

United Daughters of the Confederacy[®]

WEB SITE GUIDELINES

REQUIRED ITEMS

- Name of Division/Chapter Where No Division or individual Chapter (Chapters should be sure to include Division affiliation)
- Links to Division (if there is one) and General Web sites (<http://.hqdc.org/>)
- Disclaimer stating that the presence of links to outside Web sites does not imply endorsement, approval, or concurrence by the United Daughters of the Confederacy on any level
- Trademark statement: “The name ‘United Daughters of the Confederacy’ is a registered trademark of the General Organization and may not be used outside the Organization without the express written consent of the United Daughters of the Confederacy. The official UDC insignia is a registered trademark of the General Organization and may not be used without the express written consent of the President General.”

SUGGESTED ITEMS

- Division insignia (or General insignia as long as the registered trademark symbol is included and nothing appears above or on the same level as the General insignia)
- List of Chapters and locations (Division sites only)
- Contact information (e-mail and snail mail addresses and/or telephone numbers only with the permission of each individual named)
- List of officers (with contact information if appropriate permissions have been obtained)
- Listing of members and their e-mail addresses (with appropriate permissions)
- Calendar of upcoming events (with links to pertinent Web sites, if any exist)
- Articles about Chapter/Division activities, Confederate topics, or other issues of interest to members
- Heritage violation alerts
- List of links to other Web sites (be sure to include the disclaimer mentioned in REQUIRED ITEMS)

Because Web sites are accessible to the general public, a UDC site should not include anything that could be considered proprietary information or that would reflect poorly on the Organization as a whole. Because the current PC climate is not sympathetic to the promotion or celebration of Confederate heritage, UDC Webmasters should strive to avoid giving detractors anything that could be subverted and used against the Organization or its members.

USE OF GENERAL INSIGNIA/FORMS

If a Division/Chapter Where No Division or an individual Chapter wishes to use the General insignia on its Web site, it must apply to the President General **in writing** (not e-mail) for permission. If a site does not comply with the Web guidelines established by the General Organization, permission to use the General insignia may be denied. Although the General Organization will **never** deny a Division/Chapter Where No Division or an individual Chapter permission to create and maintain a Web site, it must safeguard the integrity of its insignia and its name by insuring that neither appears on any site that misrepresents the stated aims and purposes of the General Organization. The decision of the President General in these matters will be final and without appeal.

A Division/Chapter Where No Division or an individual Chapter may not place or host on its Web site any forms that are devised or used by the General Organization to carry out the business of the UDC. The

General Organization is responsible for ensuring that the most up-to-date, accurate versions of all its forms are made available to the membership, either by selling them through the Business Office, publishing them in *The UDC Magazine*, or posting them on the General Web site. There are several reasons for this restriction.

1. A Division/Chapter Where No Division or an individual Chapter may not always know when a particular form has been updated or revised and thus may be offering an outdated or incorrect version of that form.
2. A Division/Chapter Where No Division or an individual Chapter may unwittingly introduce typographical or factual errors into its version of a form that would render it inaccurate and therefore unusable by the membership.

The General Organization thus reserves to itself the right to place General forms online. Divisions/Chapters Where No Division or individual Chapters are permitted and encouraged to provide links from their sites to forms on the General Web site. If a Division/Chapter Where No Division or an individual Chapter wishes to post forms on its Web site that are specific to the Division/Chapter Where No Division or to the individual Chapter, it may do so at the discretion of its President or Executive Committee.

Forms that may not be placed on Division/Chapter Where No Division or individual Chapter Web sites include (but are not limited to) UDC/CofC membership application forms, supply order forms, Winnie Davis and Jefferson Davis Historical Gold Medal application forms, engraved and non-engraved insignia order forms, ancestor research request forms, the Education Circular, and Military Service Award applications.

