

Subject: Approval of Web Links	Initial Date: 06-22-06	
Responsibility: Board, Director of Technology	Date Reviewed: 07-28-06	
Approved by: SCV-CAMFT Board of Directors	Date Revised: 07-28-06	P&P 105

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I. Purpose

The purpose of this document is to provide policies and procedures for ensuring board oversight of SCV-CAMFT website links (hyperlinks) to other organization's websites.

II. Policy

It is the policy of the chapter to ensure appropriate hyperlinks appear on the chapter's website. Since links reflect on the chapter, the board shall decide what links are appropriate.

III. Procedures

- A. The board shall approve all hypertext website links to any outside entity websites.
- B. Generally hyperlinks appearing on the SCV-CAMFT chapter website shall be reciprocal – meaning that the SCV-CAMFT chapter website will display a web link to an approved outside entity's website, while the outside entity shall have a web link on their site to the SCV-CAMFT chapter website. The rationale for this is to not give away links that may generate revenue if the entity is willing to pay for advertising
- C. Exception to III B above: if an outside entity wants to pay for a hyperlink on the SCV-CAMFT chapter website, then reciprocal links shall not necessarily be requested.
- D. The chapter's Director of Technology shall keep a record of hyperlinks appearing on the chapter website and shall, from time to time, check the hyperlinks to ensure they are functioning properly.
- E. The board shall ensure that the outside entity which is hyperlinked to is of benefit to the public it serves and that the entity is legitimate.
- F. Conflict of interest: no chapter member in a leadership role shall approve a link that will personally benefit her or him.
- G. A disclaimer on the links page of the chapter website shall state that the chapter does not recommend or endorse any "linked-to" sites and such links are provided as resources to be individually accessed and evaluated.
- H. The board may allow appropriate, outside entities to pay for links on the chapter website as a form of paid advertising, similar to the chapter newsletter. Hyperlink fees to outside entities shall be determined and standardized by the board.