

Website Checklist for Elected Officials

The checklist is written using language most applicable to the federal government, but most tips easily apply to elected officials at provincial, territorial and municipal governments.

THE BASICS

A biography

You may want to provide this in different languages depending on the diversity of your constituency.



My office location(s)

You can save constituents a step by embedding a map.



Email

A “contact us” form or listing your office’s email shows you’re available.



Hours of operation

Citizens expect this information to be as easily accessible as a business’s hours. If your hours change a lot, consider mentioning the core service hours. After all, there’s nothing more disengaging than showing up to a fettered office.



YOUR JOB

What I do in Parliament

Constituents are most interested in hearing about your own work in Ottawa—and what you’re doing for them—so don’t rely too heavily on party press releases for content. Keep your meetings, speeches, questions, statements, votes or committee work up-to-date.



What I do in the riding

You can provide information on local issues through a federal lens or explain federal issues (like the Budget) with an eye to local impact. You can also report on local meetings.



Which community events I’ve attended

Telling constituents where you’ve been, and informing them about upcoming events you’ll attend signals how accessible you are and accounts for your time.



What services my office can provide

Help constituents understand what services and assistance an elected representative at the federal level and their staff provide. You can also provide links to frequently requested government webpages.



BUILDING CONNECTIONS

Link to my political party

It's up to you whether you want to use a party logo or party colours on your website.



My social media presence

It's a simple, but good idea to connect your different digital outposts by cross-linking your website, Facebook page, Twitter, YouTube channel, etc. This makes it easier for people to navigate from one to the next without the need to search.



How to hear from me: A newsletter service

Newsletters are a great way to keep in touch with constituents in a more frequent and flexible way (compared to mail-outs like Householders or ten-percenters). You can see what constituents click on most, and newsletters can also be used to solicit feedback through survey questions.



Petitions I host

Petitions offer a way for your constituents to engage with the political process. You can also consider explaining the rules and protocol surrounding petitions presented to the House of Commons, and provide advice on how to petition most effectively.



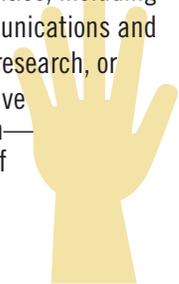
Space for discussion or comments

Somewhere on the site or blog, consider enabling comments from readers. It's a signal that you aren't just interested in broadcasting information, but also open to hearing from constituents. Embed a poll or survey to ensure an element of interactivity and engagement on your website for regular visitors.



How to volunteer

You can offer volunteer opportunities, including general office assistance, communications and design projects, data entry and research, or event help. It's a great way to give constituents—particularly youth—exposure to your work and that of your community.



BONUS CATEGORIES

A mobile and tablet-friendly website



A team page that profiles your staff



Links to your federal, provincial, territorial and local counterparts

