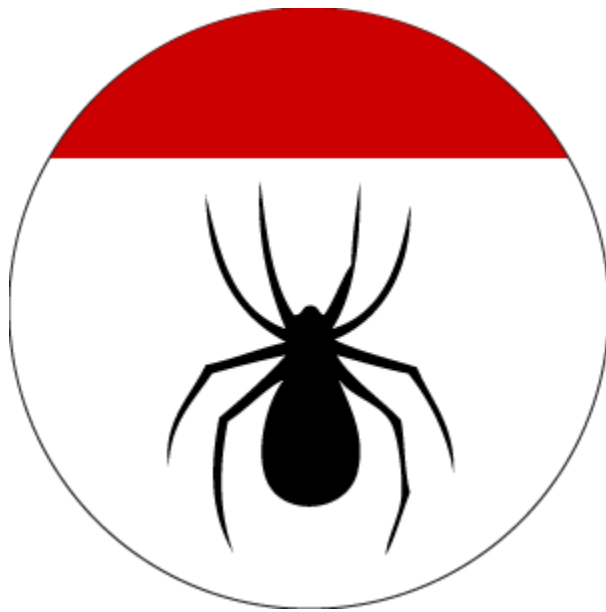


Kingdom of Calontir

Webminister Handbook



1st Edition

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Introduction

Congratulations on becoming a Calontir Webminister or deputy! The Webminister is an important officer, both on the Kingdom level and the local group level. Generally, a Kingdom or group's website is the first source of information for both the populace and newcomers. Thus, we should always strive to put our best foot forward.

Webministers are bound by honor to quickly and effectively provide society, kingdom, and local information to the Knowne World through our websites. If you still believe that you are capable of accepting that challenge, please read on!

What is a Webminister?

A webminister is a person responsible for maintaining the content of a page or pages on the World Wide Web. The mundane term for this would be “webmaster”. This title is intended to designate the person who exercises editorial control over the content of the page, not the person who maintains the underlying computer system on which the page resides.

There are three levels of webministers in the Kingdom of Calontir.

- A. Kingdom Webminister
- B. Kingdom Webminister Deputy
- C. Local Group Webministers and Deputies

Role of the Kingdom Webminister

According to Kingdom of Calontir Law:

The Kingdom Web Minister supervises all web-publishing activities of the kingdom, and is the editor or supervises the editor of the kingdom website, which is responsible for maintaining a professional public face to the world. The Web Minister is also responsible for ensuring all local branch websites meet the standards set forth by the Society Web Minister.

According to the Society Handbook:

The Kingdom Webminister shall: act as the recognizing authority for the Kingdom's internet sites; be responsible for overseeing the Kingdom-level internet site; maintain a roster of recognized branch sites for the Kingdom; monitor those sites for compliance with applicable SCA and Kingdom policies; and report on such to the Society Webminister.

Kingdom Webminister Qualifications

1. All Kingdom Officers must be warranted.
 - Warrant forms can be found in Appendix B of the Governing Documents of the Society for Creative Anachronism, Inc. (Corpora), and on the SCA's website - <http://sca.org/docs/pdf/Warrant-other.pdf>
 - Warrants for Kingdom Webministers must be signed by the Crown and the Society Webminister.
2. Membership - Officers must be a member of the society.
 - Society Member – Paid membership (blue card) including access to Kingdom Publications (the MEWS).
 - If a Webminister's membership lapses during the term of office that officer's warrant is considered terminated immediately upon expiration.

