

Association Website Content Management Policy

Montage at Mission Hills Homeowners Association

Effective Date^L_{SEPT}
July 2016

Policy last reviewed
July 2016

Scope

This policy governs the creation, approval, and publishing process related to the placement of Website content (text, photos, video, audio, links, documents) and the use of the montageatmissionhill.org Association website (Website). The Board of Directors (Board) desires to make the Website distinctive for its integrated user experience for both Association and external users, its widely distributed creation and publishing responsibility, and its flexibility to allow customized content to be produced by Association Members, Committees, and Board. With such distributed publishing duty comes shared responsibility for quality assurance, usability, performance, and security. The actions of one Association Member, Committee, or Board member can affect the entire site. Therefore, expectations are set here to ensure quality, manage risk, and present the Montage at Mission Hills Homeowners Association content to Website users in the most effective ways.

Policy Statement

The purpose of this policy is to establish basic requirements for the use of resources and publishing of content in a manner that maintains quality and appropriately reduces risk to the confidentiality, integrity, correctness, and availability of Association data and the system. The requirements of this evolving policy will deal with Association standards for Website content, including content type, content approval, site visual identity and design, editorial quality, plug-in applications, databases, and security.

Definitions

Web Content Management System (CMS): Software application used to store, edit and publish Web pages, including html, text, photos, video, audio, links, and other media via a series of managed templates.

The current Association CMS is WordPress 4.4 (as updated), utilizing the Divi Theme by Elegant Themes and associated plug-ins and enhancements. The site is hosted by Arvixe.

Domain: A domain name locates an organization or an entity on the Internet. The current domain for the Montage at Mission Hills Homeowners Association is montageatmissionhill.org.

Website Content: Any content or data (html, text, photos, video, audio, links, documents) created by an Association member, Board or Committee member, or the Association Manager and published on the Web Site. Such content is owned by the Association (except intellectual property, which is licensed or approved for use by the Association).

Content Owner: An individual Association member, Board or Committee member, or the Association Manager who obtains or creates original content (html, text, photos, video, audio, links, or other media) for uploading and display on the Association Website at montageatmissionhill.org site. The content owner is responsible for securing content approval and providing proof of content approval to the Website Chairperson before content can be posted. Content Owners are responsible for periodic reviews and updating of the content they create or contribute.

Content Approver: A Board or Committee member, Association Manager, or the Website Chairperson whom the Board of Directors has designated to accept, review, edit, and approve or reject content (html, text, photos, video, audio, links, or other media) which has been prepared for uploading and display on the Association Website. Content

approval shall be based upon standards for content editorial quality, visual appearance and design, and the informational needs of Association Members and the Board of Directors.

Content Publisher: An individual Association member, Board or Committee member, or the Association Manager with training and authorized access to the content management system which enters/uploads content (html, text, photos, video, audio, links, and other media) into approved modules or templates, so that the information is displayed appropriately on the montageatmissionhill.org site.

Content Publishing Group: The group of Content Owners, Content Approvers, and Content Publishers who have been provided some training and authorized to use the content management system and provide user input to the Website Committee at meetings of the Committee. This group, under the direction of the Website Committee chairperson, is responsible for creating, recommending, and implementing Website policies and procedures to guide:

- Use of the content management system;
- Content migration;
- Editorial, design, branding, and sub-branding considerations;
- Security and risk management;
- Training and leadership of content publishers;
- Quality assurance; performance; and
- Measurement, tracking, and evaluation.

Website Committee comprises Association Members appointed by the Association Board responsible for administrating the Content Management System and related policies and procedures associated with the Association Websites. The Website Committee should be comprised of at least three volunteer members and an ex-officio member of the Board to ensure that there are sufficient resources and support for the Website and to assure the continuity of Website operations.

Website Committee Chairman: The person responsible for the leadership of the Website Committee and the administration of the Content Management System and related policies and procedures associated with the Association Websites.

