

Internet Links Policy

Policy Owner:	Communications and Events
Contact Person:	Manager Communications and Events
Date of Approval:	May 2010 – CS05-05/10

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 External Sites to the City's website***

It is considered Internet protocol that any organisation wishing to link to another organisation's web site should approach that organisation for permission.

When the City is approached by an external organisation wishing to link to the City's web site, the following issues should be considered:

- Relevance of the external body to the City's stakeholders & customers
- The positive traffic which will be directed to the City's web site as a result of the link
- The degree to which the link from the external body impacts on the City
- If the City denied the link, whether it would follow through with legal action to remove any unauthorised link

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 take a number of measures to ensure that:

- a) Visitors to the City's site are aware that they are entering an external site by accessing links to these third party sites, and
- b) Visitors moving from the City's site to an external site are aware that the City in no way endorses the site or its content in any way.

These measures are to include:

1. Website Guidelines for groups controlling external websites linked to the City's site – these will be available online and in hard copy for access by community groups. This will include an exit clause outlining the City's right to remove at any time a link deemed unsuitable for public viewing.
2. Transition Disclaimer Page – this page will appear as a transition page when visitors to the City's site access an external link. The page will inform the viewer that they are leaving the City's site and that the City does not endorse the site in any way.
3. External Link to open in new window – When an external website is accessed via a link on the City's website, the external site will open in a new window.
4. City of Wanneroo website to remain open behind new link window – The City's website will remain open when external sites are accessed, as external sites will open in a new window.

Approval of External Links

External links relevant to particular Directorates shall be approved by the Director and Manager Communications and Events. Any links deemed as requiring special consideration will be referred to the CEO for determination.

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.

The City will also determine if it wishes to provide a link to its website on an external stakeholders websites.

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 or for an external site to have a link to 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 in consultation with the relevant Director, 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:

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

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 TRIM: 10/923