

Website Procedures , adopted as an addition to the Standard Operating Procedures at the 2000 Annual Session. (Please note that the following is a direct copy of the Supreme Website Guidelines, except where italicized and underlined.)

PROCEDURE AND GUIDELINES FOR THE PREPARATION AND USE OF IOJD WEB SITES WITHIN THE JURISDICTION OF THE GRAND GUARDIAN COUNCIL OF THE STATE OF CALIFORNIA

This Procedure is adopted by the Grand Guardian Council of the State of California on _____ for use within the jurisdiction of the State of California by the Grand Guardian Council, area Guardian Council Associations, Bethels, individual members, and adult workers of the International Order of Job's Daughters within the State of California. This Procedure conforms to and is additional to the Guidelines of the International Supreme Council as adopted by that body in August 1998, and shall be revised to remain in conformance with those Guidelines as those ISC Guidelines are revised.

In the Fall of 1993, the Board of Trustees (BT) of the Supreme Guardian Council (SGC) adopted a mission statement, which reads as follows:

- The International Order of Job's Daughters is a premier organization for young women that provides a wholesome environment based on the foundation of high morals, love of country, love of family and friends and respect for others throughout the world. It is a living organization dedicated to meeting the needs of young women today and their challenges of tomorrow. It is a quality organization that fosters a sense of pride in achievement for each and all members as they prepare to become the adult leaders of the future.

All efforts to communicate the image of the International Order of Job's Daughters (IOJD) should reflect the message contained in this mission statement. Because the Internet is such a broad means of communication with parameters that change almost daily, it is critical that every attempt be made to protect the image of our Order without unduly restricting the creativity of our members, or by ignoring the positive features of the Internet that can enhance and distribute our message to a world wide audience in the flash of a second.

With enthusiasm for the excitement that the Internet can bring to our organization, tempered by common sense, this Procedure has been adopted by the Grand Guardian Council of California to protect the traditional aspects of our organization while furthering its good work by an active participation in cyberspace.

As the GGCC embarks on this journey into cyberspace, it invites all subordinate councils, Daughters and adults to embrace this new technology, and to adhere to this Procedure. Please direct any questions or needs for additional information regarding this Procedure to the Chairman of the Website Operations Committee or to the Grand Guardian.

In keeping with the principles and nature of the IOJD, it is imperative that any advertising be in good taste and acceptable for an organization of young women that promotes a moral upbringing. Therefore, any advertisements or announcements for persons, groups, or events not directly under the control of one of the concordant or appendant bodies of the Masonic family of organizations, must be approved by the Website Operations Committee or the Grand Guardian prior to being posted or displayed.

Item 2 AVAILABILITY OF SGC MATERIAL

Of the electronically available materials available from SGC, only the material appearing on the official SGC Web Site can be copied for inclusion on GGC, Bethel and individual IOJD Web Sites. However, any such material must be copied in its entirety with no changes or embellishments other than the inclusion of a credit line.

Promotional brochures available from the SGC office can be copied verbatim for inclusion on GGC, Bethel and individual IOJD Web Sites. Please include the brochure number and a credit line. No SGC materials shall be summarized, incorporated into other documents, or in any other way abbreviated without permission of the Supreme Office. No petitions for membership nor any other forms that are used during a Bethel meeting should be reproduced on the Web Site. Any other official SGC material shall not be produced on other Web Sites without permission of the Website Operations Committee or the Grand Guardian.

Please refer to "Credit" (see Item 5) for additional information.

Item 3 CONFIDENTIALITY

The confidentiality of our Daughters and adult workers shall be maintained by not selling or otherwise making available for commercial purposes any list of names and addresses of the Daughters and adult workers. This protection includes any directories, mailing lists, the List of Bethels, and the Alumni Association Membership.

Likewise, it is critical that the personal addresses and phone numbers of the Daughter members and adult workers of our Order not be included on any Web Site. The only exception to this shall be for a telephone number listed for the purpose of providing information about the Order for the public. It is preferred that the default number for Job's Daughters information be that of the Grand Guardian Council Secretary's office.

