Website governance and content management policy (Version 1)

1 Purpose

The purpose of this document is to lay out our approved website governance and content management policy (hereafter, referred to as the "policy") through which the Greater London South Scout County (known as South London Scouts), can institutionalise the processes, policies, framework and standards for the management of its official website. In turn the policy ensures that the resources (both time and money), that the county has invested in to its website development, \infrastructure, maintenance and domain hosting enables members to carry out their work as effectively as possible.

2 Ownership

This policy is owned, reviewed and updated by the executive committee of Greater London South County Scout Council.

3 Scope

The principal scope of this policy covers the county's website, which uses a Drupal based *Content Management System* (hereafter referred to as the "CMS") and the approved editors of the CMS who publish content to www.southlondonscouts.org.uk.

4 Objective

The county website represents one of our most important communication channels and is a core enabler for many of our core functions, these being youth and adult recruitment, member's support and marketing of the South London Scout Centre.

Any content published on the county website that doesn't support one of these goals or meet a user need is a distraction and an unwanted use of our resource and degrades user experience.

5 The purpose of our website

In the simplest of terms, the South London Scouts website's purpose is to:

- market scouting across South London to the general public
- advertise the benefits of scouting and the opportunities for adults to get involved at group/unit, district and county levels across the county
- support the work of our members and adult volunteers who are providing an active programme to our young people
- provide channels for members communications and promote the county's calendar of events, activities, training and meetings and a central point of reference for the county team (People, Programme, Perception, Places, Governance)
- globally market the South London Scout Centre – The Fort to scouts and third parties in the UK and across the globe.

Target audiences

Our target audiences are:

- prospective youth members and their parents/guardians and friends
- our existing youth members
- prospective adult volunteers
- our existing adult volunteers and supporters (at all levels)
- other members of the movement from across the United Kingdom and internationally

This is achieved by having four main sections to our website which are accessed from the main home page, these are:

- Become a scout
- Volunteer with us
- Members' area
- Our centre

6 Our website governance and content management policy

It is the policy of Greater London South Scout Council to maintain a modern, well thought out website which fulfils the purposes of advertising and promoting scouting across South London, recruiting young people and adult volunteers, supporting our members and promoting the South London Scout Centre to a global audience.

The content management and maintenance of the website is strictly controlled by our appointed website manager in accordance with our website governance and content management policy document.

7 Policy implementation

By implementing this policy, the following objectives are achieved:

7.1 User focus

- Our website will prioritise the needs of the user, delivering content and services specific to those needs
- Our site adopts a navigation and Information Architecture (IA) that is compatible and effective across all devices.

7.2 Quality

- Our web content management procedure supports members of our county team to create high quality, engaging content which is published, updated and deleted in a consistent manner
- Our web content strategy determines how weak, redundant, obsolete or trivial content could be and allows our website manager and perception team to provide guidance, where necessary, for what remedial actions need to take place
- Our content guidance (as detailed in this document) will assist with improving the focus and quality of copy matter received from those that want information published and helps ensure that our wider team are focused on what makes a great website and how to create high quality, engaging content.

7.3 Efficiency

- This policy provides clarity and accountability within our approved decision-making structures relating to the publishing of web content across the county
- Publishing activity will continue to support the county in achieving its purpose and strategic objectives
- There will be reduced incidences of inefficiencies, inaccuracies, inconsistencies, out of date and duplication of content across the site
- Responsibilities are aligned to roles so that the most appropriate individuals are clear on their responsibilities, have the right skills and fully understand what their access and editing rights are on the site and they carry out their role responsibly and professionally.

7.4. Derivation

All active Scout Association policies and the General Data Protection Regulation apply in the context of this policy, specifically in the publishing of content to the Worldwide Web and must comply with legal requirements.

