

# Maghull and Lydiate u3a Website Policy/Guidance

## Introduction and Aims

The website is an important 'face' of our u3a. Potential members look to it to see what we do, how we operate and how to join; current members look to it to see what groups we have, when they take place and what other events and activities are planned. They can also see write-ups of events that have taken place. Members can also renew their membership via the website if they so choose. Important policy and other committee information is also available to the membership.

As a front facing, public site whilst we want it to be informative, we need to be careful not to post not to post any information that we would not want in the public domain. Our website should reflect the vibrancy of our organisation to our members and to those who may not have come across it before.

The website needs to be kept up to date and members should know where to send information they would like published.

## Key Personnel

The Web Lead and a small team are required to manage the website and to try to encourage groups and all members to use it as a prime source of information on our organisation.

## Website Lead

The website lead:

- is responsible to the Maghull and Lydiate U3A committee for the operation of the website. If possible, the person in this role should be a committee member but this is not essential.
- is responsible for gaining committee approval for the appointment of members of the Website Team and for oversight of the activities of the Website Team.
- works with the committee to determine the rules members must agree to when contributing content for the website.
- is responsible for the overall architecture of the website and for providing advice and guidance to the committee on website strategy and direction.
- is responsible for liaising with the Beacon administrator to provide and maintain the links to the Beacon system from the website. Please note that the Website Lead and Beacon Administrator may be the same individual if they are a committee member.
- is responsible for ensuring that all invoices received from the web hosting service providers are paid in a timely fashion via the Treasury Team
- should attend Committee meetings and Members General Meetings on a regular basis
- should ensure security on the website for example through the use of appropriate software/plugin, applying up to date updates to the software/plugin and responding to alerts generated by any security software

## Website Team

A small website team (3 or 4 members) will be appointed by the committee. These members are expected to have a good degree of computer literacy to perform the role.

Members of the Website Team are responsible for

- Maintaining and updating the content of the website ensuring that all content is appropriate, up to date and in line with the standards and ethos of the U3A
- Ensuring the website has a broad range of updates and is not dominated by one or two groups
- Maintaining the calendar of events on the website
- Recommending any changes to the website to the Website Lead.
- Liaising with other Committee members and Group Leaders, to ensure that the website contains relevant and up-to-date information
- Ensuring the functionality and efficiency of the website with easy-to-use web pages
- Providing controlled access to the website to committee members and group leaders (or their delegates) as required. Removing access to members who no longer require it
- Providing any necessary training or assistance to members
- Setting up and maintaining email accounts via our Email provider for committee members and any other key functions (e.g. enquiries and calendar)
- Responding to email enquiries generated through the website
- Approving comments made through the website
- Liaising with the web hosting service provider to ensure that any issues relating to the hosting service are resolved
- Ensuring compliance with the UK General Data Protection Regulation

### **Guidance on posting of News on the website**

Group Leaders and certain committee members are given specific access to the website to enable them to draft posts for the website. To do this they are granted access to the “Contributor” role on the website.

Depending on their responsibilities in the support of the website, the website team are granted either the “Administrator” role or the “Editor” role on the website and can make the draft posts “live” on the website. The web team will endeavour to make draft posts live within no more than 24 hours. The website team should be contacted via text or email should a post be considered urgent. Contact details will be available on the website. But please note that if urgent communication to a specific group of people is required this should be done through a more direct and targeted communication medium for example email or WhatsApp.

At the discretion of the committee, some experienced posters may be given the “Author” privilege to allow them to make their own draft posts live.

### **Website postings**

Postings on the site will be categorised as ‘pending’ until they have been approved by the website vetting team. This is in line with Third Age Trust recommendations and in keeping with most other

u3as. Postings on the website should consist of adverts for forthcoming meetings, speakers or other events.

Accounts of past events are also encouraged so that members become aware of the wide range of activities that our u3a has available.

The website is not intended to be a Social media site. Group Leaders are asked not to post 'casual' information or 'chat' for just a few members. Website posts considered to fall into this definition will be referred back to the author by the Website vetting team. Email and text are the best way to get information to members who have booked on trips or are in a specific group, etc. This can be done via Beacon (for email) or Whatsapp or similar (for text) instead. Facebook should also be considered for the more informal group communications and engagement.

Urgent change of plan notices may be posted online but please be aware that members do not always check the site on a regular basis. Here text messages (group or individual) are more likely to reach the desired destination.

All draft posts must promote the U3A and be consistent with the ethos and the aims of the Maghull and Lydiate U3A

No offensive, derogatory, sexist, or discriminatory language of any nature should be included. Posts that contain such language will not be posted live.

Photographs are permitted on each post providing the members in the photograph have given permission to be included. It is the creator of the post's responsibility to check this.

Advertisements for other organisations, charities, goods, or promotions should not be posted unless agreed with the committee. However worthy a charity or organisation may be, we are unable to support all of them. If we were to support some but not others that would be considered favouritism and would create problems for us as an organisation, so by default we choose to support none of them

Copyrighted material (e.g. extracts of literary works, pictures of art works and sculptures, photographs copied from the internet and even maps) should not under any circumstance be included in a post unless permission has been given by the copyright holder or copyright has expired.

For detailed advice on copyright please see

<https://u3asites.org.uk/files/l/lancingandsompting/docs/copyrightandlicences3.pdf>

Members are reminded to be particularly careful when selecting images for our website. You should only use an image if you have permission from the photographer / owner of the image and they should always be credited. Just because an image is accessible via a Google search, this does not mean it is available to use free of charge and many u3as have been fined for misuse of an image on their website.

It is recommended that we use members' own photography wherever possible to illustrate our webpages – this will also avoid accidentally using an image which is restricted by copyright. Reverse searching an image you are not sure about is one way of checking if it is copyrighted. But in the end, the best plan is not to post anything that you do not have complete control over.

Members posting should also be mindful of the frequency of their posts and try to space out the timing of their publishing so that all members get an equal opportunity for space on the website News section. Clearly some groups will need to post regularly but they are requested to be considerate towards others in this. The website team will moderate this should it become an issue.

### **Guidance on Commenting on website posts**

Members may leave comments for a variety of reasons including requesting places on trips, requesting further information or just to leave a positive note for the organiser. Members leaving comments should ensure their comments are never negative. Any 'complaints' must be dealt with outside the website forum by private email.

### **Guidance on moderating posts on the website**

The Website team should ensure that the posts are as well written as possible, with minimal spelling/grammar mistakes per post. Any post not satisfying this should be referred to the member and problems explained via email.

The preferred date format to use in posts is dd month yyyy (e.g 23 September 1924). Times are best written in the 24hour clock system to avoid any mix ups. 09:00 or 21:00 etc.

Where photographs are used within a post, the Website team should enquire as to whether each member has agreed for their photograph to be used if their face is full on. They should also check whether the photograph is covered by copyright. Members own photographs (as are often posted as part of a group report on an activity) are fine. If not, then the offending photograph should be removed. The writer of the post has responsibility for ensuring that permission has been granted

### **Guidance for moderating comments posted on the website**

Comments need approving before they are visible on the website.

Comments should in the main be positive and reinforcing.

Disagreements between members is not encouraged, and Website team should be ready to remove any offensive language concerning either post or the member who has commented on it.

General chat between the members should not be encouraged.

### **Updating the calendar**

A specific member of the website team is responsible for maintaining the calendar on our website.

Updates, changes, or deletions for the calendar should be emailed to the calendar email address shown on the website These will be processed accordingly by the calendar officer.

The calendar officer will also proactively contact Group leaders on a periodic basis to check that their calendar entries are still accurate