3. Other Qualifications:

The ideal Kingdom Webminister has HTML experience, a complete web development lab in the home, and experience dealing with Internet Service Providers / hosting companies. None of us is perfect, but there are some minimum requirements:

- Experience with writing or editing content
- Balance and judgment in matters political
- Reliable email/Internet access
- A working telephone
- Regular contact with Kingdom activities

Kingdom Webminister Responsibilities and Requirements

- Regular updates to Kingdom Website (www.calontir.org).
- Determining web policy for the Kingdom.
- Timely responses to inquiries and communications from corporate officers and members of the Board of Directors, as well as other Kingdom level officers.
- Maintain and update the Kingdom of Calontir Webminister Handbook (as needed).
- Participation and attendance in Witan (Calontir Great Officers) meetings and provide advisement to the Crown (generally, as requested).
- Monitoring and assignment of deputies for Kingdom level web projects.
- Monitoring of recognized local websites within the Kingdom for policy compliance.
- Provide web space for all Kingdom groups and entities that request it.
- Maintain a list of all usernames and passwords for accounts on the Kingdom web server to aid in future office transitions.
- Annual submission of entities to the Society Webminister for the Master William Blackfox Web Awards.
- Report to the Society Webminister Quarterly and Annually.
- Other duties and special projects that may be assigned by the Society Webminister and/or the Crown.

Kingdom Webminister Optional Responsibilities

- Monitoring or being an Administrator on social media groups. (Strongly suggested.)

Kingdom Webminister Website Responsibilities

- An accurate electronic version of the Kingdom Calendar.
- A complete and up-to-date list of Great Officers (Witan).
- Contact information for all Royalty and Landed Baronies.
- Up-to-date versions of Calontir Kingdom Law, all combat rules, and handbooks for all offices (if available).
- Any other official documents as mandated by the Kingdom Seneschal.
- A complete and up-to-date list of all groups within the Kingdom and contact information for their Seneschallate.
- Maintain email addresses for Kingdom officers.
- The Kingdom Webminister reserves the right as to what is listed or not listed on the Calontir website.

Kingdom Deputy Webministers

Listed below are the current Kingdom Webminister Deputy positions available. The Kingdom Webminister may add or remove deputy positions as needed.

- *Deputy Webminister* – at least one “drop dead”.
 - Should have access to all usernames and passwords and provides a backup in case of emergency.
 - May also perform webminister responsibilities assigned by the Kingdom Webminister.
- *Deputy, Armorial & Saker Herald* - shared with the Gold Falcon (Head Herald) office.
 - The Gold Falcon office “owns” the information included on this piece of the Kingdom of Calontir website.

- Kingdom Webminister needs to only monitor that information is being updated within a timely manner.
- *Deputy, Heraldry* - shared with the Gold Falcon (Head Herald) office.
 - The Gold Falcon office “owns” the information included on this piece of the Kingdom of Calontir website.
 - Kingdom Webminister needs to only monitor that information is being updated within a timely manner.
- *Deputy, Marshallate* - shared with the Earl Marshal office.
 - Earl Marshal “owns” the information included on this piece of the Kingdom of Calontir website.
 - Kingdom Webminister needs to only monitor that information is being updated within a timely manner.
- *Deputy, Order of Precedence* - shared with the Gold Falcon (Head Herald) office.
 - The Gold Falcon office “owns” the information included on this piece of the Kingdom of Calontir website.
 - Kingdom Webminister needs to only monitor that information is being updated within a timely manner.
- *Deputy, Lilies War* – Lilies War Web Master

Role of the Local Webminister

Local Webminister Requirements

- Local webministers must be paid members of the SCA, Inc., and must have regular access to the MEWS.
 - This means that either they should have their own subscription, or that someone at the same address must be a subscriber.
 - They are also expected to READ the webminister's column in the MEWS regularly. From time to time updates to these policies will appear there.
- Must be warranted:
 - Fill out an Agreement to Serve
 - Send copy of ID to Kingdom Webminister
- Sign up for the Webminister Yahoo Group - http://groups.yahoo.com/group/Calontir_Web_Ministers/
- Fill out a Domesday report each year:
 - <http://webminister.calontir.org/webminister-report-form.php>
 - Due date January 15th

There are no formal requirements other than the membership requirement imposed by Corpora for the position of Local webminister. However there are several strongly recommended qualifications:

- The ability to create and maintain web pages.
- The ability to create and manipulate graphic images, or have a skilled graphics person available.
- Access to reasonably priced web page hosting. This could be a section of a group member's personal web page allotment that comes with most internet access, but is not recommended.
 - A group's web page needs a permanent home, not one that changes every time the office does. Contact the Kingdom Webminister to discuss hosting your group's website as part of the calontir.org domain.

