

Web references in Sea Grant publications

We recognize that many people, including Sea Grant authors, use the Web as a significant information source and find it easier to both locate and cite information by Web links (URLs) than via conventional print literature citations. However, links are subject to change far more often (and without notice) than print sources, and keeping links up-to-date in our publications, print or online, is difficult and time-consuming. Dead Web links are also frustrating for the reader and make publications seem old and out-of-date. Sea Grant's reputation, and your own, are enhanced by providing accurate and timely information. In order to further this objective, Sea Grant Communications has established the following guidelines for publishing Web references:

For initial publication:

We recommend being prudent in the use of Web references in publications, and, instead of including long lists of links in the publication, providing a more complete or thorough set of reference links in a more dynamic medium, such as an author-maintained Web site or blog.

- When including Web links in a Sea Grant-published work, please recheck them during the final proofreading before publication and correct any that have changed.
- To avoid mistakes when adding a link to your publication, please copy and paste the entire URL directly from your Web browser rather than typing it into the text.
- Links should appear, along with conventional print references, in an appendix (Bibliography, Other Resources, etc.) at the end of the publication, not interspersed throughout the text. Consider using citations within your text referring the reader to the sources in your bibliography, rather than including URLs within the text.
- All links should carry the standard "last accessed on (date)" citation to indicate to readers how "fresh" they are. For example:
Oregon Sea Grant. *Things You'll Need to Know: Publishing Sea Grant-Sponsored Work*.
<http://seagrants.oregonstate.edu/inhouse/documents/h10002.pdf> [last accessed 10 November 2010].
- For long lists of Web-based resources in print publications, please create a Web page or blog to hold the links. Include a single link in the publication itself (for example, "Web sites for additional reference"), pointing to that page. This will allow you to check the links periodically and update or remove them if they change. If the URL to this page changes, please notify us so we can update that link in your publication.
- If you don't have the ability to create a Web site or blog, Sea Grant Communications can show you how, or in selected cases may be able to create and maintain the page. You will remain responsible for keeping the information current and accurate by notifying us of the new URL when a link needs updating.

Updating:

It is the author's responsibility to check and update links to resource/bibliography material. When your Sea Grant publication comes up for revision, you will be expected to recheck all Web links and correct or delete those that have changed.

- For selected publications—those intended as "how-to" guides, those that involve changing legal or regulatory environments, and those meant as reference works or resource lists—you should

recheck links more often than the text is revised. Ideally, you should do this at least annually. We will periodically remind you to do so.

- If a publication's links are left unchecked and become useless, Sea Grant Communications may remove the links or declare the publication out-of-print.