Internet Policies and Operating Guidelines
Updated: 22 October 2015

SETAC has a dynamic presence on the internet that provides information and services to members, communicates the benefits of SETAC membership, reports activities and hosts or links to SETAC publications, facilitates member and non-member access to SETAC education programs, and uses the website to supplement SETAC revenue streams such as an online store and a career center.

- The global SETAC website is a service-oriented tool that supports SETAC members and prospective members, and serves as an information repository. Web pages devoted to activities of SETAC Geographic Units (GUs), regional branches or chapters, committees and professional interest groups are intended to communicate the activities of these groups and to aid each of these groups in achieving its goals.
- The SETAC online platform endeavors to keep pace with technological advances while recognizing financial and other resource limitations (e.g., software, staff time, etc.). Technological advances will require a flexible and proactive governance and management structure.

Oversight

The SETAC Communications Committee will develop policy recommendations and provide review and comment to the SWC concerning all SETAC online activities. In the instance that extensive changes are necessary, the Communications Committee may appoint an ad hoc internet subcommittee to address the issues. The subcommittee should use the SETAC website standard operating procedures (SOP) as a guidance document (Annex 1).

- Decisions pertinent to website changes will be done in close collaboration with the relevant GU, committee, branch, chapter advisory committee, or other group within SETAC.
- Activities of the Communications Committee or the internet subcommittee will be conducted at the direction of the SETAC World Council (SWC) or the SETAC Executive Director or at the request of a GU, advisory group, committee, or other group within SETAC.

SETAC Staff Support

STAC staff will support the implementation of committee recommendations, which include but are not limited to:
- Management of the website, day-to-day
- Review and update of materials on the website
- Management of the SETAC membership database
- Management of the online ordering system
**Web Page Management and Content Oversight**

A designated member or team of each GU, regional chapter or branch, committee, advisory group or other group within SETAC will be responsible for the content of its webpages.

- Individuals assigned to perform the updates will be trained on current procedures and policies, including copyright and trademark guidelines, by the IT Manager and will commit to act in accordance with SETAC governance precepts.
- Only individuals who have completed training will be permitted to perform updates.
- Web pages should be updated frequently, and each GU, regional chapter or branch, committee, advisory group, or other group within SETAC should have a strategy to enhance their pages' relevance and effectiveness.
- Any such conflicts, real or potential, should be resolved prior to posting of material.

**Website SOP and Guidelines Review**

Given the rapid advance of information technology and its impact on SETAC operations, these policies and operating guidelines should be examined each year by the SETAC Communications Committee and adapted as circumstances require.
Annex 1
SETAC Website
Standard Operating Procedures

The purpose of the SETAC website Standard Operating Procedures (SOP) is to set out the structure and key operational precepts of management and operation of the SETAC website.

1. General Structure
   The SETAC global homepage address is http://www.setac.org/ and must include the full name of the society, a brief statement of the society’s purpose and goals, including the trademarked logo “Environmental Quality Through Science®, a welcome message and contact information and easy navigation to the other portions of the SETAC website.

   The standard SETAC webpage format (styles, color schemes and layout), defined by SETAC’s content management system, shall be used for all global and GU webpages. It is important that users of the site are presented with a consistent format and know that they are within “SETAC web space” at all times and on all pages.

   The official language of the global and GU SETAC website is English. Materials in language other than English may be presented in regional sites external to the global or GU SETAC websites, but those sites must adhere to the guidelines stipulated under Section 4 below and will be subject to review and approval by the SETAC Communications Committee and the SETAC Executive Director.

2. Updates and Timelines
   The SETAC staff and any approved member or team from GUs, regional chapters and branches, committees and professional interest group should strive to maintain the most currently available information throughout the site.

   • SETAC groups that do not have an approved updater may forward requests to SETAC marketing and communications staff.
   • Every effort should be made to update each page in a timely manner. At the time of any updates, the date of the update should be included on all group pages.

