

Websites Policy 2021

POL018



Policy No:	POL018
Policy Title:	Websites Policy
Section Responsible:	Communications
Minute/Ref No:	21/108
Doc ID:	8339

1. INTENT

NSC has developed and established the following websites:

- The purpose of the **Council website** is communication, advertising, promotion and education on Council news, business, services and events within the Narrandera Shire. The Council website will also be used as a gateway for any ecommerce platforms provided by NSC.
- The purpose of the **Tourism website** is communication, advertising, promotion and education on tourist events, activities, services and accommodation.

2. SCOPE

This is an internal policy that applies to all websites controlled or operated by any department of Narrandera Shire Council.

3. OBJECTIVE

The Narrandera Shire Council recognises that the internet is a worldwide medium that provides Council with the opportunity to establish Websites for the use of Council communication. The Websites are important to the public profile of the Council and as a means of community engagement for residents, potential residents, visitors and investors.

4. POLICY STATEMENT

To establish the principles for the development and maintenance of the following websites:

- Narrandera Shire Council (Council website)
- Narrandera Tourism (Tourism website)
- Any other web sites, as approved by the General Manager, for particular projects.

5. PROVISIONS

5.1 DEVELOPMENT AND USE

- NSC recognises the need for the development and use of future websites for the purpose of communicating, advertising, promoting and educating on certain Council projects.
- The intention of all Council websites is for the presentation of Council content only.
- All communication mediums, including social media platforms, will only be utilised to promote information on the Council websites.
- The website and social media platforms will have corresponding links to each other to promote the use of each technology and all websites will have a link for the council website.
- New websites will only be approved where it is not suitable to use part of an existing website. It is anticipated that these websites would be removed at the end of the project and any remaining relevant information transferred to the Council or Tourism websites.

6. DEFINITIONS

- **CMS:** Content Management System. A computer application that allows publishing, editing and modifying content from a central interface.
- **Domain name:** A unique name, corresponding to one or more numeric IP address, used to identify a particular website on the internet.
- **Ecommerce:** Trading in products or services using computer networks like the Internet.
- **ELT:** Executive Leadership Team
- **Gateway:** Facilitates the transfer of information between a website and the acquiring bank.
- **Internet:** The global communication network that allows almost all computers worldwide to connect and exchange information.
- **IT:** Information Technology is the technology involved with the use of computer systems.
- **NSC:** Narrandera Shire Council
- **Social media:** interactive, internet-based applications and websites that allow users to create and share content and/or participate in social networking. Well know examples include Facebook, Instagram, Snapchat, Twitter, YouTube, LinkedIn.
- **Website:** A group of connected pages containing information on a particular subject, which is accessed using the Internet.

7. ROLES AND RESPONSIBILITIES

General Manager / Deputy General Managers

- The General Manager and Deputy General Managers will be responsible for nominating staff to maintain the information on each website and nominating separate staff to review all changes.
- The General Manager must approve the use of any social media platforms.

Executive Leadership Team (ELT)

- ELT will be responsible for approval of new websites and for the addition of new pages or other major changes to the existing websites.

Information Technology (IT) section

- IT team members will be responsible for organising all domain names with Council's preferred supplier, in consultation with the department/section requesting the website.
- IT team members will be consulted about any new websites by the department/section requesting the website.
- IT team members will handle technical support of the website and CMS with the website suppliers.

Staff

- Nominated NSC staff will be responsible for maintaining the content on each of the NSC websites. This will include uploading new content, removal of old content, modification of existing content and checking that content is current and relevant at least once every 12 months.
- All new content and changes to existing content will be reviewed by a supervisor or work colleague before addition to the relevant live website.

8. RELATED LEGISLATION

- Disability Discrimination Act 1992 (Cth) and World Wide Web Access: Disability Discrimination Act Advisory Notes 2010
- Government Information (Public Access) Act 2009 (NSW)
- Local Government Act 1993 (NSW)

9. RELATED POLICIES AND DOCUMENTS

- ES250 Media and Public Relations Policy
- POL056 Social Media Policy

10. VARIATION

Council reserves the right to review, vary or revoke this policy in accordance with legislation, regulation and award changes, where applicable. Council may also make changes to this policy and the relevant procedures from time-to-time to improve the effectiveness of its operation.

11. PREVIOUS VERSIONS

Reference to a superseded policy number and/or name is also considered a reference to the new policy number. This policy was previously named:

- CS30 Websites Policy.

POLICY HISTORY

Responsible Officer	Communications Officer		
Approved by	General Manager		
Approval Date	21 June 2021		
GM Signature <i>(Authorised staff to insert signature)</i>			
Next Review	1 June 2024		
Version Number	Endorsed by ELT	Endorsed by Council	Date signed by GM
1 Adopted	-	-	21/02/2006
2 Reviewed	24/11/2014	10/12/2014	10/12/2014
3 Reviewed	15/01/2018	-	15/01/2018
4 Reviewed	9/03/2021	18/05/2021	21/06/2021

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12. Acknowledgement of Training Received

I hereby acknowledge that I have received, read and understood a copy of Council's Websites Policy.	
Employee Name	
Position Title	
Signature	
Date	