

## GovernorLine

### Links Policy - Last Reviewed April 2008

#### Introduction

Links between web sites form an integral part of the internet. GovernorLine is keen to have information on external resources for a number of reasons:

- **Mutual promotion:** we have links to organisations who are supporters of or stakeholders in GovernorLine (for example: GovernorLine management board members);
- **Service:** we offer a collection of links as a service on the site as a means of improving the site;
- **Referrals:** we may have to provide a link rather than the actual service.

#### Procedure

The GovernorLine contract manager at the Worklife Support will administer the links policy. I will check all proposals, taking advice from other GovernorLine representatives as appropriate. We reserve the absolute right to refuse a link on the GovernorLine web site.

Terms and conditions for all links will be agreed on an individual basis, if necessary.

#### Location

There are four areas on the GovernorLine web site containing links:

- The A-Z of Education;
- Governor Organisations;
- Governor Support Services;
- Management Board Members.

#### Links from GovernorLine

##### A: Subject

1. The subject matter of the site must be of value or relevance to the key audiences of GovernorLine (school governors, clerks and individuals involved directly in school governance in England);
2. We will not initially look at links with wider curriculum-based or other education-related sites;
3. The intended audience of the linked site will not be considered unless this significantly inhibits the usefulness of the site to governors;
4. GovernorLine reserves the right to annotate any list of links that we produce. We will not seek editorial approval on any comments we wish to make from the external body concerned.

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GovernorLine offers free confidential e-mail and telephone advice, information and support to School Governors, clerks and individuals involved directly in the governance of maintained schools in England.

Call us on 08000 722 181 from Monday to Friday 9.00 a.m. to 10.00 p.m., excluding public holidays, or from 11.00 a.m. to 4.00 p.m. at weekends. E-mail us from [www.governorline.info](http://www.governorline.info)

GovernorLine is managed by Worklife Support for the Department of Children, Schools and Families.

## B: Site authorship

1. The ownership of the site may be taken into consideration in deciding whether to link to the site;
2. We will not normally consider linking to private sector sites promoting company products or services. We reserve the right to refuse a link if it will have an adverse affect on any commercial partnership of GovernorLine or otherwise conflict with policies and principles of our supporters;
3. Sites produced by private individuals will not normally be linked, although we reserve the right to vary this policy;
4. In all cases, visitors must be able easily to view the ownership of the site. The site owner must take responsibility for the content of the site. Telephone contacts for owners are encouraged;
5. We will not check any further links displayed on a linked site, but these should be appropriate and reasonable.

## C: Quality of content

1. The information provided must be accurate and balanced;
2. Sites that are linked to the GovernorLine site will be judged by us to have content of interest and value to governors. We will not link to sites that have no such useful information;
3. The content of sites must be of satisfactory quality, in our opinion, even if this information is not the main subject area of the site;
4. We will prefer, where appropriate, to link to sites that use English as a first language;
5. Criteria for not accepting a link include:
  - Any request or requirement for payment for the link;
  - Doubts about the accuracy of information covered;
  - Sites that are not updated with sufficient frequency;
  - Sites which exist solely or mainly for promotional reasons;
  - Sites of which the provenance is uncertain;
  - Any site whose main content consists of links to other web sites within the UK;
  - Any site that contains racist or sexist information, which is obscene, which encourages illegal behaviour or which otherwise is excluded by GovernorLine working policies. GovernorLine reserves the right to immediately and without notice sever any link which infringes this condition, and we will report any such site to the relevant authorities.

#### D: Quality of design

1. We will rarely invoke bad or inappropriate design as a reason for not linking to a site, but we hope that linked sites will follow sound design principles;
2. Sites using inappropriate software (e.g. excessive use of Flash) may not be accepted or may be the subject of a warning in our description of the site;
3. We will not normally accept graphical links or logos in our main links area. However, we may do so supporting specific areas of the site. In which case, the link must be supplied by the owner in an acceptable size, weight and format. Such links will be the subject of a clear written agreement.

#### E: Responsibility

1. All sites linked to from GovernorLine will be checked carefully according to the criteria above. We will check links at the start of each month and we may remove a link shown as broken;
2. We will try to keep abreast of changes in the details of links, but, should an organisation advise us of a change, we aim to change the details on our site within two working days;
3. GovernorLine cannot accept any responsibility for any links going from a site linked to GovernorLine.

### Links to GovernorLine

#### A: Requests

1. The GovernorLine contract manager at the Worklife Support should be contacted before any link to the GovernorLine site is made. Send a courtesy e-mail to [governorline@worklifesupport.com](mailto:governorline@worklifesupport.com). We will rarely refuse a request for a link, unless it infringes any of the criteria outlined in the sections above. All links should point at [www.governorline.info](http://www.governorline.info). We prefer not to offer deep links.

#### B: Requirements

1. We may ask any supplier to GovernorLine, or anyone to whom we have a link, to host a link to GovernorLine on your own site. We will happily accept a normal hyperlink, but we can provide a graphical link.
2. We will not accept the display of any link to GovernorLine that in any way states or implies GovernorLine endorsement of any product or activity unless otherwise agreed in writing. We will request the immediate removal of any such link that infringes this condition. We reserve the right to publicise the reason for the withdrawal of our link as we deem appropriate.
3. Links should be to the main homepage of the site, rather than any specific part. If you wish to direct someone to a specific part of our site, you should give them navigation tips with the link or contact us beforehand to seek written permission.

#### C: Formats

1. We can provide links with images (the GovernorLine logo as a gif) on request to Worklife Support.

### Status

This policy was last updated by Worklife Support in April 2008.

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