

VUU WEB POLICY  
(Updated 2/7/14)

**PURPOSE**

These policies and procedures were developed to manage the use of Valley Unitarian Universalist Congregation (hereafter referred to as VUU) web site to better communicate and promote the Congregation and its philosophy to prospective and current members, news media, other religious organizations, and friends. The VUU Web Site is owned by the Valley Unitarian Universalist Congregation of Chandler, Arizona.

To ensure a unified image and high quality content, all web site information will be directed through the Web Master..

Periodically, the VUU web team will review the site for accuracy, currency, continuity, and compliance with these policies and procedures.

**SCOPE**

The VUU Web Site is the official web site of the Valley Unitarian Universalist Congregation of Chandler, Arizona.

These policies and procedures apply to all pages of the VUU Web Site internal project pages. They do not apply to external project pages, such as Desert Lotus Zen or sites managed and maintained by VUU groups external to the VUU Web Site.

**RESOURCES**

Although many exist, the primary source of design and format recommendations is [www.usability.gov](http://www.usability.gov)

**DEFINITIONS**

The following definitions apply to these policies and procedures:

- **External Web Project** - Projects that are related to the Web Site, but that are separately owned and maintained. May be linked to or accessed from the Web Site.
- **Home Page** - A document on the World Wide Web that is a starting point for finding other information. The Web Site home page is [www.vuu.org](http://www.vuu.org).
- **Internal Web Project** - Those projects that are owned and maintained as part of the VUU Congregation Web Site at [www.vuu.org](http://www.vuu.org)
- **Internet** - A global network of computers that facilitates data communications throughout the world, covering commercial, academic, and government endeavors.
- **Link** - A coded element of a document or page that, when clicked, will take the user to another place in that document or page, or to an entirely new document or page. Expressed as a "link to" or "link from" a web site or page.
- **Web Change** - A content update to an existing Web Site page.
- **Web Page** - An HTML document accessible on the World Wide Web.
- **Web Server** - A software program or server computer equipped to offer World Wide Web access.
- **Web Site** - a collection of electronic pages of information on a Web server
- **Web Master** - The person responsible for the design, implementation, management, and maintenance of the Web Site.

- **World Wide Web (the Web, WWW, or W3)** - Information on the Internet that is comprised of electronic pages (web sites) that are connected together.

## **RESPONSIBILITIES**

### **VUU WIRED**

VUU Wired is responsible for establishing policies, procedures, and priorities for the Web Site. The committee includes VUU members experienced in communications, web site design, programming, network development and support, and hardware and software. The committee includes at least one person on the Board of Trustees who reports to the Board regarding committee issues and activities.

VUU Wired is responsible for content and design of the Web Site.

### **WEB MASTER**

The Web Master is responsible for designing the Web Site and ensuring compatibility and consistency, in addition, the Web Master manages the addition, deletion, and updating of information that appears on the Web Site.

The Web Master ensures that these policies and procedures are applied to the Web Site, and that any changes or concerns are submitted to VUU Wired

## **POLICIES**

These policies and procedures will be reviewed by the VUU web team at least once a year and approved by the Executive Team.

Suggestions for changes to these policies and procedures should be directed to the webmaster.

The Web Master can be reached through the VUU Congregation office or at [webmaster@vuu.org](mailto:webmaster@vuu.org).

## **ADVERTISING**

The Web Site does not accept paid advertising, and does not participate in commercial affiliations such as search links, link exchanges, or preferred placement of links on the Web Site.

In order to avoid the appearance of the endorsement of personal or political content, links shall not be made to sites that are associated with, sponsored by, or serving a candidate for elected office; any political party or organization supporting or seeking to defeat any candidate for elective office or ballot proposal

## **BACKUPS**

The web site is backed up by the ISP.

## **CONTACT INFORMATION**

The Web Site will include the email address, telephone number, and physical address for the VUU Congregation. Individual full names connected to email addresses and phone numbers are considered private and are therefore not publicly available on the Web Site.

