

Policies and Procedures Regarding Web Sites and Other Web-based Delivery Mechanisms 3-27-2009

WSU Extension web sites, podcasts, blogs, and other web-mediated information delivery systems must abide by WSU and WSU Extension policies and procedures. In general, materials that appear in these formats are available to the general public. Inappropriate use of these technologies can impact large numbers of individuals. Furthermore, decision-makers and other stakeholders often come in contact with these materials. Inappropriate use may damage the status and reputation of WSU Extension and Washington State University.

WSU [policies and procedures](#) describe two types of web sites (official WSU sites and 'personal' web pages linked to official WSU sites). Official sites must adhere to all WSU and WSU Extension policies and procedures. Personal sites must include a disclaimer statement indicating that WSU is not responsible for the creation of, or the content of, these web pages.

All official WSU Extension web sites are considered to be equivalent to printed publications or official communications of WSU based upon WSU [Executive Policy #4](#).

The following policies and procedures apply to all official WSU Extension web pages and sites. This includes WSU Extension county and district sites, the main WSU Extension site, Extension components of Research and Extension Center and academic department sites, and web sites managed by WSU Extension programs and discipline-based centers.

- All information on WSU Extension web sites, blogs, podcasts and other web-related media must reflect the mission, values, goals and standards of WSU Extension and comply with all local, state and federal laws including, but not limited to, copyright, libel and indecency statutes.
- All WSU Extension sites, podcasts, blogs and other web-mediated content must meet a high standard of quality, provide appropriate citations for content provided by others, and be in alignment with all WSU Extension policies and procedures.
- All WSU Extension web sites must conform to graphic and brand identity guidelines outlined on the WSU Extension "[Identity Toolkit](#)" web site.
- All photographic images of individuals under 18 years of age must have an associated "[photo release form](#)" on file in the respective county, departmental, or center office.
- WSU Extension web sites should not provide links to .com (dot com), .net (dot net), or .org (dot org) web sites unless the following conditions are met.
 - The information provided on the site is appropriate, unbiased, science-based and is of high quality.
 - The site does not promote a specific political belief or support specific political candidates.

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- The site does not advocate for any action that is in opposition to existing local, state, or federal laws and/or regulations.
- The link connects to a site that provides a solution to a software or computer problem for those with software licenses or those who possess specific hardware. To the greatest extent possible, these links should be restricted to intranet sites.
- The link to the site is an appropriate citation. In these situations, it must be clear that this is a citation and not an endorsement of products, services or views expressed on the .com, .net, or .org site.
- When external web sites are referenced, the following disclaimer must be displayed clearly on all web pages containing external links.

Some WSU Extension web sites provide links to external sites for the convenience of users. These external sites are not managed by the WSU Extension. Furthermore, WSU Extension does not review, control or take responsibility for the content of these sites, nor do these sites implicitly or explicitly represent official positions and policies of WSU Extension.
- Under no circumstances should WSU personnel use web sites to recommend products or services of companies when clear competitive options exist. No preference should be shown to lenders, equipment dealers and manufacturers, consulting services, or any other product or service providers. Endorsement of products or services is implied when links to .org, .com or .net sites are provided without a disclaimer or context statement.
- All links must be monitored to ensure that they are active and appropriate. Dead links should be immediately removed.

Any exceptions to this policy must be approved in advance by the Associate Dean for WSU Extension.