



Digital Content Strategy

v2 - June 2025

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Executive Summary

Purpose Statement

The Yellowstone Digital Content Strategy guides how Yellowstone National Park (YELL) uses digital media to achieve its strategic priorities and advance the National Park Service (NPS) mission. Further, it informs digital workgroup priorities and helps keep all digital content effective and nimble. By laying out specific goals, park staff will be able to measure successes and adjust to evolving needs.

This document also creates continuity and explains the thought process behind decisions—this is particularly helpful for new employees and other work groups.



Mission

To use digital media to inform the public, enhance the visitor experience, and inspire the preservation of resources within Yellowstone National Park for current and future generations.



Scope

This strategy covers all digital media offered online through the following platforms:

- [Yellowstone National Park website](#)
- [Official NPS App](#)
- Social Media ([Facebook](#), [Instagram](#), [X](#), [Flickr](#), [YouTube](#))
- [SharePoint](#)

Target Audiences

Trip Planners

In-person visitors
School groups

Information Seekers

Scientists & researchers
Lifelong learners
Teachers & students
Potential employees & volunteers
Current employees & volunteers
Park partners
Policy makers
Advocacy groups
News media

Virtual Visitors

Public with no plans to visit

Foundation Documents

This strategy doesn't supersede, but rather compliments and expands upon the following foundations:

Policy

- [21st Century Integrated Digital Experience Act](#)
- [Director's Order #70, Governance and Management of the NPS Digital Experience](#)
- [Director's Order #42, Accessibility for Visitors with Disabilities in NPS Programs and Services](#)
- [DOI Digital Media Policy](#)
- [Ethics Guide for DOI Employees](#)
- [Plain Writing Act of 2010](#)

Planning & Strategy

- [NPS-wide Thematic Framework](#)
- [Yellowstone National Park Foundation Document](#)
- [Yellowstone Strategic Priorities & Actions](#)
- [Comprehensive Interpretation and Education Plan, 2014-2020](#)

Style Guides & Best Practices

- [Chicago Manual of Style](#)
- [Associated Press Stylebook](#)
- [Plain Language](#)
- [HFC Editorial Style Guide](#)
- [HFC Graphic Identity](#)
- [DOI Digital Media Guide: Social Media](#)
- [Digital Community SharePoint](#)



Digital Priorities



Fostering **Support**

Create digital content that supports the strategic priorities of management and builds upon the established significance and interpretive themes of Yellowstone.

Supports Core 2; Partnerships 1



Ensuring **Accuracy**

Develop and maintain accurate, timely, and authoritative digital content. Reduce duplication and aim for quality over quantity of content.

Supports Core 1; Experience 2, 3, & 4; Partnerships 1, 3, 5, & 6



Delivering **Consistency**

Facilitate a consistent and professional style to adhere to the National Park Service brand and enhance the user experience (UX).

Supports Core 1; Experience 2, 3, & 4; Partnerships 1



Embracing **Universal Accessibility**

All information will be accessible and useful to people with diverse abilities and backgrounds. Cultivate a digital presence that celebrates this diversity.

Supports: Core 1, Experience 3 & 4; Partnerships 4



Advancing **Innovation**

Utilize new technologies and creative methods of storytelling to connect with new generations of visitors, employees, and stewards.

Supports Experience 3 & 4; Partnerships 1

Roles & Responsibilities

The following roles are defined by Director's Order #70 and will be adopted, with minor adjustments, by Yellowstone National Park for use throughout this digital content strategy. See Best Practices (pg. 16) for more details.

Digital Owner

Ultimately accountable for the digital presence of the park. Allocates resources to execute the strategy. The designated Digital Owner is:

The Superintendent of Yellowstone National Park

Digital Lead(s)

Responsible for managing the digital strategy and leading the content creation for each corresponding digital platform in Yellowstone National Park. Facilitates regular Yellowstone Digital Team meetings and has the final authority if a compromise can't be reached on decisions by the digital team. The designated Digital Leads are:

Website: Digital Media Specialist, REYP

NPS App: Digital Media Specialist, REYP

Social Media: Digital Comm Specialist, Supt. Office

SharePoint: Digital Comm Specialist, Supt. Office

Digital Coordinator(s)

The Digital Lead oversees each digital platform, but certain content is coordinated by specific park divisions. Each Digital Coordinator works within the team structure to serve as the point person for all content identified for their division. Although other team members may still create and edit this content, they must work with the designated Digital Coordinator to do so. This delegation of responsibility optimizes efficiency and communication by allowing the Yellowstone Digital Team to work directly with the appropriate subject matter experts.

See Best Practices (pg. 16) for designations.

Digital Author(s)

Those who dedicate at least a portion of their time to creating digital content and possess the expertise necessary to perform these tasks well.

See Best Practices (pg. 16) for designations.

Digital Contributor(s)

Any NPS employee who contributes ideas, writing, media, or expertise to generate content used in digital projects.

All Yellowstone employees are contributors!

Yellowstone Digital Team

A team will meet regularly to make decisions and update the group about Yellowstone's digital projects. It will be facilitated by the Digital Lead(s), and all Digital Authors and Digital Coordinators will be active participants.

We expect that all members of Yellowstone's Digital Team will interact and make choices based on the NPS mission and this strategy. Team members will demonstrate personal integrity, professionalism, constructive attitudes, and a desire to help each other achieve success.

Each member is equal to all others, no matter what their role is, and each person commits to solving big issues. We each offer our individual expertise and agree that decisions are always better when taking diverse viewpoints into consideration.

We strive for consensus through compromise; however, the Digital Lead of the affected platform has final authority if a compromise can't be reached.

Style Guide | All Platforms

This guide establishes our standards for the writing, formatting, and design of all of Yellowstone National Park's digital content. It is not meant to be comprehensive—refer to the [Foundation Documents](#) (pg. 5) for all of the industry standards and guidelines that we adhere to.

Writing for Digital Audiences

Concise, conversational, and clear language is a mandate for government employees (*Plain Language Act of 2010*) and is in the best interest of our digital audiences.

When writing content, adhere to the following guidelines:

- **Determine your audience and goals.** Which of our defined [target audiences](#) (pg. 4) are you trying to reach? What are you hoping to achieve?
- **Organize important information first.** Write in an inverted pyramid, with the conclusion in the first paragraph and the theme of the paragraph in the first sentence.
- **Use scannable text** with meaningful headings and one idea per paragraph. Utilize bulleted lists of up to seven items.
- **Use good grammar and punctuation**, as defined by the Chicago Manual of Style.
- **Be clear and precise.** Use familiar words—aim for an eighth grade (age 13-14) reading level. Avoid jargon when there is an everyday English equivalent, and define all necessary acronyms. Use less than 20 words per sentence and less than six sentences per paragraph.
- **Use active voice.** The subject of the sentence does the action, rather than having the action done to it (passive voice).

