THE AUSTRALIAN INSTITUTE OF EMERGENCY SERVICES

INTERNET, WEB & PUBLISHING POLICY

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Version History

Introduction

Institute standards apply to any Internet, web-based publication or correspondence that represent the Australia Institute of Emergency Services Ltd (AIES), regardless if the publication is displayed on an internal or external web server or published in-house or for general public viewing.

Compliance with this Policy is intended to reinforce the Institute's identity and respect at all levels.

The Institute places a high importance on developing and maintaining consistent and respectful publications, in order to reinforce and sustain its credibility and respect from the wider community.

Consistency of the Institute's public presentation reinforces the Institute's National identity and respect.

Internet and web-based publications, images, logos and banners signify the Institute's identity, i.e. who we are and what we stand for and become indicative of our identity.

Purpose

The purpose of this policy is to ensure all Institute Internet services, logos and banners will be used by all members in an appropriate manner to enhance the efficient operation and image of the Institute.

Scope

This Policy applies to any use of the AIES's web-based information or representation through the use of the Internet or web-based services that affects the Institute, whether internally or externally.

This policy also applies to the use of the AIES logo and banner as approved by the General Council from time to time.

This policy applies to all levels of the Institute across Australia and to the Institute's overseas groups, organisational units and activities, as and when established.

The Institute's Website and Internet services must be designed, presented and used in accordance with this Policy. This policy covers all media (which include all web pages, social media site/s, images, logos, banners, email and other electronic media) in both internal and external communication. In this policy the use of web site includes individual web pages, web sites and includes social media sites or pages of any kind.

Internet Policy

The Internet is an integral tool in the operation of a modern organisation. Used effectively it can

- Facilitate greater access to information
- Provide a fast and appropriate mechanism for information dissemination
- Provide links to other organisations

However, improper use of the Internet may

- Pose a threat to system security
- Pose a threat to the privacy of members
- Pose a threat to the legal liability of the Institute
- Waste valuable resources through access to inappropriate information

Obligation

The AIES Web Manager and individual users of the Institute's web and internet services must ensure that access to such a service is for Institute use only and no illegal, immoral, unethical or fraudulent activities are undertaken

Use of the Institute's Web and Internet facilities will be for the express purpose of conducting business on behalf of the Institute.

Personal business and/or correspondence are not permitted.

Institute Members should refrain from expressing personal opinions when conducting business on the Internet. Internet users are expected to conduct themselves in accordance with this policy.

Passwords

Passwords issued to individuals for access to the Institute's Internet Site are to be treated with the utmost confidentiality and security. Members have the responsibility to ensure that unauthorised people are unable to access the Internet with their Institute password.

The Web Manager will cancel an individual's password immediately the individual ceases to be a member of the Institute or immediately upon access rights being denied to the individual by the Institute General Council.

Intellectual Property

The Internet poses potential risks to the integrity of the Institute's intellectual property. AIES intellectual property shall be deemed to include any domain name or web site and related content, design or graphics established in the name of the Institute under the authority of General Council. Members need to be conscious of the material sent via the Internet (e.g., an item subject to copyright protection or a personal background story could be a saleable commodity). Members need to be cognisant of the imperative for security when conducting business on the Internet.

All software and in-principle material submitted for consideration to the Institute will become the property of the Institute. The Institute may alter and or amend this material to meet the aims of the Institute.

Copyright

Members should be aware that international agreements and obligations cover material on the Internet. The material is deemed to be published and having copyright whether or not the copyright symbol is on the page.

Australian Institute of Emergency Services (AIES) web materials, including pages and on-line images, are protected by the Copyright Laws of Australia. All rights are reserved.

Copyrighted materials reproduced on the Institute's web pages are used either under the provision of the Copyright Act, under agreement with Copyright Agency Limited, or as a result of permission from the copyright owner.

When individuals, members or not, access the Institute's website they:

- May retrieve materials for information only,
- Save a local copy or send it to a printer for their own personal use or in order to inform authorised and potential users about the materials contained on the site. They may not make any charge for such use and any commercial exploitation is expressly prohibited.
- Must acknowledge that copyright is vested in the Australian Institute of Emergency Services in any copy made.
- May not make any modifications to the information found in the Institute's website without the express permission of the Institute.

Electronic Mail

Formal official electronic correspondence is to be noted on an official print out of the electronic file and filed according to existing Institute practice and procedures.

Formal official incoming electronic mail should be recorded as per existing Institute practice for the handling of official mail.

