

IWA Website Policy

1. Introduction

This document sets out The Inland Waterways Association's policy regarding the use of websites by IWA employees, officers and volunteers. The policy applies to any use of IWA's website and applies to all sections of the Association including subsidiary companies, regions and branches.

The term 'officer' in this document means anyone appointed or elected to any position within the Association or its subsidiary companies.

The document covers the following aspects of IWA's website use:

- IWA's Website
- General Policy on Websites

2. Objectives

The objective is to ensure that IWA's website is up to date, and that content is consistent across the site to ensure ease of navigation for website users. It is important that all employees, officers and volunteers throughout the Association and its subsidiaries, work closely together to achieve this.

3 IWA's Website – www.waterways.org.uk

3.1. IWA website as a central place for information

Our website ranks highly in search engines and should be the first place that members of the Association and the wider public look to find information about IWA and the inland waterways.

3.2. Keeping the website up to date

All IWA employees, officers and volunteers should make every effort to ensure that information on the website is as up to date as possible, and new content is made available for inclusion on the relevant section of the website as rapidly and frequently as possible.

Information on all events and meetings, including dates, times, venue details, etc, should be added to the website or submitted to the website team at Head Office at the earliest possible opportunity. Prompt submission and updating of information is essential. The website is a proven successful method of disseminating information and recruiting new members.

3.3. Content approval

With certain exceptions, all material uploaded to IWA's website must be approved by Head Office. The exceptions to this rule apply only to event dates and details, which can be uploaded directly to IWA's website calendar.

3.4 Website editors

Any IWA officer can put themselves forward to edit branch or region pages on the website. Website editors should be appointed by the relevant branch or region and should be an IWA member unless in exceptional circumstances.

3.5. Suspension of editing rights

IWA reserves the right to suspend editing rights if it becomes necessary. This will happen only in exceptional circumstances.

3.6. Copyright

Copyright and fair use laws must be respected when uploading images and copy to IWA's website.

3.7. Website style

Web pages should be edited in line with IWA's House Style guide and specific guidance for website editors. This is to ensure consistency in layout of content across pages and to make it easier for users to navigate and find information.

3.8. Security of passwords

Each website editor will have their own registration. Website editors should keep their passwords private. This is to ensure security and accountability for content changes, as well as ensuring the easy redistribution of permission in the event of IWA officers changing roles or stepping down.

3.9. Responsibilities

Responsibilities of Head Office employees

- Oversee design and development of IWA's websites
- Approve web pages for volunteer editors within 24 hours during the working week
- Provide training, technical support and encouragement to volunteer officers
- Remove and update old content
- Monitor all IWA website activity for compliance with IWA's policies
- Advise trustees and officers on website related matters

Responsibilities of IWA website editors

- Keep website content up to date
- Keep passwords secure
- Be familiar with IWA's policies
- Ensure content added aligns with IWA policy
- Ensure page design is in line with IWA's House Style Guide and specific guidance for website editors
- Champion the website as the central place for information about IWA
- Ensure there is a handover to successor editors where possible

Responsibilities of IWA officers

- Highlight areas where content needs updating to the appropriate website page editor or Head Office.
- Supply updated content where able to do so.

4. General Policy on Websites

4.1. New Websites

IWA branches, committees and groups must not operate independent websites. Content should be published to designated pages within IWA's central website.

4.2. Unofficial Websites

Legal action may be taken against the promoters of unofficial sites if they purport to represent the Association.

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