



PNAA Policies and Procedures

PNAA Website

Policy.....	1.8
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PURPOSE:

To maintain a professional website that addresses and meets the information and communication needs of the current and potential PNAA members.

POLICY:

1. The website committee will be composed of the website chairperson and four members representing the Eastern, Western, South-Central, and North-Central regions. Membership, Communications and Marketing, Newsletter, JNPARR, Ways and Means, ANCC Provider Unit, Research, and Education Committee will designate a liaison to coordinate request for change control of website contents. Other Committees (i.e. Legislation, Archives, Global Affairs, Scholarship, Community Outreach, etc.) who wish to publish contents will coordinate with the communications and marketing committee.
2. The website committee chair will be appointed by the incoming President-elect after approval by the Executive Board. He/she may have the option to choose a co-chairperson. The website committee chair will coordinate with the four Regional Vice Presidents (RVPs) on who will be the representative from their region to be a member of the website committee.
3. The website committee will be responsible for the planning, developing, implementing, and maintaining a PNAA professional website that is organized, efficient, dynamic and accurate.

4. The website committee will collaborate with the designated liaisons to identify, strategize the index, content, information, navigation elements, graphic design, layout, project management, and marketing domain of the PNAA Website.
5. The PNAA website may be utilized for:
 1. Informational/Publication purposes
 2. Educational /Special projects
 3. Interactive conferencing/Communication
 4. Promotional/Fundraising activities

PROCEDURES

I. Endorsement/Transition: 2-3 months prior to transition

Prior to the start of its term, the current and the incoming website committee chairpersons will meet to review the existing PNAA website as part of the endorsement process. This will include information on contracts with domain name, ongoing support and maintenance fees related with server, third-party payments, and other technical details that will ensure the business continuity of the website. The outgoing website committee chairperson will recommend-to the Executive Board for ongoing website enhancements or project to support the website's business components. The project proposal will include short- and long-term goals, budget, and human resources.

II. Assessment and Planning: 1-3 months after transition

At the start of its term, the website committee will review the existing PNAA website and outline the change management process with the technical website administrator. The website committee chairperson will be responsible in presenting the project proposal endorsed by the outgoing website chairperson for review and approval by the Executive Board.

III. Website Maintenance

Meeting: The committee will hold a minimum of four meetings annually. It is recommended that the committee meets 15-30 days after the annual convention to review and recommend changes to the content, navigation, and mapping architecture.

Delineation of Duties:

Website Committee Chairperson:

- a. Provides oversight to the overall content and change management process.
- b. Reviews the contract /statement of work of the contracted website technical administrator and recommends to the Executive Board based on the allocated budget. The Executive Board will have the final decision to approve the budget to facilitate the business continuity of the website. The website chairperson will manage and provide direction to the website technical administrator.

Website Technical Administrator:

- a. Reports directly to the website chairperson.
- b. Responsible in maintaining security, timely upload of content, addressing technical/programming issues (i.e., non-functional forms, broken links), and monitoring of server resources.
- c. Acts as the liaison with the 3rd-party software applications in collaboration with the website chairperson or designee in the overall management and maintenance of the website.

Regional Representative:

- a. Will communicate content changes related to their region that includes chapter president demographic information, events, and activities.
- b. Website members shall be responsible for collecting, editing, and proofreading of submitted contents for website publication. Only the final version of contents will be forwarded to the website chairperson. Each chapter president shall submit contents to the regional representative. (See Attachment 1: Website Template for Chapter Information Updates)

Liaison Committee Members:

- a. The newsletter editor /Journal of Nursing Practice, Applications and Reviews of Research (JNPARR), committee chairpersons and regional liaisons shall submit contents on committee/regional activities after review with the communications and marketing committee.
- b. It is recommended that time-sensitive information such as educational programs will be submitted at least 45 - 60 days prior to the scheduled event to ensure timely communication to its intended audience.

Content Submission Process:

- a. Website committee members/liaison will coordinate content submission with corresponding committee chairs/designee after review and approval of the communications and marketing committee. This will include content, timeline, and target date for posting (go-live) and expiration date on when contents will be removed.
- b. Local and regional related contents (i.e., community bulletin, non-education events) – review content with communication and marketing liaison to ensure template is followed for content and branding guidelines prior to submission.
- c. Publication related contents - review with the editors of JNPARR and iPNA (newsletter)
- d. Education contents (i.e., webinar, onsite, workshops, etc.) will be reviewed with the education chairperson or designee including the registration set-up, education brochure, flyers.