Naming Conventions

When referring to a location within Yellowstone National Park, always use the official name established by the U.S. Geological Survey and the U.S. Board on Geographic Names within the [Geographic Names Information System](#) (GNIS). If the location isn't in the database, consult the digital team to decide on proper nomenclature.

Emphasizing Words

To call attention to a word or short phrase (3-5 words), rely on italics or bolding. With a few exceptions, colored text, underlines, or all caps should be avoided. Refer to [Colors](#) (pg. 13-14) for details on when colored text is acceptable.

Links

Links should be used throughout digital content to point users to other relevant information, however too many links can affect readability.

- Use short (1-5 words), descriptive links, instead of *click here*, so that users relying on screen readers can navigate the content.
- Don't link headers.
- Use Short URLs if spelling it out in the text (i.e. for Instagram). See [Short URLs](#) (pg. 11) for more information.
- Consider the [Important Links element](#) (pg. 10) to highlight relevant pages at the top of the webpage.

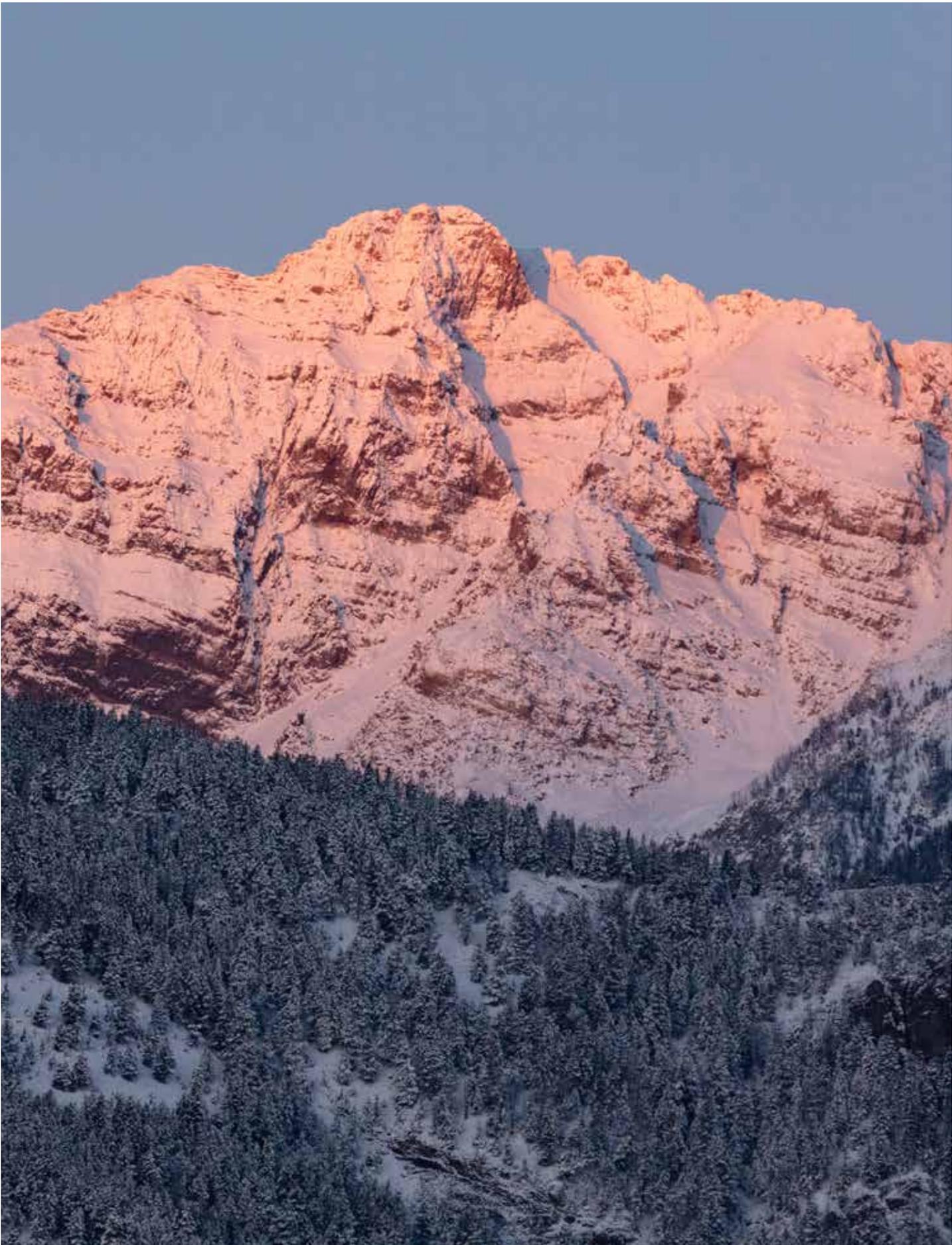
Images

Good images are the backbone of good web design. They should be used to grab the visitor's attention and help communicate the message. Only choose images that:

- are public domain
- are high-quality and high-resolution
- model good behavior, unless used for a very specific purpose (with appropriate context)
- represent diverse audiences
- don't have overlaid text (generally). If images do have text, be sure to include in the alt text.

Good places to find high-quality, public domain images include:

- Flickr ([flickr.com/photos/yellowstonenps](https://www.flickr.com/photos/yellowstonenps))
- NP Gallery (npgallery.nps.gov)



Style Guide | Web & App

In addition to the established [style guide for all digital platforms](#) (pg. 8), follow these standards when creating content for the website and app.

Alerts

Site-wide alerts should only be used in accordance with NPS policy (see Digital Community SharePoint).

Alerts are an important part of communicating seasonal road opening/closing dates in Yellowstone. See [Appendix D](#) (pg. 36) for specific language.

Colors

Default black should be applied to all text on a webpage. There are exceptions ([Colors](#), pg. 13), but always be mindful of color-blindness and 70% contrast differences.

Elements

While there are many elements that can be used within the Content Management System (CMS), there are several that are used most often. You'll notice that most of these are used extensively in the page templates ([Page Types & Templates](#), pg. 11).

Graphic Grid

Use on a menu page (landing page) to direct users to the specific content they're looking for. Include a section header if you're using more than one graphic grid element. Each image should have a brief description that describes what information can be found by clicking on the link. Only use high quality, captivating images. Use [Short URLs](#) (pg. 11) to make it easier to track if a page name changes in the future.

Image With Caption & Credit

Use for the hero image, an attention-grabbing image that should be at the top of most content pages. Find out more: [Images - All Platforms](#) (pg. 8), and [Images - Web & App](#) (pg. 11).

Fact Check Call-out

Use this element for important, timely information about the page content, unless the information requires elevation to a site-wide alert. A call-out isn't necessary on all pages, but if you need the user to come away with one piece of information, this is where to put it. If used, it should always be at the very top of the page.

Important Links

Use directly under the webpage hero image to link to relevant or similar webpages that will help them find answers to their questions. In the text box, aim for 2-3 sentences that summarize the main theme for the webpage. If the user only views the webpage "above the fold", make sure this contains the basic information that you want them to find.

