possible?

Join the USWDS core team for the next Monthly Call on Thursday, December 16, 2-3pm ET, for a how-to demo of rapid prototyping with the design system.

Register here to join us!

This event is part of a monthly series that takes place on the third Thursday of each month. Don't forget to set a placeholder on your personal calendar for our future events.

We look forward to seeing you there!

_____

Digital.gov
Technology Transformation Services (TTS)
U.S. General Services Administration (GSA)

News, Events, Resources, Communities, Tools & Services
Facebook, Twitter, YouTube, Newsletter

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Content-Type:	multipart/alternative; boundary="_000_DM3P111MB0427D22A63C7C331210AA2EEFE6F9DM3P111MB0427NAMP_"
Date:	Wed, 8 Dec 2021 20:14:54 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Subject:	Spotify Contact
From:	"(b) (6) CIV (USA)" <(b) (6) MAIL.MIL>
Message-ID:	<DM3P111MB0427D22A63C7C331210AA2EEFE6F9@DM3P111MB0427.NAMP111.PROD.OUTLOOK.COM>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: "SM-COP@LISTSERV.GSA.GOV" <SM-COP@LISTSERV.GSA.GOV> cc: "(b) (6), (b) (7)(C) cbp.dhs.gov" <(b) (6), (b) (7)(C) cbp.dhs.gov>, "(b) (6) @state.gov" <(b) (6) @state.gov>, "(b) (6) DISA HACC (USA)" (b) (6) @mail.mil>, "R(b) (6) @fe.navy.mil" <(b) (6) @fe.navy.mil>
Parts/Attachments:	text/plain (1032 bytes) , text/html (3698 bytes)

Hello,
Could someone provide me a contact at Spotify? I'm looking to discuss federal government podcasts.
I attempted to contact the support email but I have not received a response.

Thank you so much,

Matt

(b) (6) PMP, CSM
Navy Production Web Chief
Defense Media Activity
o: 301-222-6257
c: (b) (6)
(b) (6) mail.mil

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Message-ID:	<BLAPR09MB69931C5F212157B42CE2D93FDA709@BLAPR09MB6993.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	JOB: Digital Communications/Drupal Specialist (GS-12) @ FTC
From:	"Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>
Date:	Thu, 9 Dec 2021 14:55:02 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB69931C5F212157B42CE2D93FDA709BLAPR09MB6993namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>
Parts/Attachments:	text/plain (3188 bytes) , text/html (7 kB)

Greetings all,

We're hiring and invite you to share this post widely. Thanks much, and have a wonderful holiday!
Regards, Chris

<help wanted>

FTC SEEKS DIGITAL COMMUNICATIONS SPECIALIST WITH DRUPAL EXPERIENCE (GS-12)

The Federal Trade Commission, consistently one of the best places to work in the federal government, seeks a passionate digital communicator (GS-12, annual salary range $87,198-$113,362) with Drupal experience to join its Web and Digital Strategy Team in the Office of Public Affairs. The deadline to apply is Tuesday, December 21, 2021.

As a Digital Communications Specialist, you'll be a key player supporting our dual missions of protecting consumers from fraud and promoting competition in the marketplace. You'll use Drupal to manage and improve content and customer experience in our flagship website, FTC.gov. You'll use your creativity and communications skills to create digital content in various formats and innovate to improve outreach.

At the FTC, you can have a direct, positive impact on people's lives. Our mission is to enforce a variety of federal antitrust and consumer protection laws. Our staff prosecute scammers, go after robocallers, send refund checks to consumers who lose money to fraud schemes, help consumers recover from identity theft, and take action against companies that violate antitrust laws.

The FTC has been in the top five best places to work in the federal government since 2012. In 2020 the Partnership for Public Service ranked the FTC number two as a best place to work from among 25 mid-size federal government agencies. We also ranked number one in effective leadership, empowerment, senior leaders, employee skills-mission match, teamwork, innovation, recognition, supportive leaders (COVID), and employee well-being (COVID).

Due to COVID-19, the FTC is currently in a maximum telework posture through December 31, 2021. In addition, the agency is currently exploring the possibility of having a remote workforce for current and future employees beyond January 2022. Please see the USAJOBS.gov posting for further details.

Join us and make a difference!

Apply on USAJOBS.gov (for all U.S. citizens): https://www.usajobs.gov/GetJob/ViewDetails/625750700

Apply on USAJOBS.gov (for current federal employees): https://www.usajobs.gov/GetJob/ViewDetails/625750800

Chris Noonan Sturm
FTC Website Manager
Office of Public Affairs
cnoonansturm@ftc.gov
202-468-1566
www.ftc.gov

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Message-ID:	<PH2P111MB0650D5AC22EC2852A060818A8B709@PH2P111MB0650.NAMP111.PROD.OUTLOOK.COM>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	AFPIMS content management system
From:	"(b) (6) CIV DCSA CDSE (USA)" <(b) (6) MAIL.MIL>
Date:	Thu, 9 Dec 2021 18:41:18 +0000
MIME-Version:	1.0
Content-Type:	multipart/signed; protocol="application/x-pkcs7-signature"; micalg=SHA1; boundary="----=_NextPart_000_002A_01D7ED02.6F5DE160"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV DCSA CDSE (USA)" <(b) (6) MAIL.MIL>
Parts/Attachments:	text/plain (1122 bytes) , smime.p7s (5 kB)

Good Afternoon All,

I am trying to get in touch with anyone who has current or past experience using or evaluating AFPIMS -- the American Forces Public Information Management System: https://www.publicweb.dma.mil/

Thank you,

(b) (6)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6) mail.mil

##
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Message-ID:	<BN1P110MB067319EDD327147846C3130786709@BN1P110MB0673.NAMP110.PROD.OUTLOOK.COM>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	JOB: GS-12 Comms Specialist at ATF, open to public, closes 12/22
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) USDOJ.GOV>
Date:	Thu, 9 Dec 2021 18:46:11 +0000
MIME-Version:	1.0
Content-Type:	multipart/related; boundary="_004_BN1P110MB067319EDD327147846C3130786709BN1P110MB0673NAMP_"; type="multipart/alternative"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) USDOJ.GOV>
Parts/Attachments:	text/plain (12 kB) , text/html (9 kB) , image001.png (12 kB)

Do you love writing plain language content, crafting engaging digital experiences, and working with an incredible team? We're looking for two communication specialists to join ATF's Web Media Branch and support our critical law enforcement and regulatory mission!

GS-12 Communication Specialist, open through 12/22:
https://www.usajobs.gov/GetJob/ViewDetails/625973000
Open to the public

You'll join two writers, two content editors/project managers and three developers who work together every day to improve ATF's digital communications, primarily through our website at ATF.gov and public email lists. Spanish language skills are a bonus but not required.

Typical assignments include writing blog posts and how-to guides, creating new web pages in Drupal, editing content for plain language, proofreading for grammar and AP Style, interviewing users and subject matter experts, posting announcements to the intranet, remediating documents for Section 508 compliance, and analyzing quantitative and qualitative data from users.

ATF is still at maximum telework due to the pandemic. In "normal" times, this position is based at ATF's HQ building in Washington, DC and eligible for telework or AWS (but cannot be fully remote, unfortunately). We're across the street from the NoMa-Gallaudet Red Line station, just one stop from Union Station.

Please pass this along to anyone who might be interested, and let me know if you have any questions!

py holidays,

(b) (6), (b) (7)(C)
Chief, Web Media Branch
Digital Media Division
Office of Public and Governmental Affairs
Bureau of Alcohol, Tobacco, Firearms and Explosives

Pronouns: she/her

ATF PROTECTING THE PUBLIC SERVING OUR NATION

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 9 Dec 2021 19:07:17 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) CIV DLA LAND AND MARITIME (USA)" <(b) (6) @DLA.MIL>
Message-ID:	<BN1P111MB093243AD29BD017BB917DDC288709@BN1P111MB0932.NAMP111.PROD.OUTLOOK.COM>
Subject:	Re: AFPIMS content management system
From:	"(b) (6) CIV DLA LAND AND MARITIME (USA)" <(b) (6) @DLA.MIL>
MIME-Version:	1.0
In-Reply-To:	<PH2P111MB0650D5AC22EC2852A060818A8B709@PH2P111MB0650.NAMP111.PROD.OUTLOOK.COM>
Content-Type:	multipart/signed; protocol="application/x-pkcs7-signature"; micalg=2.16.840.1.101.3.4.2.1; boundary="----=_NextPart_000_000A_01D7ED06.0EF1BFF0"
Comments:	To: "(b) (6) CIV DCSA CDSE (USA)" <000002d6fd4e99b0-dmarc-request@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (2257 bytes) , smime.p7s (5 kB)

I'm using it now.

(b) (6)
Public Affairs
Defense Logistics Agency Land and Maritime

-----Original Message-----
From: owner-content-managers-l@listserv.gsa.gov
<owner-content-managers-l@listserv.gsa.gov> On Behalf Of (b) (6)
CIV DCSA CDSE (USA)
Sent: Thursday, December 9, 2021 1:41 PM
To: 'CONTENT-MANAGERS-L@LISTSERV.GSA.GOV'
<CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Non-DoD Source] AFPIMS content management system

Good Afternoon All,

I am trying to get in touch with anyone who has current or past experience using or evaluating AFPIMS -- the American Forces Public Information Management System: https://www.publicweb.dma.mil/

Thank you,

(b) (6)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6) mail.mil

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does not matter
and the sender's email address will be removed from the list.

