

Editorial Policies

1. Introduction to this Policy Document

The purpose of this document is to provide policies and guidelines for development and control of the First Unitarian Universalist Church of San Diego Website. The Board of Trustees is ultimately responsible for the content of the website, and the accurate representation of our church is at stake.

When this policy document is approved by the Web Weavers (the website committee), it will be submitted for review to the Staff Editorial Review Board, which consists of the Church Administrator, Newsletter Editor, the Director of Religious Education, the Computer Systems Coordinator and the Parish Ministers. After all have approved the policy, it will be submitted to the Board of Trustees for approval. Any subsequent changes to this policy will be presented to the Board for approval.

A current version of this procedure will be published within the Web Weavers section of the church web site to serve as guidance for anyone involved in the specification and/or development of web content.

2. Objectives of the First UU Website

The objectives of the First UU Web Site are to:

- provide an introduction to First UU Church of San Diego for potential newcomers
- provide a vehicle of communication about church activities for UU members and friends
- provide news communications between UU churches in the cluster, district and continental organizations
- provide an intergenerational Web page development learning experience for interested members
- provide community outreach on the availability of church facilities for appropriate, Church-approved use
- provide methods of transacting church business interactively through the world wide web.

3. Organizational Structure

The Web Weavers' activities involve many people over an extended period of time (years). It is anticipated that people will come and go and will have many talents and skills. The organizational structure must be loose to allow for fluidity and to allow the development and maintenance tasks to be performed by a large number of our congregation rather than a few.

The Web Weaver committee has decided not to use the term "Webmaster" with its many meanings. There will be 20 to 50 "Section Web Weavers" who will each be responsible for maintaining one or more web sections. The "Home Web Section" will encompass the largest portion of our web site, and the "Home Section Web Weaver" is one of several important Web Weaver leadership positions.

For full details of Web Weaver leadership organizational structure, please refer to <http://firstuusandiego.org/programs/webweavers>.

There will be two subcommittees of the Web Weavers at a minimum:

Editorial Subcommittee This committee will be responsible to the Board of Trustees and to the Staff Editorial Review Board for the website content, appearance, presentational tone, and privacy enforcement. Permanent members of the Editorial Subcommittee include:

- Web Weaver Editorial Leader
- Web Weaver Design Leader
- Home Section Web Weaver
- Board Liaison
- Staff Editorial Review Board Representative

The Editorial Subcommittee will include other members recruited from the Web Weavers as a whole who will have among them differing areas of responsibility. The Home Section Web Weaver will always be a member of this committee and there will be a Board of Trustees liaison and a representative from the Staff Editorial Review Board. The other members of the Editorial Subcommittee should have interest and skill in providing artistic leadership and review, and within-church communications. Like other committees within the church, the Editorial Subcommittee will

be responsible for formulating, submitting and managing an annual committee budget, and an annual committee report for the Web Weavers Committee..

Design Subcommittee This subcommittee is responsible for all technical design aspects, including:

- Site navigation structure
- Folder structure
- Disbursement of web sections between multiple servers
- Compatible look and feel of home web section.

A Training Subcommittee of the Design Subcommittee is responsible for designing & implementing systems for training & managing the efforts of the many Web Weavers that all need to work together:

- Web Development Guidelines (on-line training)
- Training classes (and training videos)
- An organized network of trainers / mentors
- Systems for sharing resources.

Chairs of the subcommittees will be approved by the Council and Board.

Editorial Review Process

In the short term...

The Staff Editorial Review Board will review all new website pages and pages which have changed substantially before they are published on the World Wide Web.

Pages which have only minor changes may be published directly to the web by the Webweavers.

The goal in some future revision of these policies is...

The Staff Editorial Review Board will publish a set of clearly-defined rules, and will prepare and deliver mandatory editorial training for all Web Weavers and Liaisons – thereby training them to be “deputies” of the Web Editorial Committee.

“Deputized” Web Weavers will have more liberty to publish changed pages without staff review.

Members of the Staff Editorial Review Board and the Web Weaver Editorial Subcommittee will periodically monitor the website reviewing pages which have changed or been added.

