

## **Introduction**

**approved by the Newfoundland Club of America Board of Directors  
11/6/09**

### **I. General Policy Statement**

Each policy will take effect only after approval by the NCA Board of Directors (BOD).

Each approved policy will be identified with the date of approval by the BOD. Each policy submitted to the Board for consideration will contain the line: Effective Date: \_\_\_\_\_ for completion by the BOD.

Policy revisions shall be listed in standard typeface. Previous versions will be retained in an appendix at the end of the manual to allow easy review of the evolution of each policy.

The committee shall define a mission and scope for all electronic publications to present a cohesive public image that reflects the goals and objectives of the NCA.

### **II. Mission Statement**

The Electronic Publications Policy Committee shall develop policies with a basic philosophy that addresses the electronic communication age. Policies will be developed and modified with recognition of the need for fresh-changing, image-dense content in order to drive web traffic, the importance of linkage and the way linkage and traffic affect search ratings.

The policy committee shall also serve as the arbiter between various committees when content conflicts arise within the scope of the approved policies. Final authority rests with the NCA Board of Directors (BOD).

### **III. Scope of Influence**

A. All website URL's owned by the NCA including, but not limited to, ncanewfs, ncarescue, ncacharities, newfpuppy, Newfoundlandpuppy, newfbooks, ncanationalspecialty, ncadatabase.

B. All electronic newsletters produced by the NCA including, but not limited to, e-Notes, Puppy LifeStages.

C. All electronic mailing lists operated by the NCA including, but not limited to, ncabreeders-l.

D. All email through NCA accounts or on behalf of the NCA.

E. All electronic advertising on and for NCA sites.

F. All online, email and other electronic surveys conducted via NCA sites.

G. Utilization and/or approval of all affiliate programs including but not limited to PetFinder™, MissionFish™, Amazon.com™, Guidestar™.

H. NCA presence on social media sites including but not limited to FaceBook™.

#### **IV. Areas of Activity:**

A. Responsibility for defining public vs. private areas/information for all NCA websites, and establishing levels of security required to access.

B. Responsibility for defining editorial oversight for various sections of the NCA website, and for recommending to the BOD the persons/positions responsible for such editorial oversight.

C. Responsibility for developing email/electronic document transmission and retention policies with regard to:

1. issues related to viewing or sending messages intended to harass, intimidate, threaten, embarrass, humiliate or degrade another member or committee;
2. issues related to illegal activity including gambling;
3. issues related to the use of electronic communications resources for commercial uses not intended to benefit the NCA;
4. issues related to the copying, destroying, deleting, distorting, removing, concealing, modifying or encrypting messages or files or other data on any NCA computer, network or other communications system; and,
5. issues related to electronic communications in the name of the NCA or releasing protected NCA information without the written consent of the Board of Directors.

D. Recommending to the BOD forms of electronic communication (such as forums, social media sites, electronic newsletter services, news and web aggregators, RSS feeds, podcasts, and web servers) and responsibility for:

1. defining content providers;
2. defining access parameters, for example, members only vs public; and,
3. defining and prioritizing scope of content development.

E. Responsibility for defining ownership and copyright status of all electronic communications of the NCA.

F. Responsibility for refining and expanding the existing web style guide to include cohesive presentation for all electronic communications

G. Responsibility for creating policies to address:

1. back-ups of all NCA electronic publications;
2. security measures for all NCA electronic publications; and,
3. archiving all NCA electronic publications.

H. Responsibility for refining privacy policies to address increased information collection (newsletter subscriptions, online payments and donations, etc.)

I. Shared responsibility with *Newf Tide* Policy Committee for recommending to the BOD criteria for establishing the relationship between NCA' s electronic and print publications and recommendations to the BOD concerning the scope and content for each.