Collapsing Panel

Collapsing panels are a great way to organize large amounts of information that needs to fit on one page. The bullet item title should be very representative of the information contained within the panel so that users can search by page. Google can search collapsed content (hidden=until-found).

Content Promo

Use at the bottom of content pages to link to information users may want to dive deeper into the current webpage topic. Some may overlap with those in the Important Links element at the top of the page, but these should be links to interesting content, and not necessary content (unlike Important Links).

Text-wrapped Images

When text-wrapped images break up left-aligned text, it can make it hard for users to scan and read a webpage. Instead, consider centering the image to put it on its own row if the crop works with the aspect ratio. Otherwise, align the photo to the right of the page.

Font Styles & Headers

Normal Font Style

Assign the *Normal* font style to all text, aside from headers, within the CMS. If you don't take this step, the font style may be misinterpreted and assume a different appearance from the rest of the webpage. The font for this style is 14 px Helvetica Neue.

Header Font Styles

Use proper header styles to organize content and improve accessibility. Bold and italics should never replace appropriate header styles.

The H2 Heading style should always be used first to make a page usable with screen readers. This style can also be used in conjunction with the In-Page

Navigation element. Nested subheadings should use the next subsequent style (H3 and H4).

Images

In addition to [general image guidelines](#) (pg. 8), images used on the web and app should follow these guidelines:

Captions

Image captions shouldn't be used, unless they're necessary to give context to a graph, map, or other illustration. Otherwise, the webpage text should be relevant enough to describe the image.

Credits

Image credits shouldn't be used and aren't required since all images should be public domain. Credits can also detract from a clean, minimalistic design.

Hero Image

This is the full-width image placed at the top of a webpage to introduce the user to the content. Generally, it's best to stick to 16:9 aspect ratio to minimize the use of vertical space.

Dimensions: 960 px width (at least) x 800 px height (exact).

Flyover Text

This is text that pops up when a user mouses over an image. Since most visitors are using mobile phones, which don't accommodate flyover text, it generally isn't necessary and can also distract the user from the image itself (on desktop).

Maps

NPMaps are interactive, data-driven web maps that are a stylistic way to convey visual information to visitors. The main drawback is that there can only be one owner/editor for each map, and it's directly tied to that user's Active Directory account.

Map Height

Set to 640 px.

Point Style

In most cases, use large icons with NPS symbology.

Line Style

Set to 3 point width, 0.8 opacity.

Polygon Style

Set to 0.2 opacity, 1pt outline width, 0.2 outline opacity.

Overlay Colors

See [Colors - Web & App](#) (pg. 13-14) for detailed

information on colors to use in NPMaps.

Page Names, Titles, and URLs

Keep page names (which the webpage URL is derived from) as short as possible and separate words with hyphens to improve search engine results. The page title can be longer, but it should match the website navigation. See [Changing a Page Name](#) (pg. 19) for more information about editing a page name.

News Release Page Name

The page name for news releases should be the release number (i.e. 18040 for release #18-040). For a Heads Up, the page name should be the date issued (i.e. 240710 for July 10, 2024).

Page Types & Templates

Using established page templates when creating new content creates consistency across the website that minimizes user confusion and makes the design more intuitive. See [Appendix B](#) (pg. 32).

Menu Page Template

This is at the top-level of the website hierarchy and has one goal: help users find the information they're looking for. It focuses on engaging images, is minimalistic by design, and tries to make the user's journey as clear as possible.

Content Page Template

This page contains the main information that users are looking for and is often the destination in their journey. While it still utilizes captivating images and white space, it is more text-heavy and can hold a lot of details. It also links to related content so that users can choose to explore the topic more deeply.

Short URLs

Short URLs should be used whenever the URL of a webpage needs to be displayed instead of utilizing a descriptive link. They should also be used in graphic grids or other elements that require you to input a URL directly to make it easier to track if a page name changes in the future. Create them with the NPS URL Shortener: go.nps.gov.

Before creating a new short URL, ensure that one doesn't already exist for the webpage. Once this has been confirmed, follow this template for naming: *go.nps.gov/YELLsubject*.

- Always put YELL at the beginning, unless the subject is so specific that no other NPS site would use it (i.e. go.nps.gov/OFVEC).

- Keep the subject as short as possible (i.e. YELLBears)
- Don't use spaces, underscores, periods, etc.

Symbols & Icons

Symbols and icons can, and should, be used to visualize what images and text alone can't. In most cases, you should only be using icons from the NPS Standard Symbol Library. Check to see if a symbol already exists before creating your own.

Tables

Tables can be an effective way to communicate tabular information that could get lost in a paragraph. It's important to test them in the mobile experience, however, as they don't always display well. There are two types of tables you can choose to use:

Sortable Dataset Element

Consider the sortable dataset element when you have a lot of information and want to give users the ability to sort depending on their needs.

Text Element Table

Consider the text element table when you want more control over the table design and/or you don't want users to be able to sort the data.

If you decide to use a text element table, paste the following code into the source code of a text element to set up the basic structure and adjust to fit your needs:

```
<!--SETTING UP THE TABLE. ADJUST SPACING AND
PADDING AS NEEDED.---->
<table align="left" border="1" cellpadding="10" cellspacing="1"
style="width:100%;" summary="Describe the contents of the
table for accessibility.">

<!--TABLE HEADERS. COLORS SHOULD STAY THE SAME
FOR CONSISTENCY. ADD OR REMOVE LINES TO CHANGE
NUMBER OF COLUMNS. ADJUST WIDTH AS NEEDED---->
<thead>

<tr style="color:ffffff;background:#0F8C55;border-
color:000000;height:30px">
<th scope="col" style="width: 50%;"><span
style="color:#ffffff;"> Header 1</span></th>
<th scope="col" style="width: 50%;"><span
style="color:null;" ></span><span style="color:#ffffff;">Header
2</span></th>
</tr>
</thead>

<!--TABLE ROWS. ADD OR REMOVE LINES TO CHANGE
NUMBER OF ROWS - THEY SHOULD MATCH NUMBER
OF COLUMNS. ALTERNATE TR STYLE COLORS FOR
READABILITY.---->
<tbody>
```

```
<tr style="color:000000;background:#fffff;border-
color:fffff;height:30px;">
<td>Row 1</td>
<td><span style="color:#000000;">Text</span></td>
</tr>
```

```
<tr style="color: 000000;background:#d4e5e0;border-
color:fffff;height:30px;">
<td>Row 2</td>
<td><span style="color:#000000;">Text</span></td>
</tr>
```

```
</tbody>
</table>
```

Colors | Web & App



#006600

Open / Low Fire Danger

Use when referring to a place or service as open, or indicating that the fire danger is low.

Can also be used as the background for table headers and for general design.



#c06b31

Closed / High Fire Danger

Use when referring to a place or service as closed, or indicating that the fire danger is high.