Website Content Approval and Publishing Schedule: A Board approved table developed to identify the specific types of Website content and media to be published on the Association Website and the associated Board approved content owners, Board approved content approvers, and Board approved content publishers; the publishing frequency (how frequently content posted) and the publishing timeframes (how soon content posted after approval).

Policy

This policy will govern all Association content presented on the Internet. Website content will be supported on the domain montageatmissionhill.org.

This process gives content owners, approvers, and publishers the direction necessary to create, edit, update, and approve Website content in a flexible workflow management system configured to match the specific components of the Association's business processes and annual calendar of events.

The workflow provides a Managed Content Approval Process that ensures proposed Website content is circulated via email or an electronic approval process in three steps from Content Owner to Content Approver to Content Publisher. The approval process follows the Board approved roles and approval authority given to Content Owners, Content Approvers, and Content Publishers.

When the Content Owner has prepared new content and is ready for approval, the Content Approver will be notified via email that the content is ready for approval. The Content Approver may reject the content and return it to the Content Owner for further revisions, or the Content Approver may review and edit the content and forward the approved content to the Content Publisher for posting. This managed approval process will help ensure that web content is accurate, up-to-date, and consistent throughout the Website.

The intent of this process is to facilitate a collaborative workflow in which web content is not the sole responsibility of the Website Chairperson or Website Committee. Instead, content creation responsibility is in the hands of the appropriate Board, Committee, and Management professionals or an Association Member (Content Owner) best suited and specifically assigned to create and manage specific types of content for the Association. Once the content is ready to go live, it is put through the defined approval process or workflow to ensure content accuracy and continuity.

Association members using resources to develop content will abide by standards that assure quality, performance, usability, and security. Standards are created and maintained by the Website Committee. An integrated user experience is ensured through a content management system and a standardized Website Theme with a series of design templates that provide reasonable publishing flexibility and ease of use. Editorial and design standards ensure consistency of the experience for users across the site. Standards for timeliness and accuracy assure quality as well. Content Publishers will be provided training and ongoing support to use these tools and standards effectively. Content publishers and owners will be notified in the event that standards are not being met or if substantive changes in the nature and scope have been made to their contributions.

Performance and security standards ensure that the site functions correctly and that the Association content, including personal Association Member data, and the Association's reputation and good name are protected. Performance problems, security risks, or poorly presented content on one part of the site can affect the entire domain. Before publishing, Association Web content will be reviewed for quality assurance, including loading times, presentation, and security risks. Successful review by the Website Committee Quality Assurance Process is required for the content to go live on the Association Website. The Website Committee will provide ongoing security and performance reviews, periodic content and design reviews, and monitor live content and problems. Issues of concern will be raised with the Content Publisher and Content Owner so they may be promptly addressed.

Replication and repurposing of original content should be avoided; links to the source in the content management system should be used. Policies regarding Intellectual Property, Copyright, and Trademarks should be followed.

Special Web applications and databases presented on the site will adhere to Association standards referenced in this policy. Applications that rely on Association data, including confidential, official use only, and unrestricted data, will follow appropriate requirements. Applications that, in the judgment of the Web Committee, pose a security risk, hinder performance or confuse the user will not be hosted on the Website.

All Website content must adhere to the approved Website content approval process as set out herein and contained on the Website Content Approval and Publishing Schedule. The Website Content Approval Schedule identifies the approving authorities for Association content to assure that the creation, review, approval, and publishing of content is completed by the appropriate Association officer, body, or designated person in the most efficient and effective way.

The Content Owner (Board member, Committee Member, or resident) will be responsible for securing the appropriate approval before submitting to the Web Committee for review with Website standards and posting to the website. Content Owners must secure the necessary reviews and approvals to meet the established posting schedule in the Website Content Approval and Publishing Schedule. The Content Owner may present proposed content to the Website Chairperson or Website Committee for comments and suggestions before submitting the materials for review by the appropriate approval authority (Approver).

Roles and Responsibilities

The Web Committee recommends and the Association Board approves standards for design, editorial direction, visual identity, and leadership for the Website. The Website Committee and the Association Board are also responsible for ensuring website performance, availability and the ongoing monitoring and assessment of issues related to the Web site's security.

