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Labelling special links

Any link that does not go to another web page on the UNICEF site requires labelling, in order to clarify for users that the link behaves differently from other links. There are several kinds of links that require such labelling. Here is a list with instructions on what to do in each case:

1. Outbound links (i.e. links to non-UNICEF sites)

All outbound links should open in a new window (refer to your RedDot training notes or help to find out how to do this) and should be labelled with the standard disclaimer. Here's how to apply the disclaimer:

1. **Dedicated links page** (i.e. a web page whose content consists of links to other web sites). Place the disclaimer at the top of the page in italics:

Links

These links open in a new window and take you to non-UNICEF web sites.

Early Childhood Development: World Bank:

At this site you will find a collection of carefully selected Internet resources on Early Child Development and related topics. The priorities for the selection have been quality, content and ...
[etc.]

- 1.a. **Inline links** (i.e. links integrated into the text of a page).

Preferred treatment: The best way is to group external links together, for example in a bulleted list or on a dedicated links page. Place the disclaimer above them.

Example:

....

Read more about international humanitarian law: *(These links open in a new window and take you to non-UNICEF web sites.)*

- [The United Nations Charter](#)
- [The Universal Declaration of Human Rights](#)
- [The International Covenant on Civil and Political Rights](#)
- [The International Covenant on Economic, Social and Cultural Rights](#)

- 1.b. **Inline links** (i.e. links integrated into the text of a page).

Alternate treatment: This method is not as good as the grouping links together (preferred treatment, above) but you may have to use it when inline links are scattered in various places in a text.

Add '*(external link)*' after each link. At the bottom of the web page, add the disclaimer.

Example:

The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) (*external link*) deals with countries' obligations to enact appropriate legislation....

...

External links open in a new window and take you to a non-UNICEF web site.

2. Popups

Links to popups should be labelled in the link text itself with the word 'popup'.

Example:

"Photo essay: Immunization (popup)"

3. Links to PDF or Word files

PDF and Word links should contain the word 'PDF' or 'Word as appropriate.

Example:

"Report on immunization activities (PDF)".

If there are several PDF links grouped in the same area on a page, then the Acrobat download link should be added, with a link to the Adobe site (<http://www.adobe.com/products/acrobat/readstep2.html>).

Example:

"PDF documents require Acrobat Reader to view."

This kind of clear, helpful labelling will let users feel that the UNICEF web site is a place where they are in control and where they know what will happen next (instead of being surprised, sometimes unpleasantly).