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Message-ID:	<CAJOY3MphbVm-562rBvy4dGfLY8MDo50y1KFLEx8rUvsJjE9ONg@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Getting to know USWDS users
From:	(b) (6) @GSA.GOV>
Date:	Thu, 9 Dec 2021 14:13:41 -0500
Content-Type:	multipart/alternative; boundary="0000000000002595ae05d2bb680e"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @GSA.GOV>
Parts/Attachments:	text/plain (1997 bytes) , text/html (5 kB)

Hello, Web Content Manager Community:

As a member of the U.S. Web Design System Core Team, I am reaching out to you with a quick ask.

There are lots of people and projects that use USWDS, but the design system isn't always able to connect the dots between this person and that project. As both projects and the design system evolve and grow, we want to be as proactive as possible about understanding what you and your projects need.

To that end, we're launching a short survey to help make these connections between people and USWDS projects. This survey is meant for **federal employees who work on federal websites and digital services** and will be open through **January 7, 2022. Note:** This survey is not intended for contractors who work on federal digital projects (for PRA reasons).

So, if you or your project use the design system, we invite you to take what should be a sub-three-minute survey to introduce yourself. It's hopefully just a little thing, but it matters!

Thank you in advance for your time and feedback.

(b) (6)
--
(b) (6) Contractor
Bixal
Technology Transformation Services
U.S. General Services Administration
301-938-9947 | kathryn.mullan@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

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Content-Type:	multipart/related; boundary="_005_SA1PR09MB7552093BAC3023B39115D9B0F3719SA1PR09MB7552namp_"; type="multipart/alternative"
Date:	Fri, 10 Dec 2021 20:18:32 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Subject:	New year, new job? Website Editor in Chief at US Patent and Trademark Office
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Message-ID:	<SA1PR09MB7552093BAC3023B39115D9B0F3719@SA1PR09MB7552.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: SocialGov Community of Practice <SM-COP@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (41 kB) , text/html (10 kB) , image001.emz (154 kB) , image002.png (41 kB)

IS it 'the most wonderful time of the year'? I could use this group's help spreading the word about this cool GS-13 opportunity on my team– I'm a little worried it might get lost in the midst of the holiday rush. [Then again, maybe there are people who REALLY, REALLY want an excuse to bow out of social events the next 2 weeks. They can tell everyone they have to work on their materials for this job, which closes Dec. 27!]

All citizens: https://www.usajobs.gov/GetJob/ViewDetails/626424200
Government-Wide: https://www.usajobs.gov/GetJob/ViewDetails/626424900

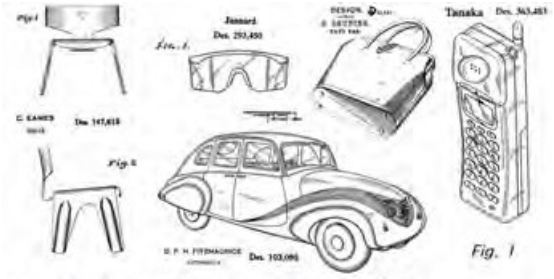

Figure 1- Various design patents, including purses, cars, chairs, goggles, and portable phone.

ABOUT: In the midst of shutdowns, pandemics and everything else, the U.S. Patent and Trademark Office is keepin' on (as we have for 250+ years) issuing patents and registering trademarks -- and we are even gearing up to bring on new roles 2022! This position is a backfill for someone who is retiring, but it is on a growing team. It's a really cool hybrid leader, editor, trainer, web & UX-savvy type position. You'd oversee content on uspto.gov, train and coach ~100+ user community to deliver well-written and designed web pages using our CMS (Drupal), and work with a digital strategist and Agile web development team on what to improve or develop next. You are deeply embedded in and supported by various cross-unit teams at the agency like the Web Executive Council, Press team, and Education and Outreach team. There is also a lot of high-level people-wrangling, so diplomacy is a must.

In a single day, you might may brief the highest executives at our 13,000 person agency, review a web page for plain language and adherence to our writing style, troubleshoot a CMS problem and escalate it to our dev team, or lead a planning meeting for our next big project (like our Journeys of Innovation series, or this award-winning site recognizing the 10 Millionth Patent). We're still on mandatory telework, but our agency is opening up more telework options than ever before, including full-time telework, and this role could be located in any state (though locality pay would apply, of course).

Our current Website Editor in Chief retires at the end of this month, but could answer any questions you might have (Lavonne.shelton@uspto.gov).

Again, the links are:

All citizens: https://www.usajobs.gov/GetJob/ViewDetails/626424200

Government-Wide: https://www.usajobs.gov/GetJob/ViewDetails/626424900

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

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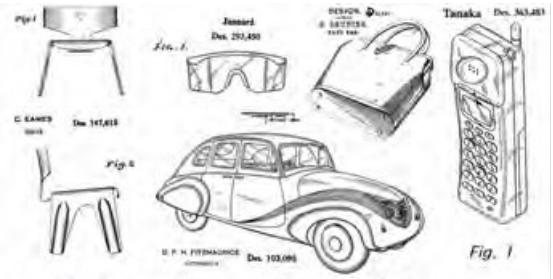

Figure 1- Various design patents, including purses, cars, chairs, goggles, and portable phone.

Message-ID: <993540CA-3DB4-4A80-A9B1-E955A38F2818@ao.uscourts.gov>
Sender: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: YouTube recommended videos (and the disappearance of the 'government@youtube.com')
From: James Davison <James_Davison@AO.USCOURTS.GOV>
Date: Mon, 13 Dec 2021 19:24:46 +0000
MIME-Version: 1.0
Content-Type: multipart/alternative; boundary="_000_993540CA3DB44A80A9B1E955A38F2818aouscourtsgov_"
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, James Davison <James_Davison@AO.USCOURTS.GOV>
Parts/Attachments: text/plain (1525 bytes) , text/html (4 kB)

Good afternoon,

Has anyone else had trouble of late getting Google to remove “recommended videos” (aka “up next”) from their government YouTube channels?

For many years, we successfully sent requests to government@youtube.com, but that email address no longer exists. Inquiries to the new civics-outreach@google.com email address have gone unanswered, and a request to the general YouTube creator/partner support group has also been unsuccessful (so far).

If anyone has another YouTube contact they’re willing to share, or knows of another approach worth trying, we’d appreciate the info.

Thanks,

James Davison
Web Communications and New Media
Office of Public Affairs
Administrative Office of the U.S. Courts

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 13 Dec 2021 20:14:43 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Minton, Vern T." <Vern.Minton@VA.GOV>
Message-ID:	<SA1PR09MB846244E74299BD6E6B145C7983749@SA1PR09MB8462.namprd09.prod.outlook.com>
Subject:	Re: [EXTERNAL] [CONTENT-MANAGERS-L] YouTube recommended videos (and the disappearance of the 'government@youtube.com')
From:	"Minton, Vern T." <Vern.Minton@VA.GOV>
MIME-Version:	1.0
In-Reply-To:	<993540CA-3DB4-4A80-A9B1-E955A38F2818@ao.uscourts.gov>
Content-Type:	multipart/alternative; boundary="_000_SA1PR09MB846244E74299BD6E6B145C7983749SA1PR09MB8462namp_"
Comments:	To: James Davison <James_Davison@AO.USCOURTS.GOV>
Parts/Attachments:	text/plain (2750 bytes) , text/html (6 kB)

I am following this string and the recommendations. I, too, have trouble communicating with Google about their “business pages” regarding our agency entities (VA clinics for example).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** James Davison
Sent: Monday, December 13, 2021 2:25 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] YouTube recommended videos (and the disappearance of the 'government@youtube.com')

Good afternoon,

Has anyone else had trouble of late getting Google to remove “recommended videos” (aka “up next”) from their government YouTube channels?

For many years, we successfully sent requests to government@youtube.com, but that email address no longer exists. Inquiries to the new civics-outreach@google.com email address have gone unanswered, and a request to the general YouTube creator/partner support group has also been unsuccessful (so far).

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James Davison
Web Communications and New Media
Office of Public Affairs
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Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB53709E8920457A3F22E5C7FD8A759MN2PR09MB5370namp_"
Date:	Tue, 14 Dec 2021 20:35:50 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Subject:	FW: Drupal4Gov Webinar: Intro to Layout Paragraphs Thurs 12/16 3pm EDT
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID:	<MN2PR09MB53709E8920457A3F22E5C7FD8A759@MN2PR09MB5370.namprd09.prod.outlook.com>
In-Reply-To:	<54a6c4398bd6b6eb364287b0a.7ad0fbe3e3.20211214125954.a2947770eb.d8764484@mail109.suw111.mcdlv.net>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (9 kB) , text/html (43 kB)

Another free webinar from Drupal4Gov!

From: Drupal4Gov <drupal4gov@gmail.com>
Sent: Tuesday, December 14, 2021 8:00 AM
To: Dearie, Jessica <Dearie.Jessica@epa.gov>
Subject: Drupal4Gov Webinar: Intro to Layout Paragraphs Thurs 12/16 3pm EDT

Monthly Webinars are Back with Aten, just in time for the Holidays!

