



**SUBJECT: WEBSITE POLICY**

**Policy No: 2018-12**

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## **PURPOSE**

The Innisfil Public Library website contains information relating to all areas of library service. This policy serves to provide guidance on what information can be placed on the site and where it may be located

## **POLICY**

### **General**

The Innisfil Public Library website presents a graphical representation of the Library and its services. A strong online presence is very important as for many it is the first impression of the Library. It also provides the opportunity to offer services beyond traditional library information. Since there are so many areas of the site updatable by various Staff members, it is important that they are working from the same set of guidelines.

### **Application**

All contributors to the Innisfil Public Library website and all websites under the control of the Innisfil Public Library.

### **Definitions**

**External Link** is defined as any hyperlink that takes the website user from the Library's official website to the website of another organization, association, or group.

**External Organization** is defined as any association, body or group that is not a government agency or department; or not affiliated with the Innisfil Public Library in the role of an official committee, or sponsoring organization such as *The Friends of the Innisfil Public Library*.

**Objectionable Material** is defined as matter which may contain, but is not limited to, material promoting hate and/or violence, materials of a pornographic, profane or sexually explicit nature, as well as content that may offend on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, age, sex, marital status, sexual orientation, family status or disability, and any material which is not acceptable under all current legislation.

### **Guidelines**

- Any area on the website requiring the submission of personal information (such as a credit card) shall be encrypted and verified with a valid security certificate issued by a recognized Certificate Authority.
- Each page shall contain copyright information and a link to the Website Disclaimer. (Appendix #1)
- The Innisfil Public Library may provide web hosting for external organizations.
- Website organization and design will be determined by a Website Committee. (Terms of Reference – Appendix #2)
- Overall website management and maintenance will be performed by I.T. Services; however, I.T. will not be responsible for creating content for individual service areas.
- Individual service areas (Programming & Outreach, for example) are responsible for the accuracy of information about their service area or areas of responsibility.
- Not all areas of the website will be updatable by Staff. These areas will be updated by I.T. Staff or Communications Staff with information provided by the individual service area.
- Permission to post and/or update information will be granted on authorization from the Chief Librarian, Deputy Chief Librarian or designate.
- All information on the site will be placed in pre-determined categories, including links to each service area.
- All information posted on the website shall be placed in the appropriate category.
- Service area information will be listed on the appropriate area of the website. A link to each service area will be provided on the front page. Links to individual items in a service area will only be listed on the front page if they meet the criteria for the pre-determined categories.

### **External Links**

- External links from the Innisfil Public Library website must meet one or more of the following criteria in order to be posted:
  - Connect members of the public with information and services provided by other levels of government in Canada.
  - Provide additional information on subject matter found within the pages of the Innisfil Public Library's website. Such information must be provided by an official and/or accredited source.
  - Connect members of the public with information that is supplemental to the collections of Innisfil Public Library.

- External links from the Innisfil Public Library's website must not contain or reflect any of the following:
  - objectionable material as defined in this policy;
  - buried links to objectionable material;
  - a personal homepage;
  - a for-profit business unless it is associated with the Innisfil Public Library in a sponsorship role or through any of the Library's business partnerships.
- Requests to establish an external link from the Innisfil Public Library website will be received and evaluated by the Website Committee. The Staff member responsible for routine maintenance of the website is authorized to post online those links which meet the criteria as established in the External Links section of this policy.
- The content of external links which are posted on the Innisfil Public Library website will be reviewed quarterly to ensure that the links continue to meet the criteria for posting as established under this policy.
- Links which fail to meet the criteria for posting shall be removed or replaced without notice.

**Related Policies:**

*Information Services Policy*

*Internet Service Policy*

Approved by the Innisfil Public Library Board, June 18, 2018  
Motion Number: 2018.56

Supersedes Policy #2013-14, approved October 21, 2013, Motion #2013.93; &  
Policy #2010-15, approved June 14, 2010, Motion #2010.48; &  
Policy #2005-08, approved October 11, 2005, Motion #2005.45

*Appendix #1*  
**Website Disclaimer**

All information provided on Innisfil Public Library's website is believed to be accurate and reliable. Staff will make changes, updates and deletions as required and make every effort to ensure the accuracy and quality of the information provided. However, the Innisfil Public Library assumes no responsibility for any errors and is not liable for any damages of any kind resulting from the use of, or reliance on, the information contained on the site. Those who access the site may use material from the site for personal, non-commercial use only, provided they keep intact all copyright and other proprietary notices.

Communications made through the Library's electronic mail and message system shall in no way be deemed to constitute legal notice to the Innisfil Public Library Board or any of its officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the Board or any of its officers, employees, agents, or representatives, where notice to the Board is required by any federal, provincial or local laws, rules, or regulations.

Due diligence is performed to ensure off-site links are valid and appropriate but when selecting an off-site link, you are leaving the Innisfil Public Library site. The content of and/or views expressed on off-site web pages and links are strictly those of the external agency, organization or business. The Innisfil Public Library Board bears no responsibility for the information, graphics or links. The materials in this site and the third-party sites are provided "as is" and without warranties of any kind either expressed or implied. The Innisfil Public Library reserves the right to accept or deny any requests for off-site links.

Links from or to websites outside the site are meant for convenience only. Linking to any other site is at your sole risk and the Innisfil Public Library Board will not be responsible or liable for any damages in connection with linking. Links to downloadable software sites are for convenience only and the Board is not responsible or liable for any difficulties or consequences associated with downloading the software. Use of any downloaded software is governed by the terms of the licence agreement, if any, which accompanies or is provided with the software.

## *Appendix #2*

### **Website Committee Terms of Reference**

**Purpose:**

To provide input on the organization and design of the Innisfil Public Library website.

**Reports to:**

The Management Committee.

**Composition:**

One Staff member, from each service area, who will be updating material, one I.T. Staff member and one Management Committee member. Alternates may sit on the committee during the absence of a committee member if the committee deems it to be appropriate.

**Length of term:**

The committee will serve a three-year term.

The committee will choose a Chairperson from the committee members.

The Chair will serve a one-year term.

**Frequency of Meetings:**

Quarterly or at the call of the Chair.

**Scope:**

- Determine information categories;
- Provide input to design team on organization;
- Evaluate effectiveness of website;
- Provide feed-back on resident comments, usage and requests;
- Approve or deny request for links based on approved guidelines;
- Recommend new design elements as technology changes or the need arises;
- Review policy annually to determine appropriateness, and recommend changes to the Management Committee.