# Forest Hill United Church Website Policy

## 1.0 Summary

The Forest Hill United Church website is the primary marketing tool for the church. It is a main source of information for the wider community, as well as the congregants, units and teams. It is intended to brand the church and market our services. It is essential that the Forest Hill United Church website provides users with information that is accurate, up-to-date, visually pleasing, easy-to-read, and easy-to-find.

In addition to information and services pertaining to Forest Hill United Church, the website may contain information about our community partners, user groups, and links to their websites, as well as the United Church of Canada.

All content (text and visual) on the website should contribute the brand of Forest Hill United Church.

### 1.1 Scope

This policy applies to the Forest Hill United Church's website, http://foresthillunited.org/

## 2.0 Website Manager

Forest Hill United Church has a volunteer website manager who has primary responsibility for maintaining and updating the content and appearance of the website, according this policy.

Decisions regarding content, visuals, and information will be made in accordance with this, in consultation with the Communications Team Leader.

The website manager will serve as the official agent of the Communications Team Leader.

The website manager will collaborate with the website administrator to alter the functionality and performance of the website. Authority is granted to make minor changes to the website, including, but not limited to, content and appearance. Major changes, including, but not limited to, the overall brand and theme, functionality, and interactivity, will be completed upon approval of the Communications Team Leader.

## 3.0 External Links

### 3.1 Criteria for Posting External Links

Forest Hill United Church will consider posting external links on its website if the link is directed to the website of:

- A United Church of Canada affiliated organization
- Other organizations that are deemed to align with the values of the United Church of Canada and Forest Hill United Church
- A charitable organization with a registered charitable number and operating in the Region of Waterloo

### 3.2 Requesting an External Link

Requests to add an external link, according to the above criteria, should be submitted to [foresthilluc@bellnet.ca](mailto:foresthilluc@bellnet.ca) for consideration; subject line to indicate this is a request for an external link. The office administrator will forward requests to the website manager. The website manager will take responsibility for vetting each link and posting it appropriately.

### 3.3 Disclaimer

Forest Hill United Church does not directly support the messages contained on other websites.

# 4.0 Coming Soon at Forest Hill United Church Postings

Forest Hill United Church will post information regarding activities, programs, meetings, events, and festivals organized by the church, its units, teams, committees, partners, and groups on its Coming Soon calendar.

### 4.1 Criteria for Publishing Events Submitted by Committees, Partners, and Groups

Units, teams, committees, partners, and groups may submit information for inclusion on the Coming Soon calendar if it meets the following criteria:

- Hosted or sponsored by Forest Hill United Church
- Organized by a United Church affiliated group
- Organized by a charitable organization with a registered charitable number and operating within the Region of Waterloo

### 4.2 Submitting an Event

Requests to add an event to the Coming Soon calendar must be submitted to [foresthilluc@bellnet.ca](mailto:foresthilluc@bellnet.ca) for consideration; subject line to indicate this is a request for an event submission. The office administrator will forward events to the website manager.

To be considered for publication, an event submission must be accompanied by a name and contact information of an individual from the event organizing committee.

### 4.3 Special events

The website manager will take responsibility for maintaining an up-to-date list of special events that are not part of Forest Hill United Church's regular, monthly events. This list will appear on the main page of the website. Regular events will remain on the current monthly calendar. Event groups will be required to submit the name and email address of their contact person to ensure accuracy of the event posting.

### 4.4 Photography and images

Special events contacts are invited to submit appropriate images to the website manager for use on our website. Event contacts are responsible for ensuring proper privacy policies are followed.