View this email in your browser

Drupal4Gov

Webinar: Intro to Layout Paragraphs

Layout Paragraphs was designed to empower marketing and editorial teams everywhere, Layout Paragraphs offers a WYSIWYG interface for publishing highly visual, long-form content - no developer needed. In this session, we'll demo the capabilities of Layout Paragraphs, explain how it differs from core's Layout Builder, and show participants how to implement Layout Paragraphs in their own Drupal websites.

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Objectives:

- Download and install Layout Paragraphs, along with its dependencies.
- Configure Layout Paragraphs to support the specific types of highly visual, long-form content your organization publishes online.
- Publish dynamic, long-form pages using Layout Paragraphs – without requiring developers or an outside vendor/agency.

Instructor Justin Toupin

Justin Toupin is CEO and founding partner at Aten Design Group. He started the company back in 2000 with a passion for technology and communications, a desire to do meaningful work, and an aspiration to help build a place where people love what they do. Justin speaks about design and development process, working with clients, and the business of running a design company. He is a co-maintainer for several Drupal projects, including OpenAid, the Drupal distribution for marketing non-profit programs.

Get Tickets Intro to Layout Paragraphs

Webinar Sponsoring Agency: Amazee.io

A new way to think about WebOps

amazee.io is more than just a hosting provider—we're your end-to-end WebOps partner. We help build, run, and scale high-performing and secure sites and web applications on our trusted open source WebOps platform.

Our WebOps platform has been purposely built for modern Kubernetes-based cloud environments and supports all major web technologies and frameworks. Additionally, amazee.io's WebOps platform is fully infrastructure-independent and supports all major IaaS as well as on-premise environments. Our global 24/7 WebOps and Kubernetes experts support our customers on their modernization and digitalization journey, providing a best-in-class digital experience.

- Many enterprises are turning to a continuous delivery (CD) model to ensure fast, safe, and repeatable workflows. Should you implement CI/CD? Download our white paper to learn what to consider.
- We've helped organizations like the Australian Government, Smartsheet, Doghouse Agency, and Matterport manage unprecedented scale with zero downtime, reduce overheadheir business, and more. Visit our Customer Stories page to check out our case studies

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Ready to build, run, and scale your sites and applications on a truly open source WebOps platform? Get in touch with Amazee today.

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Message-ID:	<CO6PR09MB8423339371769E63FFAF0632EE769@CO6PR09MB8423.namprd09.prod.outlook.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	External links when linking to other federal sites
From:	"(b) (6) <(b) (6) STATE.GOV>
Date:	Wed, 15 Dec 2021 23:35:03 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_CO6PR09MB8423339371769E63FFAF0632EE769CO6PR09MB8423namp_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) STATE.GOV>
Parts/Attachments:	text/plain (1670 bytes) , text/html (7 kB)

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Thanks!

(b) (6)
He/his (Why is this important?)
Director, Office of Global Web Platforms
Bureau of Global Public Affairs
U.S. Department of State
(b) (6) state.gov | 202-550-4289

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 00:37:25 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) STATE.GOV>
Message-ID:	<SJ0PR09MB71351163B70C2FEC992C1744AF779@SJ0PR09MB7135.namprd09.prod.outlook.com>
Content-Type:	text/plain; charset="utf-8"
Subject:	Re: External links when linking to other federal sites
From:	"(b) (6) <(b) (6) STATE.GOV>
Content-Transfer-Encoding:	quoted-printable
In-Reply-To:	<CO6PR09MB8423339371769E63FFAF0632EE769@CO6PR09MB8423.namprd09.prod.outlook.com>
MIME-Version:	1.0
Comments:	To: "(b) (6) <(b) (6) state.gov>
Parts/Attachments:	text/plain (55 lines)

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)
<000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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9K3aJS9a7UeQoe5G%2BSZuWxUE7ubKB4XDQ%3D&reserved=0>)

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Content-Type:	multipart/alternative; boundary="_000_CO6PR09MB842366B54DA8FA097730B8EFEE779CO6PR09MB8423namp_"
Date:	Thu, 16 Dec 2021 01:39:09 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) STATE.GOV>
Subject:	Re: External links when linking to other federal sites
From:	"(b) (6) <(b) (6) STATE.GOV>
Message-ID:	<CO6PR09MB842366B54DA8FA097730B8EFEE779@CO6PR09MB8423.namprd09.prod.outlook.com>
In-Reply-To:	<SJ0PR09MB71351163B70C2FEC992C1744AF779@SJ0PR09MB7135.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (5 kB) , text/html (14 kB)

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He/his (Why is this important?)
Director, Office of Global Web Platforms
Bureau of Global Public Affairs
U.S. Department of State
(b) (6) state.gov | 202-550-4289

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

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<000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 11:37:02 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hessling, Michael" <Hessling.Michael@EPA.GOV>
Message-ID:	<BLAPR09MB74263DC1287111C56E27388696779@BLAPR09MB7426.namprd09.prod.outlook.com>
Subject:	Re: External links when linking to other federal sites
From:	"Hessling, Michael" <Hessling.Michael@EPA.GOV>
MIME-Version:	1.0
In-Reply-To:	<CO6PR09MB842366B54DA8FA097730B8EFEE779@CO6PR09MB8423.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB74263DC1287111C56E27388696779BLAPR09MB7426namp_"
Comments:	To: "(b) (6) <(b) (6) STATE.GOV>
Parts/Attachments:	text/plain (9 kB) , text/html (21 kB)

At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

That means if a state or local web site ends in .gov, it won't get the tag. I guess we trust the dotgov registrar most! We have some exemptions built in, and we could refine our logic and include additional exemptions, but that gets into whack-a-mole.

Of tangential note, we change the language of the word "exit," depending on the language of the page it's on. That's pretty neat. Wish it were so easy to change the language of the rest of the page content.

Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

~~~~~~
Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Wednesday, December 15, 2021 8:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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He/his (Why is this important?)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

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Sent: Thursday, December 16, 2021 8:35 AM
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d1a691a12b2121f44b%7C0%7C0%7C637752118482576247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GJ13v9gekgIZ5mB3d1nPt%2FOFhFJwga4j8mgWM%2FnPc1w%3D&reserved=0>)

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 11:42:18 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Porter, Vikki" <PorterV@GAO.GOV>
Message-ID:	<85e9d7de66ad4d40987c9bb9e8a55aed@gao.gov>
Subject:	Re: External links when linking to other federal sites
From:	"Porter, Vikki" <PorterV@GAO.GOV>
MIME-Version:	1.0
In-Reply-To:	<CO6PR09MB842366B54DA8FA097730B8EFEE779@CO6PR09MB8423.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_85e9d7de66ad4d40987c9bb9e8a55aedgaogov_"
Comments:	To: "(b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (10 kB) , text/html (19 kB)

This. All of this.

"…very easy for those of us who live and breathe 'web' every day to lose sight of what the average person knows and does."

I think you asked a very good question, Jeff. We do need to think about the UI/UX aspects as well as consider the devices people use often (mobile).

Vikki Porter

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** (b) (6)
Sent: Wednesday, December 15, 2021 8:39 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: External links when linking to other federal sites

CAUTION EXTERNAL EMAIL: Do not click on any links or open any attachments unless you trust the sender and/or know the content is safe. If you are suspicious of the e-mail, click on the Report Suspicious Emails button.

For a loooong time, like starting in the early 90s until as recently as 2016 from OMB, it was considered necessary because people often got confused that they were going to a different site, and the federal gov't has more privacy protections than other sites. My wife still gets confused sometimes, actually (and many people don't know how to read URLs, even if they know to mouse over, and that doesn't work in many mobile situations, anyway). There was also a concern that people not blame agencies for problems they encountered on sites we linked to. It's very easy for those of us who live and breathe "web" every day to lose sight of what the average person knows and does.

The page I linked to above from digital.gov says to add external link indicators when linking to non-.gov sites, but here at State, we add them to everything that isn't owned by State. I'm wondering what other agencies do.

But your question is a good one: are they still necessary at all? I'd be curious to know what the most recent usability gurus have to say on the subject, as well as people on this list.

(b) (6)

(b) (6)
He/his (Why is this important?)
Director, Office of Global Web Platforms
Bureau of Global Public Affairs
U.S. Department of State
(b) (6) state.gov | 202-550-4289

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

Why indicate at all? Do users really care? The context of the link label should indicate where the link leads. I don't think it's a question of security, because users will trust the U.S. government to not link to a bad site. And in any case, users can simply MouseOver a link to check where it's going, if they really want to.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For those at federal agencies, when do you indicate links to other gov't agencies are external (icons, etc.):

1. When linking to any site other than your own, even if it's owned by your agency? For example, when xxx.fed.gov links to yyy.fed.gov (or even to zzz.gov if it's owned by the same agency)
2. When linking to agencies other than your own? For example, when fed.gov links to 123.gov
3. Not when linking within the federal gov't, but yes when linking to state and local gov't sites
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5. Something else or a combination of the 4 listed above

Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

(b) (6)

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Message-ID:	<FB4F05B8-3B65-4DEE-9911-06A61892A1BC@nih.gov>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites
From:	"Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
Date:	Thu, 16 Dec 2021 11:53:05 +0000
MIME-Version:	1.0
Content-Type:	multipart/alternative; boundary="_000_FB4F05B83B654DEE991106A61892A1BCnihgov_"
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
Parts/Attachments:	text/plain (10 kB) , text/html (21 kB)

We use our exit icon any time the UI will change. That means even when going to other websites we manage. The “new” website also opens in a new tab.
This is to make it clear to the use that, “hey, new menus, colors, etc. coming with this click.” It is less about, “hey, not a government site” and more about “hey, heads up, everything is going to change.”

We also don’t link to URL shortener services if we can at all avoid it, for those who DO mouse over links.

-Cheryl

--
Cheryl Thompson
cheryl.thompson@nih.gov
p 984-287-3329
f 301-480-3250
Web Manager
HHS/NIH/NIEHS/OD/OCPL

From: "Hessling, Michael" <0000011e6e59acbe-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hessling, Michael" <Hessling.Michael@EPA.GOV>
Date: Thursday, December 16, 2021 at 6:45 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

That means if a state or local web site ends in .gov, it won’t get the tag. I guess we trust the dotgov registrar most! We have some exemptions built in, and we could refine our logic and include additional exemptions, but that gets into whack-a-mole.

Of tangential note, we change the language of the word "exit," depending on the language of the page it's on. That's pretty neat. Wish it were so easy to change the language of the rest of the page content.

Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

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~~~

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
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Director, Office of Global Web Platforms

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U.S. Department of State

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%7C66cf5b745afe48d1a691a12b2121f44b%7C0%7C0%7C637752118482576247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GSwkiFgHw0jTEApGRjljkvhRBSWJnYuGzToFHH2ueDY%3D&reserved=0.

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Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB53703330E61655BC06E95D118A779MN2PR09MB5370namp_"
Date:	Thu, 16 Dec 2021 12:42:28 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Subject:	Re: External links when linking to other federal sites
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Message-ID:	<MN2PR09MB53703330E61655BC06E95D118A779@MN2PR09MB5370.namprd09.prod.outlook.com>
In-Reply-To:	<BLAPR09MB74263DC1287111C56E27388696779@BLAPR09MB7426.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (14 kB) , text/html (31 kB)

I really like the recommendation from the USWDS. They place emphasis on a link being a promise of what's to come and how important it is for that promise to be met. My favorite is including the domain in brackets at the end of the link text. I manage an intranet and we programmatically add an external link icon to any non-.gov URL. Someday we'll make it smarter.

- **Notification:** We recommend employing a clear, consistent, user-friendly approach for *all* external links whether government or non-government links (see What you should do, below).

- **If you use an external link indicator, use it consistently for all text links.** If your project uses an external link indicator (like an icon), use it for all text links across your site. If users learn to associate an external link with the indicator, they will also expect that text links without an indicator are not external links. Icon- or image-only links like social share buttons or logos do not need the same treatment as text links.

- **Provide text context for external links.** Following a link is a decision. Terse links without context often don't give users enough information to make that decision. Plain, straightforward text can be the best way to communicate to users that a link will take them away from your site. This is useful whether the external link is to a government or a non-government site. When possible, use the content of the link text itself to indicate its destination. In isolation, an external link indicator (like an icon) can be ambiguous. Plain text can help make any link destination more clear.

  Example 1:
  CDC recommends using sunscreen when you're outside to reduce your risk of skin damage and skin cancer.
  To ensure food safety during an emergency, the Red Cross recommends you do not open the refrigerator or freezer.
  Example 2:
  Sun safety guidance [cdc.gov].
  Food safety during an emergency [redcross.org]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hessling, Michael
Sent: Thursday, December 16, 2021 6:37 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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~~~~~~
Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

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Sent: Wednesday, December 15, 2021 8:39 PM
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(b) (6)

He/his (Why is this important?)

Director, Office of Global Web Platforms

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(b) (6) state.gov | 202-550-4289
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Content-Type:	multipart/alternative; boundary="_000_BLAPR09MB7009C75D704D2EB6D9AC4EAAC3779BLAPR09MB7009namp_"
Date:	Thu, 16 Dec 2021 13:27:26 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Thompson David C <David.C.Thompson@IRS.GOV>
Subject:	Re: External links when linking to other federal sites
From:	Thompson David C <David.C.Thompson@IRS.GOV>
Message-ID:	<BLAPR09MB7009C75D704D2EB6D9AC4EAAC3779@BLAPR09MB7009.namprd09.prod.outlook.com>
In-Reply-To:	<MN2PR09MB53703330E61655BC06E95D118A779@MN2PR09MB5370.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (16 kB) , text/html (38 kB)

I've heard a lot of people point to the exit page used here at the IRS, as a warning you're leaving the IRS intranet, yet no one reads it. It references protecting your own personal information, because you're leaving the firewalled internal network.

I have seen many (including this USWDS site) claim there is a requirement to identify if a link goes to a non-governmental site. I would like to see evidence of that requirement, if anyone can provide it. I have seen studies that point to the additional "click" required being more bothersome for users, than confusion of going to a different site. While I'm not necessarily advocating against using warnings, I do believe that it is very likely it's an effort of polishing brass in a janitor's closet.

Does anyone have information on?:

- An authoritative mandate to include external warnings, and guidance on how to meet the requirement
- Relatively recent studies showing exit warnings prevent problems with a significant user population

I also wonder how many governmental sites implement a non-requirement, at the detriment of accessibility (section 508).

Thank you,
David Thompson
TAS Web Strategist

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Dearie, Jessica
Sent: Thursday, December 16, 2021 7:42 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: External links when linking to other federal sites

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learn to associate an external link with the indicator, they will also expect that text links without an indicator are not external links. Icon- or image-only links like social share buttons or logos do not need the same treatment as text links.

- **Provide text context for external links.** Following a link is a decision. Terse links without context often don't give users enough information to make that decision. Plain, straightforward text can be the best way to communicate to users that a link will take them away from your site. This is useful whether the external link is to a government or a non-government site. When possible, use the content of the link text itself to indicate its destination. In isolation, an external link indicator (like an icon) can be ambiguous. Plain text can help make any link destination more clear.

Example 1:
CDC recommends using sunscreen when you're outside to reduce your risk of skin damage and skin cancer.
To ensure food safety during an emergency, the Red Cross recommends you do not open the refrigerator or freezer.
Example 2:
Sun safety guidance [cdc.gov].
Food safety during an emergency [redcross.org]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hessling, Michael
Sent: Thursday, December 16, 2021 6:37 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

That means if a state or local web site ends in .gov, it won't get the tag. I guess we trust the dotgov registrar most! We have some exemptions built in, and we could refine our logic and include additional exemptions, but that gets into whack-a-mole.

Of tangential note, we change the language of the word "exit," depending on the language of the page it's on. That's pretty neat. Wish it were so easy to change the language of the rest of the page content.

Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

~~~~~~
Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Wednesday, December 15, 2021 8:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For a loooong time, like starting in the early 90s until as recently as 2016 from OMB, it was considered necessary because people often got confused that they were going to a different site
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considered necessary because people often got confused that they were going to a different site, and the federal gov't has more privacy protections than other sites. My wife still gets confused sometimes, actually (and many people don't know how to read URLs, even if they know to mouse over, and that doesn't work in many mobile situations, anyway). There was also a concern that people not blame agencies for problems they encountered on sites we linked to. It's very easy for those of us who live and breathe "web" every day to lose sight of what the average person knows and does.

The page I linked to above from digital.gov says to add external link indicators when linking to non-.gov sites, but here at State, we add them to everything that isn't owned by State. I'm wondering what other agencies do.

But your question is a good one: are they still necessary at all? I'd be curious to know what the most recent usability gurus have to say on the subject, as well as people on this list.

(b) (6)

He/his (Why is this important?)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
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Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

Thanks!

(b) (6) _____

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_____

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 13:27:46 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) @USDOJ.GOV>
Message-ID:	<BN3P110MB0497EF471F818FF2A346D0CAB8779@BN3P110MB0497.NAMP110.PROD.OUTLOOK.COM>
Subject:	Re: External links when linking to other federal sites
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) @USDOJ.GOV>
MIME-Version:	1.0
In-Reply-To:	<CO6PR09MB8423339371769E63FFAF0632EE769@CO6PR09MB8423.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BN3P110MB0497EF471F818FF2A346D0CAB8779BN3P110MB0497NAMP_"
Comments:	To: "(b) (6) <(b) (6) STATE.GOV>
Parts/Attachments:	text/plain (2904 bytes) , text/html (8 kB)

We use a Drupal module in combination with the list of federal domains at https://home.dotgov.gov/data/ to determine when a link is to a non-federal government site and then present a dialog box and disclaimer.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Wednesday, December 15, 2021 6:35 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] External links when linking to other federal sites

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He/his (Why is this important?)

