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## WEB SITE LINKING POLICIES AND PROCEDURES

Links created on the Zonta International Web Site can provide access to other women’s and human rights organizations and institutions, academic and governmental resources, and can connect Zontians and other site visitors with experts and news from around the world. In addition, links can introduce Zonta to potential members, donors, fellowship or scholarship candidates, and to the media.

### *Categories for Links*

The Zonta International Board of Directors has approved the following Categories for linking:

<b>Category</b>	<b>Site Examples</b>	<b>Site Description</b>
United Nations	<a href="http://www.un.org">www.un.org</a> <a href="http://www.un.org/womenwatch/daw">www.un.org/womenwatch/daw</a>  <a href="http://www.womenact.org">www.womenact.org</a>  <a href="http://www.unifem.undp.org">www.unifem.undp.org</a> <a href="http://www.unicef.org">www.unicef.org</a>	United Nations Official UN women’s information NGO Committee on the Status of Women UNIFEM UNICEF
International Service	<a href="http://www.unifem.undp.org">www.unifem.undp.org</a> <a href="http://www.unicef.org">www.unicef.org</a> <a href="http://www.worldlearning.org/star/index.html">www.worldlearning.org/star/index.html</a>	UNIFEM UNICEF Star Network
Women’s global health HIV/AIDS MNT	<a href="http://www.unicef.org">www.unicef.org</a>	UNICEF
Violence Trafficking	<a href="http://www.worldlearning.org/star/index.html">www.worldlearning.org/star/index.html</a>	Star Network
Environment Literacy Girls Youth programs Mentoring CEDAW Education and Training Economy Poverty Decision-making Human Rights		

### *District and Club Web Sites*

In addition to previously approved links and those covered by the Web Site Link Policy, only district and club Web sites shall be linked to www.zonta.org. The District Governors will approve district web sites before they are submitted for review to the Zonta International Communications Coordinator

(Webmaster) for linking to [www.zonta.org](http://www.zonta.org). Clubs may submit to Zonta International the url address of their Web site and/or pages to the Webmaster via e-mail. The Webmaster shall review club/district Web sites or pages submitted for linking from the Zonta International site for compliance with the *Guidelines for International Worldwide Web Page Design and Use by Zonta International and by Clubs and Districts* before being linked as appropriate.

***Procedure for Establishing Links***

An ad hoc committee consisting of the International President, the Chairman of the ZI Public Relations & Communications Committee, the Director of Communications, and the Executive Director will evaluate and determine Web Site Links with input from appropriate International Committee Chairmen and Committee Staff Contacts.

Requests for links may be made through ZI and ZIF Board of Directors, International Committee Chairmen, Subcommittee Coordinators, District Governors, District Foundation Ambassadors, and Managing Staff to the Director of Communications at HQ. (See Exhibit A.)

The Director of Communications will verify the link site and forward an Evaluation For Approval to Link to the International President, Chairman of the ZI Public Relations & Communications Committee, and Executive Director. (See Exhibit B.)

Upon approval of a minimum of three of the four members of the ad hoc committee, the Director of Communications will notify the Request Initiator and the Webmaster of such approval. The Webmaster will create the link.

Criteria for evaluating link sites are:

- Relevance to the Zonta International mission and objects
- Absence of political partisanship
- Clear evidence of benefit to Zonta International, Zonta Clubs and Zontians
- Evidence that the Link Site is maintained and updated on a regular basis
- The owner of the Link Site is credible and recognized as expert in the field of content
- Members would have an interest in the content
- The owner of the Link Site has a Privacy Policy posted on the site
- The Link Site bears a specific relevance to the Zonta web page on which the link will appear



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## Request for Zonta International / Zonta International Web Site Link

**Person initiating the link:** \_\_\_\_\_

**Zonta Club of:** \_\_\_\_\_

**Zonta Position:** \_\_\_\_\_

**Site to be Linked:** \_\_\_\_\_

*(Name and URL)*

**Brief Description of the owner of the Web Site to be Linked:**

**Rationale for establishing this link:**

**Please respond to the following:**

Is the Web Site Link relevant to the Zonta International/Zonta International Foundation mission and objects? If yes, explain how.

Is the Web Site Link free of political partisanship?

Is there clear evidence that a link to this Web Site will be of direct benefit to Zonta International, the Zonta International Foundation, Zonta Clubs and Zontians? If yes, please explain.

Is the Link Site is maintained and updated on a regular basis? If yes, how frequently?

Is the owner of the Link Site credible and recognized as expert in the field of content? If yes, please describe.

Will Zonta Members have an interest in the content of the Web Site?

Has the owner of the Link Site posted a Privacy Policy?

Does the Link Site bear a specific relevance to the Zonta web page on which the link will appear?