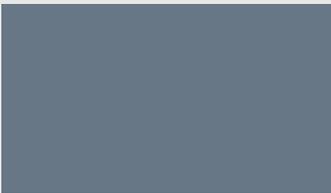


#c03b2b

Caution / Extreme Danger

Use when indicating that caution is advised or that the fire danger is extreme.

Can also be used in NPMaps to indicate closures.



#677786

Moderate Fire Danger

Use when indicating that the fire danger is moderate.

Can also be used for general design and as the background for table headers.



#ED4734

Very High Fire Danger

Use when indicating that the fire danger is very high.

#E7E7E7

Background Grey

Use as an alternate background to white (i.e. alternating table rows).

All of these colors, except for grey, meet contrast accessibility requirements when applied to **bolded** text on a white background. If font isn't bolded, contrast will not meet the minimum standards required for many of these colors. Use color.adobe.com to check the contrast before other uses.



#4f8256

General Design

Use as a background fill and for general design.



#d4e5e0

Alternating Green

Use as the alternating table row fill when using #0f8c55 as the table header .



#32557d

General Design

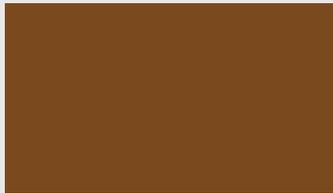
Use as a darker blue in NPMaps and for general design.



#e49b0f

NPMap Highlights

Use to highlight features in NPMaps and for general design.



#7a4810

NPS Facilities / Trails

Use in NPMaps to show NPS facilities (i.e. backcountry offices) or trails.



Best Practices | Web & App

While the style guide defines the look and feel for our digital platforms, these best practices inform the workflows we use to create and edit content.

Roles & Responsibilities

The following roles and responsibilities expand upon the definitions and designations detailed in [Roles & Responsibilities](#) (pg. 7).

Division Coordinators

The following distinctions have been made:

Division Coordinator	Webpage or Section*
Digital Media Specialist (REYP)	All other web/app content
Archivist (YCR)	Collections (section)
	Conducting Research in Yellowstone (webpage)
Backcountry Program Manager (VRP)	Backcountry Camping (section)
	BAT Snowmobiles (webpage)
Digital Communications Specialist (Office of Supt.)	Current Fire Activity (webpage)
	Management (section)
	News Releases (section)
	Social Media (webpage)
	Take the Yellowstone Pledge (section)
Science Communications Specialist (YCR)	Boating (webpage)
	Fishing (webpage)
	Science & Research (section)
	Yellowstone Science (section)

*A section of the website includes every webpage within its hierarchy.

Digital Authors

The following staff serve as authors for the Yellowstone National Park website and NPS app:

Division	Position
Visitor and Resource Protection (VRP)	Backcountry Program Manager
	Backcountry Office Assistant
	Seasonal staff
Resource Education and Youth Programs (REYP)	Digital Media Specialist*
	Publications Program Manager
	Visual Information Specialist
	Visual Information Specialist
	Seasonal staff (Operations)
Office of the Superintendent	Digital Communications Specialist*
	Public Information Specialist
	Visual Information Specialist
Yellowstone Center for Resources (YCR)	Archivist
	Research Librarian
	Science Communications Specialist

*Designated as a Digital Lead ([Roles & Responsibilities](#), pg. 7)

Priority Issues

The following have been identified as priority issues in Yellowstone. They require careful collaboration within the digital team and respective divisions to ensure that the park is communicating vetted and approved information about these sensitive issues:

- Aquatic Invasive Species (AIS)
- Bear Management
- Bison Management
- Climate Change & Sustainability
- Fire Management
- Fisheries
- Tribal Partnerships
- Visitor Use Management
- Winter Use Management
- Wolf Management

Content associated with these priority issues will be grouped into the following webpages, equating to four webpages per issue:

Current Management

Highlights what park leadership is currently doing about the particular priority issue. This will contain dynamic information and will be updated regularly, as management practices evolve.

Current Research

Highlights what park scientists and researchers are doing to study the particular priority issue. This information will also be dynamic and will be updated as subject matter experts publish new findings.

Management History

Describes past park management strategies regarding the particular priority issue. This information is more evergreen but will be adjusted as needed.

Ecology

The natural history, or field guide, on the particular priority issue. It is more evergreen but will be adjusted as needed. *This doesn't apply to: tribal partnerships, visitor/winter use management, climate change & sustainability, or fire management.*

Resources & Issues Handbook

The website is the most current information and is updated as soon as there is new information from scientists, researchers, or park management. The website serves as the origination of Resources & Issues handbook updates, which are done annually.

This is a deviation from the past (pre-2024), where the handbook served as the origination of changes to the website and other digital platforms.

Digital Content Inventory

Whenever creating or editing digital content, it's important to update the [Yellowstone Digital Content Inventory](#). This spreadsheet is broken up into separate worksheets to mirror the sections of the website/app and lists all of the webpages and assets that make it up. Check out [Appendix C](#) (pg. 34) to see what it looks like.

It helps the digital team keep track of the following important information:

Level

Where a webpage is located within the website hierarchy, with 1 being the highest level. Use this number to keep track of parent webpages that are above the content or how “buried” it may be.

Clicking the +/- symbols to the left of the worksheet will expand and collapse data groups, based on the hierarchical level. This makes it easier to browse the inventory and see what information is nested where. When adding or removing rows, ensure that you're maintaining the integrity of the nested groups.

Page Name

The name of the content. This should match the name within the CMS exactly, to make it easier to find. The name is bolded if it's a Level 1 or 2 webpage, and is indented according to the level, providing another way to visualize the hierarchy of pages.

All names are directly linked to the CMS page to make it easy to start editing the content directly from the spreadsheet (hyperlinks are hidden to simplify the view).

Page Type

What type of page the content is. Find more information in [Page Types & Templates](#) (pg. 11).

Status

The current standing of the webpage:

- Good: nothing further to do.
- Update: the content needs to be updated (info and/or design).
- Critical: the content needs to be updated ASAP.
- Move: the content needs to be moved to another page or location.
- Deactivated: the content has been deactivated. It can still be edited or reactivated, but it isn't public.

- Delete: the content needs to be deleted. Once deleted, it should be completely removed from the inventory to avoid confusion.

Review Date

The last date that someone reviewed a page for accuracy or edited the content. Always be sure to update this date whenever you've worked on the page. Conditional formatting is set to show a red background if one year has passed since the last review, serving as a good reminder to look at the content.

Reviewed By

The member of the digital team who reviewed the content last.

Accuracy

Is the content accurate and authoritative? Are numbers and dates up to date?

Consistent

Does the content design follow the template established in the Digital Content Strategy?

Accessible

Does all media (pictures, videos, audio, PDFs) on this page adhere to all 508 standards? Are headings appropriately used?

Writing

Is the content clear and concise and written using plain language? See [Writing for Digital Audiences](#) (pg. 8).

Image

Does the content design follow the template established in the Digital Content Strategy?

Notes

Any notes explaining the content, why something was done, or ideas for future updates.

