



## Standards for Society Website Certification Form 72a

### **Content Requirements to include:**

1. Society name, chapter name, and state organization geographic locale (Ex. Texas) at the top of each page (If using Weebly, this area of the website is called "Title.")
2. One of three trademarked Society logos on the top of the home page but not necessarily in the banner/header.



3. Current certification seal at the bottom of the home page. (This only applies when recertification is being applied for.) First time certifications will receive a seal when the process is complete.
4. Society Purposes, Mission, and Vision statements all of which should be identified by title.
5. Links:
  - a. State organization websites - link to the Society website.
  - b. Chapter websites - link to the Society website and to state organization website.
  - c. Any link to a state organization/ chapter must be to a currently certified website.NOTE: Only certified chapter websites should have links on a state website.
6. Link to webmaster email on the bottom of the homepage. (Ex. MaryJones@gmail.com)
7. Title on every page.
8. Only Society graphics that are currently available on the DKG website are used.

### **Style Requirements:**

9. Black or dark gray font color for body text on all pages. Titles and headliners may be a different font color.
10. Pale or white body background.
11. Clearly labeled, active links that allow readers to navigate easily between pages.
12. Publish only finished pages (i.e., with content).
13. Latest revision date of any part of the website listed in the bottom section of the revised and/or the home page formatted using month and year.

**Legal Requirements: Goals are Awareness and Compliance!**

**State or chapter organizations are responsible for the following legal requirements.** Chapter and state organizations agree to indemnify and hold harmless and defend The Delta Kappa Gamma Society International. See Hold Harmless Policy for details.

1. Specific written consent files at state organization or chapter level for
  - a. Addresses (postal or electronic) and telephone/FAX numbers of any individual Society member.
  - b. News and/or photos of an individual or group
  - c. Copyrighted materials, used only with written permission of the owner of said materials. All works found on the Internet are copyrighted. **Do not** use without permission. Permissions provide the exact manner for displaying credit on a website.

Recognition that items such as passages, images, and any other original work are copyrighted is critical. ALL passages, images, audio and/or video recordings are copyrighted with or without a copyright symbol being shown. Citing the source does not give the right to use the work. Written permission from the copyright holder stating that permission is given to republish their work on a website or in a newsletter should be sought, received, and saved before the item is used. Failure to do so may result in financial and legal repercussions.

If requested by the Society, proof of written permission for use must be provided.

**State or chapter organizations are also responsible for complying with the tenets of the Society.**

2. No statement of religious or political affiliations.
3. No direct advertising except for International non-dues revenue partnerships for fundraising by members that benefit the state or chapter organization. A one-sentence acknowledgement of donation of an electronic site is acceptable (International non-dues revenue partnerships include Society jeweler, insurance partners and approved international affiliates. Fundraising by members does not include third-party business agreements.)

**Suggested Content: Goals are Usefulness and Relevance!**

1. The following state organization or chapter information:
  - a. Project and/or program activities
  - b. Officers of state or chapter
  - c. Schedule of meetings
  - d. Photos that illustrate the activities of the chapter or state organization
  - e. Appropriate governing documents –
    - i. State Organization: State Bylaws
    - ii. Chapter: Chapter Rules
  - f. Newsletters –
    - i. State: required
    - ii. Chapter: if applicable
2. Information that is current and updated regularly.

**Suggested Style Elements—Goals are Readability and Professional Look!**

3. Sans serif fonts are recommended. Sans serif fonts are easier to read in an online environment. These fonts are very readable on a website: Arial, Calibri, Tahoma, and Verdana.
4. Body text of a medium size (similar in size to 12 point in print).
5. Titles and headlines with a larger font size than the body text.
6. Generally speaking, text should be left aligned. Titles may be centered.
7. Only text used as links should be underlined. Readers will assume an underline is a link.
8. Use bold sparingly.
9. Use several short pages that can be accessed from the navigation bar rather than one long page.