

## WEBSITE

JMRL's website is a key organizational resource that serves as a gateway to the library system and provides access to the JMRL catalog and other Library offerings.

Staff will develop and implement procedures for maintaining a website that:

- Focuses on providing information about the Library and access to its offerings
- Is functional, simple, and elegant: meets the needs of the audience, is well-organized, easy to navigate, and adheres to current User Experience design principles
- Is visually appealing and conveys a positive and professional impression of the Library
- Is stylistically consistent and follows JMRL's style manual
- Maintains timely and up to date content
- Incorporates accessibility considerations, informed by the standards of the World Wide Web Consortium (W3C)
- Incorporates privacy considerations and communicates those to the public

Content Considerations:

- JMRL's website will include information about JMRL and services provided, including links to third-party applications and sites which provide information curated by the Library.
- JMRL may include links to external partner websites when providing information about Library offerings.
- JMRL may offer links to internet resources that have been curated by the Library.
- JMRL may post information on the activities and initiatives of Albemarle, Charlottesville, Greene, Louisa, and Nelson.
- JMRL will include links to information about the regional Friends of the Library and other local Friends groups, boosters, or fundraising groups associated with JMRL.
- No items for sale will be listed on the JMRL website.
- No advertising for outside organizations will be on the JMRL website.
- JMRL's Staff Web Committee will receive, review, and determine approval of any outside web content requests that are in-line with JMRL's Mission and Values.

Although the JMRL website may include links providing direct access to other Internet resources, including websites, JMRL is not responsible for the accuracy or content of information contained in these sites. Links from JMRL to third-party sites do not constitute an endorsement by JMRL of the parties or their products and services.

Requests for reconsideration of specific portions of JMRL's website will be accepted using JMRL Form: 4.24 in accordance with JMRL's Reconsideration Policy: 4.24.