

## **WEB SITE POLICIES AND GUIDELINES**

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### **WEB SITE PURPOSE AND POLICIES:**

#### **Purpose:**

The Greater Yosemite Council's web sites are communication tools to help keep Scouts, Scouters and the community informed about Scouting programs and policies.

#### **Policy:**

1. The national B.S.A. policy on web sites is the foundation of our council web site policy.
  2. The council will have direct control over all the content of its official Web site.
  3. The content of the council site will be appropriate to the Scouting movement.
  4. The council site will not contain links to any sites that contains material that is not appropriate to the Scouting movement.
  5. The council sites will not contain any advertisements or commercial endorsements.
  6. The council sites will not engage in the electronic sale of BSA Supply Division merchandise or competing products.
  7. The council sites will not replicate any BSA publication currently for sale through the Supply Division.
  8. Council sites will abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.
  9. Council sites will consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about any individuals.
  10. Council sites will provide accurate and current information on the programs and policies of the Greater Yosemite Council.
  11. The Greater Yosemite Council will not use the Internet to gather information about users unless it is necessary to accomplish the user's goals
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## WEB SITE POLICIES AND GUIDELINES

### DEFINITIONS:

- **Council (GYC):** the Greater Yosemite Council, Boy Scouts of America.
  - **Council Controlled Sites (Official Sites):** Any Internet site used to publish information developed by or specifically for Council functions and programs. This includes the GYC web site, Order of the Arrow, Taloma Lodge web site, Taloma Lodge chapter web sites, District web sites and any other web sites that fall under the ownership of the Greater Yosemite Council.
  - **Council Webmaster:** the Council Executive with the approval of the Council Executive Board appoints the Webmaster. The Webmaster is responsible for the ongoing administration, maintenance, review and development of council approved sites.
  - **Web Team:** a committee formed by the Council to promote the positive use of electronic resources for communicating program and policy information of the council.
  - **Internet Site:** Any public electronic medium accessible by computer-to-computer communication. This includes, but is not limited to, web, ftp, and gopher sites.
  - **Member:** Any adult or youth member currently registered with the Boy Scouts of America.
  - **Unit Sites:** Sites run by units of the GYC to promote their own programs. The responsibility of controlling unit run web sites belongs to their chartered organization.
  - **Youth Member:** Any member registered as a youth member in the Boy Scouts of America programs. This would include all youth members of the Cub Scout, Varsity Scout, and Boy Scout programs. Members of the Venturing program are considered youth members until they reach their twenty-first birthdays. An 18 year old, registered as an assistant Scoutmaster is considered an adult. The same 18 year old, registered, as a member of a Venturing crew would be considered a youth member.
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## PRIVACY AND YOUTH PROTECTION

### Privacy Policy

The Greater Yosemite Council does not use the Internet to gather information about users unless it is necessary to accomplish the user's goals. For example, you would have to request a telephone number and contact name from an organization that wishes to be contacted about starting a unit, but it will not be necessary that they provide this information merely to read information about starting a unit.

A user, to accomplish a specific goal may provide personal contact information to the Greater Yosemite Council. The Greater Yosemite Council will treat this contact information carefully: Contact information will only be used for the purpose for which it was provided and will only be shared with members of the council needed to accomplish the users goal. Personal contact information will not be shared with outside sources.

### Youth Protection Policy

Full names of youth members are not to be published on the Internet except for special recognition from District, Council, or National. i.e. Eagle Scout rank attainment, Lodge or Chapter Officers. Contact information (phone number, address, e-mail address, etc.) pertaining to youth members should

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never be gathered or published over the Internet, unless contained in a password-protected area of the web site.

### Adult Volunteers and Council Employees

Contact information for adult volunteers will be treated with caution, as it is likely this information will be personal in nature (home addresses, residential telephone numbers, and private e-mail accounts, etc.). This information may be published after obtaining authorization from the individual. Individuals should be advised that they can request the prompt removal of their information at any time. When permission is given to print personal information on council flyers, permission to post on the council website is implied.

### Photographs and Names

The Greater Yosemite Council will obtain specific written permission before using anyone's photograph on the council's Web site when the individuals in the photographs are identified. When using photographs of members, it is also important to consider their safety and privacy when choosing captions or ancillary text. Our policy is "first name only" for youth members, but allow the full names of adult leaders to be published. Contact information (phone number, address, e-mail address, etc.) pertaining to youth members should never be gathered or published over the Internet.

