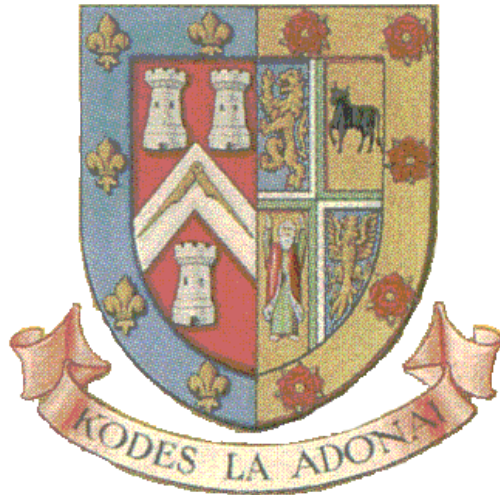


# **Provincial Grand Lodge** **of West Lancashire**



## **Web Site – Content Guidelines**

Version 1  
October 2003

## **Version Information**

<b><u>Date</u></b>	<b><u>Version Number</u></b>	<b><u>Author</u></b>	<b><u>Reason</u></b>
Oct. 2003	1.0	C. C. Butterfield	Original Version

## **Group Web Sites - Content Guide**

This document is to suggest possible areas for content on a Group Web Site.

The list is not meant to be exhaustive or to dictate the content to a Group but to suggest possible pages and indicate the type of content that would receive Provincial approval.

### **Welcome Page**

This is the starting page for a Group Web Site. It should briefly say what the web site is for, what it contains and may be a "What's New" section for regular visitors. It should provide links to all other main pages on the site and be the "Home" page for anyone to get back to if they become lost. It could incorporate site statistics to indicate how many visitors the site has had since a certain date and if a member's only area is to be used, could provide the login section.

### **Chairman's Page**

A page for the Chairman of the Group to regularly post topical information pertaining to the group. It needs to be changed on say a monthly basis to keep it current. The chairman could use the page to inform brethren of any topics that needs to reach a wider audience or publicise in detail forthcoming events, although the news page may cover this topic. It could be used to communicate topics that would be addressed to the brethren at Installations by the representative of the Provincial Grand Master or news from United Grand Lodge or Provincial Grand Lodge, but bearing in mind the sensitivity of some such material.

### **Links Disclaimer**

All web sites must contain a disclaimer if they are to have pages of links within their site. The disclaimer must warn the visitor that the group or lodge web site cannot be held responsible for the content, availability or appropriateness of web sites that have links with the group or lodge pages.

Appropriate wording can be obtained from the Provincial Webmaster.

### **Link to United Grand Lodge**

Whether it is a group or an individual lodge web site, a link to the web site of the United Grand Lodge is a must. A small graphic can be provided to place on an appropriate page within the site. The web page must open in a new browser window and not within the pages of the group or lodge web site.

### **Link to Provincial Web Site**

The Provincial Grand Lodge Web Site is the focal point for all freemasons and non masons wanting information about the province. The purpose of the Group Web Sites is to provide local information. Members and indeed non Masonic visitors to a Group Web Site need a way of reaching the Provincial Web Site quickly and easily to find out Provincial Information. This may be a separate page or a link on a page full of links but must be prominent. The web page must open in a new browser window and not within the pages of the group or lodge web site.

## **Links to other Groups**

As more and more groups establish web sites, a specific page could be used to provide mutual links to all the other groups in West Lancs.

## **Links to Other Sites**

There are a whole host of other web sites both Masonic and non Masonic that may interest visitors to a Group Web Site. Possible inclusions in this section are RMBl, Grand Charity, Other Private Lodges, Masonic Publications, Masonic Clipart and Masonic Regalia.

If any of these links are used, then their appropriateness must be checked with the Provincial Webmaster and the link checked by the Group Web Master on at least a monthly basis.

## **Local News**

Probably the most important and changing feature on a Group Web Site. Any local Masonic news stories could be placed on a news page. This would need to be updated on a regular basis and old stories deleted or moved to an archive news stories page (which still keeps them available on the internet for anyone wanting to look at old news stories).