Website Publication Timeline, Deadlines and Format:

Information to be published for the website must be submitted electronically (via e-mail) to the website committee chairperson at least 45-60 days before the targeted go-live date of publication after review and approval of the communications and marketing committee.

Right to review edit or reject articles:

The website committee reserves the right to edit contents for conciseness (if deemed necessary). Contents submitted by non-members or issues that are controversial (socio-political) shall be presented to the Executive Board for review and approval prior to publication.

Confidentiality/Copyright/Security protocols:

Information/articles to be published on the website will be screened for confidentiality/privacy purposes. Security protocols with host provider will be implemented and maintained. (See Attachment 2 for Website Policy for Visitors and Website Disclaimer)

Advertising and Sponsorship:

As per policy, PNAA will sell advertising space on its website when the inclusion of the advertising supports the mission, objectives, and goals of the organization.

Promotions of the various products and services available through PNAA may be displayed. Pop-up ads are not permitted. Advertising on the PNAA-website is directed to nurses and other healthcare professionals.

The appearance of advertising on the PNAA website is neither a guarantee nor an endorsement by the PNAA of the product, service, or company or the claims made for the product in such advertising.

PNAA, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted. The PNAA reserves the right to not link to or to remove links to other websites. (For advertisement application, refer to Attachment 3.)

To maintain the integrity of the PNAA website, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content (as defined in "Principles for Content"). Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. The PNAA website committee have no prior knowledge of specific editorial content before it is published.

Placement of advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. Just as a print advertisement should not be placed next to an editorial page on the same topic, a digital advertisement should not be adjacent to editorial content on the same topic, either by linking or appearing adjacent in the content section of the same

screen. Similarly, just as a print reader can choose to read an advertisement or skip over it, a computer user should have the option to click or not click on an advertisement. Viewers will not be sent to a commercial site or expanded advertisement unless they choose to do so by clicking on an advertisement.

PNAAs, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

Attachment 1

Website Template for Chapter Information Updates

Chapter: _____ Chapter Code # _____

President: _____

Address: _____

Telephone #: _____ Fax: _____ E-Mail: _____

A. President's Message

B. About Us - Historical Background

C. Chapter Mission/Vision

- Goals and objectives of the organization

D. Chapter Officers and Board members

- Name
- Position
- If possible, send pictures in .jpg or .gif format with appropriate caption or description

E. Upcoming chapter events/activities for the whole year i.e., educational offerings, special events, professional/community activities etc.

- Name of event/Activity
- Place/Venue
- Date/Time of Venue
- Brief description

F. Member recognition (awards and citations accorded to chapter members)

G. Contact Us – link to chapter president’s email

Attachment 2

Website Policy for Visitors and General Public

PURPOSE

The Philippine Nurses Association of America (PNAA) owns the website domain names www.philippinenursesaa.org, mypnaa.org, and mypnaaconference.org. These domain names are registered through:

[Mypnaa.org](http://mypnaa.org) registered through _____ in _____ and the website is hosted by Wild Apricot.

[Mypnaaconference.org](http://mypnaaconference.org) registered through _____ in _____ and the website is hosted by Wix.com.

The website is an information resource for members of the association and to the general public. This website is a supplement to, and not a replacement for, information available from PNAA. PNAA reserves the right to determine what information shall and shall not be placed on this website.

PROVISIONS

A. Accuracy

PNAA strives to present current and accurate information on its website ~~but~~ and does not guarantee either the accuracy or currency of information posted here.

In the event of a significant difference between the information on this website and official information available from the office of the PNAA president, the official information should prevail.

B. Email to PNAA

Persons submitting email comments or questions to the PNAA webmaster/chairperson, should be aware that the PNAA cannot guarantee, nor does it represent that such communications will remain private or confidential. Similar to mailed or delivered comments, comments received via email may become subject to public disclosure.

