



Enriching Lives & Connecting Communities

Website & Database Management

Community Relations
Policy No. 13050

Revision Date: November 18, 2013

Policy Statement

The Internet provides extensive capabilities for disseminating information resources and offers enormous potential for RCRC to share information with current and potential users. Web content submitted by all staff should be in the best interest of RCRC and not conflict with the mission of the agency and avoid any negative impact to RCRC's reputation and image.

General

The Richland County Recreation Commission has an official website, located at www.richlandcountyrecreation.com. All local office and program office content - including content that resides on outside servers - must emanate from the agency's official sites and must follow the publication standards, templates, and design guidelines established by the Community Relations/Communications Department.

RCRC's web-based products are management tools; therefore, they are to be used only for official, mission-related RCRC business. RCRC's web products are supported by appropriated (taxpayer) funds; therefore, RCRC will not host web pages for private organizations, including employee organizations.

The Community Relations/Communications Department is responsible for maintaining an accurate and attractive website for the Richland County Recreation Commission that serves to promote the agency's programs and activities. RCRC's Webmaster is responsible for making the website easy to use and as comprehensive a promotional tool as possible.

The website is fed by a database of information which is kept online and housed by a website host. Information in the database is limited to RCRC programs, classes, and co-sponsored events. It is the policy of RCRC to promote only programs, events, and classes hosted or co-sponsored by the Commission.

Data Input

1. Program and park staff (any staff responsible for program development) is responsible for inputting information in the database in accordance with the schedule developed by the Community Relations/Communications Department, using the guidelines for input.

2. All data will be previewed by the Webmaster and Community Relations/Communications Director, prior to posting to the website.
3. Staff should ensure that the information pertaining to their programs is always current. Any changes to program details should be edited in the database promptly and the Community Relations Department notified.
4. Each program staffer is assigned a personal database password, which they should safeguard.

Links

1. Links to other websites may be created on the RCRC website as long as the link adds value and does not duplicate other information on the website. It is not necessary to seek approval of the owner of another website to link to that site.
2. As a rule, links may not promote specific for-profit products or services.
3. Links must be reviewed carefully and regularly to ensure that they continue to add value, do not exist solely to promote specific products or services, and that they are in good taste.
4. Because RCRC's website is in the public domain, anyone can link to it without permission.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013
(Date Approved)

APPROVED: 
J. Marie Green, Chair

For more information about this policy, contact the Executive Department.