

## **Website Content Inclusion Policy**

### **Purpose:**

- a) To ensure that all website content is fair and free of discriminatory, offensive or potentially harmful messages.
- b) To ensure that the content selection and content type is consistent with AYV!'s strategic goals and operating objectives.
- c) To ensure that content integrity and quality is maintained throughout the website.

### **1. General Guidelines:**

#### **1.1 Criteria for Inclusion:**

Alberta's YouthVOLUNTEER! considers including youth volunteer postings, directory information, articles and advertising from not-for-profit and charitable organizations operating in Alberta communities that:

- have an established process for recruiting and training volunteers;
- have a publishable address and/or phone number.

#### **All content must be:**

1. Considered family-friendly and suitable for a general audience of all ages.
2. Free of profanity, sexual connotations and obscenities – even if in jest. If you question whether it might be offensive, then it is best to avoid it.
3. Free of personal information and personal contact information.
4. Free from including pictures, unless an AYV! media release has been signed. See media release policy and guidelines.
5. Content must be inclusive in nature without bias or segregation based on religious, racial, gender, lifestyle or cultural factors.
6. Related to advancing youth volunteerism – preferably involving young Albertans. Content of a soliciting or money-making nature is not permitted.

#### **The following types of organizations may be considered for inclusion:**

- Direct community service providers
- Networks or coalitions of direct service providers
- Umbrella associations for human/community service providers
- Foundations and funding bodies related to human or community services
- Members of Parliament, MLAs, Mayor, and City Councillors
- Government hospitals and health clinics and personal and intermediate care homes
- Political associations and advocacy groups
- Service clubs and specialty groups (MADD, 4-H, Minor Hockey, Ducks Unlimited, OperaNuova, etc.)
- Education institutions
- Religious organizations

## 1.2 Discretionary Inclusion

In the case of private, for-profit commercial organizations, only those that provide services at no cost to their primary client base, or on a significant sliding scale, may be included on a case by case basis.

## 1.3 Exclusion

Alberta's YouthVOLUNTEER! reserves the right to refuse to list or to discontinue listings for organizations that:

- have had serious complaints lodged against them with any regulatory body, with other organizations in the database providing similar services, or with Alberta's YouthVOLUNTEER!.
- deny service on the basis of color, race, religion, gender, sexual orientation, ancestry, nationality, or on any other basis not permitted by law.
- we have adequate reason to believe may spread hatred or have a philosophy that could be hurtful to the well-being of individuals, groups or the community as a whole.
- promote or provide services which are unlawful.
- misrepresent, by omission or commission, pertinent facts regarding their services, organizational structure, or any other pertinent matter, in any way.
- fail to respond to requests to update information.

## 2. Agency Directory and Volunteer Postings

Agencies can submit their youth volunteer opportunities, and request to be included in the on-line agency directory provided that all submissions follow the [General Guidelines](#).

**Agencies and postings can include program and services related to:**

- |   |   |
|---|---|
| ▪ Arts and Culture  | ▪ Environment   |
| ▪ Festivals/Special Events  | ▪ Recreation/Sports                                     |
| ▪ Health and wellness   | ▪ Seniors, youth, children                              |
| ▪ Special interest/hobby groups (e.g., Alberta Ferret Society, African Violet Society ) | ▪ Peace/international development/social justice        |
| ▪ Civic enhancement (e.g. food bank, communities in bloom)                              | ▪ Political and advocacy associations                   |
|   | ▪ Animal interests (e.g. SPCA, Golden Retriever Assoc.) |

## 3. Articles

We encourage not-for-profit agencies, volunteer coordinators, youth volunteers and people who have benefited from a volunteer's help to submit articles for website publication.

- Article submissions must follow the
- [General Guidelines](#).
- While all worthy, not all submissions will be published due to the quantity of submissions received.

## 4. Advertising / Recognition

### 4.1 Advertising

Advertising opportunities are available on the website to not-for-profit or charitable agencies for a modest fee. The purpose is to enhance the exposure of community organizations and their services by offering a web-based marketing channel to distribute their message to a broad community audience.

**For advertising, the following guidelines apply:**

- Advertising must follow the principles outlined under the
- [General Guidelines](#).
- Advertising must be geared to promoting an agency or a program rather than the selling of a particular product. For example, we will accept advertisements to promote the Red Cross as an organization; however, we will not include an ad to purchase Red Cross tee-shirts.
- Fundraising and donation advertisements seeking financial support are not permitted.

### 4.2 Gift Recognition

For profit organizations who support Alberta's YouthVOLUNTEER! through financial or in-kind contributions are to be recognized in a clearly defined location on the website based on our **Contributor Program** levels.

Alberta's YouthVOLUNTEER! reserves the right to be selective in including or excluding an organization. Inclusion in the Directory of Community Services or the agency database in no way constitutes endorsement of the purpose, method, or quality of services, nor should exclusion reflect in any way on the service.
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