C. Linking Policy

PNAA's website includes electronic links to other various websites owned and operated by independent providers. These links are available for viewer convenience. PNAA has no responsibility for or control over, nor does PNAA endorse the contents of these links and disclaims any and all liability for and knowledge of their contents. PNAA is not responsible for the privacy practices, security, or the content of sites other than the PNAA website

PNAA shall use the following guidelines when linking to other websites and encourages reciprocal action:

Will not replicate copyrighted content

Will not create a frame environment around web page content

Will not imply endorsement of the website or its products when creating a link

Will not misrepresent the relationship between parties when creating a link

Will not false information about products or services when creating a link

Will not use logos or trademarks without written permission

Will not include content on our website that could be construed as distasteful, offensive or in disagreement with PNAA's mission

With the exception of our patrons and sponsors, any non-profit financial aid-related organizations/agencies who are not promoting or advertising goods or services and who seek exposure with an electronic link on the PNAA website, are invited to make a written request. All requests should be made to the PNAA webmaster at infomypnaa@gmail.com and should include a short paragraph of content and the website link.

D. Privacy Policy

Personal information provided by the user will not be given, sold, disclosed, or transferred to a third party without the expressed consent of the user, unless the information is subject to disclosure under federal or state law or unless PNAA is directed to do so as result of a court order. PNAA does not use its website to collect personal information for any purpose other than to respond to requests for information, services, or to complete an online transaction, if applicable.

PNAA does not create individual profiles with the information provided by users of this site other than for membership purposes, nor does it voluntarily provide such personal information to third parties or private organizations unless a written consent was signed. PNAA does not track information about individuals and their visits. The information does not identify you personally.

PNAA does not collect information for commercial marketing from this website nor will you be sent unsolicited E-mail.

Should you provide PNAA with personal information, such as sending an E-mail or by filling out and submitting an online form located on PNAA's website the information may be used to respond to you and to assist in providing you with the information or service requested.

If in the future, PNAA will engage in electronic commerce, the name, address, and payment information (if applicable) that you might provide when using this website may be collected and processed to complete an online transaction and for record-keeping for such activities as billing, permits, licenses and other business-related purposes.

You should be aware that information that you provide to PNAA might be considered public record. As such, some of this information, perhaps even including your E-mail address, may not be considered private and may be subject to disclosure under public records laws.

Web usage statistics are gathered for site management purposes. When you visit a page on this site, the following information is automatically collected and stored:

- If you link to the PNAA's website from another website, the address of that website.

PNAA is neither responsible nor liable for any viruses or other contamination of your system nor for any delays, inaccuracies, errors, or omissions arising out of your use of this website or with respect to the material obtained this website, including without limitation, any material sent to you via this website. This website and all materials distributed on it are distributed and transmitted "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. PNAA is not responsible for any special, indirect, incidental, or consequential damages that may arise from the use of, completion or accuracy of financial transactions conducted on, or the inability to use, this website and/or the materials distributed by the website whether the materials distributed by the website are provided by PNAA, or a third party.

E. COPYRIGHT

Entire website contents copyrighted 2006 by PNAA. All rights reserved. Permission is granted to download information from this website, as long as such information is not used for commercial purposes.

Attachment 3

PNAA Website Advertising and Sponsorship Policies

Purpose

To define the Philippine Nurses Association of America (PNAA) policies regarding advertising and sponsorship for the PNAA website. Any questions regarding PNAA policies are directed to the infomypnaa@gmail.com

Advertising

The PNAA website is a dynamic media which is regularly updated with materials of interest to members. Advertising placed on the PNAA website must be ethical, educational, and professional. PNAA reserves the right to reject advertising copy and materials and to remove any advertisement placed on its Internet site at any time.

Acceptance of any advertisement does not indicate an endorsement by PNAA of the products or services promoted, the company, or the claims made. Advertisements on the PNAA Internet site may not use the PNAA seal, name, or imply involvement of the PNAA in the company or the product being promoted.

Sponsorship

Sponsorship consists of grants in support of various subsections of the mypnaa.org and mypnaaconference.org website or conventions i.e., regional, national, international. The PNAA recognizes each granting company for its philanthropy in a specific and consistent manner. No editorial statement or endorsement of any company or product is included as part of any sponsorship grant.

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Date reviewed: 6/30/12

Date reviewed: 5/20/2022

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