   Web statistics will be made available to SETAC governance in order to report on trends, success, and geographic usage.

3. Webpage Management and Content Oversight
Further to the instructions above, web content supervision will be conducted by SETAC staff, the SETAC Global Executive Director, GU Executive Directors and members of the Communications Committee.

- Any member may raise concerns about posted materials, conveying such concerns immediately to the SETAC Global Executive Director, SETAC GU Executive Directors, a SETAC staff member, or a member of the Communications Committee; such instances should be rare if posting groups are careful to adhere to proper SETAC governance procedures including tripartite consensus.
- Should an issue arise, the SETAC Executive Director will take immediate action, consulting with other SETAC committee chairpersons and Board of Directors or Councils as necessary.

4. Links to External Websites
The following guidelines will govern the presentation of SETAC and its activities and outreach documents and statements.

A. SETAC Branches and Regional Chapters
   SETAC will provide a link to SETAC branch and regional chapter websites. SETAC asks regional branch and chapter websites to be in compliance with our SETAC policies and requirements including:
   a. Use of the SETAC name and logo in accordance with established policy
   b. Advocacy or position statements on behalf of SETAC should not be made without express, advance approval of the appropriate GU and SWC
   c. Lobbying and lobbying activities shall not be ascribed to SETAC
   d. Inclusion of a disclaimer for any sponsor listings and advertisements (e.g., “In recognition and appreciation of the support of our sponsors, the [name of Branch of Regional Chapter] has provided these links to the following organizations. This in no way implies SETAC’s endorsement of any commercial or noncommercial products and services provided by these organizations.”).

B. Individual SETAC Members
   Links to individual member websites will not be provided.

C. Other Professional Groups, Government Agencies and Societies
   Upon request, SETAC may provide a link to other professional groups, government agencies or societies with common interests, missions or projects (e.g., joint meetings, meetings of interest to our members, partnerships with UNEP or SAICM).

D. SETAC Partners, Sustainers and Affiliate Members
   SETAC will provide a link to any active Partner, Sustainers or Affiliate Members on clearly identified “links” pages, separate from the organization’s homepage and professional information pages.
E. Universities and Nonprofit Organizations  
Information regarding graduate or undergraduate programs relating to the mission of SETAC can be submitted online in the SETAC Career Center.

F. Paid Advertisers  
Companies may be given the opportunity, at a cost, to advertise on the SETAC website.
   a. Only in dedicated spaces approved by the Communications Committee and the SETAC World Council  
   b. Ad design, text layout and graphic presentation will be the responsibility of the advertiser.  
   c. SETAC staff will review submitted ads and will notify the SETAC Executive Director and Communications Committee of potentially inappropriate advertising materials before posting.  
   d. Costs for the service should be determined and approved by the SETAC Global Executive Director, in consultation with the SETAC World Council.

G. Other Requests  
Other requests (e.g., discussion groups, advisory groups, advocacy groups) will be considered on a case-by-case basis by the SETAC Communications Committee and approved by the SWC and the SETAC Global Executive Director. Considerations should include those listed in section (4.A) above as well as the following:  
   a. No financial gain is to be realized by the group or by any individual belonging to the group as a result of the linkage.  
   b. The primary purpose of the site will be to provide professional information that relates to environmental toxicology and chemistry and related topics.

5. Inappropriate Links, Defamation and Piracy  
If any inappropriate links, defamation or piracy acts should be discovered, the SETAC Executive Director should be notified, who will take immediate action to resolve the issue with the support of the SETAC World Council.

6. Electronic Publications  
Links from the SETAC website to official SETAC publications, such as the SETAC journals *Environmental Toxicology and Chemistry* (ET&C) and *Integrated Environmental Assessment and Management* (IEAM), will be provided with no disclaimer.

SETAC should consider all materials placed on the website to be published materials and should ensure that they are identified as the copyrighted property of SETAC, unless otherwise noted.