8. Roles and responsibilities

County Executive Committee	• Approves the direction and provides authority to ensure that strategic development and maintenance of the county's official web presence southlondonscouts.org.uk, and supports the delivery of the county's purpose, vision and strategy through our web presence • Owns and enforces this website governance policy • Provides a point of escalation for any breach of this website governance policy or issue relating to the provision of the website
Deputy County Commissioner responsible for Perception	• Reports to the county executive committee on matters relating to the provision and financing of the county website, as required
County Website Manager	• Sets the ongoing strategic development plan for the website in consultation with the county development service, county perception team and county leadership team • Responsible for overall strategic direction of the site • Responsible for the visual identity of the county web presence • Ultimately accountable for all content published on the site • Authorises identified members of the county perception team to become site news editors, in line with the content publication procedure as laid out in this policy • Provides advice and guidance to site news editors and site contributors • Implements and ensures adherence to county and national policies • Reports on matters relating to the county websites at meetings of the county perception team
Site news editors	• Have full access to the backend of the website • Understand that they have been provided with full access but are strictly authorised to create, edit and delete news and event pages only • Undertake site training before creating news or event content
Site contributors	• Responsible for writing content for a particular page(s) on the websites and providing any updates as necessary • Adhere to this policy and their wider legal obligations as a member of South London Scouts and The Scout Association.
Subject matter experts / Subject specialists	• Members of our wider county team or staff who have a clear understanding of a subject upon which a web contributor is writing and can provide advice and guidance • Can be from within or external to the county • They can provide insight and knowledge to create more informed and relevant content
County Development Service	▪ Creates and maintains content design on the county's public-facing web pages ▪ Creates and maintains the tools and resources hosted on the site in the member area ▪ Supports the visual identity of the county web presence

9 Process Implementation

9.1 Conduct and interaction with other policies and regulations

Volunteer responsibilities apply regardless of the medium being used. All content published represents the county and must therefore comply with all relevant county and national policies.

9.2 Access rights and security

- The CMS is accessed using the web domains user Single Sign-On (SSO) authentication
- The county website manager is responsible for authorising members of the county perception team to become site new editors and to provide training to use the permitted areas of the site (add news and event pages).

9.3 Content publication

- Our web content strategy is to plan, develop, create and deliver meaningful, cohesive, engaging, and sustainable content that attracts young people and adults into scouting, supports our adult members and promotes best practice and quality across the website
- Content published on the CMS which is intended for internal audiences will be published in the relevant pages in the members area of the site
- Appointed site news editors are provided with access and are authorised to create, edit and delete news and event pages only. To ensure continuity they are also authorised to add events/meetings to the county diary page and link in any news or event pages to that events/meeting as necessary/required.

9.4 submission of content

Process for requesting new pages or copy matter

Any member of the wider county team may request that content be added to the county website. This should be done by using our online submission form at southlondonscouts.org.uk/submission and providing the relevant information, links and images.

General Content

In the first instance the county website manager will add all mainstream general content to the site. This is to ensure they we are able to keep control of the site structure and a close overview of all site content and the pages that need updating or deleting when appropriate (including linked pdfs).

Should the county website manager be unavailable to add 'time critical' content to the site at any time the county commissioner or deputy county commissioner for perception may add content which must then also be documented in the website page log which is located in the perception google team drive folder

News

We welcome newsworthy items from all levels of the county and encourage their regular submission.

The website manager and news content editors will post news items on the members area landing page and the county diary landing page. If the news item is deemed of public interest, they may also post the news item on the become a scout landing page or consider alternative positions for such items.

Video/Media links

Audio or video links for relevant topics may be submitted for placement in relevant pages or in the "Videos and Media" pages of the members area of the site.

People

Our county team pages list all adults that hold a county role and provides details of their county email address.

Each member of the county team is responsible for providing any updates to their published profile and ensuring it is current.

9.5 Housekeeping

Our content management system should not be used to host old pages and media. Doing so contributes to poor performance in the system. Our website manager will regularly review pages and will unpublish and delete obsolete and out of date pages as necessary.