COPYRIGHT

All proprietary material that appears on a Division/Chapter Where No Division or an individual Chapter Web site must be copyrighted in the name of the Division/Chapter Where No Division or individual Chapter, not in the name of the individual who created or maintains the Web site. Although a Webmaster may be given credit for designing a site or some of its graphics, she cannot hold the copyright on the site or its contents. That right is reserved to the Division/Chapter Where No Division or the individual Chapter.

SITE HOSTING

Many companies offer Web site space. Some provide it for free; others charge an annual fee.

There are some drawbacks to so-called “free” space. ISPs that provide space at no cost to the user often require that a site carry advertising banners over which the user has no control. Although there is no official prohibition against using such ISPs, a Division/Chapter Where No Division or an individual Chapter should think carefully before allowing its site to be hosted by a company that could force it to promote something it would rather not be promoting.

Paying a nominal fee for a site or for a UDC-specific domain name (if a Division/Chapter Where No Division or an individual Chapter is willing) may prove to be a wise investment in the long run. Being a paying customer may result in better (and speedier) service if there are technical difficulties with a Web site.

GRAPHICS

If graphics are borrowed from another Web site, the written consent of the site owner should be obtained and credit should be given (including a link back to the original site if the owner so requests and if such a link does not violate the linking requirement listed earlier). The same applies to MIDI/WAV/MP3 sound files.

Although graphics are a nice addition to any Web site, too many of them can detract from the main purpose of a site, which is to promote a Division/Chapter Where No Division or an individual Chapter. Overly large graphics are also a drawback, since visitors with slow dial-up connections may not wait around if a page takes too long to load. Animated graphics are cute but can distract a visitor subconsciously and may shorten the time he/she spends browsing a site.

When deciding what graphics to use, a Division/Chapter Where No Division or an individual Chapter should choose images that do not violate either the letter or the spirit of the flag code. The Confederate flags should be accorded the same respect as the flag of the United States of America as set forth in the *United States Code, Title 36, Chapter 10, §176g, **Respect for flag***:

“The flag should never have placed upon it, nor on any part of it, nor attached to it any mark, insignia, letter, word, figure, design, picture, or drawing of any nature.”

KEEP YOUR SITE FRESH

Once a site is online, it must be kept current and up to date. To that end, a Webmaster must stay abreast of what’s going on in her Division, in other Divisions, and in the General Organization so that timely information can be posted on the Web site. Aside from being a source of information Division/Chapter Where No Division or individual Chapter members, a site can also serve as a wonderful PR tool for the UDC as a whole by showing the world what we’re all about.

NOTE: If a Division/Chapter Where No Division or an individual Chapter site moves to a new ISP or changes its URL, the appropriate people should be notified at once. An individual Chapter should notify its Division Webmaster; a Division/Chapter Where No Division should notify the UDC Business Office. Visitors hate broken links, and there’s no excuse for having them!

CONSULT WITH THE APPROPRIATE DIVISION AUTHORITY

Ultimate authority over what goes on an officially sanctioned UDC Web site should be vested in the President, the Executive Committee, or some other body designated by a Division/Chapter Where No Division or by an individual Chapter. Before going public with a new site or changes to an existing site, a Webmaster should first secure the permission and approval of the duly constituted authority in her Division/Chapter Where No Division or in her individual Chapter.

When a site is submitted for linkage from the General Web site, it must be accompanied by the Web site approval form, which indicates that the site has been reviewed and okayed by the Division/Chapter Where No Division that it represents. Three copies of the form are required (one for the President General, one for the Business Office, one for the Web manager). No site will be reviewed until this written documentation has been received.

NOTES: The General Web site links only to Division and Chapter Where No Division Web sites. A link to an individual Chapter site should appear on the appropriate Division Web site.

Divisions/Chapters Where No Division or individual Chapters do not need permission from the General Organization to create and maintain Web sites. However, if a Division/Chapter Where No Division site is to be linked from the General site, it **MUST** meet the criteria set forth in these guidelines. Divisions have similar authority with regard to linking individual Chapter sites from Division Web sites.