Signature footers should be included at the bottom of all Institute e-mail addresses, which list the name of the sender including post nominals where appropriate, position within the Institute, postal address, telephone number, Institute email address and Institute web address (refer to Appendix B for standard format).

Forwarding or distributing Institute email to non-Institute recipients shall only occur with permission of the author unless it is Institute mail that is for general consumption. **NB:** email may form part of a request for access to documents under the Freedom of Information Act 1992.

Files containing images, graphics and audio consume a large amount of network resources and consequently should be restricted to absolute necessity.

The use of e-mail is primarily for the sending and receiving of short, text-based messages. The recipient's web server may ignore files of more than 500k. Should this occur then the email will not be delivered and an error response will be generated. Should this occur then members should contact the recipient to arrange alternative means of transmitting the information or reducing the size of the email. Where the e-mail program attempts to cope with large files, the program is at risk of failure or abnormal functioning.

Applications for an Institute e-mail address

Institute email accounts have been established and approved for the use of each member holding executive positions in the Institute (President, Vice President, Registrar and Treasurer) at both the National and Divisional level.

The current email processing policy involves redirecting email from Institute accounts to the member's private account. Therefore Institute executive officers should have an existing private email account.

Executive members who do not have a personal email account should make application through their Divisions to the Institute web manager for an Institute email account.

Registrars are responsible for notifying the Institute web manager of the name and personal email address of each executive or committee member so Institute mail can be redirected to them. This notification should be made as soon as practicable following a change to any executive position.

Members requiring and official Institute email account, in addition to those that are pre-approved, should make application approved by their Division Executive on the relevant form at the Appendix A to this policy. The completed form is to be submitted to the General Secretary for consideration and approval prior to being sent to the Institute web manager.

Internet email communication Protocol

Internet users must observe the conventions and protocols that have been established within the Internet

Capitals should only be used in headings or titles. In the Internet, typing all text in CAPITALS is normally seen as 'shouting'. If you wish to highlight your text use asterisks or underscore the relevant section.

Caution is to be used when using humour when communication on the Internet. The humour may be misinterpreted as sarcasm and/or criticism in a different cultural context.

Members must be ever conscious that all electronic communication sent using the Institute's email addresses and/or web server is being conducted in the name of The Institute and may be distributed to people who were not on your original address list.

Newsgroups/Resource Groups

Individual membership of the Institute's Internet newsgroups or mailing lists will be at the discretion of the General Secretary.

Group Email

To prevent email address harvesting by internet hackers and spammers members should address all group email having multiple recipients using the BCC or "Blind Carbon Copy" facility. Should it be necessary to inform all recipients of the distribution details of the email then addressees, without email addresses, should be noted within the body of the email.

Virus Precautions

It is imperative that the Institute's internet and web facilities are not exposed to any unnecessary risk as a result of being connected to any alien service.

It is of paramount importance for the safety and protection of the site that **any** files transferred or received from the Internet or other information service be stored either on virus-free media or on the local drive and subsequently tested prior to being submitted through The Institute's web and internet facilities.

Caution should be exercised when accepting unsolicited mail. Incoming mail which is obviously advertising or 'junk' (SPAM) mail addressed to an Institute e-mail address should be **deleted without opening** to avoid the possibility of significant and irrevocable virus infection and contamination which can occur by the mere act of opening infected mail.

Members should always use a commercial standard virus protection program that is regularly updated with the latest virus definitions. All mail should be scanned prior to reception and transmission.

Web Design and Maintenance

The design and maintenance of the Institute's Web Site is the responsibility of the Web Manager, through the General Secretary. The Web Manager may delegate some tasks but not the overall responsibility of the web site.

The Institute's Web Manager will consult regularly with the General Secretary to ensure that the Institute's web site and internet services remain current and continue to comply with the expectations of the Institute.

At the point of termination of the Web Manager role, for any reason, the outgoing Web Manager will immediately hand over all AIES materials, intellectual property passwords, computer hardware, software, licences, agreements, any other information or materials required to ensure the on-going functionality of the AIES Web Site. Failure to do so may result in legal action being instigated by the Institute for the recovery of its intellectual property.

Content Management System

Editing Permissions and Responsibilities

Members of the Institute may be granted editing permissions to pages of the Institute's web site for the purpose of maintaining Divisional information.

Members granted editing access to the Institute's web pages are responsible to ensure:
- Factual correctness in the information added
- Suitability of the information (given legal and professional considerations as appropriate remembering that anything placed on the page reflects on the Institute as a whole and not just the relevant Division)
- The correct use of grammar and spelling
- Content is kept up to date in a timely manner
- That the page in maintained in such a manner that it conforms to the overall style and look of the Institute's website as a whole.

