

## **League of Women Voters of Illinois (LWVIL) Website Policy**

The LWVIL web site must conform to all League principles, mission and standards because it is another way of speaking for the League. All usual policies for publishing should be followed and information posted to the website must comply with copyright, trademark and relevant laws.

The home page must display the League name and logo, the mailing address, telephone number and e-mail address.

The Board of Directors of the League of Women Voters of Illinois must approve all website policy changes.

The President, or her designee, and the webmaster must approve all information before it is posted to the website. The website should be reviewed and updated frequently; calendar and event listing should be reviewed monthly and all dated information should be removed immediately after the date of the event.

The webmaster and the President, or her designee, must approve all postings to the website. Information posted must be accurate and proofread by the webmaster and the President, or her designee as well as the relevant Board member, including legislative alert (time for action).

Personal addresses, phone numbers and e-mail addresses are not to appear on the web site. Names of officers and directors should appear on the website. Names of other League members may appear on the website. Alias email addresses, such as [info@lwvil.org](mailto:info@lwvil.org), must always be used in place of personal emails. Contact information for the League office must be included on the website.

Any website passwords should be distributed judiciously.

### **External Links**

Links to other League websites and official government websites are unrestricted. When other websites are referenced, the URLs (website addresses) will be noted, but may not, necessarily, be directly linked.

Exceptions can be made for linking to the websites of LWVIL coalition partners and/or single-issue groups on whose position(s) we have taken a position. Requests for exceptions will come through a Board member who has personally surveyed the website and found it to be compatible with LWVIL's position.

### **Advertising and Sales**

As a general rule, no advertising should appear on the website. Promotion of League positions (State and National) and promotion of League events (National, State, and Local) are appropriate for the website. Only League publications, League-branded items, and tickets to League events should be sold from the website.

Exceptions to the rule about advertising can be made for the logos and names of those who provide a valuable service for the League, which otherwise would not be available to the organization or would be cost-prohibitive. The listings must be discrete, and the Executive Committee must approve their inclusion.

### **Advocacy and Voter Service**

The LWVUS recommends caution when distinguishing between the sections of their web sites that are established for educational purposes and those that contain advocacy on issues.

<http://www.lwv.org/files/LWV%20Online%20Web%2C%20Blogs%20and%20Social%20Networking.pdf>