

BCHW Leadership Training 2017

Social Media Roundtable Discussion

Website Links Guideline Suggestions for Chapters

The following are suggestions for guidelines to consider when your Chapter is/may allow other organizations to link up with your chapter website. These guidelines could also be used for a Facebook page when reviewing postings from non-members. These are only suggestions and you can glean what may work for your individual chapters.

The Board/Membership has the discretion:

1. To require that a request for a link be in writing
2. To request that the organization clearly state how the link will support the missions and benefit of BCH and/or their Chapter
3. To determine if the requesting organization must provide a link to the Chapter website
4. To determine if a fee will be charged and what that fee, or other compensation, may be
5. To determine where, for how long and how the link is displayed on their website
6. To determine if the requested link:
 - Is not in conflict with other links
 - Complies with BCHW mission
 - Conforms to the approved activities of BCH and the Chapter
 - Provides the message that BCH and the Chapter wishes to express
7. To determine if a link to an entirely commercial website is appropriate
8. To determine whether to refuse or terminate links without cause or prior notice

Determination of what links are accepted on the website will be on an individual basis. The highest priority for developing a link will go to organizations that:

1. Are other non profit organizations
2. Support the BCHW Mission
3. Promote activities that support the equestrian community and/or the BCHW Mission
4. Provide a link on their website to the BCH chapter
5. Provide financial gain or other benefit to BCH and/or the Chapter

NOTE: These guidelines were taken from Riverside State Park Foundation's Website Links Policy document.