

## **Zonta International Web Site Policy for Districts and Clubs**

*Approved by the 2000-2002 Board at the January 2001 meeting with revisions January 2003 and June 2003*

### **Districts and Clubs**

- 1) Club and district Web sites and pages shall be deemed publications of Zonta International clubs and districts and shall adhere to all bylaws, policies and procedures that apply to Zonta International club and district publications.
- 2) Club/district web pages shall bear distinctive header information so that their web pages could not be mistaken for “Official” Zonta International web pages.
- 3) Every club/district page is required to have a link to the home page of the “Official” Zonta International Web site and specified as such.
- 4) Clubs and districts are encouraged to use links to the Zonta International Web site for information maintained and distributed at the International level, rather than to develop this information on their own. This is intended to save the clubs and districts time, as well as limit outdated or misunderstood information from being published.
- 5) Club and districts are encouraged to use the Zonta International logo as our “registered trademark.” This logo is the logo approved by the Zonta International Board in October 1997 or the alternative logo as approved by the Zonta International Board in January 2003, as seen here.



- 6) Club and district Web sites and/or pages may be linked from the ZI Web site by submitting the web address of their Web sites and/or pages to the Webmaster via e-mail to the address [webmaster@zonta.org](mailto:webmaster@zonta.org).
- 7) The Webmaster shall review club/districts Web sites or pages submitted for link from the ZI Web site for adherence to the basic Web site policy and shall be linked as appropriate.
- 8) The Webmaster shall contact the individual who submitted the club or district Web site or page for link from the ZI Web site with the disposition of this task within one week. Should a submission be declined due to failure to adhere to the policies, a full explanation for corrections will be given.
- 9) Clubs and districts are encouraged to submit their Web sites and/or pages to search engines and to include META tags within their pages so the sites can be recognized by the crawler or

both type search engines. However, clubs and districts are NOT to use Zonta International as a META tag or key word referring to their sites and/or pages. All care should be taken that club and districts pages do not present any information that would confuse their web publications with those of the “Official” Zonta International Web site.

- 10) It is recommended that districts consider the purchase of a domain name that will identify their districts. For example, [www.zontadistrictXX.org](http://www.zontadistrictXX.org) or [www.zonta.XX](http://www.zonta.XX) (with format as standard for that region).
- 11) It is recommended that club web pages are hosted under their district domain. This is dependent on the arrangement the district has made for the hosting of their Web site. For example, [www.zontadistrictXX.org/club\\_name](http://www.zontadistrictXX.org/club_name).
- 12) It is recommended that clubs and districts establish “generic” e-mail addresses for contact purposes. This, similar to using a P.O. Box, will eliminate the need for change with each change in officers or committee members and will shield individuals from public publication of personal e-mail addresses. Examples are [governor@zontadistrictXX.org](mailto:governor@zontadistrictXX.org), [treasurer@zonta.XX](mailto:treasurer@zonta.XX), [zontaofparis@aol.com](mailto:zontaofparis@aol.com) , [chicagozonta@hotmail.com](mailto:chicagozonta@hotmail.com) . Please note that many web-hosting firms offer e-mail service as well. This option will allow districts to establish e-mail addresses for members of the district board and or committee chairman and possibly e-mail addresses for clubs within the district using the district domain name. You will need to ask your service provider.
- 13) Districts and Clubs are encouraged to submit information, documents and/or links to the Zonta International Webmaster regarding news, programs and activities within their Districts and Clubs. The more participation received from all areas of Zonta the more complete and full our web presence will be. Submission does not guarantee posting.
- 14) All Districts are expected to maintain a District Web site linked to the Zonta International Web site. The purpose of the District Web site is to communicate with Zontians within the District, as well as to serve as a communication tool with the public (see 15) and 16) below).
- 15) District Web sites are expected to include a system for managing prospective member inquiries on a timely basis. Prospective member information, and/or relevant links, should be prominently displayed on the home page of the District Web site. The Zonta International Web site will provide visitors to the International site with a means of locating the appropriate Zonta District to direct their inquiries.
- 16) District Web sites are expected to include contact information for receiving applications for any Zonta International programs conducted at the local level (i.e., YWPA Awards, Jane M. Klausman Women in Business Scholarships, etc.). This information, and/or relevant links, should be prominently displayed on the home page of the District Web site.