Reporting

The chain of command is:

- ⇒ Publications Manager, SCA Inc
 - Webminister, SCA Inc f
 - Kingdom Webminister
 - Local Webminister (Baronial)
 - Local Webminister (Canton and Shires)

Kingdom Webminister Reports to Society Webminister

Kingdom Webminister should send an email with an attached report to webminister@sca.org for both annual and quarterly reports. Save a copy for records.

Kingdom Level Annual Reports:

Annual reports are due to the Society Webminister by February 15th.

This report should include the following items:

- Complete contact information for the Webminister and all direct deputies, to include membership number, membership expiration date and warrant expiration date.
- A roster of all warranted webministers
- Summary of the status of the office within the Kingdom, as well as any financial expenditures for hosting, server maintenance, firewalls, email accounts, software, etc.
- Recommendations/commendations for the Master William Blackfox Web Awards.

Kingdom Level Quarterly Reports:

Each Webminister will send a list of issues being addressed, pages updated, policies implemented and any other pertinent data deemed appropriate in communications from the Society Webminister.

Quarterly reports are due to the Society Webminister no later than the following dates: March 1st, June 1st, September 1st, and December 1st.

Local Webminister Reports to Kingdom Webminister

Local Level Annual Reports:

The local webminister's primary report is the local group's web page. Annual reports are due to the Kingdom Webminister by January 15th. No quarterly reports are required at this time. The Kingdom Webminister reserves the right to implement quarterly reports at any time.

Failure to report by January 31st will result in a notice being sent to the local webminister in question. If no response is forthcoming within 30 days the local webminister will be suspended, and their local Seneschal informed that they should select a replacement.

The Webminister Domesday Report Form is found here: <http://webminister.calontir.org/webminister-report-form.php>

This report should include the following items:

- SCA Name
- Modern First and Last Name
- Address
- City, State, Zip
- Phone Number
- E-mail
- Membership Number
- Membership Expiry
- Calontir Webminister List Member?
- Reporting Period
- Home Group
- CC to local officers
- Group Web Site Address(es)
- Hosting Service
- Site Funding
- Who else has administrative access to the website?
- Other communication ports (social media, email lists, etc.)
- Annual summary of local webminister office activity

Kingdom Website Policies

Kingdom Calendar Policy

1. Events must be approved by the Kingdom Reeve (Reeve@calontir.org) before being added to the Kingdom calendar. The Kingdom Reeve maintains the calendar and submits it for publication in the Mews, Calontir's Kingdom newsletter, and online.
2. Official flyers or web pages for events may be submitted to be linked to the Kingdom Calendar.
 - a. Web pages must include the following Statement of Ownership:

“This is the recognized web site for the <branch name> of 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. For information on using photographs, articles, or artwork from this web site, please contact the Webminister at <Webminister’s email address>. He or she will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors. Copyright © <Year> <branch name>. The original contributors retain the copyright of certain portions of this site.”
 - b. Facebook or social media event pages are not to be linked to via the Kingdom Calendar.
 - i. Current social media policy suggests that social media groups be listed as “closed”, therefore those without accounts on social media sites may not be able to access the event information.

Kingdom and Local Website Guidelines

Portions of the Society Webminister Handbook applicable to local group Web sites is included below. In case of typos, 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.

Every Kingdom must publish a Web site. Each Kingdom's Web site should be a showpiece of that Kingdom, showing it in the finest possible light. Web sites will uphold high standards of excellence in order to demonstrate the pride that each Kingdom has in itself, and provide the best possible reflection of the Society.

