



Council Website Standards and Guidelines

This document is the Central New Jersey Council's standards and guidelines adapted from Boy Scouts of America National Guidelines. This document is effective May 15, 2009 and supersedes all previous website guidelines for the Council. These standards and guidelines pertain to all district, committee, and unit websites.

Districts and units are permitted to develop their own Internet websites. These sites must conform to the rules and regulations of the Council's and the BSA's policies and procedures. The Council has staff member assigned to website and technology issues. The appropriate staff advisors will review all websites for compliance with these standards. Where this document does not address a specific issue, refer to the national guidelines. If you are still unsure, e-mail the Webmaster at webmastercnjc@Scouting.org.

Representation

While Central New Jersey Council provides these standards and guidelines by which it will acknowledge a local district or unit's site and refer others to them, each site is the product and possession of the local district or unit. However, these sites represent Central New Jersey Council, as well as the district / unit and personnel that maintain them. Remember districts are not legal entities and exist to best serve the youth of Central New Jersey Council, BSA.

Central New Jersey Council Web Standards and Guidelines

Central New Jersey Council will not acknowledge or provide links to any site that does not meet these standards and guidelines. These guidelines may be altered or amended to provide updated information and districts / units will be notified of same. A copy of this document is posted on the Council website. This copy is deemed the most current and supersedes any previously posted versions.

Council URL: www.cnjscouting.org

E-mail: webmastercnjc@Scouting.org

Do's of a Website

- Do put pictures, graphics, silly songs, troop histories, permission slips, and other fun stuff on your site. Keep pictures to 100 dpi or less resolution. Make sure all downloadable files are small.
- Do use links from the Council's website to gain information and supply your unit with needed forms from National.
- Do have a website. It is a great way to advertise and keep in touch with membership.
- Do exercise propriety and good taste. Your website reflects not only your unit, district, or committee, but also on the entire Scouting movement when your audience knows you are a Scouter.
- Do allow the youth to build the website. This allows them to learn web technology and assist the adult webmaster, who has the final control over content of the site.
- Do have only one or two people making changes to the website. This helps eliminate unintentional errors. Make sure, however, that there is more than one person with the password to the site.
- Do check with the Council's Technology Staff Member before changing websites to ensure the site always meets Council and National Rules and Regulations, and is up-to-date and accurate.
- Do post only the *first name or the first name and last initial or salutation and last initial of any youth or adult member* on a unit site / page: "Jack O" or Mrs. B."
 - Refer to adult and youth by first names only and title: "Scoutmaster Howard" or "Patrol Leader Jimmy." See appendix **.
- Do put up Council-approved advertising, such as Popcorn and other BSA-sanctioned events. If there are any questions as to what are approved BSA events, contact the webmaster at webmastercnjc@Scouting.org.
 - Always use the Unit Money-Earning Application form for all money-earning projects which can be found at the www.cnjscouting.org under Council On-line Resources and Forms.
- Do link to non-BSA websites, but make sure to only link to sites that are Scouting appropriate.
 - Ensure that each external link opens in a separate window.
 - Occasionally test that links are valid and pointing to the correct sites.
- Do register a unique, memorable domain name for your site. Scouting is an organization and; therefore, rates an ".org" domain name.
 - Register the ".com" domain name as well to prevent unscrupulous or malicious people from putting up inappropriate content in your site's name.
- Do post general contact information (e-mail addresses only) for Scoutmaster, Committee Chair, etc. for units; and District Key Three, etc. for districts. It is useful to have mailboxes set up to get incoming mail, i.e., scoutmaster@mytroop.org. Also make sure that someone reads any incoming mail on a daily basis.
- Do acknowledge donated web hosting from a commercial company with a simple acknowledgment (Web hosting donated by XYZ Company) in a discreet location (bottom of home page).
- Do thank a commercial company for its support of Scouting with a discreet acknowledgment (Thanks to XYZ Company for your support of xxx).
 - If the language of the acknowledgment becomes promotional in nature or if it is made overly prominent in the context of the site, then it has crossed the line and become advertising.