9.6 Analytical Services

Our website manager will work with our web services provider, Effusion to ensure that site content is linked to Google Analytical Services.

9.7 Incident reporting

Any suspected breaches of this policy should be directed to the website manager.

9.8 Accessibility

South London Scouts is committed to making all its web-based information and services as accessible as possible to all people, including those with disabilities and regardless of their access requirements.

9.9 Compliance

Privacy policy

The county has a comprehensive privacy notice published on the website (southlondonscouts.org.uk/about/privacy-notice), which is fully compliant with GDPR. This policy is governed by the county executive committee as the data controls for South London Scouts.

Contributors

All site contributors must apprise themselves of our publication guidance as detailed in appendix 1 of this policy.

10 Review

10.1 Schedule

This policy is reviewed tri-annually by the County Executive Committee in consultation with the county website manager and county leadership team.

10.2 Requests for change

- Requests for change to the policy should be submitted to the website manager
- Any amendments or additions to the policy will be considered and if agreed authorised by the county executive committee at the next review date of the policy
- Requests for change will be approved or rejected with consideration of South London Scouts operational and strategic needs, together with consultation from those who fulfil web governance roles and responsibilities on behalf of the county.

Version	Date	Notes
Version 1	October 2018	Agree by the County Executive on 21/01/2019

Your responsibilities as a site news editor

Area of responsibility

As an appointed site news editor, you are provided with access to the backend of our county website. Your access provides you with access to all areas of the site but please remember that you are authorised to create, edit and delete news and event pages only.

To ensure continuity you are also authorised to added events or meetings to the county diary page and to link in any news or event pages to that event/meeting you create as necessary/required.

Legal obligations

Online content must not include illegal, offensive, threatening or harassing material, or anything which can constitute a criminal offence (including breach of copyright). This applies to content across the county website and social media accounts.

As a site news editor, you must comply with current legislation and the Scout Associations' policies and rules.

Content production

When creating or editing content, remember that anything you publish will leave an impression on those reading it. It is your responsibility to publish content that gives visitors the best possible impression of scouting across South London Scout County, by ensuring:

- all information is up-to-date
- all information is factually accurate
- spelling, grammar and formatting are correct
- your content is consistently written: use the associations house style and tone of voice
- articles are checked for website errors (e.g. broken links and formatting)
- feedback and enquiries are dealt with promptly
- your content is not a duplicate of information published elsewhere on the county website.

Writing effective and accessible web content.

Anything you write for print or web as part of your role in South London Scout County becomes part of our public face. Your writing needs to be clear, serious (but not pompous), and accurate.

In general

Good writing, whether in print or on the web, is clear and concise.
- Avoid longer words or phrases when shorter ones would do just as well.
- Keep sentences fairly short and don't get tangled up in clauses and sub-clauses.
- The same goes for paragraphs.
- Wherever possible, avoid the passive voice (e.g. 'It was decided by the committee' is better written as 'The committee decided' -- fewer words and less stilted).
- Use plain English that avoids jargon, and always assume that readers will have no specialised knowledge of the subject matter.
- Proofread! Read the whole thing back to yourself.

Things to avoid
- Lots of exclamation marks
- Chumminess
- Adjectives that express opinion (e.g. 'this fantastic discovery,' 'a brilliant team'), unless they're part of a quoted remark.

House style/tone of voice

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice. It helps us cut through the noise and stand out from the crowd.

Our voice is confident, active, challenging, inclusive and optimistic. We call this optimism with attitude.

When talking to the public, a more challenging tone, provoking an emotional response will help our voice be heard and ensure our benefits are understood.

When speaking to members of the movement, we can be less challenging (and more supportive) but still active, inclusive and confident.

