

A. Welcome/Home Page

The Welcome/Home Page needs to provide your website visitor with the following information concisely without excessive scrolling:

- **Who:** Describe your chapter and include who it is for (i.e., "...a social group for persons 21 and older who self-identify as gay or bisexual men").
- **What:** Tell the visitor the types of activities that your chapter provides.
- **Contact:** Make it easy for your website visitor to contact a chapter representative via email, phone, texts, or USPS snail mail.
- **How to Join:** Tell the visitor how to join your group and include a link to your application.

B. General Website Practices

1. Minimize the number of pages and menu items on your website. Too many options will confuse the info seeker.
2. Keep navigation short and focused:
 - a. INFO SEEKERS are trying to find out about your chapter activities, such as upcoming events and how to contact you for more details about membership.
 - b. CURRENT MEMBERS may be accessing restricted roster contacts or password protected newsletter and viewing the calendar of events.
3. Reduce the number of links to external pages.
4. Links should be set to open on a new page.
5. Do not publish confidential information online such as first and last name, birth year, street address on any website for the public to view.
6. We do not recommend that you post your membership rosters online. If you insist, **all** members' confidential information **MUST** be password protected either via the page or member login.
7. We recommend that photos of events be on password protected pages.
8. Ensure your passwords are "strong" to prevent hacking. You may even consider changing the password periodically.
9. For event photos, be sure that you have permission from ALL members pictured in those photos before publishing them to your website. If posting permissions are not specified in your membership application, get permission (in writing is best) at the time the photo is taken.
10. Be sure that any photos or graphics that you use on your website are free of copyright or usage fees! Websites such as Pixabay and Unsplash have free images that you can use.

11. Your website needs to look good on computers, tablets, and cell phones. Including MS, IOS, and Android devices. Since more people are using their smart phones to access the internet, be sure that graphics do not make it difficult for users to access key chapter information.
12. Any newsletters published to your website should be on a “members only” password protected page or be sure that you have a “scrubbed” version of the document available for public viewing.

C. Website Link-to-Email Recommendations

1. Do not confuse website users by providing too many contact email addresses. Have one email for managing all incoming information inquiries.
2. Do not display anyone’s personal email address on your website, to receive inquiries and requests for more information.
 - a. We recommend a generic chapter name such as *(chaptername)*[info@gmail.com](mailto:(chaptername)info@gmail.com). You can then auto-forward incoming email to a private, personal email for handling and replies. CAUTION: Be aware of responding from that personal address.
 - b. We HIGHLY RECOMMEND having your chapter’s communication representative respond directly from that generic email box. This avoids confusion of accidentally replying from a personal email. Another benefit: If the person in the communications role changes, you can simply have someone else use the same info email box.
 - c. To further hide your chapter’s email, use WPForms to create contact sheets and online applications. PTWW has purchased the Elite version of this plugin for your use. Always use reCAPTCHA on your forms to reduce access by scammers.

D. Logins vs Password-protected Pages

There are two primary ways to protect confidential information on your website:

1. **Individual Logins:** Chapters can make private chapter information available to their membership through individual logins. Once signed into the site, members have access to pages that are not visible to the public user.
2. **Password-protected Pages:** Password-protected pages have a password associated only with that page. When a visitor attempts to access a password-protected page, they will be required to enter a password to view the information contained on that page. Pages protected by a password should be changed regularly and published only to members.

E. Posting Events

1. Our preferred and easiest method of posting events is by linking to your chapter's Google Calendar. We do however also offer the Events Calendar plugin as an alternative.
2. We recommend that you identify clearly in the event listing whether the event is:
 - Open to the Public
 - Members Only - No RSVP
 - Members Only - RSVP Required
3. Do not post addresses of events hosted at private (members) dwellings. This information can be provided to the requestor once someone RSVPs and is vetted for an event and then shared via email. **Remember, websites are searchable and viewable by the public.**

F. Archiving

1. Do not use your website as an archive!
2. Keep your website clean by monitoring the size of your Media Library and removing photos, graphics, and PDFs that you no longer need.
3. Gallery pages, if present on your site, should have no more than 50 photos to keep the size of your website under control.
4. If you are using the Events Calendar, we recommend that you set your events, so they are deleted after 12 months.
5. Likewise, if you are using WPForms on your website, it is advisable to delete submitted forms after they have been processed.
6. PTWW provides a Google Drive to Chapters for cloud backup and storage for your Chapter's important documents. See the separate document and guidelines for Archiving on the PTWW Web Tigers website.