



Website Subcommittee

Standing Operating Procedures (SOPs)

1.0 - Website Subcommittee Responsibilities

1.1 - The website subcommittee is responsible to the Communications Committee for all aspects of the CLA website as follows:

- 1.11 - review all documents and photographs for content, accuracy and tone regardless of originator prior to posting in order that we honour a moral obligation to our community to understand and be able to explain what we post;
- 1.12 - coordinate the posting of all updates, amendments, deletions and documents to be archived;
- 1.13 - oversee routine coordination, administration and contract with our website administrator;
- 1.14 - preparation of an annual budget to be forwarded for approval no later than one month into the applicable fiscal year; and
- 1.15 - be responsive to all CLA Committees for reviewing their requests and subsequent updating of the website.

2.0 - Website Administrator Liaison

2.1 - There should be one committee member designated as the primary contact (liaison) with the website administrator and another designated as a back-up. The intent is to ensure the following:

- 2.11 - that the website administrator is responsive to one person rather than several;
 - 2.12 - that all documents for updating, deleting and posting go to the website administrator through only one source;
 - 2.13 - ensure version control; and
 - 2.14 - reduce duplication and potential for errors.
- 2.2 - New documents and/or documents to be deleted should be posted/deleted within 3-5 days of receipt by the website administrator unless the posting/deletion of the data requires a fundamental change to the website architecture.

3.0 - Document and photograph postings, deletions approval and method

3.1 - Website Subcommittee Decisions - Not all decisions will or should require a committee meeting. It is envisaged that much can be accomplished electronically based on acceptance of over 50% of the subcommittee members.

3.2 - CLA Committees - It is expected that all CLA committees will monitor their respective web pages and submit updates/amendments in a timely manner to the website subcommittee for posting to the website.

3.3 - The General Process - Any Director or CLA committee member may recommend that a document be posted, deleted or amended and send a recommendation to the

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website subcommittee. Approval or denial is usually based on an acceptance of over 50% of the website subcommittee members or as directed by the Communications Committee and/or Board of Directors. Regardless of the decision, all data is to be passed through the website subcommittee then via the primary liaison to the website administrator for action. A 2nd individual should be nominated as a 'back-up' website liaison in the event that the primary is unavailable or not able to liaise with the website administrator. There are two levels of approval for posting data to the website.

3.4 - The two levels of approval for posting documents are:

3.41 - Routine – no formal approval process required above the website subcommittee level (examples follow):

3.411 - CLA newsletters;

3.412 - lake community activities/events;

3.413 - RVCA notices sent out to the member watershed communities;

3.414 - OPP Neighbourhood Watch notices;

3.415 - lost and found notices;

3.416 - Tay Valley Township notices and reports; and

3.417 – photographs – all photos must be reviewed prior to posting for appropriate content and applicable release permissions such as photos of children and copyright.

3.42 - Non-routine – A request for approval by the website subcommittee is to be forwarded to the Communications Committee. Decision to forward to Board of Directors remains the purview of the Communications Committee - examples follow:

3.421 - policy issues;

3.422 - lake survey results – deemed sensitive;

3.423 - potential for violation of access to personal information; and

3.424 - official changes to organization of Officers, Directors, Committees and Responsibilities.

4.0 - Deletions/Amendments/Archive

4.1 - All CLA committees are strongly encouraged to review their respective documents and make recommendations for deletions, amendments and archiving accordingly.

4.2 - The website subcommittee should review the website on a regular basis. Any Director or CLA committee member may recommend a deletion/amendment/archive of data to the website subcommittee.

4.3 - The normal parameters for a deletion/amendment would be those documents which have passed their date/time, are no longer applicable to the community or the content is outdated.

4.4 - In the case of a recommendation to archive a document, it should be regarded as having useful data which may provide a historical reference.

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4.5 - The website subcommittee would review the recommendation and either approve or not approve unless otherwise directed by the Communications Committee and/or Board of Directors.

5.0 - Document Types and Format

5.1 - All documents destined for the website should be created in Word, Excel or Power Point. The bottom line is that this is a very subjective process; common sense with a view to display and sensitivity of content should prevail.

5.2 - All final and approved documents to be passed to the liaison person for posting to the website may be converted into PDF format based on the following criteria:

5.21 – All forms should be posted in pdf format;

5.22 – Most Archive documents will likely be in pdf format;

5.23 – Most opening pages for all Headings 1, 2, 3 & 4 are likely to be posted in their original format be they Word, Excel of PowerPoint so as to be more aesthetic rather than having to open a pdf prompt;

5.24 – Documents which are deemed not to be altered should be in pdf format.