The local communication officers have a vital role to play in keeping this page updated. They are the brethren who are best placed to know what stories are available.

The Provincial Web Site will also benefit from these pages as some of the stories will be of interest to masons throughout the Province and Groups would be expected to submit stories to the Provincial Webmaster for inclusion on the Provincial Web Site if it was felt that the story was of general interest.

## **List of Lodges & Meeting Locations & regular meeting dates**

These pages would assist local brethren, anyone wanting to visit the area, or even brethren looking to move into the area and obtain some details of lodges meeting within the group.

It could be as simple as a list of lodges listing their meeting date, month and location. It could be extended so that each lodge has its own page and provides more details such as Lodge History with a lodge representative providing details and updates to this page. It could also provide a link to a lodge's own pages if a brother within that lodge has set up their own pages.

## **Directions to Masonic Halls/Meeting Locations**

This page could provide details of the location of any meeting locations that the group has and a link to a page on mapping software to show directions on how to get there. E.g. [multimap.co.uk](http://multimap.co.uk), [streetmap.co.uk](http://streetmap.co.uk).

It could contain a photograph of the front of the meeting location so that on arrival the person recognises the building.

It could be especially useful for brethren from outside the group or area in locating a meeting location and obtaining directions.

## **Meetings taking Place in current month**

Some groups use group diaries listing which lodges meet on which days. This page isn't meant to replace that but to enhance it. It could also be split into two distinct pages:-

1. A list of all the lodges and the day within a particular month that they meet;
2. A list for the current month of the actual day a lodge meets within that month and a summary of the meeting taking place (e.g. lecture, initiation, passing, raising, installation, business meeting etc).

**IT MUST NOT** specify actual people's names.

## **Contact information for Group Officers**

Group officers would have to agree to this page, but would provide at a minimum, the contact details of the Group Secretary, but could also contain all the Group Officers including the Assistant Provincial Grand Master for the Group and the Assist to the Grand Superintendent, but do not burden the visitor with prefixes and ranks which mean nothing to them.

Contact information could just be an e-mail address (generic to the group web site) of full details of address, telephone numbers etc (although this detail may be more appropriate in a members only area).

## **Counter/Statistics**

A useful addition to a site is to see how many visitors the site is achieving. Many free providers will give basic visitors statistics and some even go to the detail of keeping track of time of day, day of week, operating system, site used prior to this one (to see if they have been referred by another site).

## **Guest Book/Comments Pages**

Another useful addition to the site is a Guest Book. This allows visitors to leave good or bad comments, suggestions for improvements or inclusions. It can be used by members of the group or visitors from anywhere in the world.

One condition to a Guest Book being used is that it must be monitored almost daily to ensure there are no defamatory, rude or offensive comments made. If so, these must be removed immediately. A Masonic web site may be particularly susceptible to such comments.

## **Members Only Area**

There is a whole host of information that could be included in a member's only area. Items may include a list of representatives at installations, a database of secretary contact names and addresses, lists of brethren wishing to join other lodges, contact details for the local Assistant, Group Chairman and other Group Officers.

Any use of a member's only area must be password protected with password allocated to individuals and not a general password for all to use or for a particular lodge.

The service provider must be able to support the technology for maintaining a password protected area and the controller of the area must be aware that a breach of security could render him liable under the Data Protection Act – so the choice of material in such areas must be very carefully considered.

## **Royal Arch Details / Other Orders**

There may be a wish for the group web site to include all group matters which will include Royal Arch matters and other orders which meet within the group.

Items to include under these area must be generally available information and not sensitive or restricted. A member's only area could be maintained for each of these to contain more sensitive material.

## **Copyright**

Ensure you use the copyright symbol on all the pages that you generate. This will avoid any other sources using the material held on your site.

Please be aware of the copyright laws and use of material from other sources.

## **Masonic & Other Clip Art/Photographs**

There are many sources of clip art and photographs which are not copyrighted which can be used on a web site. The internet is one of the best sources and a number of sites are available (a list can be provided separately).