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Content-Type:	multipart/alternative; boundary="_000_B22647B4F9424AE1B7BBF2D2449A0035nihgov_"
Date:	Thu, 16 Dec 2021 13:53:08 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Bitzer Wales, Victoria (NIH/NINDS) [E]" <victoria.bitzer-wales@NIH.GOV>
Subject:	Re: [EXTERNAL] RE: External links when linking to other federal sites
From:	"Bitzer Wales, Victoria (NIH/NINDS) [E]" <victoria.bitzer-wales@NIH.GOV>
Message-ID:	<B22647B4-F942-4AE1-B7BB-F2D2449A0035@nih.gov>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: Thompson David C <0000091910d60c23-dmarc-request@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (19 kB) , text/html (52 kB)

Good morning! On the USWDS page that Jessica shared it lists the OMB requirement:

What you must do

- **Clearly identify external links.** OMB's Policies for Federal Agency Public Websites and Digital Services [PDF, 1.2 MB] states that agencies "must clearly identify external links from their websites" and that they "should choose the best approach to identify external links to users in a way that minimizes the impact on the usability of their websites and digital services."
- **Provide required notification for non-federal external links.** OMB's Policies for Federal Agency Public Websites and Digital Services [PDF, 1.2 MB] states that you "must clearly state that the content of external links to non-federal agency websites is not endorsed by the federal government."

This requirement has two aspects:

- **Notification:** We recommend employing a clear, consistent, user-friendly approach for *all* external links whether government or non-government links (see What you should do, below).
- **Non-endorsement:** We recommend adding language to a policy and notices page on your site to explain to users that the agency does not endorse the information on any linked non-federal site. See, for example, USA.gov's linking policy.

Check with your Federal Web Council representative [digital.gov] and General Counsel regarding agency requirements for this endorsement language and notification approach.

Victoria B. Wales
Digital Branch Chief
Pronouns*: she, her, ella*
Office of Neuroscience Communications and Engagement
Office of the Director
National Institute of Neurological Disorders and Stroke | National Institutes of Health
O: 301-827-9264
C: (b) (6)
E: victoria.bitzer-wales@nih.gov
Check out our 2021-2026 Strategic Plan

Check out our 2021-2026 Strategic Plan
Follow us on Social

NIH...Turning Discovery Into Health®

From: Thompson David C <0000091910d60c23-dmarc-request@LISTSERV.GSA.GOV>
Date: Thursday, December 16, 2021 at 8:48 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] RE: External links when linking to other federal sites

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and are confident the content is safe.

I've heard a lot of people point to the exit page used here at the IRS, as a warning you're leaving the IRS intranet, yet no one reads it. It references protecting your own personal information, because you're leaving the firewalled internal network.

I have seen many (including this USWDS site) claim there is a requirement to identify if a link goes to a non-governmental site. I would like to see evidence of that requirement, if anyone can provide it. I have seen studies that point to the additional "click" required being more bothersome for users, than confusion of going to a different site. While I'm not necessarily advocating against using warnings, I do believe that it is very likely it's an effort of polishing brass in a janitor's closet.

Does anyone have information on?:

- An authoritative mandate to include external warnings, and guidance on how to meet the requirement
- Relatively recent studies showing exit warnings prevent problems with a significant user population

I also wonder how many governmental sites implement a non-requirement, at the detriment of accessibility (section 508).

Thank you,
David Thompson
TAS Web Strategist

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Dearie, Jessica
Sent: Thursday, December 16, 2021 7:42 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: External links when linking to other federal sites

I really like the recommendation from the USWDS. They place emphasis on a link being a promise of what's to come and how important it is for that promise to be met. My favorite is including the domain in brackets at the end of the link text. I manage an intranet and we programmatically add an external link icon to any non-.gov URL. Someday we'll make it smarter.

- **Notification:** We recommend employing a clear, consistent, user-friendly approach for *all* external links whether government or non-government links (see What you should do, below).

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~~~~~~
Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

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Thanks!

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Content-Type:	multipart/alternative; boundary="_000_ED98FB4A2E5D4CED9ED149BAD4467859nistgov_"
Date:	Thu, 16 Dec 2021 13:53:48 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hernandez, Paul A. (Fed)" <paul.hernandez@NIST.GOV>
Subject:	Re: External links when linking to other federal sites
From:	"Hernandez, Paul A. (Fed)" <paul.hernandez@NIST.GOV>
Message-ID:	<ED98FB4A-2E5D-4CED-9ED1-49BAD4467859@nist.gov>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: Thompson David C <David.C.Thompson@IRS.GOV>
Parts/Attachments:	text/plain (22 kB) , text/html (46 kB)

For your first bullet point you can check the following page on digital.gov.

External Links Section
https://digital.gov/resources/required-web-content-and-links/

Thanks,
Paul Hernandez

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Thompson David C <0000091910d60c23-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Thompson David C <David.C.Thompson@IRS.GOV>
Date: Thursday, December 16, 2021 at 8:47 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

I've heard a lot of people point to the exit page used here at the IRS, as a warning you're leaving the IRS intranet, yet no one reads it. It references protecting your own personal information, because you're leaving the firewalled internal network.

I have seen many (including this USWDS site) claim there is a requirement to identify if a link goes to a non-governmental site. I would like to see evidence of that requirement, if anyone can provide it. I have seen studies that point to the additional "click" required being more bothersome for users, than confusion of going to a different site. While I'm not necessarily advocating against using warnings, I do believe that it is very likely it's an effort of polishing brass in a janitor's closet.

Does anyone have information on?:

- An authoritative mandate to include external warnings, and guidance on how to meet the requirement
- Relatively recent studies showing exit warnings prevent problems with a significant user population

I also wonder how many governmental sites implement a non-requirement, at the detriment of accessibility (section 508).

Thank you,
David Thompson
TAS Web Strategist

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Dearie, Jessica
Sent: Thursday, December 16, 2021 7:42 AM

To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: External links when linking to other federal sites

I really like the recommendation from the USWDS. They place emphasis on a link being a promise of what's to come and how important it is for that promise to be met. My favorite is including the domain in brackets at the end of the link text. I manage an intranet and we programmatically add an external link icon to any non-.gov URL. Someday we'll make it smarter.

- **Notification:** We recommend employing a clear, consistent, user-friendly approach for *all* external links whether government or non-government links (see What you should do, below).

- **If you use an external link indicator, use it consistently for all text links.** If your project uses an external link indicator (like an icon), use it for all text links across your site. If users learn to associate an external link with the indicator, they will also expect that text links without an indicator are not external links. Icon- or image-only links like social share buttons or logos do not need the same treatment as text links.

- **Provide text context for external links.** Following a link is a decision. Terse links without context often don't give users enough information to make that decision. Plain, straightforward text can be the best way to communicate to users that a link will take them away from your site. This is useful whether the external link is to a government or a non-government site. When possible, use the content of the link text itself to indicate its destination. In isolation, an external link indicator (like an icon) can be ambiguous. Plain text can help make any link destination more clear.

  Example 1:
  CDC recommends using sunscreen when you're outside to reduce your risk of skin damage and skin cancer.
  To ensure food safety during an emergency, the Red Cross recommends you do not open the refrigerator or freezer.
  Example 2:
  Sun safety guidance [cdc.gov].
  Food safety during an emergency [redcross.org]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hessling, Michael
Sent: Thursday, December 16, 2021 6:37 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

That means if a state or local web site ends in .gov, it won't get the tag. I guess we trust the dotgov registrar most! We have some exemptions built in, and we could refine our logic and include additional exemptions, but that gets into whack-a-mole.

Of tangential note, we change the language of the word "exit," depending on the language of the page it's on. That's pretty neat. Wish it were so easy to change the language of the rest of the page content.

Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

~~~
~~~

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For those at federal agencies, when do you indicate links to other gov't agencies are external (icons, etc.):

1. When linking to any site other than your own, even if it's owned by your agency? For example, when xxx.fed.gov links to yyy.fed.gov (or even to zzz.gov if it's owned by the same agency)
2. When linking to agencies other than your own? For example, when fed.gov links to 123.gov
3. Not when linking within the federal gov't, but yes when linking to state and local gov't sites
4. Never when linking to any gov't site
5. Something else or a combination of the 4 listed above

Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

(b) (6)

He/his (Why is this important?<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.edi.nih.gov%2Fpeople%2Fsep%2Flgbti%2Fpride-2021&data=04%7C01%(b) (6)40state.gov%7C76bfc73dbfc948c4f4ac08d9c02c3b32%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637752118482576247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GJ13v9gekgIZ5mB3d1nPt%2FOFhFJwga4j8mgWM%2FnPc1w%3D&reserved=0>)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 14:04:25 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Jeffers, William" <William.Jeffers@EIA.GOV>
Message-ID:	<MN2PR09MB48764052A32F332EA8D71E89F9779@MN2PR09MB4876.namprd09.prod.outlook.com>
Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites
From:	"Jeffers, William" <William.Jeffers@EIA.GOV>
MIME-Version:	1.0
In-Reply-To:	<FB4F05B8-3B65-4DEE-9911-06A61892A1BC@nih.gov>
Content-Type:	multipart/alternative; boundary="_000_MN2PR09MB48764052A32F332EA8D71E89F9779MN2PR09MB4876namp_"
Comments:	To: "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
Parts/Attachments:	text/plain (13 kB) , text/html (26 kB)

At U.S. Energy Information Administration we use an icon indicator to identify all external links, even to other U.S. government sites. Even though it doesn't open a new tab/window, customers (users) still benefit from the excellent reasons Cheryl gave below. Also, our exposure to customer feedback has shown that they value knowing when a link will take them to another site. To us it just makes sense to try to provide what the customers tell us they want, particularly if it doesn't inconvenience those customers who are silent about the matter.