## **DESIGN**

The Web Site should be designed with users of all ages and abilities in mind. Since users may use one of several browsers, much thought must be given to compatibility, ease of use, navigability, and consistency in style and format. The layout must be simple, easy to use and maintain, while serving a large, diverse audience.

Questions to be asked regarding design are:

- Does the navigation design enable users to move around easily?
- Is the content organized so that users can easily find what they need?
- Is the visual style appealing to a large audience?
- Is there a consistent look throughout the site?
- Will the user want to return to the Web Site?

To make visits to the Web Site as simple as possible, the entire Site should have a consistent look and feel. Pages should have a simple page layout and be designed for viewing with a browser (Chrome, Internet Explorer, Firefox, or Safari) at a screen resolution of 640 pixels across, and a maximum of 256 colors.

In order to ensure speedy and trouble-free viewing, only a modest number of small graphical images should be included. The following elements should be avoided: frames, large or animated graphics, non-standard colors and fonts, Java applets and any information requiring non-standard plug-ins.

Each page should include links to the entire site, ensuring consistent navigation throughout the Site.

## **MEMBER SERVICES**

A separate section of the Web Site may be available to provide members with more personal and detailed information regarding the Congregation and its activities. This section will be accessed by permission only, and will include more liberal privacy considerations than those used in the public section.

## **LINKS**

The Web Site does not offer reciprocal linking, but will consider any external web sites suggested as possible external links.

While we cannot restrict other organizations from including a link to our Web Site, a reciprocal link may not be automatically granted. We reserve the right to provide links to other web sites and to limit the number of links that are included and maintained on the Web Site. Also, we reserve the right to remove links to pages and sites that are not maintained, that do not meet the requirements set forth in these policies and procedures, or that cannot be reliably read or accessed.

## **QUALIFICATIONS FOR INCLUSION**

Use the following qualifications as criteria for including as links:

- Relates to the mission of vuu.org and complements and enhances the Web Site
- " Provides credible, accurate, and current information
- Is subject to adequate procedures for the review and updating of material
- Makes reasonable accommodations for users with disabilities, such as the visually impaired
- Focuses on Unitarian Universalist content, rather than the promotion of a product,

service, or organization

- Adheres to adequate policies regarding external links and privacy of user data
- Is owned and operated by other UU newspapers or organizations
- Is generally recognized as a UU organization or educational institution

## **QUALIFICATIONS FOR EXCLUSION**

Use the following qualifications as criteria for not including as links:

- Advertises or endorses other organizations or political parties
- Contains obscene or objectionable images or text
- Contains individual or personal home pages
- Endorses candidates for local, state, or federal offices
- Advocates political or social positions on a local, state, or federal level
- Promotes corporate or other for-profit organizations

## **MAINTENANCE**

Every effort should be made to ensure that the information on the Web Site is up to date and accurate. However, this information is issued in good faith as a general guide, and not as a contract. The Congregation cannot accept any responsibility for loss or damage that might be caused by use of the Web Site.

## **PRIVACY**

The VUU Web Site will not post personally identifiable information such as home addresses, phone numbers, or email addresses. Full names will not be used in most circumstances unless a full name is necessary to convey information properly (such as a sermon presenter, Board member, or committee chair).

The VUU Web Site may link to other organizations to provide services to members, however their pages are governed by their own privacy policies. The Congregation cannot be held accountable for the policies or practices of these third parties. It is recommended that visitors to any web site examine the privacy policy posted on that site for their own protection.

Any information submitted through the Web Site will be treated in confidence and, unless explicitly agreed between us, will not be passed to a third party.

## **TERMS OF USE**

Information on the VUU Web Site is subject to national copyright laws and therefore may not be used for financial gain without the prior written permission of the VUU Congregation.

Unless otherwise stated, all items on this site are copyright © Valley Unitarian Universalist Congregation. Chandler, Arizona, 20xx.

There shall be no use of the VUU Congregation seal, logos, designs, or mission statements without specific, written permission from the VUU Congregation.