Be mindful of the guide for any writing you are doing for web or print.
Among the main points are the following:

- The county's public facing name is 'South London Scouts', not GLS, Greater London South Scout, GLS Scouts or any other variation.
- The county's registered charity name is 'Greater London South County Scout Council'.
- Examples of our tone of voice
  - **Confident -** As Scouts, we believe in empowering young people with skills for life.
  - **Active -** Volunteer and help young people gain skills to succeed.
  - **Challenging** - We stand against intolerance, always.
  - **Inclusive** - 'If you have any questions, please phone us' *instead of* 'If there are any points that require explanation we shall be glad to furnish additional details by telephone.'
  - **Optimistic -** We create stronger communities and inspire positive futures.
- Avoid using an ampersand (&) to replace 'and,' unless it forms part of a formal name (e.g. Procter & Gamble, Marks & Spencer).
- Always write addresses out in full (e.g. High Street not High St.).
- Refer to The Fort as the South London Scout Centre – The Fort in the first instance and then The Fort after that (as a lot of people don't know that the South London Scout Centre is also known as The Fort).

Writing for the web - the main points to remember…
- Put the main message as near the beginning as you can.
- Keep everything short and simple.
- Make only one major point per paragraph; if you change topic, start a new paragraph.
- Use subheadings to draw attention to the most important paragraphs.

How to write effective web copy.
Before you start
Major differences between print and web copy:

- **Print is static and rigid whereas the web is dynamic and flexible:**
  Websites can be accessed on many devices (e.g. laptop, phone, tablet etc.) and browsing software (people with visual impairments may use a screen reader), all with different sizes and resolutions.

- **Web users scan a page rather than read in detail:**
  They jump to headings, sub-headings and links, looking for keywords. Web users tend to read a page in an 'F' shape, scanning quickly down the left side of the content and then across a line when they see a keyword.

- **Web users are constantly on the move:**
  They are impatient, intolerant and critical. If they don't see something that grabs their attention within seconds they will look elsewhere.

Step one: plan
Plan what you are going to write:
1. **Key messages:** What is your key message? What are you trying to achieve?
2. **Goals:** What is its purpose/goal? E.g. to inform, to promote, to educate, to persuade, to inspire, etc.
3. **Audience:** Who is the target audience? Think of them in terms of age, language ability, level of education, level of expertise on the topic, etc.
4. **User needs:** Why is the target audience visiting the web page? What information will they be looking for?

Tip: Try to think as a member of your target audience and list the questions they need answers to. Write these questions as headings and under each make a note of the points that need to be covered.

Step two: writing

Writing tips:

- Cut the fluff: write for your target audience not for yourself (or anyone else who is not your target reader). Usually, web content should have half the word count of its printed equivalent.
- Put the most important content at the top of the web page. Explanations and 'preamble' (if needed at all) can come after.
- Use headings and sub-headings. Put keywords as close to the start of a heading as possible (remember: users tend to scan down the left side of the content).
- Use lists.
- Use clear and simple language:
  - address your reader as 'you' and refer to our organisation as 'we'
  - keep sentences short
  - write in the active form, e.g. 'We did the research so that...' instead of 'The research was done by us so that...'
  - avoid slang, abbreviations or jargon
- Keep paragraphs short, with just one idea per paragraph
- Check the spelling, grammar and consistency of your web page: use the association's tone of voice.

Writing news items

'Front-load' the news item, with a short opening paragraph that includes the key points. Use a neutral tone (e.g. 'Jonny Appleseed has been awarded the X Medal' rather than 'Congratulations to Jonny Appleseed').

Try to avoid clutter. If there's some crucial information about, for example, an activity to take part in or project partners, or event details, think about adding a summary of the main details in a separate summary paragraph at the top or bottom of the page.

Google - G Suite Data Protection Implementation

Under the G Suite Data Processing Agreement (DPA), Google acts as a processor of the personal data that is submitted, stored, sent or received by our organisation via G Suite services. As a G Suite customer, the county executive committee is our data controller and act as the controller of such personal data. This means that the county executive determines the purposes and means of processing. Google acts as a processor, which means that they process such data on our behalf and under our instructions.

