

# Government Web Strategy

April 2016

French  
Translation Guide

Communications Nova Scotia



# Overview

The Province of Nova Scotia launched its web strategy and beta website in April 2016. This guide is one of seven content-related tools designed to support that strategy:

- Content Criteria
- **French Translation Guide**
- Online Writing Guide
- Visual Aids Guide
- Measurement Scorecard
- Google Analytics
- User testing and feedback

Government's new website will focus on three key content areas: convey what the Province of Nova Scotia is doing and why; provide clearer and easier access to government programs and services; and share information that visitors are seeking that can only be provided by our provincial government.

In keeping with the rollout of government's one-brand approach, the new website has moved away from the old department-by-department model.

Development of the new website is supported by a publishing model (roles and workflow), content criteria, content types, content templates, content lifecycles, and metadata (to improve search capabilities). Content, once posted, will be measured and evaluated on an ongoing basis.

Informed by government's web strategy, the new website is designed to work well for the variety of ways visitors want to access the site: by Google search, by department/office, by topic, by using global navigation, or by conducting an internal search. The new website will only contain relevant and accessible content that is both user-centered and sustainable over time. Lastly, the new website is entirely housed under government's one brand.

## Content Readiness Process

The web strategy outlines a content review process with several preparation checkpoints to assess if content should be developed for novascotia.ca and to help prepare content to meet user needs and provide a consistent user experience on the new website. Deciding if the content meets the web strategy's content criteria is the first step. The second step is to decide if the content should be simultaneously posted in English and French.

## About this guide

This guide is intended to serve as a reference and not meant to limit online content that departments may wish to have translated into French for the new website. Departments are encouraged to seek advice from their assigned French-language Service Coordinators as required to support their department's French-language Services plans.

Under the French-language Services Act and Regulations, and in support of annual departmental French-language Services plans, online content should be translated when

- the information is of particular relevance to the Acadian and francophone community

**Example:** the website for the Acadian Affairs division of Communities, Culture and Heritage; a government announcement concerning a part of the province that is considered an Acadian or francophone area

- the information pertains to French-language service delivery

**Example:** information about a government program or service where that program or service is offered in French.

- failure to provide the information in French may compromise the health, safety, or security of members of the public

**Example:** safety tips during or after a hurricane or a flood; information about an order to boil tap water, particularly in a part of the province that is considered an Acadian or francophone area

Under the Regulations, all online content offered in both French and English will be published simultaneously.

## Authority

Amendments to the Public Service Act were passed in December 2013 that require Communications Nova Scotia (CNS) to provide a centralized delivery of communication services, including strategic internet planning and design, on behalf of the province. The Internet Strategy unit at CNS has been tasked with providing this service, which includes implementation of the Province of Nova Scotia's Web Strategy.