

# Æthelmearc Webminister Policies

Revised September 2016

## Office of the Webminister

### Kingdom Webminister

The Kingdom Webminister is responsible for maintaining the Kingdom website, determining web policy for the Kingdom, working with Group Webministers to ensure pages are accurate and appropriate for the SCA, and making nominations for the annual Master William Blackfox Web Awards and Sylvan Strand prizes. The Kingdom Webminister reports to the Society Webminister and the Crown as requested. The Kingdom Webminister shall maintain open lines of communication with the Kingdom Chronicler so that both may be kept up-to-date as publication policies evolve and so that issues may be elevated through that Office as appropriate.

### Deputy Webminister(s)

The Kingdom Webminister may designate deputies as needed to help maintain the Kingdom's web presence. One Emergency Deputy is required as per Society policies.

### Group Webminister

The Group Webminister is the warranted Webminister for a local group, Kingdom office, guild, or other recognized entity, and is responsible for the Group's website. The Group Webminister reports to the Group Seneschal, Officer or Principal, as appropriate. If the Webminister position is an official officer of a group, the Group Webminister is to be considered an officer of the group in all ways, and is thus subject to the group's policies regarding elections/selection processes, term lengths, and any other privileges and responsibilities outlined.

## Structure of the Æthelmearc Web Presence

### Kingdom Website Content

The Kingdom Webminister is responsible for maintaining the following information on the website:

1. Names and contact information for the current Royalty
2. A list of Great Officers and their Deputies
3. An online version of Æthelmearc Kingdom Law & Policies.
4. An online version of the Kingdom Event Calendar.
5. An online version of documents requested by the Seneschal or Great Officers.
6. A list of all local groups within the Kingdom.

The Kingdom Webminister may use his/her discretion to include additional information as long as it adheres to Kingdom and Society web policy standards.

All downloadable documents available on the Kingdom Website will be hosted on the Æthelmearc file server, regardless of file format (PDF, .doc., .docx., etc.). There shall be no hosting of downloadable files on the websites other than the Æthelmearc file server. This is to minimize the amount of different versions of the same document available on the Internet. The Kingdom Webminister may have a link to the file server site or the specific file hosted on the file server to access these documents.

### Kingdom Officer Pages

The Kingdom may host webpages or sites for officers or the individual officers may host them. Regardless, all officers' pages must adhere to Society and Kingdom web policy. The Officer will designate which page is their official page.

All downloadable documents available from the Kingdom Officer must have its sole source be hosted on the Æthelmearc file server, regardless of file format (PDF, .doc., .docx., etc.). There shall be no local hosting of downloadable Officer files on Officer webpages. This is to minimize the amount of different versions of the same document available on the Internet. The Kingdom Officer may have a link to the file server site or the specific file hosted on the file server to access the document(s).

### **Local Group pages**

The Kingdom may host web pages or sites for groups or the individual groups may host them. Regardless, all groups' pages must adhere to Society and Kingdom web policy. The local Seneschal will designate which page is their group's official recognized page.

### **Guild pages**

The Kingdom may host web pages or sites for Kingdom guilds or the individual guilds may host them. Local groups may host web pages or sites for local guilds or the individual guilds may host them. Regardless, all guilds' pages must adhere to Society and Kingdom web policy. Guild Principles will designate which page is their official page.

### **Event pages**

Local groups may host web pages or sites for events that they are running or such pages may be hosted independently. Regardless, all event pages must adhere to Society and Kingdom web policy. Autocrats will designate which page is their official page.

### **Other Pages**

Other web pages or sites may be hosted or listed at the discretion of the Kingdom Webminister as long as they follow Society and Kingdom web policy.

### **Group Webministers**

1. All Group Webministers must be warranted by the Kingdom Webminister. The individual will present a letter of recommendation from the group's Seneschal, and if possible the group's former Webminister. This letter of recommendation should attest to the suitability of the individual to be a Webminister.
2. All Webministers must be paid members of the SCA, Inc.
3. All Webministers must provide a photocopy or digital scan of their membership card.
4. All Webministers must be able to login to SCA.org to download the Æstel.
5. All Webministers must have regular contact with the group whose website they maintain.
6. All Webministers must have reliable Internet access and must have a reliable and valid email address.
7. All Webministers are encouraged to demonstrate knowledge of HTML.
8. The Kingdom Webminister may revoke warrants at any time. All Webministers must provide the appropriate contact information in the event that they move. Additionally, Webministers must provide the Kingdom Webminister with updated membership information each time their membership is renewed.
9. Failure to comply with the above policies and any additional Society requirements may result in suspension or revocation of a Webminister's warrant.

### **Group Web Pages**

The following criteria are required for Group Websites. All group websites must:

1. have a warranted Webminister.
2. be for the group.
3. not be for a household.