Analytics

An analytics report should be compiled at the end of every month to identify trends over time. This report will be shared with the digital team and management, if desired. Analytics can also be used at any time to help draw conclusions to questions about specific digital content. We focus on the following data to track our digital performance:

Website

- Total monthly users
- Top 15 webpages (by number of users)

- Top 15 downloads (by unique downloads)
- Top 10 broken links (by webpage views)
- Was This Page Helpful? responses (total yes/no)

NPS App

- Total monthly users
- Top Places & Things to Do (by screen views)
- Top Amenities (by screen views)
- Top Tours (by screen views)

Cyclic Digital Maintenance & Editorial Calendar

The editorial calendar ([Appendix A](#), pg. 20-31) makes it easier to manage content creation and ensure that digital content is timely. The calendar should include cyclic digital maintenance tasks (producing analytics reports, checking for broken links, etc.), important dates in the history of Yellowstone, and some service-wide messaging. All dates should be on a calendar or shared document that is easily accessible by all digital team members.

Changing a Page Name or Deleting

Do the following when changing the name of a webpage or deleting a page entirely:

1. Change any existing graphic grid and image promo references to match the new URL.*
2. Update the URL of any short URLs it may be associated with on go.nps.gov.
3. Edit the website hierarchical navigation in order to match the new page name.
4. Edit the page name and hyperlink in the Digital Content Inventory. Remove the row completely if deleting the page to avoid confusion.
5. Alert park staff (especially REYP operations) and any park partners that may be affected.
6. If the page URL is listed in the Activities & Topics section of Structured Data, change it to match the new URL.
7. If deleting the page, check to see if the page has any referring pages. If it does, change all of the references to a different webpage before deleting.

**It's best practice to only use short URLs in graphic grids and image promos. Take the time now to replace the full URL with a short URL. If this has already been done, you can skip this step. See [Short URLs](#) (pg. 11) for more.*

Appendix A | Calendar

This editorial and maintenance calendar includes cyclic digital maintenance tasks, important dates in the history of Yellowstone, and some service-wide

messaging (if the date is consistent from year-to-year). It will make it easier to manage content creation and ensure that all content is timely.

January

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	New Year's Day	Social Media		
1	Banner Image <i>Change to winter-themed image.</i>	Homepage (web)		
1	Boating, Fishing, & AIS Planning	Fishing Regulations (web)	Boating (web)	Operating Dates (web/app)
1	Fire Activity Summary Dates <i>Move previous year to Fire Summary.</i>	Current Fire Activity (web)	Fire Season Summary (web)	
1	Compile Web/App Analytics <i>For December and previous year</i>			
12	Yellowstone Wolf Restoration <i>First wolves brought into the park in 1995.</i>	Social Media		
15	YCC Application <i>Update previous stats; new application.</i>	Youth Conservation Corps Program (web)		
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SitelImprove		
31	Bison Science & Research	Bison Management	Bison Ecology	Science Publications
31	Wolf Science & Research	Wolf Management	Wolf Ecology	Science Publications
31	Grizzly Bear Science & Research	Bear Management	Bear Ecology	Science Publications
31	Fish Science & Research	Fish Management	Fish Ecology	Science Publications
	Yearly Visitation Statistics	News Releases		
	Bison Conservation Transfer Program	News Releases		

February

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Black History Month	Social Media		
1	Summer Operating Dates	Operating Dates (web/app)		
1	Compile Web/App Analytics <i>For January.</i>			
Early Feb	NPS Volcano Week <i>Usually the first full week of February.</i>	Social Media		
9	YELL Record Low Temperature <i>-66F recorded in 1933.</i>	Social Media		
28	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SiteImprove		
	YCC Recruitment	News Releases		

March

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Bear Management Areas	News Releases	Social Media	Backcountry Situation Report Map
1	Yellowstone Birthday <i>Signed into law by Ulysses S. Grant in 1872.</i>	Social Media		
1	Road Improvement Projects <i>Upcoming road construction.</i>	Park Roads (web)	News Releases	
1	Trail Construction Projects <i>Upcoming trail construction.</i>			
1	Backcountry Camping Lottery <i>Opens for the season.</i>	Backcountry Camping (web)	Homepage Highlight (web)	
1	Bear Safety <i>Highlight safety in bear country.</i>	Safety (web)	Homepage Highlight (web)	Alerts (web)
1	Aquatic Invasive Species (AIS) <i>Ensure info is up-to-date.</i>	Boating (web)	Fishing (web)	AIS Management (web)
1	Visitor Center Hours <i>For summer season. Send to YF so they can set Park Store dates.</i>	Structured Data (web/app)	Operating Dates (web)	
1	Compile Web/App Analytics <i>For February</i>			
3	DOI Birthday <i>Established in 1849.</i>	Social Media		
Early March	Oversnow Vehicle Closing <i>Move regular vehicle dates above oversnow dates and update the alert.</i>	Park Roads (web)	Alerts (web)	YELL Live
Early March	First Grizzly Bear Sighting	News Releases	Social Media	
8	International Women's Day <i>During Women's History Month.</i>	Social Media		
Mid March	Spring Cycling Season Begins <i>Update dates once roads are plowed.</i>	Bike in the Park (web)	Current Conditions (web)	News Releases
16	Operating Dates <i>Move summer column to left of winter - use Operating Dates Template.</i>	Operating Dates (web)		
Mid March	First Day of Spring	Social Media		
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitely		
	Winter Season Ends	News Releases	Social Media	

April

Date	Update	Content	Content 2	Content 3
Every Day	Operating Dates <i>Change status of facilities as they open.</i>	Operating Dates (web)	Structured Data (web/app)	
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Homepage <i>New banner image and spring highlights.</i>	Homepage (web)		
1	Bear Management Areas <i>Update closures</i>	News Releases	Social Media	Backcountry Situation Report Map
1	Visitor Center Live Messages <i>Check for accuracy and timeliness.</i>	YELL Live		
1	Fishing Regulations <i>Upload updated PDF.</i>	Fishing (web)		
1	Foreign Language Guides <i>Upload updated PDFs.</i>			
1	Accessibility Guide <i>Upload updated PDF.</i>	Accessibility (web)		
1	Top Things to Know for Visiting in Spring <i>Update for the spring season.</i>	Plan Your Visit (web)	Social Media	
1	Compile Web/App Analytics <i>For March</i>			
1	Ranger Programs <i>Update summer ranger programs.</i>	Calendar (web/app)	Ranger Programs	
Mid April	Regular Vehicle Opening <i>Indicate that roads are beginning to open.. Update oversnow dates for next winter.</i>	Park Roads (web) News Releases	Alerts (web)	YELL Live
Mid April	Spring Cycling Season Ends <i>Update once roads open to public.</i>	Bike in the Park (web)	News Releases	
22	Earth Day	Social Media	News Releases	
24	Cornerstone of Roosevelt Arch Laid <i>by Theodore Roosevelt in 1903.</i>	Social Media		
Late April	National Junior Ranger Day	Social Media		
30	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitelymprove		
30	Guided Tour Lists <i>Update lists of current CUAs.</i>	Guided Tours (web)		
	Aquatic Invasive Species (AIS)	News Releases		