The Staff Editorial Review Board has the final veto over any page on the Website. The Review Board or the Web Weavers Editorial Subcommittee may require any offending page to be removed by the appropriate Section Web Weaver or the Home Section Web Weaver as soon as possible.

4.1 Web Page Content Guidelines

The purpose of the website is to make information about the church available to church members, potential members searching for a church, and the general web-browsing public around the world. The website should represent the church and its values accurately and positively as much as possible. This means that in addition to providing accurate and timely information, the site should attempt to capture the spirit of the church by its design and “feel.” The site should employ generally accepted guidelines for ease of navigation.

For each committee/organization desiring a web page(s), there will be a Web Weaver Liaison, a member of the committee who defines the content of the page. He/she will work with their designated Web Weaver.

4.2 Content

The website will be congruent with UU values and will adhere to accepted standards of decorum for published work:

The Editorial Subcommittee and the Editorial review Board will be responsible for maintaining these standards.

5. Privacy Considerations

Maintaining privacy of personal information of visitors to site and respecting the privacy of our congregation is of the utmost importance.

5.1 Privacy of Visitors to our Website

We only collect personal information from our visitors on a voluntary basis. Personal information may include name, address, phone number, and email address. We do not require this information to obtain access to any public part of our site.

The personal information we collect is only used by us to process a request that has been placed by the visitor. Typically this is in the form of an request for material, but it may on occasion include other voluntary submittals of similar information for survey purposes or for event registrations.

We do not sell or rent this personal information to other organizations, including other UU organizations. However, website users should be aware that posting to the website's various bulletin boards may result in their name and email address being acquired by other parties. First UU of San Diego cannot prevent this from happening since the bulletin boards are open to public viewing. Bulletin board posts may also be accessed as a result of a web search. First UU Church of San Diego also cannot prevent this from happening. All bulletin boards will include a warning to this effect. Questions regarding this policy should be directed to the Editorial Subcommittee of the Web Weavers.

5.2 Personal Permission Policy for Privacy of First Church Members

The intent of this policy is to provide authorization for publishing member names, telephone numbers, email addresses and pictures ("information") of the members and friends of First UU Church and their families ("members"). It takes into account that some members do not want their information available to the World Wide Web where church activities can be linked to their names.

5.2.1 Adult policy

This policy builds on the privacy policies already in place at the church for the Window (the weekly newsletter). These existing policies allow publishing of member information and church business to members, friends of the church, and newcomers who sign up to receive the Window. The Window, however, is not sent to everyone who asks for it (e.g., in prisons). On the other hand, a determined outsider could have access to individuals' private information despite our extensive policies and a very security-conscious staff. The internet policy allows for a similar limited security, which we will call "member-security".

The web policy allows for two types of web pages: "public" and "member-secure". Public pages are freely available to everyone in the world. The intention is that member-secure pages are only available to our members and friends via password. The main advantage of passwords is that search engines cannot access those pages. Thus searching for a name would not find information on member-secure pages. The password will be changed periodically. Public pages include an introduction to our church, upcoming events open to the public, ministers' sermons, other general publicity, and other information we desire to share with the world at large. The member-secure pages would include information of interest only to our church such as member news, event pictures, committee minutes, Board minutes, and volunteer recruitment.

Member-secure pages

Member-secure pages will be protected with a password.

All pages

If private information is collected for a member-secure webpage, that person will be asked verbally for permission to publish it to the church. Photographers will advise subjects that the pictures will appear on our member-secure webpage and ask their permission. Every effort will be made by the Web Weaver Liaison of the submitting committee/organization to assure that names and pictures of non-consenting individuals do not appear on the web. If a member does not want his information published in public pages or the member-secure pages, the committee should not submit it to the Web Weaver for publishing. If a member objects to personal information already published, it will be removed (see section 5.3).

It is anticipated that very little member information will be published on the public pages. For communications purposes, it is convenient for staff and committee chairs to allow their names to be used freely. There will sometimes be pictures containing adults participating in church activities. It is our intent that names will not be associated with any picture unless verbal or written permission is granted to the Web Weaver Liaison.

Note: At the present time, the policies are identical for public pages and member-secure pages except that a user password is required for the latter. It is anticipated, however, that in future revisions, the policies for the different types of pages may differ.

