

Subject: Website Communication

Effective Date: April, 2007

Reviewed by: Website Editor

Approved by: APIC-MN Board of Directors

Last Revision Date: 4/11

POLICY

1. To provide resources to support the educational and training needs of members.
2. To provide information on meetings, events, and committee activities.
3. To provide Chapter 18 members with access to bylaws, policies, Board members, membership roster, and other essential information.

PURPOSE

To outline the procedure for posting items on the APIC-MN website.

PROCEDURE:

1. **Guideline for Web Page Submissions**

Submission	Standing	Special	Requires Approval	Review Process	Submitted By	Disposition of Document
Advertisement		X	Yes	Per Advertising Policy #6	APIC MN Member, Vendor	Contracted end date
APIC Policies	X		No	BOD	Secretary	Replace with update
Bylaws	X			BOD	Secretary	Replace with update
Educational Opportunity		X	Yes	Website Editor	APIC member/sponsor	Delete after date of event
Internet Resource Link		X	Yes	Website Editor	APIC MN member	Replace with update
Meeting Minutes	X		No		Secretary	Archive after one year
Membership Roster	X		No		Administrative Assistant	Replace with update
News & Views	X		No		N&V Editor	Archive after one year
Power Point Presentation		X	Yes	Web Liaison	APIC member	Delete three years after date of submission

2. Documents for inclusion on website will be given/sent to Website Editor ready for posting.
 - a. Documents may be submitted as Microsoft Word or Excel documents. The Website Editor will convert documents to Adobe pdf files as appropriate before posting. (This includes items, documents and brochures.)
 - b. Preferred font and size: "Ariel," 12 point size for straight text and 9 point size in header and/or footer.
 - c. Margins: set at least 1 inch on right, left, top, and bottom.
 - d. Header: Set header and footer to 0.6. Pagination problems can occur if set smaller.

- e. Formatting: Auto-formatting is preferred since it will convert to Adobe more easily. Document should be sent as “clean” as possible (i.e., no manual formatting).
3. Photos or photo ads
 - a. Ads for APIC MN website shall be 300Wx250H pixels for the homepage and 250Wx250H pixels for any other webpage
 - b. Format shall be jpg.
 - c. Maximum size: 40kb
4. Links to other websites will be given/sent to the Website Editor ready for posting.
 - a. Specific web addresses and language desired for links will be provided/sent to Website Editor. EXAMPLE: a link to national APIC would be submitted as www.apic.org with a language example of “National APIC” or “Click here for www.apic.org (National site). “
 - b. Specific language desired for links to documents will be provided with the document. EXAMPLE: a link to a Basic Infection Prevention Course (BIP) brochure would say “Click here for BIP brochure” or “BIP Brochure.”
5. Specific requests for language changes or additions to web pages will be given/sent to the Website Editor.
 - a. Request will specify why change is desired/needed, where in the document the change needs to be made and the correct information to be placed in the document/web page.
6. Links on the website will be tested at least quarterly by the Website Editor to ensure they still direct users to the correct website/webpage.
7. Non-APIC MN weblinks will include this disclaimer language: “Attention: This link is not associated with APIC MN or the APIC MN Website. The views and information offered on external websites do not necessarily reflect the views of APIC MN.”
8. Advertisements will include this disclaimer language: “APIC MN does not endorse, nor promote any specific vendor, product , or service.”
9. See policy #6 for details regarding website advertising.

ATTACHMENTS & RELATED FORMS: None