

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.06
Section:	Marketing	Approved:	June 14, 2018
Subject:	Websites and Social Media	Amended	
Issue to:	All Manual Holders	Page:	1 of 3
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1 POLICY

- 1.01 O'Keefe Ranch and Interior Heritage Society will develop a social media and website strategy consistent with its marketing strategy and plan.
- 1.02 The social media and website strategy will be recommended and approved by the President only in concert with an accompanying staffing plan to ensure that costs are commensurate with benefits.
- 1.03 Where applicable, the company website shall incorporate consistent standards to maintain and reinforce the corporate image.
- 1.04 Appropriate measures will be taken to safeguard the privacy of users of the website and to maintain confidentiality of information collected.

2 PURPOSE

- 2.01 The purpose of this Statement of Policy and Procedure is to ensure that O'Keefe Ranch and Interior Heritage Society website reflects an appropriate and consistent image, is in compliance with legal requirements and will help O'Keefe Ranch and Interior Heritage Society achieve its objectives.

3 SCOPE

- 3.01 This policy applies to all websites.

4 RESPONSIBILITY

- 4.01 Finance Director and President is responsible for:
- The development of a website and social media strategy and budget, including staffing plan
 - The creation of consistent images and branding
 - Search engine optimization of the website
 - Monitoring, moderating and participating in posts, blogs, threads and other social media interaction
 - Monitoring social media uptake and web analytics
- 4.02 Leadership Team is responsible for reviewing and approving the website and social media strategy, plan, budget and staffing plan.

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- 4.03 **[Webmaster]** is responsible for:
- Validating website content in a development environment
 - Deploying approved website content after validation and approval

5 DEFINITIONS

- 5.01 **"Search engine optimization"** or SEO refers to the practice of adjusting websites and related practices to maximize the chances of the site being returned high on the list of sites when search engines search for key words.
- 5.02 **"Social media"** refers to websites and other Internet-based resources that enable social interaction and networking among their users.
- 5.03 **"Webmaster"** means the IT contact person who is responsible for designing, developing, marketing and maintaining the company website.
- 5.04 **"Website"** means a set of interconnected informational web pages located on the same server and prepared and maintained by a person, group or organization.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- OKR 1.01 – Registering the Organization
- OKR 1.05 – Legal and Regulatory
- OKR 1.07 – Information Technology
- OKR 1.08 – Confidentiality and Privacy
- OKR 2.05 – Risk Management
- OKR 6.03 – Donor Relations and Fund Development
- OKR 6.05 – Marketing Compliance

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7 PROCEDURES

7.01 Website – General

- (a) Each web page on the O'Keefe Ranch and Interior Heritage Society's website must include at a minimum: standard header and footer, current contact information, privacy policy link and feedback email link.
- (b) Website content shall be prepared, reviewed and approved by the responsible department(s) prior to forwarding to the [**Webmaster**] for release. Only approved content shall be posted.
- (c) Where possible, website content shall be reviewed prior to release in a development environment (e.g., not live) to ensure that all hyperlinks and other functionality operate as intended.
- (d) Where possible, website content shall be viewable and operational through a variety of Web browsers.
- (e) All data collected through the website shall be treated confidentially and in accordance with provincial and federal privacy legislation.
- (f) On a regular basis, website content must be reviewed and maintained.