May

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
Every Day	Operating Dates <i>Change status of facilities as they open.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Elk Calving Safety <i>Highlight safety around elk cows & calves.</i>	Safety (web) News Releases	Alerts (web)	Homepage (web)
1	Top Things to Know for Visiting in Summer <i>Update for the summer season.</i>	Plan Your Visit (web)	Social Media	News Releases
1	Aquatic Invasive Species <i>Highlight AIS prevention.</i>	Boating (web)	Fishing (web)	Homepage (web)
1	Boating <i>Highlight inspection stations.</i>	Homepage (web)	Boating (web)	
1	Bear Management Areas <i>Update closures</i>	News Releases	Social Media	Backcountry Situation Report Map
1	YELL Live Access <i>Add new seasonals: REYP, Comm Center.</i>	YELL Live		
1	Tribal Heritage Center <i>Add summer speaker dates. Get from YF.</i>	Calendar (web/app)		
1	Compile Web/App Analytics <i>For April</i>			
7	Lacey Act Anniversary <i>Passed in 1894.</i>	Social Media		
Mid May	World Migratory Bird Day <i>Second Saturday.</i>	Social Media		
Mid May	National Police Week <i>Police Memorial Day</i>	Social Media		
Late May	Beartooth Highway & Dunraven Pass Open <i>Opens Friday of Memorial Weekend. Change to Open & remove YELL Live pin.</i>	Park Roads (web)	YELL Live	News Releases
Late May	Endangered Species Day <i>Third Friday</i>	Social Media		
Late May	All Roads Open to Regular Vehicles <i>Change alerts and update regular vehicle dates for next spring.</i>	Park Roads (web) News Releases	Alerts	YELL Live
Late May	Memorial Day <i>Last Monday of May.</i>	Social Media	News Releases (visitation stats)	
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SiteImprove		

June

Date	Update	Content	Content 2	Content 3
Every Day	Operating Dates <i>Change status of facilities as they open.</i>	Operating Dates (web)	Structured Data (web/app)	
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Homepage <i>New banner image and summer highlights.</i>	Homepage (web)		
1	Visitor Center Live Messages <i>Check for accuracy and timeliness.</i>	YELL Live		
1	Compile Web/App Analytics <i>For May</i>			
Early June	National Trails Day <i>First Saturday in June</i>	Social Media		
Early June	May Visitation Statistics	News Releases	Social Media	
11	First Passenger Train in Yellowstone <i>Arrived in West Yellowstone in 1908.</i>	Social Media		
13	500-year Flood Anniversary <i>Occurred in 2022.</i>	Social Media		
Mid June	Firehole Soaking Area <i>Check with VRP for anticipated opening.</i>	Current Conditions (web)	Swimming & Soaking	
19	Obsidian Cliff Declared NHL <i>Made National Historic Landmark in 1996.</i>	Plan Your Visit (web)	Social Media	
19	Juneteenth	Social Media		
Late June	Summer Solstice <i>Between June 20-22.</i>	Social Media		
30	Remove Elk Calving Safety <i>Remove safety messaging.</i>	Alerts (web)	Homepage (web)	
30	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitely		
	Fire Danger Level <i>Update whenever level changes.</i>	News Releases (web)	Fire Activity (web) Current Conditions	Social Media
	Day Ride Permits	News Releases	Social Media	
	Guided Tour Lists <i>Update dates once roads are plowed.</i>			
	Aquatic Invasive Species (AIS)	News Releases		

July

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Compile Web/App Analytics <i>For June</i>			
Early July	June Visitation Statistics	News Releases (web)	Social Media	
4	Independence Day	Social Media	News Releases (web) <i>Safety message</i>	
4	First Automobiles cross Sylvan Pass <i>In 1915.</i>	Social Media		
10	Wyoming Statehood <i>In 1890 to become 44th state.</i>	Social Media		
21	Hayden Expedition <i>Arrives in modern-day Yellowstone in 1871.</i>	Social Media		
23	Old Faithful Inn on National Register <i>National Register of Historic Places in 1973.</i>	Social Media		
Late July	Non-commercially Guided Snowmobile Access Program <i>Update BAT list; Access program opens</i>	BAT Snowmobiles (web) Snowmobiling (web)	News Releases (web)	Social Media
31	First Auto Allowed in Yellowstone <i>In 1915.</i>	Social Media		
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SiteImprove		
	Fire Danger <i>Update whenever level changes.</i>	News Releases (web)	Fire Activity (web) Current Conditions	Social Media
	Grizzly Bear Captures	News Releases (web)	Social Media	
	Commercial Vehicle Safety Inspections	News Releases (web)	Social Media	

August

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Compile Web/App Analytics <i>For July</i>			
Early Aug.	July Visitation Statistics	News Releases	Social Media	
15	Roosevelt Arch Completed <i>1903</i>	Social Media		
17	Hebgen Earthquake <i>1959. Magnitude 7.5.</i>	Social Media		
20	U.S. Army Take Over Yellowstone <i>Care begins in 1886.</i>	Social Media		
25	Founders Day <i>NPS established in 1916.</i>	Social Media		
31	Elk Rut Safety <i>Bull elk safety messaging.</i>	Alerts (web)	Homepage (web)	News Releases (web) Social Media
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SitelImprove		
	Fire Danger Level <i>Update whenever level changes.</i>	News Releases (web)	Fire Activity (web) Current Conditions	Social Media
	Grizzly Bear Captures	News Releases	Social Media	

September

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
Every Day	Operating Dates <i>Change status of facilities as they close.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Homepage <i>New banner image and fall highlights.</i>	Homepage (web)		
1	Visitor Center Hours <i>Update for the fall season.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Winter Operating Dates <i>Upcoming winter season.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Compile Web/App Analytics <i>For August</i>			
Early Sep.	August Visitation Statistics	News Releases (web)	Social Media	
8	YELL Became World Heritage Site <i>Designated by the UN in 1978.</i>	Social Media		
30	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	SitelImprove		
Late Sep.	First Day of Fall <i>Between September 22-23.</i>	Social Media		
Late Sep.	National Public Lands Day	Social Media	News Releases (web)	
	Fire Danger Level <i>Update whenever level changes.</i>	News Releases (web)	Fire Activity (web) Current Conditions	Social Media

