

Internet Links Policy

Policy Owner: Communications and Events
Contact Person: Manager Communications and Events
Date of Approval: December 2012 – CS05-12/12

OBJECTIVE

The purpose of this policy is to enhance the provision of a quality internet-based service for visitors to the City's website by providing links to the external websites of community groups, government agencies and other community service providers in the City of Wanneroo, whilst protecting the interests of Council.

STATEMENT

The City of Wanneroo's web page provides electronic local government and council information to its ratepayers, stakeholder and interested parties. There are occasions when linking to an external body assists in the provision of relevant information and, therefore, improves service to the customer. Linking reduces the duplication of information and improves the currency and relevance of content.

SCOPE

Links from the City's website to External Sites

Whilst the City's site may contain external links, these external information sources are outside the City's control and should be treated accordingly by end-users (visitors to the site).

As a result, the City will:

- a) Advise visitors to the City's site to be aware that they are accessing an external site;
and
- b) Advise visitors that the City in no way endorses third party sites or their content.

Approval of External Links

External links relevant to particular Directorates shall be approved by the Manager Communications and Events.

BACKGROUND

The Internet Links Policy ensures that the City maintains ownership of all copy and content on its website, including links to external websites.

It advises consumers that content found external to the City's website is in no way the responsibility of the City.

CONSULTATION WITH STAKEHOLDERS

Consultation will occur with individual stakeholders on an 'as needs' basis.

Other stakeholders are internal staff.

IMPLICATIONS (FINANCIAL, HUMAN RESOURCES)

Nil

IMPLEMENTATION

Any request to provide for an external link on the City's website must be made to the City's Online Communications Officer.

The Online Communications Officer will then make a recommendation to Manager Communications and Events.

The Manager Communications and Events will then either endorse or decline the request and will notify the respective officers and stakeholders of the decision.

ROLES AND RESPONSIBILITIES

The City's Online Communications Officer and the Manager Communications and Events are responsible for the implementation, enforcement and education of this policy.

WHO NEEDS TO KNOW ABOUT THIS POLICY?

All City employees.

EVALUATION AND REVIEW PROVISIONS

To measure the effectiveness of this policy, the following key performance indicators will be put in place:

- Number of applications received to provide a link on the City's website to an external site.
- Number of requests to provide a link to the City's website on an external site.

DEFINITIONS

The following definitions apply to this policy:

DEFINITIONS: Any definitions listed in the following table apply to this document only.	
<i>External Body</i>	Any organisation external to the City of Wanneroo, i.e.: government organisations, community groups.
<i>City of Wanneroo's web site, or City's web site</i>	The web site used to officially represent the City of Wanneroo, i.e.: www.wanneroo.wa.gov.au
<i>Hyperlink</i>	A link which, when clicked on, will take the viewer to another

Window	<p>website.</p> <p>The framed screen in which a website on the internet is viewed.</p>
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REFERENCES

Nil

RESPONSIBILITY FOR IMPLEMENTATION

Manager Communications and Events

Versions	Next Review	Record No:
5 November 2002		
8 August 2006 (GS01-08/06)	July 2008	
4 May 2010 – CS05-05/10	March 2012	888686 10/923
11 December 2012 – CS05-12/12	July 2014	12/79951