1. Recognized Web Sites

For an Internet site to be recognized by the Society for Creative Anachronism, it must represent an established branch of the Society and must have a warranted Webminister responsible for its content. The Society for Creative Anachronism will not recognize web sites for households. Kingdom or branch officers with separate or additional Internet sites for that office are responsible for ensuring that all such sites comply with Society guidelines.

Web sites which are not on the same domain name as the main Kingdom site may be deemed official if:

- The Crown approves
- The Kingdom Webminister approves
- The web site complies with all Society and Kingdom guidelines

If a site fails to meet these requirements it may not be recognized as official.

All recognized web sites must have a link to <http://www.sca.org/>.

All recognized sites may not have links to non-recognized Web sites without an external link disclaimer such as:

"All external links are not part of the [Branch Name] web site. 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 [Web site address]."

The above disclaimer may be included once on a page of disclaimers or on the main page of the site.

2. Publication Permission for Personal Information

Personal information will not be published on any SCA-recognized Internet site unless permission first is obtained from the specific individual. Permission must be received in writing or in electronic format; an e-mail from the person giving permission is acceptable. Such e-mail notifications should be archived, stored and treated the same way written releases are treated. Permission to electronically publish the contact information of an individual is in effect until that same individual revokes permission.

a. Personal Information Includes:

- Modern name
- Home or work address
- Phone numbers
- Personal e-mail address

It is permissible to list a person's Society name in connection with any office they hold without specific consent, i.e.— "Branch Seneschal: Lord Robert the Volunteer"; as well as official office e-mail addresses such as webminister@sca.org . If permission to publish a private email address is given by email, the permission must originate from that private email address. In the event that the individual is a minor, permission to publish must be obtained from their parent or legal guardian.

b. Exceptions:

Personal information may be published behind a password protected portion of a Content Management System wherein the information being published has been released via an online consent during registration, and is maintained by the individual giving consent and by providing said individual the option to remove his or her information at a later time.

3. Web Publication Standards

a. Accessibility

As a non-profit educational organization, the Society for Creative Anachronism should be concerned that its electronic publications are as accessible as possible to persons with disabilities. This policy sets the minimum accessibility guidelines for SCA-recognized Internet sites.

Web Accessibility standards are currently being addressed by the World Wide Web Consortium (W3C). Their Web Content Accessibility Guidelines 1.0 should be reviewed (<http://www.w3.org/TR/WCAG10/>). All SCA recognized Web sites should strive to meet level A conformance. Higher levels of conformance are encouraged. It is the Society Webminister's prerogative to check Kingdom web sites for non-conformance, and Kingdom Webministers should check the web sites of local branches.

b. General Standards

There are certain standards one should keep in mind when generating a web site. Here are a few items to keep in mind; be aware that this list is not all inclusive.

Mandatory:

- Do not abbreviate anything without explaining the full term first, keeping in mind that the web site may be the first point of contact for people otherwise unfamiliar with the SCA and its attendant specialized vocabulary.
- Keep all your pages as uniform as possible; nothing confuses a visitor faster than obscure navigation and drastic visual changes from one page to the next
- Do not use flashing text, overly large fonts, overly small fonts, or other such items that are deemed inappropriate for a professional web site. When in doubt consult with other officers, or the Society Webminister
- When navigating away from your web site, either notify the user that they are leaving with a redirect page or visually indicate external links in some way (specific icons, font changes, or warnings that a link will open in a new browser window or tab)
- Obfuscate all e-mail addresses by placing spaces between names and “at” “(@)” signs, spelling out “at”, or any other method which prevents automatic e-mail address farming
- Never use embedded sound, music or movies on a main page or the site in general. Give the user the option to “opt-in” by making a link to a page with the media content and allowing them to hear and/or see the content. Use of content appropriate media is encouraged, but allow the users to choose when and what to experience.
- Use both grammar and spell checkers on all site content
- Maintain a high contrast between text and background

Suggested:

- Maintain easy to read, uncluttered pages. Providing too much information on a given page only obscures the page’s true message
- Avoid the use of frames
- Choose a favico.ico appropriate to the SCA

- Try to minimize external links to specific pages. If links are required, try to link to the root of any given site
- Do not assume that everyone has a broadband connection; limit the amount of graphics on any given page, especially the main page
- Check your links regularly and ensure they are not broken
- Attempt to use compliant hypertext markup language (HTML) and cascading style sheets (CSS)

c. Content Management Systems

A content management system (CMS) is an easy way to ensure that you meet all web site accessibility requirements, provide excellent service to your populace, and afford the Webminister a tool with which to update the site easily in a timely manner. An Internet search on the phrase “Content Management System” will return an abundance of resources.

4. Document Publication Standards

All documents available for download must be provided in Portable Document Format (PDF). The Webminister may provide other formats as a supplement to the PDF.

5. Image Publication Standards

All images, photographs and artwork that are used on a branch web site must have permission to publish from the artist, meet acceptable publication guidelines from the artist or publisher or be copyright-free. In the event that the subject of a photograph requests that their image be removed from the web site, the Webminister should take any measures necessary to remove their image from the web site, either by direct removal or cropping of the image. Further, artwork and photographs used on web sites should be resized appropriately for page content, in terms of both display size and file size. Larger file sizes, regardless of display size, will require longer load times, and cause viewers of the site to become frustrated with delays. An example of an area where larger file and display sizes are expected would be an arts and sciences gallery showing detail work on metalwork, clothing or the like.

6. Hosting for Recognized Web Sites

It is required that recognized SCA web sites be hosted on an account to which more than one person has access, rather than on a personal web site owned by one of the members. This will ensure that a recognized Web site does not go down or go stale should an individual member move or quit the group. Administrative access for SCAInternet sites should never be kept by a single individual. At a minimum, administrative access should be given to both the Kingdom Webminister and Kingdom Seneschal.

Recognized Web sites may never be hosted on a service that requires banner or popup advertisements. All payments for web services should be made by the Kingdom or local Exchequer with the Webminister acting as liaison.

7. Advertising

While it is not normally desired, group Web sites may accept paid advertising for publication, at the discretion of the Webminister. The fee charged for such ads is left to the determination of the Webminister but should apply to all advertisements equally. Webministers should not accept any advertising which, in their opinion: promotes a negative image for the Society; which is written in questionable taste; which would fail to interest a significant number of their readers; which advocates the breaking of civil, Kingdom, or Society laws; or which, in their judgment, is inappropriate for the Web site for any reason. Commercial advertisements must be for products and services vital to the educational purposes of the Society. Kingdom Webministers must not accept ads for partisan politics or elections. All funds should be collected in the group's name, and delivered directly to the office of the Exchequer.

8. Politicizing the Office

Kingdom and branch web sites announce events and provide information to their members. Philosophical discussions of the way a Kingdom or a branch works are not out of place, but they need to be handled very carefully. Articles that cause anger and divert people from study and recreation are not acceptable. This is not an issue of freedom of the press -- Webministers have a responsibility to see that their web sites do not further the political aims of any one faction within a Kingdom, and that a web site is not used to provide a platform for any one view in preference to another. Personal attacks may not be published in the name of the SCA or any of its branches, or paid for with money that will have to be reported to the IRS as spent in the furtherance of our educational purpose. Webministers have a further responsibility not to take sides in a political dispute in print. Use of the Web site to further personal political aims is grounds for removal from office.

9. Statement of Ownership

All Web sites that are recognized by the SCA are required to display the following disclaimer and copyright statement. This statement should be displayed on the home page of the site, but may instead be displayed on a separate page, provided that an obvious link to such a disclaimer page is provided on the home page.

"This is the recognized web site for the <branch name> of 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. For information on using photographs, articles, or artwork from this web site, please contact the Webminister at <Webminister's email address>. He or she will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors.

