

St. Agnes Website Protocols

Introduction

This document outlines requirements for the St. Agnes Parish website that guide balanced and coordinated content aligned with the St. Agnes vision, and create a consistent Catholic image aligned with St. Agnes' brand promise.

Purposes of the Website

- serves the parish as one of its primary means of communication in its proclamations, outreach, dialogue;
- invites viewers into a welcoming environment for a relationship with Christ;
- provides accurate, current, useful, and easily accessible information about the parish in an attractive format;
- offers a platform for the community to unite in faith even when separated from Sacraments; and
- supports and promotes parish ministries, Parish Council, Communications Council, and parish projects.

Accountabilities

The Communications Council is ultimately accountable for the parish website.

The Council shall consult with the parish priest, senior leadership team, and web team when there are major changes planned to the website or to protocols or protocol processes. The Communications Council shall delegate authorities to the Web team.

Web team

The web team is comprised of the webmaster, authorized editors, and those appointed by the Council, as required. The web team for 2021 is comprised of Beatrice Metzler, Brian Priscott, and Brittany Vescio.

The web team is responsible for page development, training and assistance to ministries, maintenance of the format, design and organization of the home page and upper-level pages. The web team is accountable to the Communications Council.

To ensure a useful, current, interesting, and content-rich site that meets website purposes, ministry leaders and project coordinators are encouraged to contribute to and participate in the development and maintenance of the website. At the same time, web pages must conform to established basic guidelines for consistency, access, and content that is aligned with the vision and brand. The web team will review all content at least quarterly for relevancy.

Suggestions for change are welcome and should be directed to any member of the web team.

The web team reserves the right to make recommendations and work with individuals and ministries to ensure that content and links are appropriate and consistent with the purpose of the website and the parish vision.

Requests regarding home page content will be sent to the Communications Council chair for final decisions in consultation with the web team.

Content Updates

All requests for website content updates must be submitted to the web team using Form 2021-1 with the exception of simple updates such as text corrections, contact information, or adding one or two lines of content, which may be made by a member of the web team. Form 2021-1 can be found in the website Resources section.

Site-wide Content Guidelines

Content: Content providers are responsible for keeping web information updated and accurate.

The brand promise *Make every day brighter for one another* or *It's a brighter life with God* are visible throughout the website in a unified way to reinforce St. Agnes' brand.

Content should also include images, audio, and video to appeal to those who gain more from communication formats other than the written word.

Language: The website shall use universal language that the average person understands.

Catholic jargon that is seldom understood by the average Catholic is to be avoided.

Acronyms should be used sparingly and never as a first reference.

Annual Review: Ministry leaders will review their ministry's web page at least once a year for accuracy and currency. Notification reminders will be issued by the Communications Council.

Training: Every person authorized and/or responsible for updating content on the site must complete training in order to obtain direct access for updates.

Grammar and Spelling: Text on web pages must be grammatically correct and free of spelling errors. Contributors are encouraged to have their pages reviewed by a web team editor.

Link Integrity: All links throughout the website must function and link to accurate, up-to-date information. The web team will monitor links monthly for compliance with protocols.

St. Agnes Facebook and YouTube: Both platforms will include a link to the St. Agnes website, with clear signage on how to reach the website.

Advertising: No page shall include any advertising materials or other materials relating to an outside business or commercial activity. Exceptions to this section must be made in writing to the Communications Council.

Brand Visuals: Parish brand visuals must be used in accordance with the brand Guidebook and the parish logo can only be used as specifically explained in the Guidebook.

Accessibility, Usability and Browser Compatibility: Pages should be able to be viewed and accessed by the broadest range of platforms, browsers, and equipment as possible.

Photos: All photos submitted for the website must be accompanied by written permission to use such photos. An online waiver, Form 2021-2 is available in the Resources section of the website.

Assistance: The web team is available to assist with website content creation, ie. ‘how to write for the website’ and ongoing maintenance and updates. The web team may assist with training on understanding templates, general site updates, and troubleshooting. The web team may also assist with the development of new templates or page layouts when necessary.

Website Contact Information

To protect the privacy of our parish ministry leaders and others who serve the parish voluntarily, the contact information on all website pages is the parish office. The contact information is:

St. Agnes Parish Office: 807-475-7489 (phone)
 807-577-8820 (fax)
 st.agnes@shaw.ca (email)

Exceptions must be approved by the Communications Council, and requests for exceptions must be in writing.

External Use of Name or Brand

The St. Agnes Parish name and brand visuals may not be used in ways that imply endorsement of external organizations or their services.

The Communications Council, in consultation with the web team, has the authority to determine whether a link to an unrelated third-party indicates an endorsement. In addition, no links shall be made from the St. Agnes Parish website to personal or commercial interests where a conflict of interest may exist.

Measurement and Evaluation

The analytics of the website will be monitored weekly by a member of the web team to analyze and compare content on how it performs. Changes are encouraged to determine factors affecting the impression rate (number of visitors)

The website will be evaluated regularly with criteria that are aligned with its Purposes (-page 1).

Policy and Protocol Responsibility

The Communications Council is accountable for establishing protocols and for maintaining procedures needed to implement protocols.

This Council is also accountable for the annual review of the St. Agnes website protocols.

February 2021

Communications Council February 2021

Members: Ron Zuback, Chair
 Beatrice Metzler, Member