Other web sites may link to the VUU Web Site as long as the VUU Web Site pages and their content clearly appear as VUU Congregation property. The VUU Congregation does not permit its Web Site content to be presented in such a way as to make it appear to have been produced by another organization. This may include, but is not limited to, framing the Site's content within another web site's pages.

The user assumes the entire risk related to use of the Web Site. In no event is VUU liable to the user or to any third party for any direct, indirect, incidental, consequential, special, or exemplary damages or lost profit resulting from any use or misuse of this information.

### **WEB SITE STATISTICS**

The Web Site uses a statistics tracking service that tells us how many visits the site receives in a given period. No identities or individually-identifiable information is gathered by this process. Our servers uses cookies to automatically log standard information and collect traffic data, including IP address, browser types, and access times. This information is used for internal research or analysis purposes only and not stored for long term uses.

### **WEB SITE EXPANSION**

The Web Site may expand its scope and presence as time and resources permit. All policy changes or exceptions must be submitted to the web team for consideration.

### **WEB PROJECTS**

#### **INTERNAL WEB PROJECTS**

Internal web projects are those projects that are included in the Web Site, that are managed and maintained as part of the Web Site, and that follow these policies and procedures. Internal web projects share the same Web Site audience, scope, and purpose.

#### **EXTERNAL WEB PROJECTS**

External web projects are those projects that are at least partially related to the Web Site, but that are separately owned, maintained, and managed. External web projects have a different audience, scope, and purpose from that of the Web Site, and do not follow these policies and procedures.

External web projects are introduced by a disclaimer indicating that the Web Site is not responsible for information in these sections.

### **PROCEDURES**

#### **ELEVATING QUESTIONS AND ISSUES**

The Web Master is responsible for making immediate decisions that affect the Web Site in compliance with these policies and procedures. When questions arise, they should be elevated to the VUU web team for consideration.

The VUU web team is responsible to the Board of Trustees for ensuring Congregation policy is communicated and implemented.

#### **CHOOSING A WEB MASTER**

The individual chosen as Web Master must have a solid background in HTML and web site design principles, with proven written and verbal communication skills.

- In choosing a web master the following should be considered:
  - What previous work have they done in this area?
  - What samples of their work can they provide?

- What changes they would make to the existing site, and why?
- What is their philosophy of web development?
- Gather professional references from someone who knows their work.
- Ensure that they are a VUU member.
- What understanding do they have of file structure and privacy issues?
- Do they have Database Administrator experience, project management, etc
- What tools do they use? They must have strong HTML experience and be able to work directly in the source code.

### **ADDING, DELETING, OR UPDATING**

The following rules apply to requests to add, delete, or update Web Site content:

- New VUU Web Site content must be submitted by authorized Committee Chairpersons or by an individual permanently designated by the Committee Chairperson to act on their behalf.
- Requests to change design elements of the VUU Web Site should be submitted to the web team for discussion and approval. Information must include the exact changes to be made and the reasons for the change along with the authority and the history behind the design element change.
- The web team reserves the right to refuse or to remove materials without notice.
- Content may be refused for a number of reasons including:
  - Content does not comply with the policies and procedures outlined in this document
  - Content infringes on copyright laws
  - Content may be in violation of local, state, national, or international laws
  - Content is are obscene, harassing, or threatening
- New information that is submitted for incorporation on the VUU Web Site must be approved by the web team prior to being published on the VUU Web Site.
- Only individuals authorized to implement Web Site content changes may update and maintain the VUU Web Site. These individuals must be members of the VUU Congregation, meet with the approval of the web team, and agree to follow established Web Site policies and procedures.

### **MANAGING VUU.ORG**

#### **GENERAL RULES**

The following general rules apply to the Web Site:

- All pages should include the same links to the entire site.
- All pages should have the same color scheme and format styles.
- All updates should be made directly in HTML. Commercial text editors apply tags that are often hard to understand, modify, apply, and convert into other

applications. Since the Web Site is updated on a regular basis, updates should be able to be made quickly and efficiently