DV-01 WEBSITE UPDATES

**Purpose**

As the main resource for the community, accurate information on our website is critical. This process ensures the accuracy and timeliness of that information.

**Policy**

Any changes to content on the website should be directed to the Marketing and Communications Coordinator. Some content change may require approval from the Director of Development and Marketing. Some changes may be made by the Administrative Assistant as directed by Director of Development and/or the Executive Director.

**Staff /Areas Affected**

* Director of Development and Marketing
* Marketing & Communications Coordinator
* Administrative Assistant
* All members of HSWM management team
* Coordinators

**Responsibilities**

Under supervision of the Director of Development and Marketing, Marketing & Communications Coordinator in collaboration with the Administrative Assistant will ensure that all information on the website is accurate, current and relevant.

When a change is required in the following areas, the person in that role is responsible for getting updated information to the Marketing & Communications Coordinator and the Administrative Assistant:

* Adoption Hours or Processes, Onsite or Offsite Adoption Events – Adoptions Manager
* Admitting Hours or Processes – Director of Animal Care or Executive Director
* Fundraising Events – Event Coordinator, Director of Development and Marketing
* Low Income Services (Vaccine Clinics, Kibble Connection, etc.) – Outreach Coordinator or Director of Community Programs
* Financial Donations – Director of Development and Marketing
* Volunteering – Director of Community Programs
* Camp / Educational Information – Director of Community Programs
* Obedience Classes – Administrative Assistant
* Any changes to any area may be requested by the Executive Director

**Procedures**

Each subject area owner is responsible for reviewing and maintaining their pages of the website, as listed above.

All changes should be communicated in writing, to the Administrative Assistant and Marketing & Communications Coordinator. The Media Request form can also be used (see link below) and an email follow up with formatting / layout can be referenced.

<https://docs.google.com/forms/d/e/1FAIpQLSeVRARa4leWjrjNPwFmC53sVHPzwosN4oqD-FHWeHPBE-2cQQ/viewform>

Updates and changes will be made as quickly as time permits. Time sensitive changes should be discussed with the change submission. Dated posts should also have discussion when they will be removed or updated. Those type post may include but are not limited to: adoption events, fundraising events, sigh ups (orientations, seminars, classes, etc.) vaccine clinic dates, etc.

Website layout and design use Giveffect software, which limits some design and photo use options. If restrictions or limitations prohibit requested changes, the Marketing & Communications Coordinator will work with the requestor for an acceptable outcome.

**Revision History**

V1 - Created 9/14/20