



Healesville Community Renewable Energy Inc

Communications03 - Website Policy

Policy Id	Communications03	Version	1.0
Policy Type	Communications	Subject	Website
Approved	June 2020	Scheduled review	June 2023

1 Introduction

This policy is applicable to anyone who updates the Healesville CoRE web pages. Organisations contracted to develop website content on behalf of Healesville CoRE are also required to comply with this policy and associated guidelines.

The Media Manager must ensure (is accountable) that any person doing a change to the Healesville CoRE website is aware that the Website Policy exists and has a copy of this document.

2 Purpose

This policy is designed to assist healesville CoRE maintain a website that presents information and services in a coherent, accessible, accurate, and user-friendly manner.

3 Policy

- 1) This website policy relates to the overall creation, development and management of all current and future websites for Healesville CoRE.
- 2) A change to the website can only be made if authorised by the President or by the Media Manager. If the President authorises a change, then this must be advised to the Media Manager. If the Media Manager authorises a change, then this must be advised to the President.
- 3) The Media Manager must ensure that there is a managed document that records all changes made to the Healesville CoRE web site. The Media Manager may nominate an alternate person to oversee maintenance of this change register. For each website update, this managed document should include a one sentence summary of the change, and detail of request date, requestor, change date, change author, timespan (when the change will be taken off) and comments. An example of this Change Register document is shown in Appendix A.
- 4) Every website update must be tested before it is published.
- 5) The Media Manager (Ref: Healesville CoRE Subcommittees Policy; Management02) or nominated person must monitor that there is a review of the web pages regularly and must instigate revisions to ensure relevancy and accuracy. At a minimum, a web page and associated documents (e.g. RTF, PDF, DOCX) must be reviewed at least once per 12-month period
- 6) All material intended for public access should be made available online. Where this is not practical, a website should advise end users about how they can obtain hard copies.
- 7) Web site authors must ensure the accuracy, currency and appropriateness of the website content.
- 8) [The websites must adhere to Healesville CoRE brand guidelines that are retrieved from this sentence hyperlink.](#)
- 9) The website must have a disclaimer in order to limit Healesville CoRE liability on their website. The main purpose of the disclaimer is to make sure the information on the website will not be improperly relied upon.
- 10) If the website has any reference to payment of money to Healesville CoRE or payment of money to another organisation through Healesville Core, then a refund policy should be explained. A good refund policy can help protect the organisation and win customers' trust. The refund explanation outlines the requirements and steps the users need to take in order to receive a refund.

- 11) If a website or application collects and/or uses information from users for a benefit or service, then reference must be made to Healesville CoRE Privacy policy (Person06).
- 12) Web site authors must ensure the content that is developed is able to be easily discovered and shared through different channels, such as search engines, social media and content aggregators.
- 13) Healesville CoRE website should follow a user-centric structure. Information should be organised in a manner that is meaningful to the user. The user should not be required to have an understanding of the internal structure of the organisation in order to find the information or service they require.
- 14) Healesville CoRE should ensure that all information it publishes reflects a level of quality corresponding to the nature and timeliness of the information.
- 15) Healesville CoRE websites must meet a baseline level of security. The Media Manager may arrange routine penetration testing and vulnerability audits of the externally hosted website. Testing should only occur with prior approval from the hosting provider.
- 16) Healesville CoRE uses the Wordfence Premium security plugin as an endpoint firewall on the Healesville CoRE website.
- 17) The website should have prompt loading times for all users on all devices (even the ones with slower Internet connections). Pingdom or Pagespeed Insights by Google can be used to check website speed.
- 18) The web site must generate and display a cookie permissions pop-up.
- 19) Tracking on the website must be enabled to determine that your website is actually doing its job. The final design should include functionality to gauge key indicators such as traffic, goals and conversions if appropriate.
- 20) Unless otherwise noted, the contents of the Healesville CoRE website — both text and graphics — are not copyrighted. They are in the public domain and may be republished, reprinted and otherwise used freely by anyone without the need to obtain permission from Healesville CoRE. Credit to Healesville CoRE as the source is appreciated but not required.
- 21) People are also free to link to any URL on Healesville CoRE's site. Healesville CoRE's preference is that people link to the material on the Healesville CoRE website, rather than copying it to their personal websites.

4 Related Documents

Communications06 - Media Relations

Management02 - Subcommittees

Person06 - Privacy

