

Marin Emergency Radio Authority

Website Management Policy and Procedures

Purpose: To establish guidelines for the provision of timely, accurate, and consistent online information to member agencies and the public regarding the Authority's operations and activities via MERA's website, www.meraonline.org.

Policy: Presentation of Internet information about MERA shall be consistent in appearance and format, effectively organized, formally reviewed by the Executive Board as needed, and include only Executive Board and Governing Board approved content. Meraonline.org will be managed by the Executive Officer in a way that positively and professionally represents the Authority and its member agencies.

Procedures:

1. The Executive Officer, on behalf of MERA, is solely responsible for authorizing and implementing any postings to meraonline.org by MERA's designated website manager.
2. The Executive Officer will regularly monitor and update MERA's website for timely and accurate content.
3. Changes in website design and functionality must be approved by the Executive Board.
4. Impermissible site content includes political information; advertising for member agencies, private, non-profit or other nonmember agencies; product or vendor services endorsements, personal information or links to same.
5. The Executive Officer, with Executive Board or Governing Board approval, will facilitate links to member agency and other public agency sites.
6. Meraonline.org will consist of a homepage and navigation bar that readily guides users to Authority Meeting Agendas and Minutes, Meeting Schedules, Governance, Organization, System and Facilities Information, Documents and Contact Information. The site will present approved news releases and public outreach information. Postings will also keep members informed of, and advocate for or against, pending legislation that would affect the operations of the Authority as authorized by the Executive Board or Governing Board.
7. The Executive Officer will set priorities for the posting of time-sensitive materials.
8. Member agencies or MERA contractors may request posting of MERA related information by the Executive Officer subject to space limitations and compliance with this policy.

Updated: November, 2012 – name change to Governing and Executive Board