4. meet the mandatory web publication standards as set forth in the Society Webminister Policies available at <http://www.sca.org/officers/webminister/>.
5. have a link to the Society website (<http://www.sca.org>).
6. have a link to the Kingdom website (<http://www.aethelmearc.org>).
7. have a link to all sub groups of the group, such as a Canton or College.
8. have the disclaimer detailed in the Æthelmearc Disclaimer section of these policies.
9. make an effort to obfuscate email addresses included in them. This may be by placing spaces between names and “at” “(“@”)” signs, spelling out “at”, or any other method which prevents automatic e-mail address farming.
10. have all documents available for download available in PDF format.

Group websites are encouraged to meet the following additional criteria:

1. Minimally, list the officers necessary for their branch level per Corpora. A complete officer list is encouraged.
2. Have dates and locations of business meetings.
3. Have their estimated boundaries (counties and / or cities).
4. Have basic information or a link to basic information for people unfamiliar with the SCA.
5. Be accessible as possible to persons with disabilities by meeting at least W3C Level A conformance found at <http://www.w3.org/tr/wai-webcontent/>.
6. Fulfill the suggested web publication standards as set forth in the Society Webminister Policies available at <http://www.sca.org/officers/webminister/>.
7. Have detailed information about events the group is holding.
8. List all practices and guild meetings.
9. Have a copy of the group policies or by-laws.
10. Have information for obtaining the group newsletter.
11. Have information for joining the group email discussion list.
12. Have documents available for download in other formats that the Webminister chooses, in addition to PDF format.

Group websites must not contain:

1. Advertising of any kind, including banner or pop-up ads. Hosting that requires banners or pop-ups are no longer allowed
2. Links or references to obscene, lewd, or illegal material, including pirated software.
3. Links or references to slanderous or libelous material.
4. Links or references to information that is disparaging to the SCA or is in conflict with official activities that promotes the SCA.
5. Copyrighted material without express written permission. This includes all photographs, artwork and images.

### **Event Web Pages**

Websites devoted to specific events have been gaining in prevalence and due to their nature are handled slightly differently.

The Webminister of an event website, if different from the Group's Webminister, is to be considered a Deputy to the Group Webminister in all ways, including reporting to said officer for the duration of the site's existence.

If the event website is maintained as a part of the Group's official website, or even on the same domain as the Group's official website, no additional procedures need be observed. Standard compliance policies, as outlined above, should be observed as normal.

If the event website has its own domain name, is maintained on an individual's personal website (such as that of the autocrat or similar), a household website, or any other site not already official recognized by the Kingdom of Æthelmarc then the site must meet all compliance points as if for a group web page, with the following exceptions:

1. The Event Webminister may not be warranted as they are considered a Deputy as defined above.
2. The website must be specifically for the event. There may be no unrelated content or links included.
3. A link to the Group hosting the event must be present.
4. The official Æthelmarc disclaimer may be modified by replacing "<Group Name>" with "<Event Name> hosted by <Group Name>".

These points will be considered before a link will be activated on the Kingdom website.

## **Æthelmearc Disclaimer**

The Æthelmearc disclaimer must be on the main page or linked to the main page of every certified site. Refer to the list after the disclaimer to match the letters with the appropriate information for your particular type of page.

“This is the recognized website for the <Group Name>, Kingdom of the Æthelmearc (The Society for Creative Anachronism, Inc.) and is maintained by <Modern and/or SCA Name of Webminister>. This site may contain electronic versions of the group's governing documents. Any discrepancies between the electronic version of any information on this site and the printed version that is available from the originating office will be decided in favor of the printed version.”

“Copyright © <Modern Year> <Group Name>. The original contributors retain the copyright of certain portions of this site. “

“For information on using photographs, articles, or artwork from this website, please contact the Webminister at <Webminister's email address>. They will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors. “

“All external links are not part of the <Group Name> website. Inclusion of a page or site here is neither implicit nor explicit endorsement of the site. Further, SCA, Inc. is not responsible for content outside of <Website Address>.”

## **Editorial Content**

Editorial comments and articles should be clearly marked as such. Webministers should take great care in making sure that the content of the Editorial material is not libelous and is in keeping with the spirit of the SCA and its goals.

## **Financial Activities**

### **Hosting**

It is required that recognized SCA websites be hosted on an account to which more than one person has access, rather than a personal website owned by one of the members. This will ensure that a recognized website does not go down or go stale should an individual member move or quit the group. Administrative passwords for SCA Internet sites should never be kept by a single person. At a minimum, passwords should be maintained by the Group Webminister and Group Seneschal, Officer, or Principal, as appropriate.

As per Society policies, recognized websites may never be hosted on a service that requires banner or popup advertisements. It should be noted that no-cost ad-free hosting is available in Æthelmearc. Contact the Kingdom Webminister for further information.

All payments for web expenses should be made by the Group Exchequer with the Webminister acting as liaison.

### **Domain Names**

Any domain names related to the group should be owned by that group, either by being paid for with group funds or by being officially donated to the group. Contact your group exchequer to discuss either process. Domain names associated with SCA groups should never be owned by an individual.

