**NOTES ON SUBMISSIONS FOR THE WEBSITE FOR DISTRICT OFFICERS**

These notes have been prepared with a view to improve your web presence to get your message across to those you are targeting be it the general public or members of our organisation.

Some of the notes below are designed to improve the readability of the site as it is important that those with disabilities can utilise the site especially with screen readers.

**Website spec:** The district website is designed to promote the work of Lions across the District. The aims and objectives are to:

* Be outward facing to share details of Lions to enable the public to engage in the work we do.
* To provide information to enable new Lions to become orientated into the organisation, gaining a greater understanding of our projects.
* To provide members with information to run their clubs in line with both legislation and the Lions Constitution, through information contained within our Member Resource section. The site should also encourage Lions Clubs to engage in best practice.

**Basic style:** Each main page will carry the main menu options with the banner immediately underneath.

Home

Who are Lions?

Lions Projects

Get in Touch

Members Resources

The decision on which pages should be password protected relates to any pages containing a Lions personal data or financial information relating to the District. e.g. booking forms; district accounts or budgets or minutes of District Meetings or Conventions.

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|  |  | **Detail** |
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| 1. |  | All Submissions should be as a MSWord document for preference. The only alternative is as the text in an e-mail. |
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| 2. |  | Where possible and applicable, photographs should be provided to illuminate the text and be in a JPEG or PNG format. Other art work in the same file format options can also be provided. Please give some indication as to where you think the photograph or artwork should appear but this will only be used as guidance to the webmaster.  Such photographs and artwork should have a description to enable the webmaster to set up a text description for those who are using screen readers. We prefer to also set up captions also for photographs. If your photograph is to appear on a public facing page then name and club is needed as members of the public will have no interest if these details are not included  Care needs to be taken to ensure that written permission has been obtained for any non-Lions appearing in the photograph and the webmasters must be copied in with such permission. This is to bring us into line with the LCI website and UK Data Protection/Privacy laws. |
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| 3. |  | When submitting copy for inclusion in the website, authors should explain who the copy is aimed at; where they see it sitting in the website; does it need password protection; and should it contain links to other material either on our website or MD or LCI.  Please ensure that you allow sufficient time for your material to get onto the website. It is not reasonable to expect the webmasters to put material onto the site at short notice as they have club commitments and indeed other District responsibilities. To demand things to be done at less than **seven** days’ notice will probably result in disappointment |
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| 4. |  | When writing your text please try to keep sentences as short as possible but having less than 20 words in any event. Splitting large blocks of text into smaller paragraphs and the use of subheadings where practical is also to be encouraged to improve readability.  Lastly, it improves understanding and readability if an active rather than passive tone is used in the text. |
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| 5. |  | Where possible, pages should be generic and not contain information which is going to change on a regular basis even if that is only annually. This avoids having to nag you for an update.  This problem can often be overcome by a link to another Lions source such as the LCI website. The obvious exceptions are the Events page and the Leadership events |
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| 6. |  | No content will be added to the website unless the webmasters are aware of who the content is aimed at and for what purpose. The author should also indicate where they wish to content to sit in the website and whether it is a temporary addition or a permanent one.  Authors should ask themselves if the text is likely to be informative and inspiring to the reader; is the content available elsewhere and therefore just could be dealt with by a link and is it something that will not require regularly updating. If the author needs help with this then they should contact the webmaster or ITLead. |
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| 7. |  | No e-mail addresses other than generic addresses should be published on the website or within any documents which are included for *read only* or to be downloaded. Care also needs to be taken with postal addresses for the submission of forms as these should only be included under password protection. |
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| 7. |  | When submitting items for the website please ensure these are sent both to [webmaster@lions105ce.co.uk](mailto:webmaster@lions105ce.co.uk) **and** [webmaster2@lions105ce.co.uk](mailto:webmaster2@lions105ce.co.uk) |
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| 8. |  | If you have any questions regarding any of the above then please speak or e-mail the Webmaster. |

21st March 2023