Members are only permitted to publish information to the Division's page on the Institute's website that advertise forthcoming events, meetings or conferences directly relating to the operation of the Division and services provided to members.

They are not permitted to place advertisements or support for individuals or companies, testimonials or party political content or comment unless the information has been sighted and approved by the National Council.

The Institute Web manager has over riding authority to edit or delete any material placed on a Division's web page that is considered, in the Web Managers opinion, to be inappropriate or not conforming to this policy.

The Web Manager will, as soon as possible, inform the General Secretary of the action taken and the reasons that required the action.

Editing Guide

All entries and changes made to the Institute's web pages must conform to this requirement outlined within this policy document and include the following editorial guidelines.

When making changes editors should:
- 'Chunk' content so that it is not one large block of text.
- Use bullet point or lists
- Use sub-headings to put content in context
- Check syntax, punctuation and spelling (there is no spell checker with the CMS Editor)
- Use short sentences and paragraphs

For larger areas of text it is recommended that editors use a word processor e.g. MS Word, spell check the work and then cut and paste the text onto the web page using the 'Paste Function' in the CMS Editor.

Support and Advice

Support is available by contacting the Institute Web Manager at webmaster@aies.net.au

Links to affiliated and non-affiliated agencies

The general Council reserves the right to determine the suitability of all requests for links to professional and non-professional affiliations on the Institute's website. Application to the General Council for consideration is to be made in the first instance where this will impact on content submitted for inclusion to the site.

Commercial Considerations

All considerations for commercialisation on the Institute's web and internet facilities will be carefully scrutinised by the General Secretary and Web Manager. Factors such as short/long term implications, copyright and affiliation may have unpredictable consequences for the Institute. These considerations extend to, but are not limited to, links, banners and sponsorship advertising.

Members of The Institute's Web Management Team

The General Council determines and appoints the Web Manager position from time to time. This position reports directly to the General Secretary who has oversight of all web and internet activities conducted in the name of the Institute.

The Web Manager will provide an annual report on the Institute's web and internet issues to the General Council at each General Council meeting. The Web Manager shall be a person who is suitably qualified or be able to demonstrate capacity to uphold the position and subscribe to the requirements set out in this document.

The Web Manager may from time to time, recruit and enlist the support of both members of the Institute and others outside the Institute that may meet a specific need in respect of the Web portfolio.

The Web Manager is charged with the responsibility of ensuring the ongoing operation of the Web Site and is responsible for managing all web content, and delivering an end product to the satisfaction of the General Council. Because of the dynamic and sometimes acute unpredictable electronic environment the Web Manager is permitted to make decisions to maximise productivity and protect the interests of the Institute in the first instance

Responsibility for the day-to-day operation and functionality of the Institute's web and internet facilities remains the responsibility of the Web Manager. This responsibility may not be delegated.

Managing Site Content

The Institute's "authorised" web and social media site/s will provide the single point of web access to the Institute including office holders and individual Divisions.

Institute members, or Divisions, are not permitted to post individual web pages, social media or web sites to any web server accessible by the public, either directly or indirectly, that by virtue of their content or branding purport to represent the Institute, the Division or Institute membership.

Failure to effectively manage site content can have a number of ramifications:

- Legal exposure if users act upon incorrect or outdated information on the site and incur a loss. The Institute may also be legally liable if statutory requirements, such as accessibility, are not met.
- Negative impact upon reputation and branding, due to poorly designed and structured sites.
- Other public relations and political issues caused by the release of untimely, inaccurate or inappropriate information.

Gathering of Information

The Web Manager is responsible for gathering and interpreting empirical, implicit and explicit information on the Institute's web site. This information is confidential in nature and is to be disclosed to the General Council upon request.

Branding

The Web Manager is responsible for ensuring the Institute's web and social media design is consistently applied throughout the website and conforms to the website design as approved by the General Council from time to time.

Maintaining a single common brand will strengthen the identity and visibility of the Institute's online presence while promoting and emphasising the aims and objectives of the institute.

Use of the Institute Logo

The General Secretary is responsible for keeping all relevant artwork and specifications pertaining to the Institute's Logo.

Only approved AIES logos and banners may be used for official AIES correspondence, promotional and web materials.

Approval for any other use of the AIES logo or banner must be obtained from the General Registrar.

Use of the AIES logo or banner for any other purpose is strictly prohibited.