G Suite core services have configurable settings to help ensure that our organisation's data is secured, used, and accessed according to our unique requirements.

Monitoring account activity

The reports and logs available in the Google Admin Console make it easy for our super administrator to monitor potential security risks, measure user collaboration, track access and more.

Our super administrator can configure notifications to receive activity alerts, such as suspicious login attempts; user suspended by an administrator; new user added; suspended user made active; user deleted; user's password changed by an administrator; user granted admin privileges; and user's admin privileges revoked.

Share Drive

When sharing files in Google Drive our users can choose who can view and access files and folders, as well as the editing and sharing capabilities of collaborators. When creating and sharing files in Google Drive, users should avoid including personal/sensitive data in the titles of files, folders, or Team Drives.

Mobile management

It is the policy of South London Scouts that all email accounts are manage via the mobile management tools provided by G Suite. This enables us to prevent devices from synchronizing our data to their mobile device should the need arise.

Mobile management allows us to:

- wipe corporate data from a device
- apply policies for our email addresses including the removal of our data and email functions from a device
- monitor (G Suite '@southlondonscouts.org.uk' only) data syncretisation

Google shared drives

Shared drives are a space where our teams can easily store, search, and access common files anywhere, from any device.

Unlike files in My Drive, files in a shared drive belong to the team instead of an individual. Even if team members leave, the files stay put so we – and the rest of the team - can continue to access information and get work done.

We use shared drives for:

- Projects - For people involved in the same project
- Events - For people working for a defined period of time on a specific event or deliverable
- Templates - For files that people can copy and reuse.
- County-wide files - For files everyone needs access to.
- Sensitive files - For highly sensitive files, where we you can add extra security to limit access.

Google my drive

Google My Drive is a file storage and synchronisation service Google My Drive allows our users to store files on their personal cloud storage and synchronise files across devices.

Our Google My Drive service offers each of our users 30gb of personal storage. Users can change privacy settings for individual files and folders, including enabling sharing with other users or making content public.

The differences between My Drive and shared drives:

	MY DRIVE	SHARED DRIVE
Who can add files?	The person who owns My Drive.	Any member with contributor access or higher.
What types of files can I add?	All file types.	All file types (except Google Maps and Data Studio reports).
Who owns files and folders?	The individual who created the file or folder.	The team.
Can I sync files to my computer?	Yes, using Drive File Stream or Backup and Sync.	Yes, using Drive File Stream or Backup and Sync.
How does sharing work?	Different users might see different files in a folder, depending on their access to individual files.	All members of the shared drive see all files.
How long do files I delete stay in Trash?	Files or folders in Trash remain there until the user selects Delete Forever.	Each shared drive has its own Trash. Members with Content manager access and above can move files to Trash. Files and folders in Trash are deleted forever after 30 days. Members with Manager access can permanently delete files before 30 days.
Can I restore files?	Yes, if you're an owner of the file.	Yes, if you have at least Contributor access.

G Suite Services:

Core Services for G Suite ("Core Services")

- "Cloud Identity Management" as described at https://cloud.google.com/terms/identity/user-features.html or such other URL as Google may provide.
- "Gmail" is a web-based e-mail service that allows an organization to run its e-mail system using Google's systems. It provides the capability to access an End User's inbox from a supported web browser, read mail, compose, reply to, and forward mail, search mail, and manage mail through labels. It provides filtering for spam and viruses, and allows Administrators to create rules for handling messages containing specific content and file attachments or routing messages to other mail servers. Rules can be set up by group or the Customer (all domains).
- "Google+" is a web-based service that allows End Users to share links, videos, pictures, collections, and other content with others within the same G Suite domain, and to view and interact with content shared with them by others within that same domain. End Users can also create and join communities to have conversations with others within the same domain who share their interests. If Google+ is used to share content or interact with others outside the End User's G Suite domain, Google+ will not be included in the Core Services to the extent of such use.*
- "Google Calendar" is a web-based service for managing personal, corporate/organizational, and team calendars. It provides an interface for End Users to view their calendars, schedule meetings with other End Users, see availability information for other End Users, and schedule rooms and resources.
- "Google Cloud Search" is a web-based service that provides End Users with search and assist capabilities for content within certain Core Services for G Suite. Google Cloud Search also provides End Users with useful and actionable information and recommendations.
- "Google Contacts" is a web-based service that allows End Users to import, store, and view contact information, and create personal groups of contacts that can be used to email many people at once.
- "Google Docs","Google Sheets","Google Slides","Google Forms" are web-based services that enable End Users to create, edit, share, collaborate, draw, export, and embed content on documents, spreadsheets, presentations, and forms.

