# BILINGUAL WEBSITE COMMUNICATIONS POLICY

At [organization name], we recognize the diversity of our community and the importance of providing accessible services to all members of the public. In recognition of Canada's official languages, English and French, it is our policy to ensure that all content published on our website is accessible simultaneously in both languages and of equal quality.

## SCOPE

This policy applies to all staff involved in the creation, translation, and publication of content on the [organization name] website. It extends to all forms of published content including, but not limited to, text, multimedia, and downloadable resources.

## POLICY

To uphold our commitment to bilingualism and to ensure the provision of quality service in both official languages, content on the [organization name] website must be presented in both English and French, ensuring equal access for all users. The content in both languages will be of equal quality, providing the same level of detail, accuracy, and user experience.

**Formal Procedure for Bilingual Web Content Development**

* The [insert title e.g., Content Manager] will identify keywords or topics and develop content briefs, outlining the objectives, target audience, key messages, specific language, and search engine optimization (SEO) requirements for each piece of content.
* The [insert title e.g., Content Manager] then assigns content briefs to [insert title e.g., Content Creators], specifying the deadline and any special instructions for the development of the content in the primary language.
* [insert title e.g., Content Creators] will draft original content based on the briefs,ensuring adherence to the outlined objectives and messaging.
* Once the draft content is ready, [insert title e.g., Content Creators]will submit it to their respective [insert title e.g., Editors] for an initial review.
* [insert title e.g., Editors] will provide feedback and request revisions if necessary to meet the quality and messaging standards.
* After approval of the initial content, [insert title e.g., Content Manager] will coordinate with the [insert title e.g., Translator] to translate the content into the second official language.
* The [insert title e.g., Translator] will ensure that the translated content conveys the same message and maintains the quality of the original.
* Following translation, [insert title e.g., French Editor] will cross-verify the content to ensure consistency and accuracy between the two language versions.
* The [insert title e.g., Bilingual Editors] is tasked with translating content and ensuring that both language versions are equivalent in meaning and quality.
* Content in both languages will be sent for a final review to [insert title e.g., Bilingual Content Reviewer] who will ensure that both versions align with the brief and each other in terms of quality, accuracy, and message.
* The approved bilingual content will be forwarded to the [insert title e.g., Web Developer] for formatting and integration into the website's content management system.
* The [insert title e.g., Web Developer] will perform accessibility checks to ensure compliance with web standards for both English and French content.
* Upon successful integration and formatting, the [insert title e.g., Web Developer] will schedule and publish the content simultaneously in both English and French

Quality Assurance

The [insert title e.g., Content Manager] will monitor the published content for user feedback and engagement.

Any feedback specific to language quality or accessibility will be addressed by the [insert title e.g., Content Manager], and necessary updates to the content will be made following the above steps.

Periodic audits will be conducted by the [insert title e.g., Content Manager] to ensure ongoing compliance with bilingual standards and to identify areas for improvement.

Reporting and Improvement

The [insert title e.g., Content Manager] will prepare reports on the bilingual content status, incorporating audit findings and feedback.

These reports will be reviewed by [insert title e.g., Chief Marketing Office] to make informed decisions on improving bilingual communications.

**Training and Development**

Regular training will be provided to all relevant staff to support their understanding of bilingual communication requirements and to enhance their skills in creating and managing bilingual content.

**Review and Update**

This policy is subject to review and update to ensure it remains aligned with best practices in bilingual communications and the needs of the [organization name] community.