October

Date	Update	Content	Content 2	Content 3
Every Day	Operating Dates <i>Change status of facilities as they open.</i>	Operating Dates (web)	Structured Data (web/app)	
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
Every Day	Operating Dates <i>Change status of facilities as they close.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Visitor Center Live Messages <i>Check for accuracy and timeliness.</i>	YELL Live		
1	Compile Web/App Analytics <i>For September</i>			
1	NPS Take Over Yellowstone <i>From Army in 1918.</i>	Social Media		
Early Oct.	September Visitation Statistics	News Releases (web)	Social Media	
15	Regular Vehicle - Road Closing Soon <i>Indicate that roads will begin closing soon.</i>	Alerts (web)	Park Roads (web)	News Releases (web)
Mid Oct.	CUA Operating Plans	CUAs (web)		
Mid Oct.	Beartooth Highway Closure <i>Change to Closed & add YELL Live pin.</i>	Park Roads (web)	YELL Live	News Releases
Mid Oct.	Indigenous Peoples Day <i>Second Monday</i>	Social Media		
26	YELL Becomes Biosphere Reserve <i>Designated in 1976.</i>	Social Media		
31	Boating Season Ends <i>Remove homepage highlight</i>	Homepage (web)	Boating (web)	
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitelimprove		
31	Remove Elk Rut Safety <i>Remove safety messaging.</i>	Alerts (web)	Homepage (web)	
	All Wildfires Out <i>Update once all fires are contained.</i>	Fire Activity (web) Current Conditions	Social Media	News Releases

November

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	Operating Dates <i>Change status of facilities to closed. Move winter column to left of summer.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Homepage <i>New banner image and winter highlights.</i>	Homepage (web)		
1	Regular Vehicle Closing <i>Move oversnow dates above regular vehicle dates. Update dates for summer.</i>	Park Roads (web) News Releases	Alerts (web)	YELL Live
1	Compile Web/App Analytics <i>For October</i>			
1	Road Improvement Projects <i>Remove projects completed at end of year.</i>	Park Roads (web)	Alerts (web)	
1	Visitor Center Hours <i>Update for upcoming winter season.</i>	Operating Dates (web)	Structured Data (web/app)	
1	Visitor Center Live Messages <i>Check for accuracy and timeliness.</i>	YELL Live		
1	Xanterra Campground Dates <i>Update for next summer, 6 months ahead.</i>	Operating Dates (web)	Structured Data (web/app)	Campgrounds (web)
1	Fall Bicycling Season Begins <i>Update once roads close to vehicles.</i>	Bike in the Park (web)	Current Conditions (web)	News Releases
Early Nov.	October Visitation Statistics	News Releases (web)	Social Media	
Mid Nov.	Fall Bicycling Season Ends <i>Update once Chief Ranger confirms.</i>	Bike in the Park (web)	Current Conditions (web)	News Releases
Mid Nov.	Review Bison Management Pages <i>Chief of Public Affairs initiates SME review.</i>	Bison Management (web)		
30	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitely		
30	Finalize CUA Pages	CUAs (web)		
Late Nov.	Thanksgiving	Social Media		

December

Date	Update	Content	Content 2	Content 3
Every Friday	404 Report <i>Fix any new broken links.</i>	Digital Analytics		
1	NPS Campground Dates <i>Update for next summer, 6 months ahead.</i>	Operating Dates (web)	Structured Data (web/app)	Campgrounds (web)
1	Compile Web/App Analytics <i>For November</i>			
1	CMS Authors Review <i>Contact regional VIS to remove web authors no longer here.</i>			
1	YELL Live Access <i>Remove seasonals: REYP, Comm Center.</i>	YELL Live		
1	Change Social Media Passwords <i>Update shared document.</i>	Social Media		
15	Oversnow Vehicle Opening	Park Roads (web) News Releases	Alerts (web)	YELL Live
15	Operating Dates <i>Change status of facilities when they open.</i>	Operating Dates (web)	Structured Data (web/app)	
15	Visitor Center Live Messages <i>Check for accuracy and timeliness.</i>	YELL Live		
Late Dec.	First Day of Winter <i>December 21 or 22.</i>	Social Media		
31	Inaccessible PDF Report <i>Remediate any new, inaccessible PDFs.</i>	Sitely		
31	Digital Content Strategy Review <i>Is everything still current & effective?</i>	Digital Content Strategy		

Appendix B | Templates

Menu Page Template

Read more about the menu page ([pg. 11](#)), or [access the template in the CMS](#).

Page Title

Use plain language to write a short, simple explanation of what can be found in this section. Keep it light and conversational. It may not be necessary to write anything at all, if the graphic grid is self-explanatory.

SUB-HEADER

 Short Title & Link to Content Page >	 Short Title & Link to Content Page >	 Short Title & Link to Content Page >
A brief description of what you can find in this section.	A brief description of what you can find in this section.	A brief description of what you can find in this section.
 Short Title & Link to Content Page >	 Short Title & Link to Content Page >	 Short Title & Link to Content Page >
A brief description of what you can find in this section.	A brief description of what you can find in this section.	A brief description of what you can find in this section.
SUB-HEADER		
 Short Title & Link to Content Page >	 Short Title & Link to Content Page >	 Short Title & Link to Content Page >
A brief description of what you can find in this section.	A brief description of what you can find in this section.	A brief description of what you can find in this section.

Content Page Template

Read more about the content page (pg. 11), or [access the template in the CMS](#).

Page Title

Call Out
Use this for the most important, timely information on this page, unless it requires elevation to a site-wide alert. Not necessary on all pages, but if you need the user to come away with one piece of information, this is where to put it.

High-quality Image 16:9 aspect ratio



Summary: One or two sentences that convey the theme of this content page. Write it with the assumption that it's the only information the user will read on the webpage. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

FIND OUT MORE...
Important Link 1 >
Important Link 2 >

Draft coxswain belaying pin nipper salmagundi lateen sail pinnace weigh anchor parley trysail gally hearties prow gabion bilge. Spirits skysail squiffy splice the main brace killick avast Pieces of Eight draught American Main crow's nest spyglass cutlass line grog blossom scuppers. Ahoy belaying pin cog provost parrel aye scourge of the seven seas walk the plank six pounders Sink me lugger draught swab cackle fruit.

Heading 2

Aye crow's nest plunder crack Jennys tea cup Brethren of the Coast stern pressgang ballast tackle dance the hempen jig gabion tack yardarm lass red ensign. Tender cable gangplank Plate Fleet barque shrouds skysail aye doubloon tackle ho sutler list league overhaul. Take a caulking me spike heave to bilge coxswain come about boom piracy sutler topmast prow gangway belay pink.

Heading 3

Barkadeer topsail fathom heave to pirate starboard gun boom walk the plank coffer aye bilge topgallant reef sails sutler. Warp gaff gangway swing the lead knave red ensign spirits ye gangplank bilge water marooned clap of thunder brig prow keel. Brethren of the Coast spirits skysail piracy provost bucko cutlass prow crack Jennys tea cup starboard American Main take a caulking black spot lanyard lass.

- Use bullets to help break out important information into more manageable chunks.
- Landlubber or just lubber Corsair yard haul wind crimp to go on account quarterdeck reef hang the jib.

Collapsing Panel ^
Consider using collapsing panels, or breaking information into multiple pages, if there is a lot of information on a page. You don't want the user to feel overwhelmed while scrolling through a page. This greatly decreases the likelihood that they will find the information they want or need.