Example page: https://www.eia.gov/todayinenergy/detail.php?id=50476

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Thompson, Cheryl (NIH/NIEHS) [E]
Sent: Thursday, December 16, 2021 6:53 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

We use our exit icon any time the UI will change. That means even when going to other websites we manage. The "new" website also opens in a new tab.
This is to make it clear to the use that, "hey, new menus, colors, etc. coming with this click." It is less about, "hey, not a government site" and more about "hey, heads up, everything is going to change."

We also don't link to URL shortener services if we can at all avoid it, for those who DO mouse over links.

-Cheryl

--
Cheryl Thompson
cheryl.thompson@nih.gov

p 984-287-3329
f 301-480-3250
Web Manager
HHS/NIH/NIEHS/OD/OCPL

From: "Hessling, Michael" <0000011e6e59acbe-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hessling, Michael" <Hessling.Michael@EPA.GOV>
Date: Thursday, December 16, 2021 at 6:45 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and are confident the content is safe.

At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

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Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

~~~~~~
Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Wednesday, December 15, 2021 8:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For a loooong time, like starting in the early 90s until as recently as 2016 from OMB, it was considered necessary because people often got confused that they were going to a different site, and the federal gov't has more privacy protections than other sites. My wife still gets confused sometimes, actually (and many people don't know how to read URLs, even if they know to mouse over, and that doesn't work in many mobile situations, anyway). There was also a concern that people not blame agencies for problems they encountered on sites we linked to. It's very easy for those of us who live and breathe "web" every day to lose sight of what the average person knows and does.
~~~~~~

The page I linked to above from digital.gov says to add external link indicators when linking to non-.gov sites, but here at State, we add them to everything that isn't owned by State. I'm wondering what other agencies do.

But your question is a good one: are they still necessary at all? I'd be curious to know what the most recent usability gurus have to say on the subject, as well as people on this list.

(b) (6)

He/his (Why is this important?)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

Why indicate at all? Do users really care? The context of the link label should indicate where the link leads. I don't think it's a question of security, because users will trust the U.S. government to not link to a bad site. And in any case, users can simply MouseOver a link to check where it's going, if they really want to.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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4. Never when linking to any gov't site
5. Something else or a combination of the 4 listed above

Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

(b) (6)

He/his (Why is this important?<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.edi.nih.gov%2Fpeople%2Fsep%2Flgbti%2Fpride-2021&data=04%7C01%(b) (6) 40state.gov%7C76bfc73dbfc948c4f4ac08d9c02c3b32%7C66cf507

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

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a service of the General Services Administration (GSA).

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 14:46:42 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Aleck Che-Mponda <Aleck.Che-mponda@BIS.DOC.GOV>
Message-ID:	<BY5PR09MB5953A4BB0F43E8A1B926DF5880779@BY5PR09MB5953.namprd09.prod.outlook.com>
Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites
From:	Aleck Che-Mponda <Aleck.Che-mponda@BIS.DOC.GOV>
MIME-Version:	1.0
In-Reply-To:	<MN2PR09MB48764052A32F332EA8D71E89F9779@MN2PR09MB4876.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BY5PR09MB5953A4BB0F43E8A1B926DF5880779BY5PR09MB5953namp_"
Comments:	To: "Jeffers, William" <William.Jeffers@EIA.GOV>
Parts/Attachments:	text/plain (19 kB) , text/html (33 kB)

There are two scenarios that should be addressed differently (IMO):

1. User browsing: Visual indicators are great ways to approach the issue when a user is simply browsing your site. The user generally doesn't need a pop up indicator.
2. User logged into an account: When a user is logged into a gov site account and clicking on the link will change their context, the user should receive a popup notification with an option either remain on site or proceed to the external link. These links should also have the visual external link indicator. Examples of a user gov accounts might be:. an advisory committee member, eFOIA, SSN account, patent application account, etc.

We are one government and there should be consistency across the gov sites for a better user experience.

Aleck Che-Mponda
Office of the Chief Information Officer, HCHB Room 6095 Bureau of Industry and Security | U.S. Department of Commerce
1401 Constitution Avenue, NW | Washington, DC 20230

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Jeffers, William
Sent: Thursday, December 16, 2021 9:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

EXTERNAL .GOV EMAIL: Do not click any links or open any attachments unless you trust the sender and know the content is safe.

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Example page: https://www.eia.gov/todayinenergy/detail.php?id=50476

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Thompson, Cheryl (NIH/NIEHS) [E]
Sent: Thursday, December 16, 2021 6:53 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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-Cheryl

--
Cheryl Thompson
cheryl.thompson@nih.gov
p 984-287-3329
f 301-480-3250
Web Manager
HHS/NIH/NIEHS/OD/OCPL

From: "Hessling, Michael" <0000011e6e59acbe-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Hessling, Michael" <Hessling.Michael@EPA.GOV>
Date: Thursday, December 16, 2021 at 6:45 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and are confident the content is safe.

At EPA, we use JavaScript to read the linked URL. If the hostname includes .gov or .mil, we do not add the exit disclaimer tag. At this time, that means the Taiwanese EPA does not get an exit tag (the URL is www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

That means if a state or local web site ends in .gov, it won’t get the tag. I guess we trust the dotgov registrar most! We have some exemptions built in, and we could refine our logic and include additional exemptions, but that gets into whack-a-mole.

Of tangential note, we change the language of the word “exit,” depending on the language of the page it’s on. That’s pretty neat. Wish it were so easy to change the language of the rest of the page content.

That's pretty neat. Wish it were so easy to change the language of the rest of the page content.

Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

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And in any case, users can simply MouseOver a link to check where it's going, if they really want to.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For those at federal agencies, when do you indicate links to other gov't agencies are external (icons, etc.):

1. When linking to any site other than your own, even if it's owned by your agency? For example, when xxx.fed.gov links to yyy.fed.gov (or even to zzz.gov if it's owned by the same agency)
2. When linking to agencies other than your own? For example, when fed.gov links to 123.gov
3. Not when linking within the federal gov't, but yes when linking to state and local gov't sites
4. Never when linking to any gov't site
5. Something else or a combination of the 4 listed above

Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

(b) (6)

He/his (Why is this important?<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.edi.nih.gov%2Fpeople%2Fsep%2Flgbti%2Fpride-2021&data=04%7C01%(b) (6)40state.gov%7C76bfc73dbfc948c4f4ac08d9c02c3b32%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637752118482576247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GJ13v9gekgIZ5mB3d1nPt%2FOFhFJwga4j8mgWM%2FnPc1w%3D&reserved=0>)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

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bGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GSwkiFgHw0jTEApGRjljkvhRBSWJnYuGzToFHH2ueDY%3D&reserved=0.

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 16 Dec 2021 18:45:15 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Message-ID:	<BY5PR09MB5889032D1351379B74FC7127EA779@BY5PR09MB5889.namprd09.prod.outlook.com>
Subject:	Re: External links when linking to other federal sites
From:	"Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
MIME-Version:	1.0
In-Reply-To:	<BLAPR09MB7009C75D704D2EB6D9AC4EAAC3779@BLAPR09MB7009.namprd09.prod.outlook.com>
Content-Type:	multipart/alternative; boundary="_000_BY5PR09MB5889032D1351379B74FC7127EA779BY5PR09MB5889namp_"
Comments:	To: Thompson David C <David.C.Thompson@IRS.GOV>
Parts/Attachments:	text/plain (23 kB) , text/html (48 kB)

One use case that is important to consider is when/where you have links to internal apps that are cross-linked on the webpage. Many large agencies may coral these apps into a one-stop-shop page where people can go to “do the work” or find the transaction – And integration of these functionalities often is on other servers and therefore requires other URLs.

An example is the citizen apps page at DHS.gov - https://www.dhs.gov/dhs-citizen-application-directory

It is not atypical for these apps to garner user feedback on things like forgotten passwords, or technical glitches. When this happens the enterprise webmaster often gets the brunt of the feedback from unhappy citizens who can’t do what they came to your website to do, not understanding that the app actually belongs to another internal business unit.

So figuring out how to educate the user/citizen to know where to take their complaints and get service is a key to sanity. I’m not sure if anyone has slayed this dragon yet, but notice that you have left the main site could cut down on errant complaints to the central web team.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Thompson David C
Sent: Thursday, December 16, 2021 8:27 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

I’ve heard a lot of people point to the exit page used here at the IRS, as a warning you’re leaving the IRS intranet, yet no one reads it. It references protecting your own personal information, because you’re leaving the firewalled internal network.

I have seen many (including this USWDS site) claim there is a requirement to identify if a link goes to a non-governmental site. I would like to see evidence of that requirement, if anyone can provide it. I have seen studies that point to the additional “click” required being more bothersome for users, than confusion of going to a different site. While I’m not necessarily advocating against using warnings, I do believe that it is very likely it’s an effort of polishing brass in a janitor’s closet.

Does anyone have information on?

Does anyone have information on?:

- An authoritative mandate to include external warnings, and guidance on how to meet the requirement
- Relatively recent studies showing exit warnings prevent problems with a significant user population

I also wonder how many governmental sites implement a non-requirement, at the detriment of accessibility (section 508).

