

CHICA - CANADA
Community and Hospital Infection Control Association - Canada

POLICY & PROCEDURE MANUAL

SECTION: Website
SUBJECT: CHICA-Canada Website Content, Development & Support
ORIGINATED: May, 2007
SIGNATURE/DATE:

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REVISION:

1. PHILOSOPHY

- 1.1 The official website of CHICA-Canada is *www.chica.org*.
- 1.2 The CHICA-Canada website is one component of an online communication strategy. Other features, such as broadcast emails, surveys, interactive fora and listservs, may be used by CHICA-Canada to enhance membership support as well as global profile.
- 1.3 The CHICA-Canada website will be the vehicle for providing the most current and up-to-date information on infection prevention and control from the Association to members and to the general public.

2. PURPOSE

- 2.1 The purpose of the CHICA-Canada website and web-based communications is to provide:
 - a) a means of communication to both the membership and the general public about CHICA-Canada;
 - b) a means to share ideas and resources among members;
 - c) an opportunity to promote infection prevention and control; and
 - d) revenue generation.
- 2.2 The purpose of this policy is to provide guidelines for the ethical use of the website and web-based communications in keeping with the mission, values, policies, procedures and guidelines of the Association, at all times.

3. WEBSITE CONTENT

- 4.1 The content on the CHICA-Canada website is managed by a webmaster who is an infection prevention and control professional. Ideally the webmaster also has skills in web design and web authoring.
- 4.2 The content published on the CHICA-Canada website follows Canadian English rules and uses Canadian units of measurement.
- 4.3 Items to be published on the CHICA-Canada website relating to the organization are forwarded to the webmaster from the Membership Services Office (MSO). This includes, but is not limited to:
 - a) Conference-related materials;
 - b) Names of contacts within the organization (e.g. Board members, Chapter Presidents, Interest Group and Committee Chairs);
 - c) Information relating to awards, contests, funding and research opportunities;
 - d) Membership information;
 - e) Product information;
 - f) Information relating to industry partners;
 - g) Employment opportunities; and
 - h) Chapter news items.
- 4.4 All items published on the CHICA-Canada website relating to infection prevention and control are evidence-based and accurate. Whenever possible, Canadian items and content are preferred. This includes, but is not limited to:
 - a) Headline items;
 - b) Alerts and recalls;
 - c) Resources for education;
 - d) Education calendars (Canadian and international);
 - e) Infection prevention and control resource web pages;
 - f) Infection prevention and control links.
- 4.5 Whenever there is controversy or doubt regarding the appropriateness or accuracy of information to be published to the website, the webmaster seeks guidance from the Web Communications Manager, the Director of Programs and Projects and/or the MSO.
- 4.6 The webmaster does not publish industry materials without consultation with the MSO (e.g. logos, buttons, banners, advertisements) and without approvals from the appropriate Board members.

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5. COMMERCIAL CONTENT

5.1 All requests for publishing of industry materials are handled by the MSO.

5.2 Requests for banner advertising on the CHICA-Canada website are handled on a case-by-case basis by the MSO in consultation with appropriate members of the Board, with the web designer and with the Web Communications Manager.

5.3 Banners, buttons or logos that are approved for the CHICA-Canada website are discreet and do not detract from the overall design of the website.

6. PARTNERSHIP WITH IFIC

6.1 CHICA-Canada will maintain a partnership with the International Federation for Infection Control relating to the provision of an international calendar of infection prevention and control conferences.