



## **Web Site Policy for Districts and Clubs**

*Approved by the 2000-2002 Board at the January 2001 meeting  
with revisions January 2003, June 2003 and November 2004*

### **Districts**

1. All districts are required to have a District Web site linked to the Zonta International Web site and a District Webmaster. The purpose of the district Web site is to communicate with Zontians within the district, and to serve as a vehicle for communication with the general public (see points 4. and 5. below). The District Webmaster is appointed by the incoming District Governor and must meet the qualifications outlined in the District Webmaster Job Description. See Appendix A.
2. It is recommended that districts purchase a domain name that will identify their districts. For example, [www.zontadistrictXX.org](http://www.zontadistrictXX.org) or [www.zonta.districtXX.org](http://www.zonta.districtXX.org) (with format as standard for that region).
3. District Web sites are expected to include a system for managing prospective member inquiries on a timely basis. Prospective member information, and/or relevant links, should be prominently displayed on the home page of the District Web site. The Zonta International Web site maintains a Club Locator to provide visitors to the International site with a means of locating the appropriate Zonta Club and/or District to direct inquiries.
4. District Web sites are expected to include contact information for receiving applications for any Zonta International programs conducted at the local level (i.e., YWPA Awards, Jane M. Klausman Women in Business Scholarships, etc.). This information, and/or relevant links, should be prominently displayed on the home page of the District Web site.
5. Zonta International Headquarters provides a template for District Web sites.
6. The following topics shall be addressed on every District Web site:

#### *Minimum Required Topics*

- a. Identification: District, Areas and Clubs
- b. District Map
- c. Contact information for the district/club with e-mail address and Web site address
- d. Directions for prospective new members
- e. Directions for prospective scholarship/award applicants
- f. District/Club Leadership list (without personal contact information unless secure for members only)
- g. Brief description of selected club service activities within the district
- h. Link to ZI Web site

#### *Additional Suggested Topics*

- a. Location and time of meeting for each club if available
- b. District calendar of special events
- c. District Conference – Call, Program, Agenda
- d. Area Meetings – Invitation, Program, Agenda
- e. Governor's newsletters
- f. Invitation to Networking

- g. Responses to standard questions from Zonta Clubs on designing a Club Web site, obtaining domain name, etc.
  - h. Responses to standard club questions about obtaining information to include on their Club Web site (e.g., clubs should not duplicate information available on the ZI Web site)
7. A district may offer unofficial translations of the ZI Web site and ZI publications on its Web site, as long as it includes a disclaimer stating that the translation is unofficial. Unofficial translations may not be linked on the ZI Web site.

## Clubs

8. It is recommended that club web pages are hosted under their district domain. This is dependent on the arrangement the district has made for the hosting of its Web site. For example, [www.zontadistrictXX.org/club\\_name](http://www.zontadistrictXX.org/club_name).
9. It is recommended that clubs who manage their own hosting purchase a domain name that will clearly identify their club. For example, [www.zontaclubanytown.org](http://www.zontaclubanytown.org) or [www.zontaclub.anytown.org](http://www.zontaclub.anytown.org) (with format as standard for that region). In the case of new Zonta Clubs, it is suggested that appropriate Web site and e-mail addresses be established in connection with chartering and the selection of the Club name.

## General

10. Clubs and districts shall adhere to all Bylaws, policies and procedures that apply to Zonta International club and district publications.
11. Club and district Web sites and pages shall bear distinctive header information so that their web pages will not be mistaken for “Official” Zonta International web pages. Clubs and districts are encouraged to use the Zonta Club and Zonta District logos designed to carryover the identity of Zonta International. These logos include:



- Clubs and districts may also use the Club and District Web site/page templates designed to carry through the identity of Zonta International. See Appendix B.
12. Every club and district Web site/page is required to have a link to the home page of the “Official” Zonta International Web site ([www.zonta.org](http://www.zonta.org)), specified as such.
13. Every club and district is encouraged to use links to the Zonta International Web site for information maintained and distributed at the International level, rather than to develop this information on their own. This is intended to save the clubs and districts time, as well as limit outdated or misunderstood information from being published, and reduce the possibility of unintended conflicting information.
14. It is recommended that clubs and districts establish standardized, permanent e-mail addresses that are retained from Biennium to Biennium for contact purposes and for use on their Web sites. This, similar to using a P.O. Box, will eliminate the need for change with each change in officers or committee members and will shield individuals from public publication of personal e-mail addresses.

