**Website Information Checklist**

**PURPOSE**

Creating a website that provides details about the incident and advisory situation, relevant contact information, and regular updates can be an effective way to communicate with a variety of audiences. Reporters and other media outlets can use the website as a go-to source for information, as well as a place to direct their viewers, readers, or listeners.

**DIRECTIONS**

Work with a web developer to create a webpage or website where people can access concise, clear, and accurate information. Pictures of the incident can be useful if and when they are available. Be sure the site is designed to be straightforward and easy to navigate. All press releases, notifications, and other communication documents should be available from this page for easy access by the community.

This webpage will be the home base for you to use to direct users to your social media messages. Be sure the page is prominently promoted and linked to from key website access points (e.g., front page of utility/health department/emergency response sites and other local/state government pages) and includes social media buttons (e.g., Facebook, Twitter) so that users can forward them to other community members. Include a link to the webpage in all social media messages and other materials distributed to the media and other partners.

Use the information you’ve developed through your communications planning—such as your message map, SOCO, and information from the relevant FAQ fact sheets—to develop the website content and to ensure that messaging remains consistent throughout each and every communication channel.

The site should be updated regularly (daily, if possible) as new information becomes available.

Website content should include:

* Details outlining the affected areas including a map, if possible
* Background information about the incident (e.g., what happened, the day/time it occurred, etc.)
* What people and institutions (e.g., hospitals, restaurants, etc.) can and cannot do with their water
* What officials are doing to fix the situation
* Estimates of how long the advisory may continue
* Contact information for a person or a call center where people can go for questions or additional information