**Relevant Link**

**Relevant Link**

**Relevant Link**

**Relevant Link**

Appendix C | Inventory

	A	B	C	D
1	Level	Page Name	Page Type	Status
70	2	Places To Go	Menu	Good
91	2	Things To Do	Menu	Good
92	3	Participate in a Ranger Program	Content	Update
93	3	Explore Thermal Basins	Content	Good
94	3	Watch Wildlife	Content	Good
95	3	Hike a Trail	Content	Good
96	4	Hiking with Young Contentren	Menu	Deactivated
97	3	Photography	Content	Good
98	3	Camp in the Backcountry	Content	Good
99	4	Allowed Bear-Resistant Food Storage Containers	Content	
100	4	Winter Backcountry Camping	Content	Good
101	3	Catch a Fish	Content	Good
102	4	Fish in Yellowstone's Northwest	Content	Good
103	4	Fish in Yellowstone's Northeast	Content	Good
104	4	Fish in Yellowstone's Southwest	Content	Good
105	4	Fish in Yellowstone's Southeast	Content	Good
106	4	Fishing Permit Vendors	Content	Deactivated
107	3	Boat on a Lake	Content	Good
108	4	Clean, Drain, and Dry	Content	Deactivated
109	3	Biking	Content	Good
110	3	Ride a Horse	Content	Good
111	4	Day Ride Permits	Content	Good
112	4	Coggins Test	Content	Good
113	4	Exotic Plants: Don't Let Them Ride Along	Content	Good
114	4	Stock Regulations	Content	Good
115	3	Guided Tours	Menu	Good
116	4	Guided Backpacking	Content	Good
117	4	Guided Bicycling	Content	Good
118	4	Guided Boating	Content	Good
119	4	Guided Hiking	Content	Good
120	4	Guided Fishing	Content	Good
121	4	Guided Painting and Photography	Content	Good
122	4	Guided Skiing and Snowshoeing	Content	Good
123	4	Guided Horse, Mule, and Llama Outfitters	Content	Good
124	4	Road-based Tours	Content	Good
125	3	Play in the Snow	Menu	Good
126	4	Ski and Snowshoe	Content	Good
127	4	Ride a Snowmobile or Snowcoach	Content	Good
128	5	Non-Commercially Guided Snowmobile Access Program	Content	Good
129	5	Snowmobile Access Program Logistics	Content	Good
130	5	Best Available Technology (BAT) Snowmobiles	Content	Good

E	F	G	H	I	J	K	L	
Review Date	Reviewed By	Accurate	Consistent	Accessible	Writing	Image	Short URL	Notes
12/22/2022	Brett Raeburn							Re-design and make more evergreen
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Update with up-to-date ranger progr
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Repurpose information and delete pa
12/22/2022	Brett Raeburn							
2/21/2024	Dagan Klein							Maintained by Backcountry Office
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Maintained by Backcountry Office
5/2/2023	Brett Raeburn							Maintained by YCR? I re-organized it
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Do we need? Hasn't been updated si
12/22/2022	Brett Raeburn							Maintained by Backcountry Office
2/5/2024	Brett Raeburn							Consolidated with Boat on a Lake. Co
11/17/2022	Brett Raeburn							Re-designed and merged with info fr
12/22/2022	Brett Raeburn							Maintained by Backcountry Office
12/22/2022	Brett Raeburn							Maintained by Backcountry Office; cc
12/22/2022	Brett Raeburn							Maintained by Backcountry Office; cc
12/22/2022	Brett Raeburn							Maintained by Backcountry Office; cc
12/22/2022	Brett Raeburn							Maintained by Backcountry Office; cc
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
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12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Move list of snowmobile tour compa
12/22/2022	Brett Raeburn							
12/22/2022	Brett Raeburn							Combine with Snowmobile Access Pr
12/22/2022	Brett Raeburn							Combine with Snowmobile Access Pr

Appendix D | Alerts

The following alerts should be used to set consistent messaging standards:

Park Roads Beginning to Close to Guided Oversnow Travel

Spring plowing has begun and will continue as segments of roads close to all vehicles until mid-April. All commercially-guided oversnow access will end March 15. The road between the North and Northeast entrances is open year-round to regular vehicles.

Most Park Roads Closed to All Vehicles

Spring plowing has begun and most roads are closed to all vehicles until mid-April. The road between the North and Northeast entrances remains open and is open year-round to regular vehicles.

Most Park Roads Open – Dunraven Pass Still Closed

All roads are open for the summer season, with the exception of Dunraven Pass. Roads may close temporarily due to weather. Check the Park Roads page for the most up-to-date information.

Most Park Roads Closing to Regular Vehicles November 1

The last day to enjoy most of the park in a regular vehicle is October 31. Most roads will open to guided oversnow tours on December 15. The road between the North and Northeast entrances is the only road open year-round to regular vehicles.

Most Park Roads Closed to All Vehicles

Most roads are closed to prepare for commercially-guided snowcoach and snowmobile travel during the winter season, which will begin December 15. The road between the North and Northeast entrances is the only road open year-round to regular vehicles.

Most Park Roads Open to Guided Oversnow Tours Only

In winter, most roads are only open to commercially-guided snowcoach and snowmobile tours. The road between the North and Northeast entrances is the only road open year-round to regular vehicles.

Beartooth Highway (US-212) is closed for the season. It will reopen Friday, May xx, 20xx (weather depending).

Elk with calves are extremely dangerous

Be alert, especially this time of year around Mammoth Hot Springs. Elk calves may be hidden close to buildings, under or next to vehicles, and around blind corners. You must remain at least 25 yards from all wildlife. If an elk charges, retreat!

Content Redesign Worksheet

The goal of this worksheet is to give every team member a repeatable workflow that honors the Digital Content Strategy, bakes research & analytics

into every decision, and guarantees that content meets all digital priorities. Whenever you're redesigning digital content, follow these steps:

Page name _____ Date _____

- Familiarize yourself with the current Digital Content Strategy
- Review content in the Digital Content Inventory (page type, digital priority status, notes)
- Review analytics (date range: _____ - _____)

Page views _____

Bounce rate _____%

Most frequent Google searches _____

Was This Page Helpful? Yes (%) _____ No (%) _____

Comments _____

- Define 1-2 user stories using existing user personas (persona, task, goal)

As _____ I need _____ so
that I can _____

As _____ I need _____ so
that I can _____

Perform gap analysis

What needs to be improved? _____

What's already working well? _____

Overlapping content _____

Consolidate? Yes ___ No ___

Involve division coordinator. If it involves a priority topic, also communicate with Public Affairs.

Redesign, ensuring that it is:

Accurate

Consistent

Accessible

Well-written

Visually appealing (especially on mobile)

Measure and iterate (30 days)

Page views _____

Bounce rate _____

Most frequent Google searches _____

Was This Page Helpful? Yes (%) _____ No (%) _____

Comments _____

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