Examples are governor@zontadistrictXX.org, treasurer@zonta.XX, zontaofparis@aol.com , chicagozonta@hotmail.com . Please note that many web-hosting firms offer e-mail service as well. This option will allow districts to establish e-mail addresses for members of the district board and or committee chairman and possibly e-mail addresses for clubs within the district using the district domain name. You will need to ask your service provider. Districts should submit a District e-mail address to Zonta HQ. **All clubs are expected to submit a Club e-mail address to Zonta International Headquarters by 1 June 2005.**

15. Clubs and districts should submit the web address of their Web sites and/or pages to [webmaster@zonta.org](mailto:webmaster@zonta.org) to enable links to the club or district from the ZI Web site.
16. The Zonta International Webmaster shall review club and district Web sites or pages submitted for linking on the ZI Web site for compliance with this Web Site Policy, and shall be linked as appropriate. The Webmaster shall contact the individual who submitted the club or district Web site or page with the disposition of this task within two weeks. Should a submission be declined due to failure to adhere to the policies, a full explanation for corrections will be given.
17. Clubs and districts are encouraged to submit their Web sites and/or pages to search engines and to include META tags within their pages, so the Web sites will be recognized by search engines. However, **clubs and districts are *not* to use Zonta International as a META tag or key word** referring to their sites and/or pages. All care should be taken that club and districts pages do not present any information that would confuse their web publications with those of the “Official” Zonta International Web site.
18. Districts and Clubs are encouraged to submit information, documents and/or links to the Zonta International Webmaster regarding news, programs and activities within their Districts and Clubs through the ZontaAction tool on the ZI Web site. The more participation received from all areas of Zonta the more complete and full our web presence will be. Submission does not guarantee posting.
19. Corporate sponsorship of club and district Web sites is permitted (similar to sponsorship/ advertising arrangements for district conferences and for club and district newsletters. Clubs and districts outside the USA need to be aware of and in compliance with their local and national government and tax regulations on advertising/sponsorship with respect to non-profit organizations. Because USA regulations are complex and because ZI is incorporated in the USA, USA clubs and districts should seek the advice of tax counsel before entering into such arrangements.

**In conjunction with this Policy, see also, *Guidelines for Organizational Identity for Use by Zonta International, Zonta International Foundation, Zonta Districts and Zonta Clubs.***

## **APPENDIX A. JOB DESCRIPTION, DISTRICT WEBMASTER**

### **WEB SITE POSITION DESCRIPTION DISTRICT WEBMASTER**

**Summary:** The District Webmaster is responsible for the technical development and maintenance of the District Web site's database of content and applications. The District Webmaster is appointed by the incoming District Governor.

**Responsibilities:**

- Maintain District Web site / pages as appropriate, including timely and accurate corrections and updates.
- Conduct routine District Web site maintenance to ensure navigation, interactive content, links and cross promotions with other sites and other features are working at all times.
- Submit District Web site to search engines; work to improve search engine placement.
- Develop and maintain an accurate and detailed site directory/map and search engine for internal use and as a reference for Web site visitors.
- Establish links to new information on the Zonta International Web site.
- Establish links to new Zonta Club Web sites; advise Clubs in developing Web sites as requested – within the district.
- Monitor the District Web site and Club Web sites for compliance with Guidelines adopted by the Zonta International Board of Directors.
- Lead a Webmaster forum with representatives from Clubs to share best practices for club Web sites.
- Respond to (or forward appropriately) questions/comments to the Webmaster from Web site visitors.
- Make observations and present concerns and recommendations for enhancements to the District Web site to the District Public Relations and Communications Committee Chairman.
- Work cooperatively with the District Public Relations and Communications Committee to develop and implement Web site solutions.