The Website Committee Chairperson manages and develops the application environment (and related infrastructure) used to run the Web site and publish Web content.

The Website Committee establishes governance mechanisms for the use of Website resources, including policy dealing with standards for Website content: sets policies and procedures for operating the Website and posting content; leads the Website Publishing Group and others managing the development of new features; and, monitors migration of content to the site.

The Website Committee annually reviews the policies, standards, design, content, and operations of the Website, and the Website Committee may make such recommendations to the Association Board as it believes are necessary to remain consistent with State law (Davis-Stirling Common Interest Development Act) improve the overall effectiveness of the Website in meeting its mission and the Boards goals and objectives.

The Website Content Owners are responsible for creating original, clear, concise, and informative content and securing content review from the Content Approver, when appropriate, before submitting it to the Web Chairperson for review and publishing. Owners are individuals such as Board members, Board Officers, Committee Chairpersons, the Property Manager, and others responsible for the publishing of official Association documents. Content Owners will provide content to the Website Chairperson according to the approved timeframes set out in the Website Content Approval and Publishing Schedule.

Standards

Design standards: These standards ensure the appearance of Web pages, maintain an integrated user experience and look across the site.

Editorial standards: These standards guide the development of headlines, copy, style, and content to maintain an integrated user experience and voice across the site.

Content Standards: The content of media produced should reflect the Association's mission. Attention must be paid to avoid individual promotion, advertising third parties, use of appropriate language, overall tone, and the purpose of the produced media. Content Publishers and Owners should seek guidance from the Website Chairperson to help avoid any wasted time or resources by creating content that does not meet Association standards.

Quality Standards: While quality is very subjective, Content Publishers and Owners must take great care in maintaining the highest level possible. The quality of media produced reflects the Association both internally and externally. While it is understood that professional grade quality may not always be available or warranted, we believe the Association is best represented by work that reflects the quality of the living environment the Association Board seeks to achieve for the Montage at Mission Hills Homeowners Association.

Quality Assurance

Accuracy: The Website Committee is responsible for maintaining Website content that is accurate and timely. The Committee should ensure proper maintenance and follow all published Association standards of form and content. The Committee will notify Content Publishers and Owners (Committee Chairman, Association Board, individual members) of any content that has not been reviewed or updated for one year or more so that the content can be examined, updated, or deleted.

Timeliness: The Website Committee should ensure that Content Owners provide approved content promptly and according to the Website Content Approval and Publishing Schedule. Content may be updated, removed, or replaced as the Website Committee deems necessary to ensure that content is correct, coordinated with other website content, and complies with the State law.

Web Security and Performance

Website servers are regularly monitored for security vulnerabilities and performance. Web pages identified as vulnerable or causing server performance issues may be deactivated until the areas of concern are addressed. Software upgrades, new application features, and significant site releases are to be researched and tested as necessary to prevent the introduction of poor-performing or vulnerable Web resources.

Montage Website Content Approval Schedule

The following is the adopted schedule for posting Montage at Mission Hills Homeowners Association-related content to the Website. The purpose of this schedule is to ensure that materials are created, approved, and published promptly to facilitate organizational transparency and the education and engagement of the membership. The goal is to post approved materials within seven days of approval and receipt by the Website Chairperson or as required by State law.

