



State of Oklahoma

GO.USA.GOV URL Shortener ToolKit

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Preface

The content of this document includes standards and guidance for using the Go.USA.Gov URL (web address) shortener. This toolkit applies to all state agencies, as defined by Section 4 of the [State of Oklahoma Social Networking and Social Media Standards](#) (.doc, 16 pp, 1.2 MB). As such, they apply equally to all state employees, contractors, vendors and all entities that use or whose activities affect official State of Oklahoma websites, electronic communications, and social networking and social media sites.

The Office of State Finance (OSF) will communicate this toolkit to all state agencies. In turn, all agencies are required to review this toolkit and make all staff members aware of their responsibilities.

This toolkit supersedes all previous standards and guidance covering the same or similar topics. Any exception to the standards portion of this toolkit may be granted only by the State's Chief Information Officer. This policy may be reviewed and changed at any time.

The most current version of this toolkit may be found on the OSF website at www.ok.gov/OSF/Information_Services/Social_Media/.



1. PURPOSE

The purpose of this document is to provide guidance for all State agencies regarding the use of technologies that allow users to shorten website addresses. These tools take site addresses, such as http://www.ok.gov/OSF/OSF_Help_Desk/Helpdesk_-_About_CRM_Page.html, and allow it to be shortened to something like <http://go.usa.gov/C3d>.

This technology is typically used to direct traffic from microblogging or social networking technologies to an agency website.

2. SCOPE

Each state agency is responsible for ensuring its employees' and vendors' compliance with the provisions of these standards. These standards are issued by the OSF Information Services Division in accordance with 62 O.S. §34.20.

The standard covers all state agencies, as defined in Section 4 of the [State of Oklahoma Social Networking and Social Media Standards](#) (.doc, 16 pp, 1.2 MB).

3. DEFINITIONS

URL (Uniform Resource Locator) – Web address people type into their browser to access a web page, ftp site, audio stream or other Internet resource, such as <http://www.ok.gov>.

4. APPLICABLE STANDARDS

Use of URL Shortener technologies shall adhere to the following standards and guidance:

- [State of Oklahoma Social Networking and Social Media Standards](#) (.doc, 16 pp, 1.2 MB - Revised: Oct. 5, 2010)
- [State of Oklahoma Social Networking and Social Media Development Methodology](#) (.doc, 7 pp, 63 KB)
- [State of Oklahoma Social Networking and Social Media Guidelines](#) (.doc, 5 pp, 770 KB)
- [Oklahoma Information Technology Accessibility Standards](#) (.doc, 19 pp, 119 KB - Revised: February 2006)
- [Oklahoma Information Security Policy, Procedures and Guidelines](#) (.pdf, 81 pp, 998 KB - Revised: Dec. 1, 2008)
- Agency-specific social media policy
- Agency-specific computer usage policy



5. AGENCY SOCIAL MEDIA STANDARDS

Any Oklahoma State Agency may use approved social networking, social media and Web 2.0 technologies for purposes chosen by the agency; however, only after the agency submits an internal social media policy to OSF for review. After OSF has approved the policy, the agency may use approved technologies.

Agencies should ensure their internal policy governs ownership of the account used by the agency to manage the shortening of website URLs, who can use the account and how the technology will be implemented.

6. GO.USA.GOV

Go.USA.gov is a URL shortener that allows government agencies to create short, trustworthy .gov URLs to use on online services with character restrictions. This service only shortens government URLs - that is: .mil, .gov, .fed.us, and .si.edu URLs. Also, Go.USA.gov also tracks the number of clicks each shortened URL receives, allowing users to measure the impact of their outreach.

The federal web portal USA.gov developed Go.USA.gov in coordination with members of the Drupal community.

Go.USA.gov provides a more secure way to create and deliver shortened URLs because it requires a verifiable U.S. federal, state, or local government e-mail address to register for a Go.USA.gov account that will allow an agency to create shortened URLs. In addition, the service only shortens government URLs. By including USA.gov in the shortened URLs makes them more intuitive and meaningful to users.

Because the primary domain of the State of Oklahoma is a .gov domain (ok.gov), agencies using this domain for both e-mail and a website can use this service.

