



BANK FOR INTERNATIONAL SETTLEMENTS

# Placing Web Communications into your organisation

**Seminar on Web Technologies and Central Banking Communications**

Rio de Janeiro, 25 August 2008

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## Key questions to get going

### What is Web Communications?

- Can **you** describe Web Communications?
- Can **your team members** describe?
- Can **your boss** describe?
- And your **Executive Committee**?

I did not think so...

I could not either, until recently.



# Web Communications tasks and activities at the BIS (2008)

## AUDIENCES

- Central bankers
- BIS-aware website readers
- Public at large
- Applications, data brokers
- BIS staff

## WEB STRATEGY

### Websites

- InfoBank
- BIS website
- Banking website
- FSF public&members
- IJCB
- Other small sites

### Web Communications activities

<b>Web metrics</b> <ul style="list-style-type: none"> <li>Define KPIs and follow-up items</li> <li>Identify and implement metrics</li> <li>Regular and ad hoc reporting</li> <li>Monitor, observe and take action</li> </ul>	<b>Usability</b> <ul style="list-style-type: none"> <li>Identify &amp; monitor site's key services</li> <li>Anticipate readers' needs&amp;expectations</li> <li>Ensure good usability practices</li> <li>Regular usability testing</li> </ul>	<b>Site (re)design</b> <ul style="list-style-type: none"> <li>Site architecture</li> <li>Site navigation, lists, links</li> <li>Functionality, services, enhancements</li> <li>Look and feel</li> </ul>	<b>Content Mgmt</b> <ul style="list-style-type: none"> <li>Plan release time, content &amp; channel</li> <li>Create/adapt metadata</li> <li>Add web context (eg related links)</li> <li>Web writing style, quality control</li> </ul>
<b>Projects</b> <ul style="list-style-type: none"> <li>Collect and analyse requirements</li> <li>Budget for projects/products</li> <li>Manage ITTs and partners</li> <li>Consult and train business areas</li> </ul>	<b>Search</b> <ul style="list-style-type: none"> <li>Define metadata rules, standards</li> <li>Regular analysis on searches</li> <li>Ensure Google-friendliness</li> <li>Configure for best results</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li>Primary content (HTML, PDF...)</li> <li>Email alerts</li> <li>XML: RSS feeds, SDMX</li> <li>Online collaboration</li> </ul>	<b>CB hub</b> <ul style="list-style-type: none"> <li>Configure and maintain feeds</li> <li>Collaborate with CBs on standards</li> <li>Monitor operation</li> <li>Report on usage</li> </ul>

### Key assets

- High quality content 1990-
- Regular visitors (000s)
- 15000 alert subscribers
- CB & staff contributors
- CB appreciation of BIS services
- Statistical data and metadata
- Flexible Content Mgmt System

## SERVICES & INFRASTRUCTURE

- Web servers
- Internet bandwidth
- Search services
- Notification services
- Firewalls etc security
- Web-enabled applications

LANDSCAPE & EXPECTATIONS

- Tools that change people's daily lives: Google, Wikipedia etc
- Comparator websites: CBs, IFIs
- Standards, best practices
- Innovations, threats

CONTENT

<b>BIS</b>	Publications, speeches, releases etc	C
	Statistical data	
	Intranet content	C
<b>Cen.Banks</b>	CB speeches	C
	CB research	
	CB site info	
	CB statistics	

- [Blue box] = operational, day-to-day
- [C] = key links with Comms
- [T] = key technical links (IMS)



## Warning

If you are reading this presentation from a printout, please note that the previous slide, with its Powerpoint animation, is actually a 30-minute presentation that gradually builds up the diagram that at first sight looks incomprehensible...



## What next?

- Does your web communications team provide these services?
- Do you/they have the skills required?
- Do you get the support required to provide a high quality service?
- You cannot manage what you cannot measure



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