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<b>STATE OF NEW JERSEY TECHNOLOGY CIRCULAR</b>  Internet and Statewide Intranet Presence for New Jersey State Government Policy	<b>POLICY NO:</b>  14-11-NJOIT	
	<b>SUPERSEDES:</b> 02-06-OIT	<b>EFFECTIVE DATE:</b> 01-23-2014
	<b>VERSION:</b> 2.0	<b>LAST REVIEWED:</b> 08-13-2024

## 1 PURPOSE

This document guides the creation, publishing, maintenance and updating of the public Internet presence of State of New Jersey government agencies and the Statewide intranet site. It also establishes requirements for mass e-mail distribution to employees. The goal of this policy is to provide a secure, coordinated and cost-effective approach to the electronic publication of information for the public and employees.

## 2 SCOPE

This policy in its entirety applies to all Departments, Agencies, Commissions, State entities and affiliated organizations under the Executive Branch of State government.

## 3 AUTHORITY

N.J.S.A. 52: 18a-230 b.

## 4 POLICY

### 4.1 Single State of New Jersey URL

In order to create a single point of presence for State government information, a Universal Resource Locator (URL) address (<https://nj.gov>) has been established for the State of New Jersey's public access server environment OIT is the sole responsible authority for State URLs and public access servers for state government. Agencies that wish to utilize a URL other than [www.nj.gov](http://www.nj.gov) shall make such requests to the State's Chief Information Officer in writing. The State CIO will review requests based on the following criteria:

- 4.1.1 Whether the use of the standard address will result in technical incompatibility with established and documented Website guidelines and protocols; and/or
- 4.1.2 If an agency can fully substantiate that it has special functional requirements for not using the single-point-of contact address; and/or
- 4.1.3 If an agency can demonstrate that the standard point-of-entry address will prevent compliance with State of New Jersey security requirements.

### 4.2 Content, Appropriateness, and Information Maintenance

Each State agency and department is responsible for determining the content and appropriateness of the information on its websites. Information that is routinely distributed for public consumption, such as news releases, reports, brochures, newsletters and comments on public issues should be accessible either from the State portal (homepage) <https://nj.gov/>, and/or from individual department/agency sites. Content presented through the State portal (State homepage and channels) must be coordinated with OIT's Office of Creative Services.

- 4.2.1 Agencies must establish internal controls to ensure that site content is current, accurate and complete.
- 4.2.2 Agencies are required to exercise the same care in posting and displaying information to the Internet as they would to any external communication by the agency.
- 4.2.3 Appropriate content includes communications and information exchanges directly relating to the mission, charter and work tasks of the agency. The content must comply with Federal and State laws and regulations.
- 4.2.4 It shall be considered a violation of this policy to use the State's Internet presence to submit, publish, display, transmit or intentionally receive information that:
  - 4.2.4.1 Violates or infringes on a recognized privilege or the rights of any person, including the right to privacy;
  - 4.2.4.2 Contains defamatory, false, inaccurate, abusive, profane, threatening, racially offensive, or otherwise biased, discriminatory or illegal material;
  - 4.2.4.3 Solicits the performance of any activity that is prohibited by law;
  - 4.2.4.4 Conducts non-State (commercial or personal business) activities;
  - 4.2.4.5 Solicits for political, religious or other causes;
  - 4.2.4.6 Violates the State's information security requirements and standards;
  - 4.2.4.7 Violates any copyright laws when printing or disseminating materials.

### 4.3 Website Standards and Guidelines

The online publication, [New Jersey State Web Site Standards and Guideline](#), is available to all State departments and agencies. This document establishes the minimum standards that must be followed by all Executive Branch departments, agencies, commissions, programs and enterprise websites. The document contains recommendations and explanations and references for further information. Each of the standards and recommendations addresses one or more of three major areas: branding, accessibility and functionality.

4.3.1 **Branding** is pivotal to the State's goal of providing a consistent, seamless look and feel to the State's web presence. Branding encompasses matters of site architecture, navigation, content presentation, layout, graphics, colors and fonts, minimum page elements, consistent terminology, usage and spelling.

4.3.2 **Accessibility** guidelines address the need to make all State web pages accessible to three groups:

- 4.3.2.1 People using various technologies (for example, browsers, search engines, operating systems and wireless systems);
- 4.3.2.2 Individuals with disabilities (including visual, mobility and cognitive/language impairments); and
- 4.3.2.3 Site visitors from outside the United States and its territories

Accessibility issues affect layout and design, navigation, graphics, sound, use of software other than HTML, use of multimedia elements, file size, and usage conventions.

4.3.3 **Functionality** issues include content organization and presentation, adoption of common software, web publishing tools, plug-ins, addressing schema and file-naming conventions.

The standards and recommendations should be observed on all State websites.

The latest version of the New Jersey State Website Standards and Guidelines can be found on the intranet <http://highpoint.state.nj.us/njoitbusiness/wphub/index.shtml>

#### **4.4 Website Responsibility and Monitoring**

4.4.1 State agency heads, employees and all third-party contractors who are developing and/or maintaining state agency websites are required to do the following:

4.4.1.1 Comply with this policy and all laws, regulations, and affiliated State policies and procedures applicable to the Internet;

4.4.1.2 Distribute this policy to agency employees and third party consultants and provide the referenced standards and guidelines as required;

4.4.2 OIT is the sole state authority responsible for the following:

4.4.2.1 Publishing website standards and guidelines for the development and maintenance of electronically published State information on the Internet;

4.4.2.2 Maintaining the State's public access server, including storage, backup, failure and disaster recovery;

4.4.2.3 Providing assistance to State agencies in developing, reviewing and testing of all electronic public information presented on the State's public access server;

4.4.2.4 Providing agencies with information on agency website access and utilization; and

4.4.2.5 Monitoring the performance and capacity of the State's public access server(s), responding to problems and/or outages and upgrading the infrastructure as necessary.

4.4.3 The State reserves the right to monitor all Executive Branch websites and to review compliance with this policy.

## 5 ADMINISTRATION

This Policy is administered and monitored by the CTO at 300 Riverview Plaza, Trenton, NJ 08625.

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CHRISTOPHER J. REIN, CHIEF TECHNOLOGY OFFICER

00/00/2024  
DATE

## 6 DOCUMENT HISTORY

Version	Published Date	CTO	Sections Modified	Description of Modifications
1.0	01/13/2016	E. EMANUEL		Original Published Date
2.0				Annual Review