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## HYPER LINKS TO OTHER WEB SITES

As a general policy the inclusion of hyperlinks from our web site to other web sites should be limited. Only hyperlinks that have the majority approval of the Greater Yosemite Council web team will be allowed. Each site that is hyper-linked to our council web site will be visited by the council web team members to ensure the content of the linked site is appropriate to the Scouting program prior to the link being established. These hyper-linked sites will also be visited quarterly to ensure that they maintain content that is appropriate to the Scouting program. A disclaimer on hyperlinks will be placed on the council web site. The disclaimer will indicate that hyperlinks from any site we have linked with that leads to additional web site are not within our control and therefore we are not responsible for content of these additional sites.

### Content and Links to Avoid

#### Advertisements and Banners

Councils are prohibited from endorsing commercial products or services in any medium, including the Internet. Banner advertisements for commercial products and services are thus inappropriate for council Web sites. (NOTE: any use of the Internet for fund-raising is subject to the same policies and procedures as other fund-raising activities.)

Another popular type of banner on the Internet provides site owners with free promotion on other Web sites in exchange for promoting other sites on theirs. Though not strictly a commercial endorsement, these banners remain unacceptable because they provide a highly visible link from the council site to others, and the council does not control either the graphic that is displayed or the site to which it links - one or both may be patently inappropriate.

#### Web Site Awards and Certification

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There are a number of Web sites that offer "awards" or "certification" for other sites. These awards/certifications often require the honoree to display an URL or provide a click-through link that promotes the grantor's site. In many cases, such "honors" are ploys to draw traffic to other sections of the grantor's site, with a commercial or political motive. These should be avoided.

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### UNIT GUIDELINES

#### Guidance for Unit Web Sites

The Greater Yosemite Council provides the following advice for individuals who use privately owned Web sites and e-mail accounts to communicate information about Scouting.

#### Decorum

Scouters should exercise propriety and good taste online. Material that will be posted to a unit site or sent from a unit e-mail account should be reviewed by at least three adult members of the unit committee. Access (the ability to place material on the site or send messages from the account) should be controlled by an adult who is responsible to the unit committee.

#### Youth Protection

Images with youth members identified will only be used after obtaining written consent of the parent/guardian. The use of "first name only" will be used to identify photos of youth members. Contact information (phone number, address, e-mail address, etc.) pertaining to youth members should never be gathered or published over the Internet.

#### Copyright

Do not "borrow" (without permission) content for use in unit Web sites. Written permission should always be obtained, even when material is declared to be "free" or "public domain;" it might not be.

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### COUNCIL WEB TEAM

The Greater Yosemite Council Webmaster is appointed by the Council Executive with the approval of the Council Executive Board and serves as chair of the Council Web Team. The Council Web Team is responsible for the ongoing administration, maintenance, and review of council approved sites. A professional Staff Advisor to the Council Web Team is appointed by the Council Executive.

#### Council Web Team Responsibilities:

1. The Council Web Team will develop and recommend to the Council Executive Board policies and guidelines for council websites. The Council Web Team will implement the policies and guidelines adopted by the Council Executive Board. The Staff Advisor is responsible for ensuring compliance with the policies of the Greater Yosemite Council and the Boy Scouts of America.

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2. The Council Web Team will maintain consistency in web sites by using a common style, design or theme throughout the web sites. Common elements consist of font usage; logos and icons; headers; footers and backgrounds.
3. The Council Web Team will keep the council sites fresh and current. Members of the Council Web Team may be assigned to maintain specific portions of the web site. The Webmaster will ensure that outdated and unused files are removed from the web site.
4. The Council Web Team, will review on a quarterly basis, any hyper links located leading outside the council web sites.
5. The Council Web Team will maintain appropriate reports and written procedures ensuring the ongoing administration of council web sites.

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## LIABILITY STATEMENT

This is Web Sites of the Greater Yosemite Council are an official documents of the Greater Yosemite Council, B.S.A. The Greater Yosemite Council is not responsible for the contents found in links to other URL's and other sites. Please honor all copyrights and acknowledge the work of others whether or not it is requested to do so in the materials. All original work of the Greater Yosemite Council, where applicable, is copyrighted (Copyright© 2001) under the laws of the United States of America. All Rights Reserved. It is expressly understood that the Greater Yosemite Council intends that all of the information presented herein is solely for non-commercial or educational purposes and will not be used by others for commercial purposes. Distribution of the information in whole or in part for commercial or unlawful purposes is strictly prohibited.

### Disclaimer of Warranties:

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