Copies of the approved Institute logos and banners, as approved from time to time, are displayed in Appendix C.

Proprietary Interest

Use of the Institute's web and internet facilities must not purport to bind the Institute or make any representations on its behalf.

General

National Directors and Divisional Executive Members should familiarise themselves with this Policy for use of the Institute's web, internet facilities, logo and banners and in particular take special note of points regarding prior approval by authorised officers of the Institute.

Specific conditions also apply where the Institute's web and/or internet facilities are to be used in third party sponsorships, partnerships or linkages.

Whenever literature, advertising, publicity or promotional material or merchandise is published or produced through the Institute's web or internet facilities, it should be of the highest quality and conform to the Institute's standards.

Appendix A

APPLICATION FOR AN INSTITUTE E-MAIL ADDRESS

To: The General Secretary
**   Australian Institute of Emergency Services**

The ……….. Division executive have approved the issue of an Institute email address to the following member.

Name	
Institute Position	
Institute Division	
Postal Address	
Telephone contact number	

APPLICATION DETAILS

Proposed email address	_____@aies.net.au
Second choice for email address	_____@aies.net.au
All institute email will be redirected to the members personal email account. Please nominate the email address here.	
Reason the member requires an Institute email address.	

I approve this application and authorise the Web Manager to arrange the connection details

General Secretary   ……………………………………

Signature   ……………………………………

Date   ……………………………………

Appendix B

SAMPLE SIGNATURE FOOTER FOR USE ON ALL OFFICIAL INSTITUTE CORRESPONDENCE

The following is the standard signature block for all official Institute electronic correspondence.

(First Name) (Family Name) (Post Nominals)
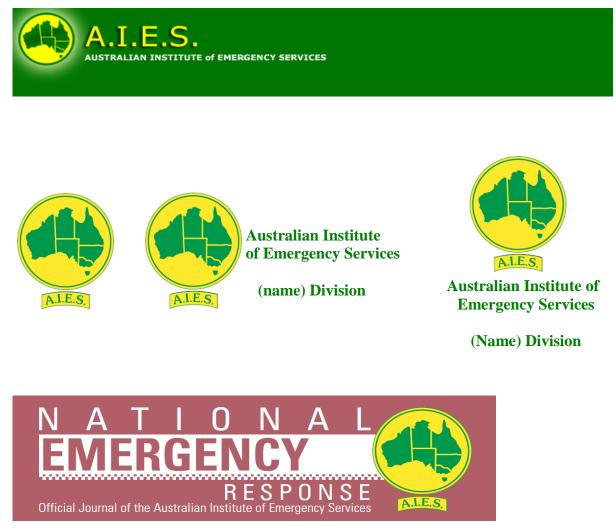**(Position)**
Australian Institute of Emergency Services

(Postal Address)
p   (phone number)
e   (xxxxx@aies.net.au)
w   www.aies.net.au

Appendix C

APPROVED INSTITUTE LOGOS AND BANNERS

The address blocks, logos and banners displayed in this appendix have been approved and authorised by the General Council for use in all official correspondence, websites and web materials including email, banners, flags or promotional products including caps and clothing.

The General Council of the AIES strictly forbids the use of any other image or graphic that purports to represent the official logo or emblem of the Institute in any manner what-so-ever.

Australian Institute of Emergency Services

(name) Division

Australian Institute of Emergency Services

(Name) Division

Australian Institute of Emergency Services
General Council
PO Box 710
Spit Junction
New South Wales 2088

Australian Institute of Emergency Services
Australian Capital Territory Division
PO Box 504
Civic Square
ACT 2601

Australian Institute of Emergency Services
Queensland Division
PO Box 590
Fortitude Valley
Qld 4006

Australian Institute of Emergency Services
New South Wales Division
PO Box K44
Haymarket
NSW 1240

Australian Institute of Emergency Services
South Australia Division
PO Box 10530
Adelaide Business Centre
SA 5000

Australian Institute of Emergency Services
Victoria Division
44 Webb Street
Warrandyte
Vic 3113

Australian Institute of Emergency Services
Tasmania Division
PO Box 1
Lindisfarne
TAS 7015

AIES Plaque / Shield

Appendix D

APPROVED STYLE SHEET

The following are approved for general use in official AIES publications, documents and promotional material.
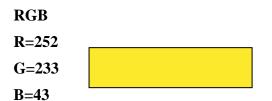
Font

Times New Roman

Colour

GREEN

RGB

R=0
G=128
B=0

YELLOW

RGB

R=252
G=233
B=43