Don'ts of a Website

- Don't advertise or endorse anything in the name of the Boy Scouts of America or the Central New Jersey Council.
 - If you link to a commercial site, take care that the placement and wording cannot be interpreted as promotional.
 - It is acceptable to use your site to support fundraising efforts, including promoting the products sold for fundraising purposes. To minimize the risk of this promotion being perceived as a commercial endorsement, you should make sure that the promotion coincides with the fundraising campaign (for example, do not continue to promote the product after Scouts have stopped selling it) and clearly indicate that the product is being sold as a fundraiser for the Scouts.
 - In general, make a separate site with a different URL for a site that sells wreaths, candy, or other non-BSA items. Remember that you and your chartering organization could be liable for any problems with an e-commerce server.
- Don't sell from or link to vendors that compete with the BSA's National Supply Division.
- Don't link to the BSA National Supply or any links related to same. Use the Council website links to connect for this information.
- Don't link to any site that is not appropriate to the Scouting movement.
- Don't try to create "secure" areas on your website, including, but not limited to, password-protected areas with personal or private information. Even if you believe you have secured the data for your website users, the information is still available to ISP personnel, anyone that has the password, knows someone with the password, or those people that might "hack" the site.
- Don't use the web as the primary or only means of communication in your unit. Sites should be supplemental to e-mail, traditional mail, unit newsletters, and calling trees.
- Don't allow any youth to change the web page. Only the adult Webmaster should have the password to make changes to the website.
- Don't use "free" web host providers like "geocities," especially those services that put up banner ads of any type. These ads may be against BSA policy and could be offensive. Also don't use personal web space from unit or other members; it is better to have a website in a place that will not go away when someone leaves Scouting.
- Don't post the full names, e-mail addresses, postal addresses, or phone numbers of ANY youth. Only post the names of adults with their permission.
 - While having written permission is required by law only in instances where the individual whose information you're publishing is less than 13 years old, it's the best recourse with individuals of any age to protect the council from liability.
 - For adults over age 18, you may consider the following:
 - I am an adult over the age of 18 years. I authorize the Boy Scouts of America, its Councils, and units to use my name and [*specify any other personal information*] and display my image and likeness on [*identify unit's*] website. This authorization shall remain in effect until revoked by me in writing. [*Insert place for signature and date.*]
 - For children under the age of 18, you may consider the following:
 - I am an adult over the age of 18 years and I am the parent or legal guardian of [*name*], a minor child. I have full authority and do authorize the Boy Scouts of America, its Councils, and units to use my name and [*specify any other personal information*] and display my child's image and likeness on [*identify unit's*] website. This authorization shall remain in effect until revoked by me or my child in writing. [*Insert place for signature and date.*]
- Don't post your newsletters without removing full names from articles / picture captions.
- Don't identify any youth members, either in group shots or individual shots, by full names.
- Don't post ANY copyrighted images, BSA or otherwise; this may include images, such as OA lodge flaps, etc., without receiving permission from the Council, or the owner of the items / logos in question.

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Appendix

** The use of full adult names, phone numbers, and e-mail address is allowable as long as the adult is given the option NOT to have this information displayed. The use of full youth names, when such information is already published in other media, is acceptable with the permission of the youth's parent / guardian. This allows troops to post the names of Eagle Scout recipients who are under 18 and youth contact information for OA chapters and Vigil recipients. It is still recommended that NO full names, phone numbers, or e-mail addresses of youth under the age of 16 be posted on ANY website.

Federal Trade Commission Guidelines

The Federal Trade Commission recommends that charities and companies that collect personal information from online visitors use the following set of four standards—known as "fair information practices"—in creating privacy policies to post on their Web sites:

1. **Notification.** Visitors to the Web site should be notified as to what personal information is being gathered, how that information is used by the organization, and with what third parties, if any, the organization will share it.
2. **Choice.** Visitors should be provided with a means by which to contact the organization or take other actions to ensure that their personal information is not shared, if they so choose.
3. **Security.** Users of the site should be notified of the means by which the organization protects personal information, including protection from any misuse, alteration, or access by unauthorized users. Organizations should strive to ensure that the same level of privacy protection is extended by any third parties with whom they share individuals' personal information.
4. **Access.** Web site users should have reasonable access to any personal information about themselves that the organization holds, as well as a means of correcting or amending the information if it is inaccurate

Children's Online Privacy Protection Act

While the Children's Online Privacy Protection Act (COPPA) applies to commercial websites, it provides sound guidance for any website that is intended for use by children under 13. Therefore, if your website collects any personally identifiable information from or about children, you should review and consider complying with this legislation. The full text of COPPA can be found online at <http://www.ftc.gov/ogc/coppa1.htm>.

Information on how to comply with the act is available at the FTC's "Kidz Privacy" website at <http://www.ftc.gov/bcp/conline/pubs/buspubs/coppa.htm>.