

**New Jersey Public Health Association**

**TOPIC: Website Operating Policy and Procedure**

**DATE:** January 10, 2017

**PURPOSE**: The purpose of this Operating Policy/Procedure is to:

* Establish a web publication policy for New Jersey Public Health Association (NJPHA) website.
* Clearly explain the roles and responsibilities of all parties involved in online content management.
* Ensure best practice in content management and usability principles are established and adopted by NJPHA.
* Outline processes for online content review, maintenance and development on NJPHA website.

**REVIEW**: The draft policy was put together on July 3, 2016 and was reviewed by the Board of NJPHA at the August 9, 2016 December 13, 2016 and the January 10, 2017 Board meetings.

* Finalization and adoption of the policy by a unified majority of NJPHA Board members was on January 10, 2017.

**POLICY/PROCEDURE**

1. **Definitions**
   1. Home page – The primary page or entry point of a website
   2. Primary public entry point – A web page designed for the public to access official information. NJPHA has designed njpha.org as the public entry point for the organization.
   3. Primary web content owner – The organization must designate an individual(s) to manage the NJPHA website.
   4. Web page – Static or dynamic content displayed on the Internet that is identified by a unique Uniform Resource Locator (URL).
   5. Website-Several interrelated and cross-linked web resources designed to function as a collective unit.
   6. Blog- A collection of individual entries, known as posts. Blogs publish time-sensitive information from a personal perspective and encourage comments from visitors.
   7. Web resource-Any data, information, application, or tool published on the Internet.
      1. Official web resource – Any data, information, application or tool published on NJPHA website in support of its mission, vision and operation.
      2. Unofficial web resource – Any data, information, application or tool published on NJPHA website by members for expression that are not formally endorsed by NJPHA.
2. **Philosophy** 
   1. Non-profit organizations and governmental agencies and departments are permitted.  The webmaster and/or the communications committee should review the content both for accuracy and applicability.  If there are any concerns about the appropriateness of the content, it should be referred to NJPHA’s President for review.  If necessary, the President may consult with the NJPHA Executive Board, and/or NJPHA members with expertise in the area, before making a final determination.
   2. Links to news article, after review of the content both for accuracy and applicability, and with it clear that these are links to news, so that it is not mistaken for an authoritative source.
   3. Requests from outside parties are to be reviewed. The underlying source(s) for that entity must both be ascertained AND readily disclosed on their site. Sites supported by commercial entities, or litigation even if that site is a non-profit or similar site, will not be permitted as even when no apparent conflicts of interest (COI) appear there nevertheless remains a potential for COI. This applies even if these entities claim to be doing just education or public service.
   4. In general, introductory comments from the NJPHA should introduce any linkage. That is a disclaimer is recommended.
   5. Educational offerings may be posted on the NJPHA’s website electronic calendar, after review and vetting, which should consider possible COI issues, relevance to the NJPHA’s mission, and timeliness. COI will be disclosed on the website.
3. **General Policy**
   1. Web Publishing
      1. Published web content for both official and unofficial web resources must not conflict with NJPHA mission, visions or policies.
      2. Unless an article is in the public domain, it is important to post an appropriate link, not the actual article, when copyright issues may exist.
      3. Website content should deliver key messages to NJPHA target audience.
      4. Website content should provide at minimum ‘About us’ information, ‘events’ information, ‘membership’ information and ‘contact’ information.
      5. Links to resources regarding medical care, medical services and/or training programs for medical care with no public health relationship, will not be appropriate for the website.
      6. Web content owners are responsible for the information, links, images, and all other content delivered to the site.
      7. Communications Committee of NJPHA must regularly review the website content for accuracy and currency.
      8. When publishing information online, web content owners shall comply with all copyright laws.
      9. Web resources may be removed immediately for violation of any federal regulation, state code or other concerns.
      10. NJPHA’s website will not provide links to websites for individual or personal home pages.
   2. Publishing images
      1. Images will only be published on the website if they:
         * are optimized for the web
         * are relevant, compelling and add value
         * do not infringe on copyright.
   3. Advertising and Endorsement

It is best practice to provide links to external websites to avoid duplication of information, and to provide access to the most accurate source of information.

1. External websites must only be linked to where:

* valuable content is being offered
* the information provided is relevant, credible and accurate
* the information provided does not conflict with information on NJPHA website.

1. In general, links to the following are acceptable:

* educational institutions (.edu)
* government organizations and institutions (.gov)
* some non-profit organizations (.org) (however these will be reviewed in terms of appropriateness and relevancy)

1. Links from the NJPHA website to any third party must not imply NJPHA endorsement of the third party’s products or services. A disclaimer is recommended when linking to any external commercial link. For example, “This link is merely provided as…”
   1. Unofficial Web Resources
      1. To avoid any negative effects to NJPHA, unofficial web resources must comply with all applicable NJPHA, federal, state and local policies.
      2. Use of NJPHA logos are restricted to official NJPHA web resources only.
      3. Unofficial web resources must not imply nor infer official representation or approval of or endorsement by NJPHA
   2. Archiving content

Material that is no longer relevant or has been superseded should be archived.

1. Material should be moved to the website archive if it:

* is a news article or content of a historical nature
* is required to be found via the search engine.
* should no longer be publicly available on the site.

1. Requests to archive pages must be made to the NJPHA Board.

* 1. Blogging
     1. Contributors should be made aware that he or she is legally liable for anything he/she writes or presents on the website.
     2. The web content manager for this post should ensure that contributors are allowed to participate via a secure sign on.
     3. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.