The White House wants us to use Schema for COVID-19 announcements

The White House and other federal agencies are coordinating with Schema.org to promote visibility for coronavirus-related information on search engines, the White House Office of Science and Technology Policy announced Wednesday.

The presidential department is directing federal chief information officers and encouraging the private sector, state and local governments and the academic community to incorporate the structured data tags “SpecialAnnouncement” and “eventAttendanceMode” introduced last month.

Why we care

To increase implementation, the White House has enlisted the Networking and Information Technology Research and Development program to circulate COVID-19 structured data instructions to federal and non-governmental digital teams.

This could increase awareness about Schema generally, both within governmental organizations and in the private sector. Heightened awareness could, in turn, lead to broader adoption of other structured data types by developers across industries.

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About The Author

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