



Effective date October 13, 2016
Approved by Capital Region Board

CRB WEBSITE

PURPOSE

This policy for maintaining the official Capital Region Board (CRB) website provides for a streamlined, consistent, and accurate information source in an online platform for Board members, member municipalities and the general public.

POLICY

In compliance with the Board’s Advocacy and Communications Strategic Plan, CRB Administration is responsible for managing the accuracy, currency, and usefulness of the Capital Region Board’s public website: www.capitalregionboard.ab.ca.

GUIDELINES

1. The CEO has overall responsibility for the development and maintenance of the website content and functionality, including the selection and procurement of website hardware, software and service provider(s).
2. The CEO oversees internal website policies and procedures to address website development and maintenance, e.g. website review (editing and legal), information management, social media, domain registration, marketing, branding compliance, and procedures for operational continuity, as required.
3. Website content shall include, but is not limited to, a description and history of Board, its mandate, membership, approved reports and plans, current working structures, Board, Committee and Task Force meeting packages, and REF applications. Content, including photos, shall be regional in nature.
4. As part of the Board’s annual update of its Advocacy and Communications Strategic Plan, CRB Administration will review website functionality and develop an annual work plan to maintain and further enhance the website as resources permit.

Nolan Crouse, Board Chair

Document Tracking		
Date	Status	Comments
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