



## Website Policy

### Contents:

- 1 Purpose
- 2 Organisational Scope
- 3 Definitions
- 4 Policy Content and Guidelines
  - 4.1 Desire to involve, inform and educate members
  - 4.2 Implementation principles
  - 4.3 Association to contract web designer to act as Webmaster
  - 4.4 Webmaster to be authorised to make changes
  - 4.5 Implementation of externally set and recognised standards
  - 4.6 No defamatory material to be published
  - 4.7 Online Discussion Forum
    - 4.7.1 Online Discussion Forum Rules
    - 4.7.2 Webmaster and moderators to apply additional rulings as appropriate
    - 4.7.3 Policing of web forum the responsibility of appointed moderators
    - 4.7.4 Consequences for breaching policy
  - 4.8 Moderators
    - 4.8.1 Ratio of moderators to users
    - 4.8.2 No ASEC Member or ASA Staff member to be a moderator
    - 4.8.3 Moderators to forward all relevant details to ASEC as required
    - 4.8.4 Moderators to be considered ASA Volunteers and bound by appropriate policy
  - 4.9 Complaints
- 5 References
- 6 Approval Dates
- 7 Policy Sponsor

### 1 Purpose:

The purpose of this policy is to prescribe the manner in which the Association will operate and maintain its website media.

### 2 Organisational Scope:

This is an organisational policy that applies to all websites owned or operated by the Association.

### 3 Definitions:

- Association:** Shall mean the Albany Students' Association (Incorporated).  
**ASA:** Shall mean the Albany Students' Association (Incorporated).  
**ASEC:** The Albany Students' Association Inc. Executive Committee.  
**Executive:** Shall mean the duly elected Executive members of the Albany Students' Association (Incorporated).  
**Download:** Shall mean to transfer files or data from one computer to another. To download means to receive; to upload means to transmit.

- Internet:** Shall mean the worldwide network of computers that can be accessed via the Association's computer network.
- Moderator:** Shall mean a person who monitors, and presides over an ASA website forum or debate and who mediates disputes and acts as a link between users of the forum and the Association.
- Trolling:** Shall mean any post, or series of posts that are not intended to add to the topic, but are intended to simply elicit a negative reaction.
- Spamming:** Shall mean messages posted that have no relevance to an ASA website forum. This includes but is not limited to:
- Any message of commercial purpose;
  - The promotion of any non-commercial product or service that does not relate directly to Massey University Albany or the Albany Students' Association Inc.
- Worldwide Web:** Shall mean a collection of text, pictures, sounds, video clips, graphics and other information arranged in pages and linked together via the Internet.
- Webmaster** Shall mean the person who usually maintains the content and operational status of the ASA Web server.

## **4 Policy Content and Guidelines:**

### **4.1 Desire to involve, inform and educate members**

As part of the Association's determination to involve, inform and educate members through as many media as possible, ASA will maintain websites related to the various services provided to its members.

### **4.2 Implementation Principles**

4.2.1 ASA will maintain an Internet presence to assist in fulfilling these principles:

- a) The website will be located under the domain "asa.ac.nz", "orientation.net.nz", and "satellite.ac.nz" to allow a stable, easy-to-find Internet presence.
- b) The website will incorporate all areas of ASA's work and activities, to provide, where possible, a parallel method of accessing ASA information, services and representatives.
- c) The website will act as an accountability mechanism for members, displaying executive reports, budgets, policies and the constitution.

### **4.3 Association to contract web designer to act as Webmaster**

The Association will contract a web designer, who will act as Webmaster for all ASA websites, and who must show sufficient competence and experience to maintain the site at a professional standard. The contract will be reviewed by the ASA General Manager on an annual basis and a recommendation presented to the Albany Students' Executive Committee for ratification.

### **4.4 Webmaster to be authorised to make changes**

Access to the website for the purpose of making changes will only be given to the Webmaster or authorised by the ASA General Manager.

All material to go on the website will be authorised by the General Manager with the exception that the General Manager may authorise sub-sections of the site to be directly organised between the web designer and other ASA Executive, ASA Event Manager, ASA Satellite Editor, ASA Designer or outside parties.

#### 4.5 Implementation of externally set and recognised standards

The website will seek to meet validation standards as laid out by the World Wide Web Consortium ([www.w3c.org](http://www.w3c.org)), with the exception of the use of Hyper Text Markup Language (HTML) outside the standard, which is suitably implemented in common browsers.

The website will seek to meet accessibility standards as laid out by the World Wide Web Consortium ([www.w3c.org](http://www.w3c.org)), with the exception of the use of HTML outside the standard, which does add to the quality of the site, without greatly affecting a significant number of users.

