

Web Content Policy

1. Purpose

The quality of information presented on the Georgia Association for Women Lawyers (GAWL) Website plays an important role in shaping the image of GAWL. Thus a cogent and concise policy statement is needed.

The GAWL Web Content Policy proposes to set the Association's standards for: (a) establishing use of the medium; (b) enhancing the Association's mission by clarifying responsibilities of authors; and (c) encouraging accurate, useful and attractive presentations of information. Chapters, Committees, Members, and individuals are encouraged to publish information of the GAWL Website, provided such information supports the missions of GAWL and does not violate articulated policies or procedures.

The purpose of this policy is to outline good and acceptable practice for publishing on the GAWL Website. These rules are in place to protect the information published on the GAWL Website and to maintain the consistency of the GAWL brand on the web.

2. Scope

This policy applies to all members, administrators, contractors, consultants, and any other user of the official GAWL Web Page. This policy applies to all web servers that are owned or leased by GAWL and any personal equipment connected in any fashion to GAWL's website or data network.

3. Policy

GAWL Web Content consists of the GAWL Website, homepage, and any and all pages representing GAWL at an institutional level. This includes: (a) the home-page and administrative sections of the GAWL Website as maintained by the Communications Committee and Web Manager; (b) content and subpages of the Chapters, Committees, Foundation, Members, and other GAWL entities; and (c) any other associated GAWL content or subpages.

As site administrators, the GAWL Communications Committee is responsible for the GAWL homepage, subpages, contact us, search, and

other content pages, as well as for issues related to content, policy, accessibility, and connectivity for the official GAWL web page, located at www.gawl.org and any and all related pages.

Each GAWL Committee, Chapter, or other administrative unit is responsible for the content and maintenance of its content and subpage(s), and for complying with this Policy. Maintenance in this connection means keeping existing content current, adding new content when necessary, deleting obsolete content, and making corrections. Each GAWL Committee, Chapter, or other administrative unit shall designate appropriate individuals to act as administrator of its content or subpage(s). Those so designated individuals shall be required to participate in training hosted by the GAWL Communications Committee. Once training is completed, any member, committee officer, or other like individual associated with GAWL, who establishes or has administrative access to the GAWL website is personally responsible for the content and maintenance of the website at large and their respective content or subpage(s), and are required to comply with GAWL policies, including those related to content and design.

4. Design

To add or post content to the GAWL Website you may have to convert text and graphics from their original formats. Based upon the process associated with converting PC text into html text on the Website, you should minimize formatting prior to uploading text. In other words, you should upload your text and then make formatting changes within the administrative section of the GAWL Website. The GAWL Communications Committee can assist you with problems with the conversion process, if necessary, but to eliminate problems with converting most text documents (DOS or Windows) into web formats, certain guidelines must be followed including the following:

- Type everything in Times New Roman 12-point font;
- Do not use boldface, italics, underlining, or different sized fonts, etc.;
- Do not use all CAPS;
- Type everything flush left/ragged right;
- Use only one space (not two spaces as in typewritten copy) between sentences;
- Single space all copy;
- Use a manual carriage return only after a title or head, at the end of a paragraph, or with lists;
- Don't use tab stops;
- Use capitalization grammatically, not for emphasis;

- Do not embed photos or graphics;
- Only use the GAWL Wordmark or Logo for Official Activities;
- Save or Upload Photos as .jpg or .jpeg files;
- Limit the number of graphics on a page;
- Keep the file size of animated graphics reasonably limited;
- Insure that text color contrasts appropriately with the page background;
- Be sure to frequently test hyperlinks to insure viability;
- Only use the GAWL Calendar to post GAWL-Hosted or GAWL-Sponsored Events; and
- All content and subpages must be free of spelling and grammatical errors.

5. Content

Website content should be factual, informative, and positive in its outlook, and should be characterized by a generally upbeat style. Some of the kinds of information that are appropriate for inclusion on the GAWL Website are as follows:

- News about the Board, Chapter, Committee or Event improvements in quality, growth, or changes;
- Achievements of individuals associated with the Board, Chapters, Committees or Events;
- Notes of interest of a professional or scholarly nature about the Industry, Profession, Board, Chapters, Committees, or Members;
- Announcements of professional interest to the profession (e.g., upcoming calendar events such as workshops, special seminars, and CLEs);
- Recent developments and new articles in the professional interests of GAWL Members;
- Opportunities in the professional field of interest to members;
- Information about upcoming GAWL Sponsored or Co-Sponsored Events; and
- All links must have direct relevance to GAWL or its members.

6. Review

All content is subject to review and oversight by the GAWL Communications Committee as site administrator(s). Subject to this Policy, the GAWL Communications Committee shall have the authority to review, edit, or delete any material(s) as it deems necessary.

With the evolving nature of technology, the Communications Committee will continue to review and may make specific changes or additions to the GAWL Web Content Policy with the approval of the GAWL Board, as necessary.

7. Use of Copyrighted Material

Intellectual and graphical material is subject to the provisions of copyright and trademark laws of the United States of America. If a substantial part of the copyrighted document or image is to be reproduced on the GAWL Website, prior permission from the copyright owner must be obtained in writing. This applies whether the site is on the intranet, accessible only to members of GAWL, or the Internet. The permission shall be sufficient such that it grants GAWL and the person drafting and maintaining the website a broad license to use and redistribute the materials. Additional precautions must be followed when dealing with material protected by trademarks. In any event, when in doubt, please contact the Vice President or Chair of the GAWL Communications Committee, for assistance.

8. Commercial Activity and Advertising

Advertising or promotion of commercial activities which do not directly support GAWL are not permitted on web pages made available to GAWL members as part of the GAWL Website. Limited exceptions may be made and must be approved by the Communications Committee or Board. Official GAWL content or subpages representing an event, kudos, or committee may include recognition of sponsorship or donor support for a particular event, program, service, or product within the limitations established by the Sponsorship Guidelines. While recognition of sponsorships should not include direct advertising, it may include links, logo, or wording (limit of 50 words) of the sponsoring organization or institution. Any other recognition of sponsorship on the GAWL Website such as, but not limited to, image, video, or dedicated subpages, must have the prior approval of the Communications Committee and the Board.

9. Unacceptable Activities on the Website

GAWL will not support, condone, or accept on its website, content pages, or subpages, the activities listed below, including:

- Activities which violate this or other GAWL Policies;
- Activities which violate Municipal, State, or Federal laws;
- Activities that infringe on other's rights and freedoms;

- Promoting a particular political party, platform, or agenda;
- Endorsing candidates for political or public office, excepting those judicial candidates selected by GAWL; and
- Commercial and personal business activities.

This includes, but is not limited to:

- Advertisements, commercial activities, and personal business;
- Displaying material containing nudity or pornographic material of any kind;
- Providing material that is offensive to the online community, including, but not limited to blatant expressions of bigotry, prejudice, racism, hatred, or profanity;
- Promoting or providing instructional information about illegal activities, or promoting physical harm or injury against any group or individual;
- Defaming any person or group;
- Using GAWL membership lists for personal political gain or promotion;
- Promoting or soliciting for participation in multi-level marketing, pyramid schemes, or gambling; or
- Using the website or subpages for acts of copyright, trademark, patent, trade secret, or other intellectual property infringement.