

Cover Page

Policy Title	UNFPA Website policy
Previous title (if any)	N/A
Policy objective	The UNFPA Website policy aims to regulate the creation of externally facing websites and mobile applications and the migration of all existing UNFPA websites, with the objective of securing UNFPA's online presence and reinforcing the UNFPA brand. Specifically, the policy: guarantees all externally facing websites or applications are fully integrated into the UNFPA Online Communications Platform; ensures that all UNFPA domains have consistent names and are registered; and ensures that all UNFPA externally facing web content adheres to UNFPA guidelines.
Target audience	All UNFPA personnel
Risk control matrix	Control activities that are part of the process are detailed in the Risk Control Matrix .
Checklist	N/A
Effective date	January 2019
Revision History	Issued: 10 February 2019
Mandatory revision date	February 2022
Policy owner unit	Media and Communications Branch, Division of Communications and Strategic Partnerships
Approval	Link to signed approval template

UNFPA WEBSITE POLICY

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I. Purpose

This policy aims to regulate the creation of externally facing websites and mobile applications and the migration of all existing UNFPA websites, with the objective of securing UNFPA's online presence and reinforcing the UNFPA brand.

In line with the 2012 UNFPA [“One Voice” Communications Strategy](#), the design of all UNFPA externally facing websites and mobile applications must have a common look and feel, in line with the [UNFPA style guide](#). The technology of any externally facing website or mobile application must adhere to the UNFPA [ICT Board Decision 24/2014](#).

II. Policy

This policy establishes the following:

- No externally facing website or application may be developed, launched or redesigned without prior approval of the Media and Communications Branch (MCB) after considering the recommendations of the [Web Group](#), which includes all Regional Communications Advisers among its members. This applies to websites for all offices and units for all programmes and projects entirely or partly funded or administered by UNFPA.
- All UNFPA externally facing websites must be fully integrated into the UNFPA Online Communications Platform, which was [approved by the UNFPA ICT board](#) on 21 July 2014.
- The format for all UNFPA domains is: **name.unfpa.org**. Exceptions may be allowed, with prior written approval from the MCB, based on recommendations of the [Web Group](#).
- All domain names will be registered by the Management Information Services Branch at UNFPA headquarters.
- All UNFPA externally facing web content, including text, images and video, must adhere to content guidelines detailed in the UNFPA [“One Voice” Toolkit](#).

III. Procedures

To propose a new website, or the modification of an existing, externally facing website or application, the requesting unit must submit the [New Website Application](#) to the Web Group.

Through the application, the requesting unit must demonstrate:

- Sufficient and sustainable funding.
- Guaranteed professional editorial support for the expected life span of the website.
- Justification that the proposed new content cannot be made available on any existing UNFPA website.
- The purpose and content of the website does not duplicate that of any other UNFPA website.
- The website is in line with:
 1. [Public Information and Communications Policy](#) (2018)
 2. [One Voice Toolkit](#)

3. [Publications Policy \(2013\)](#)
4. [Web Writing Guidelines \(2014\)](#)
5. [UNFPA style guide](#)

Any UNFPA personnel can initiate an application. However, an application will only be considered by the Web Group if it is first approved by the head of unit. It is recommended to consult with the UNFPA Online Communications Manager at headquarters prior to starting the application process.

IV. Other – Compliance and Policy Owner

A. Compliance

Global compliance with this policy is critical to ensure universal discipline around communications and messaging and simultaneously protect personnel from placing themselves or the organization's credibility at risk. Failure to abide by this policy may be considered wrongdoing and may lead to the imposition of sanctions.

B. Policy Owner

The Chief of the MCB is the owner of the UNFPA Website Policy.

Personnel are welcome to seek input from the MCB for clarification of this policy or to share specific ideas or submit requests regarding communications.

V. Process Overview Flowchart

No overview flowchart applicable.

VI. Risk Control Matrix

Control activities that are part of the process are detailed in the [Risk Control Matrix](#).