#### 4.6 No defamatory material to be published

The website will not contain any material that is defamatory of the ASA or the Albany Students' Association Inc. Executive Committee, Massey University, its employees and any persons or organisations outside of the university.

#### 4.7 Online Discussion Forum

Where ASA allows users direct access to interact with the website through discussion forums, notice boards, and/or chat rooms, access will be granted by means of registration. All such interaction will conform to these rules and any interaction that does not conform to these rules will face disciplinary action as per the section on breach of rules.

##### 4.7.1 Online Discussion Forum Rules

- a) All messages must express the views of the author. If a message is expressing the opinion of an organisation (including the ASA) then the author must be authorised to do so and disclose this information in their message.
- b) No message may contain vulgar or explicit language.
- c) No message will contain any abusive, sexist, racist or homophobic language.
- d) Any personal attacks will be counted as harassment and dealt with as such according to University regulations or in the case of a non-student other appropriate action will be taken.
- e) This rule relates to any form of hateful or condescending talk and does not relate to personal value statements not aimed at any natural person or group.
- f) No message shall violate any New Zealand Law.
- g) No message may reveal personal details that are not common knowledge of any natural person, unless the natural person is the author of the post. This includes revealing the identity of any registered user who is using a pseudonym as a user name and has not revealed their identity on any sponsored website.
- h) Posts must be honest – you must not knowingly mislead users.
- i) No trolling. Albany Student's Association Inc. has defined "trolling" as any post, or series of posts that are not intended to add to the topic, but are intended to simply elicit a negative reaction.
- j) No spamming. 'Spamming' is defined in this case by messages posted that have no relevance to the forum. This includes but is not limited to:
  - Any message of commercial purpose;

- The promotion of any non-commercial product or service that does not relate directly to Massey University or the Albany Students' Association Inc.

#### 4.7.2 Webmaster and moderators to apply additional rulings as appropriate

In addition the Webmaster and any moderators appointed by the ASA Executive may apply specific rules to any section of the website that restricts the nature of any interaction. Such rules must be placed on the website in a clear manner.

#### 4.7.3 Policing of web forum the responsibility of appointed moderators

The policing of the rules will be conducted by the moderators, which in some cases will be the Webmaster.

#### 4.7.4 Consequences for breaching policy

Any attempt to counter any of these regulations or disciplinary actions will result in a breach of the rules.

##### a) In the event of a breach of any rules a moderator may:

- Reprimand the user by e-mail;
- Remove or edit the message in breach of the rules;
- Suspend the user for a time no greater than two (2) weeks;
- Pass the issue on to the ASA Executive to deal with.

#### 4.7.5 Cases referred to the ASEC for consideration

- Any case forwarded to the Executive will be dealt with in Part Two (Protection Natural Persons).
- The Executive may apply any of the following penalties if they desire:
  - Any penalty mentioned above;
  - Permanently remove the user from website registration;
  - Pursue a greater penalty through the University Disciplinary committee. In the case of non-student forum members or other special circumstances, legal action may be taken.

## 4.8 Moderators

#### 4.8.1 Ratio of moderators to users

At least two, but no more than one moderator per 20 registered users will be nominated by the Webmaster and appointed by the ASA Executive. These moderators will be regular users of the website, who are current students or alumni of Massey University Albany.

#### 4.8.2 No ASEC Member or ASA Staff member to be a moderator

No current member of the ASA Executive or Staff may be a moderator, except in the case where the Webmaster acts as a moderator.

#### 4.8.3 Moderators to forward all relevant details to ASEC as required

Moderators will request the Webmaster to pass on user details to the ASEC if Executive decisions are to be made in cases of a breach of rules.

4.8.4 Moderators to be considered ASA Volunteers and bound by appropriate policy

Moderators will be considered volunteers and will be bound to adhere to all ASA policy.

**4.9 Complaints**

Any complaints about the policing of these rules should be made to the ASA General Manager who shall collect information from all parties and make a recommendation to the ASEC for a decision.

**5 References:**

- Film, Video and Publications Classification Act 1993;
- Human Rights Act 1993;
- Health and Safety in Employment Act 1992;
- Employment Relations Act 2005;
- Unsolicited Electronic Messages Act 2007;
- Executive Code of Conduct;
- Personnel Policy;
- Media and Advertising Policy.

**6 Approval Dates:**

- This policy was originally approved on: 26 November 2008, Motion#: 09/32/08
- This version was approved on: 26 November 2008, Motion#: 09/32/08
- This version takes effect from: 26 November 2008
- This policy will be reviewed by: 2 November 2009
- 

**7 Policy Sponsor:**

General Manager