Thank you,
David Thompson
TAS Web Strategist

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Dearie, Jessica
Sent: Thursday, December 16, 2021 7:42 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: RE: External links when linking to other federal sites

I really like the recommendation from the USWDS. They place emphasis on a link being a promise of what's to come and how important it is for that promise to be met. My favorite is including the domain in brackets at the end of the link text. I manage an intranet and we programmatically add an external link icon to any non-.gov URL. Someday we'll make it smarter.

- **Notification:** We recommend employing a clear, consistent, user-friendly approach for *all* external links whether government or non-government links (see What you should do, below).

- **If you use an external link indicator, use it consistently for all text links.** If your project uses an external link indicator (like an icon), use it for all text links across your site. If users learn to associate an external link with the indicator, they will also expect that text links without an indicator are not external links. Icon- or image-only links like social share buttons or logos do not need the same treatment as text links.

- **Provide text context for external links.** Following a link is a decision. Terse links without context often don't give users enough information to make that decision. Plain, straightforward text can be the best way to communicate to users that a link will take them away from your site. This is useful whether the external link is to a government or a non-government site. When possible, use the content of the link text itself to indicate its destination. In isolation, an external link indicator (like an icon) can be ambiguous. Plain text can help make any link destination more clear.

Example 1:
CDC recommends using sunscreen when you're outside to reduce your risk of skin damage and skin cancer.
To ensure food safety during an emergency, the Red Cross recommends you do not open the refrigerator or freezer.
Example 2:
Sun safety guidance [cdc.gov].
Food safety during an emergency [redcross.org]

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Hessling, Michael
Sent: Thursday, December 16, 2021 6:37 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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www.epa.gov.tw). We hope to adjust the logic: if the hostname ***ends*** in .gov or .mil, do not add the exit tag.

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Source code at Github:
https://github.com/USEPA/webcms/blob/main/services/drupal/web/themes/epa_theme/js/src/external-links.es6.js

(We have a CSS fallback, if JS is disabled.)

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Michael Hessling | Public Access Team Lead
Web Content Services Division | Office of Information Management | Office of Mission Support
Text: (b) (6) | hessling.michael@epa.gov

---

rom: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Wednesday, December 15, 2021 8:39 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] External links when linking to other federal sites

For a loooong time, like starting in the early 90s until as recently as 2016 from OMB, it was considered necessary because people often got confused that they were going to a different site, and the federal gov't has more privacy protections than other sites. My wife still gets confused sometimes, actually (and many people don't know how to read URLs, even if they know to mouse over, and that doesn't work in many mobile situations, anyway). There was also a concern that people not blame agencies for problems they encountered on sites we linked to. It's very easy for those of us who live and breathe "web" every day to lose sight of what the average person knows and does.

The page I linked to above from digital.gov says to add external link indicators when linking to non-.gov sites, but here at State, we add them to everything that isn't owned by State. I'm wondering what other agencies do.

But your question is a good one: are they still necessary at all? I'd be curious to know what the most recent usability gurus have to say on the subject, as well as people on this list.

(b) (6)

He/his (Why is this important?)