- "Google Drive" provides web-based tools enabling End Users to store, transfer, and share files, and view videos.
- "Google Groups for Business" is a web-based service that allows End Users and website owners to create and manage collaborative groups. End Users can have email discussions and share documents, calendars, sites, and folders with the members of a group. They also have the ability to view and search group discussion archives. Google Groups for Business is not available for Customers of G Suite (Free).
- "Google Hangouts," "Hangouts Chat," "Hangouts Meet," and "Google Talk," are web-based services that allow for real time communication between End Users. Google Hangouts provides one-to-one and group conversations via chat messaging, and voice, as well as lightweight video meetings. Hangouts Chat provides an enhanced chat messaging and group collaboration platform that allows content integrations with select third-party services. Hangouts Meet provides enhanced large-capacity video meetings. G Suite Enterprise Customers may enable meeting recordings and phone dial-in participation for Hangouts Meet (carrier fees may apply). Hangouts Meet recording usage is limited to 80 hours retained per user averaged across all in-domain users with G Suite Enterprise licenses. G Suite Domain Administrators can choose which services are enabled for the domain, except Google Talk which is offered under separate agreement only. Calling in Google Hangouts and Hangouts Meet is provided by Google Dialer Inc.; emergency calling is not supported.
- "Google Jamboard" is a web-based service that allows End Users to create, edit, share, collaborate, draw, export, and embed content within a document.
- "Google Keep" is a web-based service that enables End Users to create, edit, share, and collaborate on notes, lists, and drawings.
- "Google Sites" allows an End User to create websites on the G Suite Basic domain to publish internally within a company or publish externally. An End User can create a site through a web-based tool, and then can share the site with a group of other End Users or publish the site to the entire company or the world (if permitted by the Administrator). The site owner can choose who can edit a site and who can view the site.
- "Google Tasks" is a web-based service that enables End Users to create, edit and manage their tasks.
- "Google Vault" is a web-based service that provides search and export capabilities for Google Drive and Gmail. For Gmail, Google Vault provides Customers with the ability to search across the entire domain, to archive data and create retention and disposition rules based on content, and eDiscovery capabilities which allow a Customer to create matters and preserve this data for legal hold purposes. Customers must continue to use/purchase Google Vault for Google to retain archived data. If Gmail is enabled for a user account, that user's on the record Google Talk conversations and Google Hangouts chat history can be searched, exported, retained, and preserved.
- "Google Voice" is an admin-managed IP-based telephony service. It allows Customers to assign and manage phone numbers for use by End Users in their organization. End Users can make and receive calls using their assigned numbers; additional functionalities are also available for use in connection with inbound and outbound calling, including the dialing of emergency numbers for End Users using two-way dialing. Google Voice is provided by Google Affiliates as described in the Google Voice Service Specific Terms. Additional fees apply to use of Google Voice.
- Search and intelligence features enable enhanced search and retrieval across all services, providing cross-product content search and automatic categorization of content for use in active services. *Note: Google Voice has not been reviewed under the ISO 27017 and ISO 27018 Certifications but will be included in the certification process for the Services during the next audit cycle.*