Never To Be On the Website

Any person, however, who does not want their name or picture or other information to appear on the web under any circumstances can notify the church staff to this effect and, to the best efforts of the Web Weavers, this information will never appear. A list of these people will be maintained by the church staff and in a section of the web site accessible only to the Web Weavers and staff. Every name published will be checked against that list by the Web Weaver Liaison to insure privacy is maintained. The church is not liable for any harm which may come to members and friends of the church as a result of this website.

Potentially controversial programs and events

Some member-secure pages may be related to “potentially controversial” programs and events. Each time that private information is to be published, verbal permission must be granted to the Web Weaver Liaison. The responsibility for notifying members lies with the Web Weaver Liaison of the submitting committee. Examples of “potentially controversial” events may include but are not limited to events those related to

- gay and lesbian activities or news
- news about support groups meeting on campus
- credos that identify the individual as a member of a group that might be targeted for hate crimes.

Potentially controversial events will be identified by the Web Weavers Editorial subcommittee and a list of those activities will be maintained by the Web Weavers.

Web Newsletter

The Window may be published on the member-secure pages of the web provided:

- All telephone numbers and email addresses are removed or changed to the church number or email address.
- All names and personal information of minors (under the age of 18) are removed (see section 5.2.2).
- All potentially compromising announcements and those not approved by the authors for website posting are removed.
- Extensive lists of member names are removed.
- The “Community News” section is removed.

5.2.2 Policy for Children and Youth

The current policy for children and youth requires that no information (names, pictures, phone numbers, email addresses) about persons under the age of 18 is permitted on any pages of the website unless written permission by a parent or guardian is granted and kept on file in the office. This permission is for only one event or one purpose. Thus, for example, permission may be granted for being a participant in the RE church service but a second permission must be obtained for being in a group picture at All Church Camp.

5.3 Enforcement

Anyone who wants some or all personal information removed from the web site should follow the following process:

Those who have access to the web page, can click on the link to the Section Web Weaver's email at the bottom of each page. They should simply email their request (or use any other preferred means of correspondence) to the Section Web Weaver, who will remove the offending information and notify the appropriate people that it has been done.

Those who do not have access to the Section Web Weaver's email, can call or write the church staff requesting to have the offending information removed.

The Editorial Subcommittee is responsible for correcting any policy related to breach of privacy.

6. Fund Raising Constraints

The Website shall not be used to solicit funds for the church or its committees or projects except as approved by the Board of Trustees or by their appointed agent. For approved fundraisers, announcements must be reviewed by the Church Administrator and must comply with existing Board policies.

7. Professional Advertising

The First UU Website, including the Personal Biographical pages, shall not provide promotional or advertising content supporting any business activities of members or any organizations that are not official committees or affiliated organizations of the San Diego Church with the exception of groups specifically authorized by the Board of Trustees (such as GreaterGood, the Art Guild, and the Book Room as of June 2000). News information about commercial entities is allowed. Thus, as an example, "the luncheon will be catered by ABC Kitchen" would be allowed but "the luncheon will be catered by ABC Kitchen which makes the best bagels in town" would not be allowed. The Art Guild can announce art exhibits as long as no mention of sales or prices is made. Links to any commercial or nonprofit sales or fundraising websites must be approved by the Web Weavers Editorial Committee and the Staff Liaison, and the Board of Trustees. Work email addresses or work telephone numbers may be included for the purpose of personal contact.

8. Copyright Considerations

Any intellectual property copied on website pages or any original intellectual property written for a website page must be released by the author. A statement to that effect must accompany the material. Such material includes sermons, music, articles, or pictures whether or not they contain the copyright label. Blanket permission can be granted for use of one type of material. Each page of the website will contain a copyright statement. If the author grants permission for copying of information, that statement will appear on the that page and the permission supercedes the blanket copyright statement.

9. Disclaimer

Each web page will contain a link to a disclaimer page. This page states that the pages are written by members and friends of the church and that any views or information are not necessarily the views of First Unitarian Universalist Church of San Diego. Any inaccuracies in information is not the responsibility of the church. It also states that the church is not liable for any harm which may come to members and friends of the church as a result of this website.