Content Type	Category	Frequency	Owner	Approver	Publisher	Post Time
Board Member Blog	Info	As Necessary	Bd Members	Bd Members	Bd Members	Immediate
Board Member Changes	Info	As Necessary	Bd Chair/PPM	Bd Chair	Webmaster	Immediate
CAI Reports and Documents	Info	Monthly	Bd Chair	Bd Chair	Webmaster	Immediate
Calendar of Events	Info	Annually	Board Sec	Board	Webmaster	Last Mon of Month
Calendar of Events Revisions	Info	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Coachella Valley HOA Council Minutes	Info	Monthly	Bd Chair	Bd Chair	Webmaster	7 D's FR Approval
Committee Member Blog	Info	As Necessary	Com Members	Com Chair	Com Members	Immediate
Committee Member Changes	Info	As Necessary	Bd Chair	Board	Webmaster	Immediate
Committee Monthly Reports	Info	Bimonthly	Com Chair	Com Chair	Com Chair/PPM	Immediate
Montage Newsletter	Info	Bimonthly	Bd Chair	Bd Chair	Webmaster	Immediate
Neighborhood Watch Alerts	Info	As Necessary	EPC Com Chair	Bd Chair	EPC Com Chair	Immediate
New FAQ	Info	As Necessary	Any	Board	Webmaster	Immediate
New/Added Subject Webpage	Info	As Necessary	Any	Board	Webmaster	Immediate
Photo / Video / Audio Archive	Info	As Necessary	Any	Webmaster	Webmaster	Immediate
Poll/Survey Results	Info	As Necessary	Webmaster	Board	Webmaster	Immediate
Property Manager Changes	Info	As Necessary	Bd Chair	Bd Chair	Webmaster	Immediate
Annual Meeting Notice	Meeting	Annually	Bd Sec	Board	Webmaster	February 15
Board Agendas / Meeting Notice	Meeting	Bimonthly	Bd Chair/PPM	Bd Chair	Bd Chair/PPM	4 D's BF Meeting
Board Minutes	Meeting	Bimonthly	Bd Sec/PPM	Board	Bd Chair/PPM	30 D's FR Meeting
Committee Agendas /Meeting Notice	Meeting	As Necessary	Com Chair/PPM	Com Chair	Com Chair/PPM	4 D's BF Meeting
Committee Minutes	Meeting	As Necessary	Com Chair/PPM	Com Chair	Com Chair/PPM	30 D's FR Meeting
Meeting Dates / Times / Location Changes	Meeting	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Annual Homeowner Informational Packet	Policy	Annually	Bd Sec/PPM	Board	Webmaster	November 15
Association Poll / Survey	Policy	As Necessary	Board	Board	Webmaster	Immediate
Association Collection Policy Revisions	Policy	As Necessary	Bd Chair	Board	Webmaster	7 D's FR Approval
Association Annual Budget Approved	Policy	Annually	Bd Chair	Board	Webmaster	7 D's FR Approval
Association Annual Budget Proposal	Policy	Annually	Bd Chair	Board	Webmaster	7 D's FR Approval
Association Articles of Incorporation Revisions	Policy	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Association Bylaw Revisions	Policy	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Association CCR's Revisions	Policy	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Association Forms-New and Revised	Policy	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Association Insurance Summary Disclosure Revisi	Policy	As Necessary	Bd Chair	Bd Chair	Webmaster	7 D's FR Approval
Association Reserve Study Approved	Policy	Annually	Bd Treasurer	Board	Webmaster	7 D's FR Approval
Association Reserve Study Proposal	Policy	Annually	Bd Treasurer	Board	Webmaster	7 D's FR Approval
Association Website Policy Revisions	Policy	Annually	Webmaster	Board	Webmaster	Immediate
Dispute Form Updates / Revisions	Policy	As Necessary	Bd Sec/PPM	Board	Webmaster	7 D's FR Approval
Aerial Photo Updates	Site Adm	As Necessary	Webmaster	Webmaster	Webmaster	7 D's FR Approval
Link Updates/Additions	Site Adm	As Necessary	Webmaster	Webmaster	Webmaster	Immediate
Map Updates/Additions	Site Adm	As Necessary	Bd Chair	Webmaster	Webmaster	7 D's FR Approval
Minor Page Edits and Corrections	Site Adm	As Necessary	Webmaster	Webmaster	Webmaster	Immediate
Page Graphics Updates/Additions	Site Adm	As Necessary	Webmaster	Webmaster	Webmaster	Immediate
Real Estate Listing Updates / Additions	Site Adm	As Necessary	Webmaster	Webmaster	Webmaster	Immediate
Website User Policy Revisions	Site Adm	Annually	Webmaster	Board	Webmaster	Immediate