Copyright © <Year> <branch name>. The original contributors retain the copyright of certain portions of this site.”

10. Copyright Policies

The Society operates under the ideals of chivalry. Respect for others' property, including intellectual property, is part of those ideals. The Kingdom Webminister must ensure that copyrighted material is not used in the Kingdom Web site except in compliance with applicable copyright laws. Authorization from the copyright holder must be received in writing or in electronic format (an e-mail from the person giving permission is acceptable, prior to publication. Such e-mail notifications should be archived, stored and in all other manners treated the same way written releases are treated. The notice “Copyright © [date and holder]. Used with permission.” must accompany the copyrighted material. This policy also explicitly applies to any article or message originally published or posted to any web site or electronic forum. In order to republish the message or article in any other form, permission in the form of a signed release must be obtained from the author.

Kingdom Webministers are required to maintain a file of all copyrighted material used in the Kingdom Web site. This file shall include a copy of the material used and the applicable permission letter.

Kingdom Webministers also are responsible for ensuring that branch Webministers within their Kingdom are familiar with these standards and adhere to them. If there is a possible copyright problem, Kingdom Webministers are advised to speak with their local officers about the item in question, and to follow up such conversations, if necessary, with a letter pointing out the possible violation and suggesting a remedy.

Webministers who persist in reproducing copyrighted material without permission will be removed from office and may be subject to further sanctions.

11. Quality of Content

a. Editorial Material

All editorial material, both text and images, must conform to the goals and objectives of the Society, and portray the Society and the Kingdom in a positive light. No content, including official Kingdom announcements, is exempt from this requirement.

There is no way to anticipate all the types of material that may be objectionable; what follows is a representative list:

- Personal attacks on individuals or groups
- Harsh criticism of the behavior of individuals or groups
- Copyrighted material used without permission
- Use of racial or religious stereotypes
- Offensive words, phrases, or images

It should be noted that, per Corpora, banishment or sanction announcements may not state why the individual is being banished or sanctioned.

If there is any concern that specific material may be questionable, consult with the Society Webminister.

Branch Web Sites

1. Domain Names

Where possible, it is preferable to have local branches follow one of the following web site naming conventions:

- BranchName.KingdomName.org
- BranchName.KingdomName.sca.org
- KingdomName.org/BranchName
- KingdomName.sca.org/BranchName

If external domains outside the Kingdom domain must be acquired for a branch because the Kingdom's domain does not accept or support subdomains, domain names should be purchased and maintained by an SCA branch, and never by an individual. In cases where a group name is difficult to spell, it is recommended that two domain names be registered: one with the full name of the group, and one with a shortened version. Example: The Shire of Duthaich Beinne Aird could be simplified to DBA.

2. Reasons for a Branch Web Site

A branch Web site may be less formal than a Kingdom Web site. It exists to serve the needs of a local branch or organization, such as a College of Heraldry or an Order, to inform and educate that group of people about the SCA community in which they live, and to further the educational purposes of the SCA. It is crucial that the members of a local branch communicate with one another, and a web site is an excellent method of communicating with the populace.

3. Definition of a Branch Web Site

A local branch web site is the recognized publication of a recognized group within the SCA, Inc. It cites that local branch or educational organization as its publishing authority, and is maintained by a Webminister who is recognized and warranted by the Kingdom Webminister.

4. Reporting

Branch Webministers must make a written report to their Kingdom Webminister on a regular basis. These reports must be made at least once per year, although a Kingdom may decide to require them more frequently.

5. Removal from Office

The Kingdom Webminister, with whatever Royal approval is required by Kingdom Law, may seek the removal of a branch Webminister. The reasons for removal from office include, but are not limited to:

- Use of copyrighted material without permission
- Failure to abide by the policies in this document
- Use of material that is in poor taste or is otherwise objectionable. If in doubt, contact your Kingdom Webminister
- Infringement of Kingdom Law
- Politicizing the office