

St Bartholomews Website Guidelines

Acceptable Content

1) **Copyright:**

It is vital to ensure that all content published on the website is original work and does not infringe copyright. If you wish to use material to which someone else holds the copyright, you must obtain their permission *before* publishing and ensure that any conditions imposed by the copyright holder are fully met. For work already published elsewhere on the World Wide Web, it is generally better to provide a hyperlink to that material rather than incorporate it in your own pages.

2) **Images:**

For photographs, the copyright holder is normally the photographer; It is also courteous to ask the permission of anyone who identifiably appears in a photograph. See also the notes on Child Protection below.

3) **Personal Details and Security:**

For security reasons, we do not publish any personal addresses, email addresses or telephone numbers (even if these have been included in content provided by the person concerned). The only exception to this is the publication of the Clergy details. All other contacts are to be made through the Parish Office, ideally using the on-line forms in the 'Contact Us' pages.

4) **Advertising:**

Whilst we are happy to promote appropriate charitable events, St Bartholomew's website does not carry any commercial advertising.

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5) **Child Protection:**

All aspects of Child Protection legislation and guidance apply to the website and must be very strictly followed. Some specific points to note follow:

- a. Photographs of children may not be published without written parental consent;
- b. Where photographs of children are published, any caption and any associated text must be phrased such that no child can be identified;
- c. If in any doubt as to what is acceptable, you must seek guidance from the Child Protection Officer (Currently Mike Leighfield, March 2010) before proceeding.
- d. **Unless you are absolutely certain that all necessary criteria have been met, do not publish any material about children.**

Keeping your visitors' interest

1) **Keep the information up-to-date**

Once visitors find that your website has out-of-date information, they are unlikely to return. Whilst some information will remain fairly static, it is important to check and amend or remove anything which has passed its 'View By' date! When you add any time-sensitive information to the website, it is a good idea to make a note in your diary to remind you when it needs to be updated or removed.

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2) **Write in 'Bite-Sized' chunks**

Reading large amounts of text on a computer screen can be quite difficult – and certainly off-putting. If possible, illustrate your text with pictures, preferably photographs rather than clip-art. Pages should also have a good proportion of 'white space'. If you have a lot to say, try to divide it up into logical sections, each given its own page, and then link the pages together. One way to do this would be to write a sort of Index page written in 'Headline' style with each headline hyper-linked to a page with the relevant details.

3) **Check Spelling and Punctuation**

The value of your information will be devalued if it contains spelling or punctuation errors. If necessary, ask someone else to check this for you before you publish your pages. If you are publishing information submitted to you by someone else, you should act as sub-editor and correct any errors. At worst, poor spelling and punctuation can make it difficult to understand what is meant; at best they make your work look sloppy!

Website Style

The template file contains the standard fonts and colours adopted for St Bartholomew's Website.

Unless there are very good reasons for using other fonts and colours to highlight particular content, it is best to keep to the pre-selected fonts and colours in order to maintain the integrity of the whole website.