



# Website Standard Operating Procedures of <Type Your Organization>

## *Introduction*

<Write an introduction to this SOP>

## *Mission Statement*

<Enter your mission statement and how your website supports this mission>

## *Goals*

<Type the goals of the committee or role responsible for managing the website.>

The goals of the <Committee Name or Role> are to:

## *Proposing Changes to the Website*

In order to ensure that the <Name of organization> website remains consistent, any proposals for changing core design elements, overall site organization, or text on the website must be sent to <Role of Responsible Person on Committee i.e. Chair of the Communications Committee>. The decision to implement the proposed change will be up to the <Enter the name of the committee or role>.

## *Content Management and Server Access Guidelines*

All <Type your Organization's name> web pages are managed through the <Type your website system, i.e. Joomla, WordPress, etc.> which can be access via the Internet. To ensure the security and integrity of the website, access will be granted to authorized Content Managers.

Content Managers will be responsible for adding and editing web pages on the



site. This access should not be shared with anyone. Content Managers must ensure that web pages meet all criteria outlined in this document.

Authorization for Content Managers to access the website must be requested by contacting the <Type the Role of the Person Responsible>. If a Content Manager must transfer access to another person, the <Type the Role of the Person Responsible.> should be notified.

## ***Content Authors***

Content Author should regularly review the web pages under their jurisdiction to ensure that they adhere to the Standard Operating Procedures.

<Write instructions to content authors on how to access and edit the website.>

## ***Website Information***

*The following information is current as of <Write Current Date>*

**Domain name:** Currently the domain name <Write your domain name> was secured from <Write the name of the Registrar>, on <write date domain was purchased> and will expire on <write expiration date>. The Registrar can be contacted using the information below:

- <Type Website>
- <Type Phone Number>
- <Type Email Address>

This company may be contacted for domain login/passwords, DNS/Nameserver changes, and general domain support questions.

**Hosting:** The website of is hosted at <Type hosting company name>.

- <Type Website>



- <Type Phone Number>
- <Type Email Address>

This company handles all hosting and email related questions.

**Passwords:** Password for the domain and hosting accounts are stored in the <Type where passwords are stored> which is available in the <Type location of the passwords>. This is a password-protected document. The <Type the Committee Role> keeps the password.

## ***Web Page Standards***

Good web sites have a clear and coherent message that is presented with an attractive layout. Text should be well written, graphic designs should be eye-catching yet simple, and web pages should be user-friendly, organized and fluid.

Four types of content apply to creating pages on the <Type Organization's name> website:

### *Required Content*

- Updated information that is relevant to the <Type Organization's name> community.
- Navigational links (i.e. navigation bar or menu)
- All content should follow Priority One of the [W3C web accessibility guidelines](#) that meet [Section 508 of the Federal Rehabilitation Act](#), which mandates electronic information and web pages be usable by persons with disabilities.

### *Prohibited Content*

- Unapproved advertising of any kind
- Content not related to <Type Organization's name>
- Unapproved content promoting private businesses, enterprises, or entities



- The use of inappropriate or offensive language is not permitted on our site. Inappropriate or offensive language includes, but is not limited to, any language or content that is vulgar, obscene, abusive, defamatory, harassing, hateful, profane, slanderous, lewd, pornographic, sexually suggestive, violent, or contains racially, ethnically, or otherwise objectionable content.
- Do not post any content that violates any International laws or regulations.
- Content which our organization consider to be inappropriate or offensive will be edited or deleted at our discretion.

*Conditionally Required Content*

- If copyrighted material is not owned by the Content Manager or Content Author, permission for use of copyrighted material must be obtained.
- If using the organization's logo, use only the official logo and not a variation.

*Strongly Suggested Content*

- Current, updated information
- Links to educationally or professionally related web pages

## *Web Page Conventions*

The following conventions should be used when creating or editing web pages.

### *Font*

- For consistency, use the following font standard and font size when adding new content to the website:
  - **Font Standard:** Arial is the default font for the website.
  - **Font Size:** The default font size is 14pt.

### *Content*

- Do not use underline to emphasize a word; instead use bold formatting. Underlined words are usually reserved for links and can be confusing to the reader when reading on the web.
- Use bulleted-list and short paragraphs to break up large content – users tend to scan a page’s content.
- One idea per paragraph - users will skip over any additional ideas if they are not caught by the first few words in the paragraph.

### *Graphics*

- Please design for the **maximum width of** <Check with Web Designer for maximum width in pixels>.
  - Images that require scrolling because they are larger than one screen are annoying and should be avoided.
  - The same is true with scrolling left to right to see an entire graphic.

## *Dispute and Complaint Procedures*

Reviews of web pages may be conducted at any time by the <Type name of Committee or Role> to ensure that the Website Standard Operating Procedures are properly implemented.

Complaints of non-compliance with the Standard Operating Procedures may be



reported to the Chair of the Communications Committee via e-mail or to a board member. The complaint must include the reason or reasons for the complaint and specifically why the web page in question is in violation. Complaints that do not reference the specific items will not be addressed.

Complaints will be initially reviewed by the <Type name of Committee or Role>. If the complaint is determined to be valid, the <Type name of Committee or Role> will contact the appropriate Content Manager or Content Author to discuss the complaint and explain the violation.

If the Content Manager or Content Author disputes the findings, the <Type name of Committee or Role> will schedule a meeting with the Content Manager or Content Author to discuss the violation(s).

### ***Disclaimer***

If you believe the content of any web page is offensive, obscene or inconsistent with the Website Standard Operating Procedures, please express your concerns by e-mailing the <Type name of Role of the person to be contacted>.

<Type name of Organization> reserves the right to review any web page receiving a complaint from a responsible party. If a web page is deemed in violation of the Standard Operating Procedures outlined in this document, the board reserves the right to delete the web page and take appropriate disciplinary or criminal action, if necessary.



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