Director, Office of Global Web Platforms

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov | 202-550-4289

From: Moore, John R <(b) (6) state.gov>
~~~~~~

From: (b) (6) <(b) (6) state.gov>
Sent: Wednesday, December 15, 2021 7:37 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) state.gov>
Subject: Re: External links when linking to other federal sites

Why indicate at all? Do users really care? The context of the link label should indicate where the link leads. I don't think it's a question of security, because users will trust the U.S. government to not link to a bad site. And in any case, users can simply MouseOver a link to check where it's going, if they really want to.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, December 16, 2021 8:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] External links when linking to other federal sites

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3. Not when linking within the federal gov't, but yes when linking to state and local gov't sites
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Policies have varied and shifted over the decades, so I'm curious what the current thinking is.

Thanks!

(b) (6)

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Content-Type:	multipart/alternative; boundary="_000_DM6PR09MB5541984EA9CF6443D15C95AFF47C9DM6PR09MB5541namp_"
Date:	Tue, 21 Dec 2021 19:20:02 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Subject:	JOBS at FAA (closing 1/10/2022)
From:	"Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Message-ID:	<DM6PR09MB5541984EA9CF6443D15C95AFF47C9@DM6PR09MB5541.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	cc: "UX-COP@LISTSERV.GSA.GOV" <UX-COP@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (1678 bytes) , text/html (7 kB)

Colleagues-

Please share with interested parties. The Federal Aviation Administration (my agency) is hiring two customer experience positions in our IT department. I know some of the people you'll be working with and am happy to answer questions about FAA but I am not the hiring manager. Please message me off-list.

1. CX Coordinator closes 1/10/2022 – GS-10/11 equivalent (G band if you know the FAA pay scale): https://www.linkedin.com/jobs/view/2846114361/?refId=Oh46MphG3lVndf%2BZ6gRgew%3D%3D&trackingId=psv2JlF6Htnl35VW7LvDNA%3D%3D
2. CX Analyst closes 1/10/2022 - GS-12 equivalent (H band if you know the FAA pay scale): https://www.linkedin.com/jobs/view/2846110517/?refId=Oh46MphG3lVndf%2BZ6gRgew%3D%3D&trackingId=RBLCaNNOAAEoLZf62jD23w%3D%3D

- Beth

Beth A. Martin
User Experience Lead/FAC-COR II
Federal Aviation Administration (FAA)
Office of Communications (AOC)

Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov

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Content-Type:	multipart/alternative; boundary="_000_SA1PR09MB75521384EF6C082CD3F38CD8F37D9SA1PR09MB7552namp_"
Date:	Wed, 22 Dec 2021 16:47:03 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Subject:	Ready set, share: Fun holiday content?
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Message-ID:	<SA1PR09MB75521384EF6C082CD3F38CD8F37D9@SA1PR09MB7552.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Comments:	To: SocialGov Community of Practice <SM-COP@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (3016 bytes) , text/html (7 kB)

As I set my out-of-office message with care,
And hope the holiday click-bait inside will ensnare,
The valiant federal employee still at work at their desk.
It made a question stick in my mind like a pest:
– what are other agencies doing in terms of content over the holidays?

Feel free to share any fun out-of-office messages, holiday social posts, or heart-warming agency videos on this thread!

Inspired by others MUCH more creative than I, I've wrote a new out-of-office message this year:
I'll be on leave… *Looking for something work-related, yet seasonally appropriate?*

- Read about **the invention of the Flexible Flyer sled**: https://www.uspto.gov/learning-and-resources/journeys-innovation/historical-stories/sled-steers
- Check out my "hand cameo" in this **short holiday stop-motion animation** and follow us on social media for more great content: https://twitter.com/uspto/status/1473020494932844548

[Laura's note: The stop-motion project was inspired by the "Hershey's Handbells", a holiday ad first aired in 1989 and still going strong. Ours was made several years ago [3 people, 1 digital camera], and we still use it on repeat like it's "It's a Wonderful life" on 1970s public television.]

Shameless vacancy plug *– we're hiring on my team (closes Dec. 27), and while it's not all stop-motion and rainbows, it's a pretty fun place to work***: https://www.usajobs.gov/job/626424900**

Other government holiday content I have seen this year:

NASA's "video-card" has strong 1960s animated vibes, with some cute/creepy chuckling space vehicles: https://www.digitaltrends.com/news/spot-the-space-missions-in-nasas-animated-holiday-card/

USPTO's European counterpart, the **European Patent Office** -- who consistently CRUSHES it with their videos -- has a truly heart-warming video that does many things, including working in the IP-angle [harder than you think, people!]and making smart decisions to minimize dialog and optimize for a multilingual audience: https://www.youtube.com/watch?v=O7tOy7BYuFg

Ready, set, share!

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

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Message-ID:	<CAKrD=QNWoervmL8zt_gTWVsuM5ceT7WrfVrzWKUO-sLkZQ1K1A@mail.gmail.com>
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject:	Video hosting recommendations other than YouTube - copyrighted content
From:	"(b) (6) <(b) (6) IOWA.GOV>
Date:	Wed, 22 Dec 2021 10:52:38 -0600
Content-Type:	multipart/alternative; boundary="0000000000001d2adf05d3bef54a"
MIME-Version:	1.0
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) IOWA.GOV>
Parts/Attachments:	text/plain (1687 bytes) , text/html (5 kB)

The State of Iowa does not allow agencies to load video files directly to their agency websites and recommends all videos be posted to their agency YouTube channel or the State of Iowa YouTube Channel.

The Iowa Department of Cultural Affairs manages the National History Day competition for Iowa and wants to post winning videos but has run into an issue with YouTube as the student's video contains copyrighted content and YouTube will not allow the video to be posted. It's a student video on their google drive that is a part of an educational program.

Any suggestions on other video hosting platforms or how to address this issue?

--

(b) (6)
Pronouns: She/Her/Hers
eGovernment Services Coordinator
200 E. Grand Avenue | Des Moines, IA 50309
515-201-9781
ocio.iowa.gov

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 22 Dec 2021 12:50:24 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Michael Horton - M1ED <michael.horton@GSA.GOV>
Message-ID:	<CAGu8NEUfHFN=VGb47V0omxBwSawc5A-rMP2fhpjofWJErnw9Yg@mail.gmail.com>
Subject:	Re: Video hosting recommendations other than YouTube - copyrighted content
From:	Michael Horton - M1ED <michael.horton@GSA.GOV>
Content-Type:	multipart/alternative; boundary="0000000000008faf4405d3bfc2eb"
In-Reply-To:	<CAKrD=QNWoervmL8zt_gTWVsuM5ceT7WrfVrzWKUO-sLkZQ1K1A@mail.gmail.com>
MIME-Version:	1.0
Comments:	To: "(b) (6) <(b) (6) iowa.gov>
Parts/Attachments:	text/plain (3586 bytes) , text/html (12 kB)

Not a lawyer, nor have I played one on TV or stayed at a Motel-6, but ... wondering if the student is the owner of the copyrighted material?

If the student owns the protected creative they should be able to provide permission to use on YouTube per your agency policy. Otherwise, the student should seek permission ($?) from the copyright owner, a legal determination under the provisions of "fair use," or substitute copyrighted materials for those available in YouTube's Audio Library or that are in the public domain.

See also Google's Frequently asked copyright questions.

Thank you, and have an *accessible* day!

~Michael

Michael Horton
Senior ICT Accessibility Specialist
Office of Government-wide Policy
1800 F Street, NW, Washington, DC 20405
Mobile: (b) (6)
Buy. Build. Be Accessible. | Section508.gov

On Wed, Dec 22, 2021 at 12:12 PM (b) (6) <(b) (6) iowa.gov> wrote:

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 29 Dec 2021 16:18:25 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Message-ID:	<SA1PR09MB7552A8184920B28D318A125BF3449@SA1PR09MB7552.namprd09.prod.outlook.com>
Subject:	Re: Video hosting recommendations other than YouTube - copyrighted content
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
MIME-Version:	1.0
In-Reply-To:	<CAGu8NEUfHFN=VGb47V0omxBwSawc5A-rMP2fhpjofWJErnw9Yg@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="_000_SA1PR09MB7552A8184920B28D318A125BF3449SA1PR09MB7552namp_"
Comments:	To: Michael Horton - M1ED <michael.horton@GSA.GOV>
Parts/Attachments:	text/plain (10 kB) , text/html (24 kB)

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So – educate everyone you can about copyright [Michael's suggestions are good ones!], but if your agency gets flagged for something you upload, and you know you are in the right – don't be nervous to contest the claim either.

Hope that helps!
~Laura

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Michael Horton - M1ED
Sent: Wednesday, December 22, 2021 12:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Video hosting recommendations other than YouTube - copyrighted content

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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 29 Dec 2021 12:58:47 -0500
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) WV.GOV>
Message-ID:	<CAJ+JvYxWKFn=K_4u0AOiK6VAm9b5QW2PWS1ZunYByix+G=X0LQ@mail.gmail.com>
Subject:	Re: Video hosting recommendations other than YouTube - copyrighted content
From:	"(b) (6) <(b) (6) WV.GOV>
Content-Type:	multipart/alternative; boundary="0000000000009efa0505d44cb255"
In-Reply-To:	<SA1PR09MB7552A8184920B28D318A125BF3449@SA1PR09MB7552.namprd09.prod.outlook.com>
MIME-Version:	1.0
Comments:	To: "Larrimore, Laura" <Laura.Larrimore@uspto.gov>
Parts/Attachments:	text/plain (12 kB) , text/html (27 kB)

I'm weighing in as a small-time content manager for a small-time state agency in West Virginia (arguably a small-time state), and Ms. Larrimore's excellent points about YouTube and its algorithms underscore why we don't have anything to do with YouTube. We have neither time nor money nor attorneys on retainer here to fight for what we already own or license.

When we set up a YouTube channel perhaps eight or 10 years ago, we found that YouTube was serving up "recommended" content alongside ours that we didn't want to be associated with. We looked for alternatives, and we've found that Vimeo meets all our needs and gives us full control at a reasonable annual cost ($200-300 as I recall, though it goes higher if the audience is huge). Playback quality is excellent, optimized on the fly regardless of platform or device. Final Cut Pro and some other editors can be configured to upload finished in-house projects automatically to our Vimeo account, where we have significant control of metadata and presentation, and there's no third party host looking over our shoulder.

It works great for us. Your mileage may vary.

(b) (6) Programmer Analyst
Web & Applications Development

wvdrs.org

On Wed, Dec 29, 2021 at 11:31 AM Larrimore, Laura <00000a18d329034b-dmarc-request@listserv.gsa.gov> wrote:

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So – educate everyone you can about copyright [Michael's suggestions are good ones!], but if your agency gets flagged for something you upload, and you know you are in the right – don't be nervous to contest the claim either.

Hope that helps!

~Laura

Laura Larrimore

Digital and Creative Services Branch Chief

Office of the Chief Communications Officer

United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Michael Horton - M1ED
Sent: Wednesday, December 22, 2021 12:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Video hosting recommendations other than YouTube - copyrighted content

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See also Google's Frequently asked copyright questions.

Thank you, and have an *accessible* day!

~Michael

Michael Horton
Senior ICT Accessibility Specialist
Office of Government-wide Policy
1800 F Street, NW, Washington, DC 20405
Mobile: (b) (6)
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Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 29 Dec 2021 18:49:39 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID:	<PH0PR09MB79643EDEC7F352E73F8C19D6ED449@PH0PR09MB7964.namprd09.prod.outlook.com>
Subject:	Re: Video hosting recommendations other than YouTube - copyrighted content
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
MIME-Version:	1.0
In-Reply-To:	<CAJ+JvYxWKFn=K_4u0AOiK6VAm9b5QW2PWS1ZunYByix+G=X0LQ@mail.gmail.com>
Content-Type:	multipart/alternative; boundary="_000_PH0PR09MB79643EDEC7F352E73F8C19D6ED449PH0PR09MB7964namp_"
Comments:	To: "(b) (6) <(b) (6) WV.GOV>
Parts/Attachments:	text/plain (16 kB) , text/html (37 kB)

Hi Jeff,

I'm glad you're able to use Vimeo. Some of our Fed shops have been constrained by Vimeo's slight lack of cooperation in signing-off on certain security considerations on an agency-by-agency or contract-by-contract basis.

Note that I'm not saying their position is unreasonable, just that it's not working for some of us.

The particular reg isn't coming to mind, but what we need is assurance that none of our data will cross/encounter the hardware or services of certain companies (Huawei and friends? Yep. Them.) while in Vimeo – and we're not getting it in the way we'd like.

Good luck w/your videos!

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Wednesday, December 29, 2021 12:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Video hosting recommendations other than YouTube - copyrighted content

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(arguably a small-time state), and Ms. Larrimore's excellent points about YouTube and its algorithms underscore why we don't have anything to do with YouTube. We have neither time nor money nor attorneys on retainer here to fight for what we already own or license.

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> ~Laura
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> Laura Larrimore
>
> Digital and Creative Services Branch Chief

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Sent: Wednesday, December 22, 2021 12:50 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Video hosting recommendations other than YouTube - copyrighted content

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Content-Type:	multipart/related; boundary="_004_PH0PR09MB7964C6D02D7985062ABABB3AED449PH0PR09MB7964namp_"; type="multipart/alternative"
Date:	Wed, 29 Dec 2021 18:59:16 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Subject:	Re: Text Fragments, anyone?
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Message-ID:	<PH0PR09MB7964C6D02D7985062ABABB3AED449@PH0PR09MB7964.namprd09.prod.outlook.com>
In-Reply-To:	<MN2PR09MB57875540766469FF71A1C1EFED6A9@MN2PR09MB5787.namprd09.prod.outlook.com>
MIME-Version:	1.0
Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Parts/Attachments:	text/plain (8 kB) , text/html (18 kB) , image001.png (263 kB)

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Larry

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Sent: Wednesday, March 17, 2021 12:33 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <(b) (6) STATE.GOV>
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STROKES
Diff'rent Strokes is an American television sitcom that aired on NBC from November 3, 1978, to May 4, 1985, and on ABC from September 27, 1985, to March 7, 1986. The series stars Gary Coleman and Todd Bridges as Arnold and Willis Jackson, respectively, two African-American boys from Harlem tak

Sender:	Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 29 Dec 2021 19:19:22 +0000
Reply-To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "(b) (6) <(b) (6) HAWAII.GOV>
Message-ID:	<BY5PR09MB4628C178CB427B526AA67DB3DC449@BY5PR09MB4628.namprd09.prod.outlook.com>
Subject:	Re: Text Fragments, anyone?
From:	"(b) (6) <(b) (6) HAWAII.GOV>
MIME-Version:	1.0
In-Reply-To:	<PH0PR09MB7964C6D02D7985062ABABB3AED449@PH0PR09MB7964.namprd09.prod.outlook.com>
Content-Type:	multipart/related; boundary="_004_BY5PR09MB4628C178CB427B526AA67DB3DC449BY5PR09MB4628namp_"; type="multipart/alternative"
Comments:	To: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
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Perhaps I should have included a sample text-fragment link:

https://github.com/WICG/scroll-to-text-fragment#:~:text=we%20propose%20adding%20support%20for%20specifying%20a%20text%20snippet%20in%20the%20URL

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