**Website Governance Policy and Guidelines**

**Statement of Policy**

The RTOERO website and district websites are the public face of the organization. For many, it is their very first interaction with our organization. We aim to make sure all digital visitors to have a pleasing, easy-to-use experience consistent with RTERO’s mission, vision, values, brand and strategic goals.

The RTOERO website and district microsites operate publicly on behalf of RTOERO. All websites are owned by RTOERO, who bears responsibility for the quality, accuracy and security of these strategic assets.

The RTOERO website and district microsites must comply with all RTOERO policies and relevant national and provincial legislation and regulation.

The RTOERO website and district microsites are governed by a staff Web Governance Committee. This committee provides support, resources and training to volunteer district webmasters, who administer their district microsite on behalf of RTOERO and for the benefit of district members. All district microsites must be hosted by RTOERO.

RTOERO websites are part of a national digital strategy, which also includes social media management and digital advertising. The digital strategy supports the mission and goals of RTOERO and serves as a benefit to members.

**Guidelines**

**Strategic plan**

* The website and district microsites support the RTOERO mission, vision and values. They express the RTOERO brand and help the organization to deliver on its strategic goals:
  + Be the trusted voice of the broader education community
  + Improve the lives of members and seniors
  + Broaden the membership base

**Roles and responsibilities**

Board of Directors

* set organizational strategic goals
* monitor progress towards achieving goals
* establish overall budget and monitor budget expenditures
* approve policies

Marketing and Communications Committee

* Advises the Board of Directors and RTOERO staff on issues related to digital communications
* Supports district webmasters through liaison activities and information sharing

Web Governance Committee

* Oversees RTOERO websites, in accordance with policies, strategic goals and operational plans
* Monitors outcomes, based on critical success factors and targets

Information Technology staff

* Deliver a wide range of technology resources and support services to operationalize RTOERO’s digital strategy
* Maintains quality assurance protocols and processes for all RTOERO web assets
* Ensure the security and accessibility of all RTOERO web assets
* Monitor website performance against Key Performance indicators
* Provide training, resources and support to district webmasters

Marketing and Communications staff

* Provide the stewardship of the public digital identity and brand
* Ensure visual appearance of all web assets meet RTOERO graphic standards
* Ensure the accuracy and brand integrity of website content
* Optimize the content of all web assets for SEO
* Ensure that content on district microsites is accurate and up-to-date
* Provide communication resources to support district webmasters

District webmasters

* Create, update and post content on their district microsite for the benefit of local members
* Ensure all content on the district microsite is current and accurate
* Remain familiar with relevant RTOERO policies
* Participate in training opportunities provided by RTOERO
* Collaborate with district newsletter editor and social media manager to deliver district communications
* Serve as a member of the district executive

**Eblasts to district members**

* For reasons of security, privacy, accessibility and brand cohesion, districts are strongly encouraged to send all eblasts to RTOERO district members via the RTOERO office. Contact the [CRM Digital Marketing Specialist](mailto:rnavia@rtoero.ca) to send an eblast to district members.
* All eblasts must follow brand guidelines and should use the established design template for the district.

**Accessibility**

* The RTOERO website and district microsites must comply with the RTOERO accessibility policy and with relevant federal and provincial accessibility legislation and regulations.
* For accessibility and security reasons, documents posted on RTOERO websites must be accessible PDFs. No other document types should be posted.

**Copyright and privacy**

* All content on the RTOERO website and district microsites must comply with copyright and privacy legislation and regulations. Copyright infringement is a serious offense and a significant risk to RTOERO.
* Articles should not be published from other sources – e.g. websites, other publications – without obtaining copyright consent.
* RTOERO supplies districts with Shutterstock accounts, to ensure copyright compliance.
* Member photos or artwork may be published with the consent of the member who created the image. Images from the internet or social media must NOT be reproduced on district microsites, because it breaches copyright regulations.
* Publish personal information about a member (for example, birth date, age, email address) only with the member’s consent.

**Domains and subdomains related to RTOERO**

* Requests for new website assets related to RTOERO must be approved by the Web Governance Committee. Direct requests to the Director of Information Technology.
* All website domains related to RTOERO must be hosted by RTOERO. Third-party hosting is not permitted.

**Removal of district microsites**

* Sites that are out-of-date or abandoned may be taken down (hidden from public viewing) by the direction of the Web Governance Committee. The district president will be notified before action is taken.

*This policy was approved by RTOERO board of directors on Sept. 30, 2020.*

**Related policies and resources:**

[Brand Guidelines](https://1lukv37l5jobed338pye9tvd-wpengine.netdna-ssl.com/wp-content/uploads/2020/04/RTO-Graphic_Standards_EN.pdf)

[Privacy Policy](https://rtoero.ca/privacy-policy/)

Equity and Diversity Policy

[Accessibility Policy](https://rtoero.ca/accessibility-policy/)

[Social Media Policy](https://rtoero.ca/social-media-policy/)

District Newsletter Policy and Guiding Principles

RTOERO Editorial Guidelines

Webmaster Role Description

[Code of Conduct](https://rtoero.ca/code-of-conduct/)