For the safety of our Daughters and adults, do not list any Daughter's surname, nor anyone's phone number or address when incorporating a list of Bethel Officers, Grand Bethel Officers, or Council Members. In the same regard, do not give the phone number or address for scholarship recipients, or competition winners.

Whether for additional information about our organization or for an announced event, all contacts should be made via an e-mail address. Personal email addresses of Daughters and/or adults associated with the Order should not be listed on web sites unless express written consent (received via e-mail, use of the downloadable online form, US mail, or otherwise) has been given by the holder of that e-mail address. The Website Operations Committee Webmaster shall maintain a file of these consent forms. All other site webmasters shall maintain a file of copies of their respective consent forms.

Personal addresses and phone numbers shall not be included in any display.

Item 4 CONTENT

In considering the content for the Web Site, there is a wide range of material available. Promotional brochures from the SGC would be a prudent choice for inclusion on the

Web Site to help visitors to understand better the goals, membership requirements, and activities of the International Order of Job's Daughters.

Information regarding the IOJD scholarship program, competitions, participation at annual sessions and rallies, and activities of individual Bethels are all suitable for a Web Site. Reports on travels to sessions, rallies or visits to Bethels in other states, provinces or countries would be an exciting addition to a Web Site, and must conform to the confidentiality provisions of Item 3. The inclusion of high-quality graphics, authorized photographs, music, and animated graphics would add variety to a Web Site. Photographs or other video materials shall not be posted or displayed without the signed permission of all adults depicted on the material, and the signed permission of the parent or legal guardian of all depicted Daughters. The permission form used shall be that provided by the Website Operations Committee. The Website Operations Committee Webmaster shall maintain a file of these consent forms. All other site webmasters shall maintain a file of copies of their respective consent forms.

However, whether or not a Web Site represents the latest in cyberspace technology is not as important as representing the IOJD as an organization that offers a caring atmosphere in which young women can mature as good citizens. Remember to report your Bethel and other IOJD activities in a positive and energetic manner. The web site is not a place to remind members and adults of their responsibilities, to report declining membership, poorly attended activities, or failed fundraising projects. Always keep in mind that what you include on your Web Site is visited by persons who know absolutely nothing about the IOJD, and could be accessing the site from anywhere. It is not appropriate to include ceremonies or items that are not designed for the public. Your Web Site is a prime opportunity for obtaining new members so consider it as you would a prospective member party or promotional campaign, and include only those materials (ceremonies, text, authorized photographs, authorized videos, music) that you would use in promotional events, such as parades, fairs, car washes, promotional parties, etc. Be positive, upbeat, courteous, and inviting.

Item 5 CREDIT

All material copied from another source should appear with a credit line acknowledging the source of the original material. Poetry, ceremonies, promotional material and any other printed material that is not original- should include a credit line. This is both a courtesy to the original author(s) and protection against misunderstandings due to misquotes or errors in rewriting the original information, as well as copyright infringement claims. Also, the addition of music to an IOJD Web Site should acknowledge the composer and performer. [Here are three suggested credit lines.

The promotional brochure reproduced on this page is Form No. 307 published by the Supreme Guardian Council.

The promotional ideas on this page were copied from the Arizona Grand Guardian Council Web Site.

The poem quoted at the top of this page was written by Helen Steiner Rice.]

Item 6 GUEST BOOKS

Guest Books are a popular addition to Web Sites for they provide a means by which visitors to the Web Site can make comments regarding the site, interact with other Guest Book signers, and applaud the efforts of the Webmaster. A visitor to the Web Site "signs in" on the Guest Book by highlighting a *Sign Here* icon and is immediately

provided with a space in which to leave his or her message. The Guest Book services to be used in this Jurisdiction shall be that service provided by the Grand Lodge of Free and Accepted Masons of the State of California. There shall be pre-monitoring of Guest Book signers by the Webmaster who shall delete unpleasant or non-conforming Guest Book messages. Unfortunately, while some of us enjoy the opportunity to share our comments via the Guest Book, there are others in cyberspace who use these opportunities to exploit the IOJD and to push their own agendas. Guest Books should be monitored daily, and acceptable messages then posted or displayed on the web site quest message display afterward.

