



Policy: ARSL's Presence on the World Wide Web

RESPONSIBILITY: [MARKETING AND COMMUNICATIONS COMMITTEE](#)

- DATE ADOPTED: November 23, 2013
 - DATE AMENDED: this space reserved for future amendment dates
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Statement of Purpose

The Association for Rural & Small Libraries maintains a presence on the World Wide Web for the benefit of the Association and its members.

Ownership and Control

This Web site — www.arsl.info — including its structure and content, is owned by ARSL and controlled by the Board of Directors. Under the guidance of the Board as a whole, the Chair of the Marketing and Communications Committee is responsible for the day-to-day management of the Web site, in conjunction with any committee or individual designated by the Board to create, maintain, or update Web site content.

1. At its discretion, the Board may use the ARSL Web site for any purpose that serves the best interests of the Association.
2. Material posted on the Web site must be approved in advance by the Board of Directors or a standing committee of the Association. The content of posts must be restricted to material and issues relevant to ARSL or its interests, as directed by the Board.
3. Material posted on the Web site must not include personal opinions (except as approved by the Board), personal advocacy, intemperate or unprofessional language, slander or libel, or any information or opinion that does not reflect the position or interests of ARSL or that has not been approved by the Board.



4. Passwords relevant to the Association's presence on the World Wide Web shall be known to the Webmaster, the Chair of the Marketing Committee, and at least one other Board member at all times.

Copyright

ARSL is presumed to be the copyright holder of all materials posted on its Web site, subject to the following exceptions and conditions:

1. All information and materials posted on ARSL's Web site must be in compliance with the Association's Copyright Policy.
2. Materials posted on behalf of the Association, including policy statements and other Board materials, conference materials, ARSL logos and design items, and any other material created at the direction of the Association, including works for hire whether or not compensated, shall be copyrighted by ARSL.
3. The Board of Directors, at its discretion, grant to other organizations or individuals the right to use material of which ARSL is the legal copyright holder.
4. ARSL does not claim copyright of creative material, including photographs, drawings, stories, reports, or other expressions or comments created by members or others and submitted for use on the Web site, except when the copyright is explicitly granted to ARSL.
5. Any person submitting material for the Web site in which the copyright is held by an entity other than ARSL is responsible for obtaining or granting such rights as well allow the use of the material by ARSL on the Web site.

Site Maintenance

Whereas it is the goal of the Association to encourage and increase the use of ARSL's Web site, the Board of Directors, Webmaster, and Marketing and Communications Committee shall weed and maintain the site for the purpose of:

1. Improving the accuracy, reliability, and currency of information;
2. Improving attractiveness and visual appeal;



3. Reducing the time necessary to search for and retrieve information;
4. Obtaining feedback to ensure continued improvement and development of the site.

Weeding Criteria

The Board of Directors, Webmaster, and Marketing Committee shall use the following criteria when weeding ARSL's Web site:

1. Items that have expired, *e.g.*, job postings, may be weeded and discarded by the Marketing and Communications Committee without obtaining permission from the Board of Directors.
2. Misleading or factually inaccurate information may be unpublished by the Marketing and Communications Committee without obtaining permission from the Board of Directors until the appropriate individual or committee has submitted a revised or corrected version.
3. Information that has been superseded by more timely or accurate information may be replaced with the newer or timelier information at the discretion of the Board of Directors, Webmaster, or Marketing and Communications Committee or by request from a standing committee of the Association.
4. Information that has been removed from the Web site shall be kept in an unpublished archive of important moments in ARSL history, which shall include meeting minutes and recordings, newsletters of the Association, conference history, agreements and memos of understanding with other organizations, results of online voting, and summary posts on participation in large scale projects.
5. Information posted without the consent of the Board of Directors, Webmaster, or a standing committee of the Association may be removed at the discretion of the Webmaster or Marketing and Communications Committee.

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