Cover Page

Policy Title	UNFPA Website Policy
Document identifier	PPM/WEBSITE/2025/1
Previous title (if any)	N/A
Policy objective	The UNFPA Website Policy aims to regulate the creation of externally facing websites and mobile applications and the migration of all existing UNFPA websites, with the objective of securing UNFPA's online presence and reinforcing the UNFPA brand. Specifically, the policy: guarantees all externally facing websites or applications are fully integrated into the UNFPA Online Communications Platform; ensures that all UNFPA domains have consistent names and are registered; and ensures that all UNFPA externally facing web content adheres to UNFPA guidelines.
Target audience	All UNFPA personnel
Risk control matrix	Control activities that are part of the process are detailed in the Risk Control Matrix
Checklist	N/A
Effective date	30 December 2025
Revision History	Issued: 10 February 2019 Revision 1: 30 December 2025
Mandatory revision date	December 2028
Policy owner unit	Media and Communications Branch, Division of External Relations
Approval	Non-material revision approved by Head of Unit December 2025

UNFPA WEBSITE POLICY

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I. Purpose

This policy aims to regulate the creation of externally facing websites and mobile applications and the migration of all existing UNFPA websites, with the objective of securing UNFPA's online presence and reinforcing the UNFPA brand.

The design of all UNFPA externally facing websites and mobile applications must have a common look and feel, in line with the UNFPA brand kit and UNFPA web design system. The technology of any externally facing website or mobile application must adhere to the UNFPA ICT Board Decision 24/2014.

II. Policy

This policy establishes the following:

- No externally facing website or application may be developed, launched or redesigned without prior approval of the Web Group, which includes all Regional Communications Advisers among its members. This applies to websites for all offices and units for all programmes and projects entirely or partly funded or administered by UNFPA.
- All UNFPA externally facing websites must be fully integrated into the UNFPA Online Communications Platform, which was approved by the UNFPA ICT board on 21 July 2014 and further developed since by the Division for External Relations.
- The format for all UNFPA domains is: **name.unfpa.org**. Exceptions may be allowed, by decision of the Web Group.
- All domain names will be registered by the Information Technology Solutions Office (ITSO) at UNFPA headquarters.
- The primary purpose of UNFPA managed websites is communications and advocacy in support of UNFPA programmes and initiatives.
- UNFPA does not have the capacity to build websites for third parties as a means of programmatic delivery. Exceptions can only be made by the webgroup upon specific request by host governments.

III. Procedures

To propose a new website, or the modification of an existing, externally facing website or application, the requesting unit must submit the New Website Application to the Web Group.

Through the application, the requesting unit must demonstrate:

- Sufficient and sustainable funding.
- Guaranteed professional editorial support for the expected life span of the website.
- Justification that the proposed new content cannot be made available on any existing UNFPA website.
- The purpose and content of the website does not duplicate that of any other UNFPA website.

Any UNFPA personnel can initiate an application. However, an application will only be considered by the Web Group if it is first approved by the head of unit. It is recommended to consult with the Digital Communications Team at headquarters prior to starting the application

process. When a UNFPA website or mobile application is no longer needed, the responsible unit must coordinate with the Media and Communications Branch (MCB) to retire it. This includes archiving key content in line with UNFPA records policies, setting up redirects to active sites, and removing the obsolete site from public access to reduce security and reputational risks.
The office responsible for the website will bear all costs associated with the decommissioning of the website.

IV. Other – Compliance and Policy Owner

A. Compliance

Global compliance with this policy is critical to ensure universal discipline around communications and messaging and simultaneously protect personnel from placing themselves or the organization's credibility at risk. Failure to abide by this policy may be considered wrongdoing and may lead to the imposition of sanctions.

B. Policy Owner

The Chief of MCB is the owner of the UNFPA Website Policy.

Personnel are welcome to seek input from MCB for clarification of this policy or to share specific ideas or submit requests regarding communications.

V. Process Overview Flowchart

No overview flowchart applicable.

VI. Risk Control Matrix

Control activities that are part of the process are detailed in the Risk Control Matrix.