Item 7 HOME PAGE

The home page is the first page of a Web Site. It should include, but not be restricted to, the following information:

1. The originator of the site: e.g.. "Grand Guardian Council of California" or "Bethel No. 1, Dublin"
2. The e-mail address for the Grand Guardian, Grand Secretary, Bethel Guardian, or other adult qualified to answer questions regarding the material on the site.
3. The e-mail address of the site's Webmaster, for response to any technical or operational questions.
4. A disclaimer that this Web Site is not the official SGC IOJD Web Site and that information appearing on the web site is the property of the GGC, Bethel, or individual and is not sanctioned by the SGC, or a link to a "Disclaimer" page containing such material.
5. The date that the home page was first established.

Item 8 LINKS

All links accessible by any Job's Daughters web site in this jurisdiction must be approved by the Website Operations Committee. By linking to other Web Sites, a home page provides each visitor with the opportunity to visit other IOJD sites and other sites within the Masonic family. Any site to which Job's Daughters links must maintain a high quality and adhere to the principles suggested in these Guidelines. In addition, any sites that are linked to within the Masonic family must correctly explain the International Order of Job's Daughters. It would not be appropriate to link to any site that does not accurately report the scope and mission of the IOJD. Links to any other sites (i.e., general interest sites) should only be included provided they do not conflict with the principles or ideals of the International Order of Job's Daughters, do not present controversial, political, or otherwise inappropriate content, and do not provide further links that are objectionable for those same reasons.

Item 9 PHOTOGRAPHS

One way to enhance a Web Site is to include photographs of IOJD individuals and Bethel activities. Be very careful that those pictured in the photographs know that they will be included on the Web Site and that they do not object to being displayed and identified. Some parents might not want their daughter identified on a Web Site. A permission form must accompany all photographs to be displayed. The photograph and permission form shall be kept on file by the webmaster who displays the photograph. Each webmaster shall keep a log of photograph usage. The permission form for this jurisdiction shall be available from the Website Operations Committee. In most cases, it might be more prudent to have very general captions that describe the event, but do not

identify the individuals pictured. One should be particularly attentive to the wishes of families and recipients involved in HIKE presentations and promotions. Be sure to get their permission or write a caption that explains the many benefits of The HIKE Fund but does not identify the family. Respect their privacy.

Item 10 TRADEMARK

Though it is not required that a Web Site display the IOJD trademark (double lined triangle surrounding the images of three women displayed above the words *lyob Filiae*), or the trademark logos of the Grand Guardian Council of California, it is critical that, if the Web Site does display either trademark, it be the correct trademark. Please use only the registered trademark on your Web Site. It can be copied from the official home pages or scanned from the copy of the trademark available from the SGC office in Papillion, NE, or from the Grand Secretary of California. When a GGC, Bethel, or individual wants to use the official trademark on their Web Site, please notify the Supreme Board of Trustees or the Website Operations Committee, and send them a copy of your home page prior to your going public. This will allow both to determine that you are using the correct trademark and, in turn, to forward to the appropriate Webmaster your intention to have a web site so that it can be linked to their web site.

Item 11 WEBMASTER

The Webmaster is the person who creates the Web Site. They have the technological skill to design the Web Site and to incorporate features that will keep it attractive to our members. In addition, the webmaster's role in the organization could be compared to that of a newsletter editor. They receive, edit, and publish material submitted for the Web Site and maintain a high standard of accuracy for the content of the Web Site. The name and/or email address of the Webmaster (or a link thereto) should be listed on the site's Home page, or other "contacts" page, to provide visitors a method of reporting technical problems or encountered errors to the appropriate person when visiting the web site.

Recommended by:

Website Procedures Committee
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