## Software

If you use SCA funds to purchase software, this property belongs to the SCA, Inc.

Copies of SCA, Inc. purchased software may not be kept for personal use after the Webminister steps down.

## Transfer of Office

All records, equipment, funds, and other materials belonging to the Webminister's office will be transferred within 60 days of the change of office. Additionally, all passwords, server names, and other administrative access will be turned over as quickly as possible, not to exceed 60 days.

To maintain good security practices, it is recommended that the new Webminister update all passwords upon receipt. This new information should be immediately passed onto the group Seneschal, Officer or Principal as appropriate, as well as any other individuals whose access has been affected.

## Privacy, Credit and Permission

### Privacy

All participants in the SCA expect and deserve a certain amount of privacy. Personally identifiable information may be published on websites with the written permission, sent via US mail or e-mail, of the person identified. Such permission must be archived and stored similarly whether received in print or electronically. This information includes, but is not limited to; Modern name, home or work address, phone number or personal e-mail addresses. Photos and artwork that depict specific individuals must be used with care. The person or persons in the representation have the right to request that their image be removed from your site at any time.

### Credit, Permission, and Release Forms

Other people's graphics, prose or poetry, articles, photos or other artwork should be used only with specific written permission to do so through the use of release forms. Such permission should be archived and stored similarly whether received in print or electronically. If required by the originator, these items should also include copyright and credit to the author.

SCA Release forms are found at <http://www.sca.org/docs/library.html#releaseforms>.

As per Society Policies, the following forms are required to be filled out to use original works or photographs:

The **SCA Creative Work Copyright Assignment/Grant of Use Form** is needed from the author or artist for

- articles, poems, stories, songs, etc.
- original artwork (not clip art)

The **SCA Model Release Form** is needed from the person(s) in the picture if

- the image is portrait-style (see below)
- the photograph is taken in a private space at an event (such as a personal encampment)
- the photograph is taken at a non-public venue (such as an armor-making workshop at a home)

The **SCA Photograph Grant of Use Form** is needed from the photographer for all photos added after Dec. 31, 2010. (A photographer may check the "Perpetual Grants of Use" box, which means they can complete the form once and it covers any photograph submitted now or in the future.)

More information about SCA Release Forms can be found at

<http://www.sca.org/docs/pdf/ReleaseFormsFAQsWEB.pdf>.

If you have other copyright issues that you cannot find an answer to yourself, please try the U.S. Copyright office (<http://lcweb.loc.gov/copyright>).

## Reporting

Group Webministers report to the Kingdom Webminister on a quarterly basis, by the 15th of February, May, August, and November. This allows the Kingdom Webminister sufficient time to compile the information for their own reports.

Reports must include the following information:

1. SCA Name
2. Mundane Name
3. Full Address
4. Telephone number (with area code)
5. Membership number
6. Membership expiration date
7. E-Mail address
8. Website or sites you maintain

## Failure to Report

Failure to report for two consecutive quarters may be considered a resignation from office that may be accepted at the discretion of the Kingdom Webminister, as appropriate. Failure to report within 30 days of any reporting deadline will result in the deactivation of any links to the group's website from the Kingdom website.

## Failure of Compliance

Failure to correct any specified compliance points 30 days from the day the Webminister is notified of the compliance issue will result in the group's website and related links being removed from the Kingdom website. These points are iterated under the criteria for group web pages above.

## Awards and Recognition

### The Sylvan Strands

The Sylvan Strand prizes may be awarded annually to recognized group websites in the Kingdom of Æthelmearc that exemplify excellence. The categories shall be determined so as to match those used for the Master William Blackfox Web Awards and the receipt of a Sylvan Strand shall also be a nomination for a Blackfox Award in that respective category. The Sylvan Strand may take any form that the Kingdom Webminister deems appropriate, though a small graphical "banner" that may be placed on the receiving website is traditional. This banner may remain on the awarded website as long as it is maintained by the recipient Webminister.

## Glossary

Domain	The web address in its simplest form (i.e. yahoo.com, aethelmearc.org, google.com)
Website or Site	An entire grouping of pages hosted by a single entity
Certified Site/Page	A website or page that meets the criteria set forth in the Æthelmearc Webminister's policy
Group Pages	Websites or pages for a specific group in Æthelmearc
Guild	A group of people within the SCA officially chartered by the Kingdom or a local Barony for a specific purpose, usually the promotion of a particular Art or Science
Hosting	The company that is maintaining the servers on which web pages are stored
Household	A group of people within the SCA not recognized as an official SCA branch
Main Page	The index page or the first page that people see when visiting a website. This does not include splash pages
Officer Pages	websites or pages for an office or officer in Æthelmearc

Official Site/Page	A website recognized as the website for that group or office, which is recognized by the group
Splash Page	A greetings page, which may include animations or options to select what kind of detail you would like to see on the website.
Webpage	One page of web code
Website	A collection of web pages gathered together to represent an idea or theme