

Meridian Webminister Handbook 2021



Kingdom of Meridies

Webminister Policy & Handbook V3.0 September 7th, 2021

Kingdom Webminister Qualifications

1. All Kingdom Officers must be warranted. Warrant forms can be found in Appendix B of the Governing Documents of the Society for Creative Anachronism, Inc. (Corpora), and on the SCA's website - <http://sca.org/docs/pdf/Warrant-other.pdf> Warrants for Kingdom Webministers must be signed by the Crown and the Society Webminister.
2. Membership - Officers must be a member of the society. Society Member – Paid membership (blue card) including access to Kingdom Publications. If a Webminister's membership lapses during the term of office that officer's warrant is considered terminated immediately upon expiration.
3. Other Qualifications: The ideal Kingdom Webminister has HTML experience, a complete web development lab in the home, and experience dealing with Internet Service Providers / hosting companies. None of us are perfect, but there are some minimum requirements:
 - a. Experience with writing or editing content
 - b. Balance and judgment in matters political
 - c. Reliable email/Internet access
 - d. A working telephone
 - e. Regular contact with Kingdom activities

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Kingdom Webminister Responsibilities and Requirements

1. Regular updates to Kingdom Website (<https://meridies.org>).
2. Determining web policy for the Kingdom.
3. Timely responses to inquiries and communications from corporate officers and members of the Board of Directors, as well as other Kingdom level officers.
4. Maintain and update the Kingdom of Meridies Webminister Handbook (as needed).
5. Participation and attendance in Meridies Great Officer meetings and provide advice to the Crown (generally, as requested).
6. Monitoring and assignment of deputies for Kingdom level web projects.
7. Monitoring of recognized local websites within the Kingdom for policy compliance.
8. Provide web space for all Kingdom groups.
9. Maintain a list of all usernames and passwords for accounts on the Kingdom web server to aid in future office transitions.
10. Annual submission of entities to the Society Webminister for the Master William Blackfox Web Awards.
11. Report to the Society Webminister Quarterly and Annually

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Kingdom Webminister Optional Responsibilities

Monitoring or being an Administrator on social media groups. (Strongly suggested.)

Kingdom Webminister Website Responsibilities

1. An accurate electronic version of the Kingdom Calendar.
2. A complete and up-to-date list of Great Officers.
3. Contact information for all Royalty and Landed Baronies.
4. Up-to-date versions of Meridian Kingdom Law, all combat rules, and handbooks for all offices (if available).
5. Any other official documents as mandated by the Kingdom Seneschal.
6. A complete and up-to-date list of all groups within the Kingdom and contact information for their Seneschallate.
7. Maintain email addresses for Kingdom officers.
8. The Kingdom Webminister reserves the right as to what is listed or not listed on the Meridies website.

Kingdom Deputy Webministers

The Kingdom Webminister may add or remove deputy positions as needed. The following are the current Kingdom Deputy positions:

1. Replacement Deputy
2. Northern Regional Deputy (Tennessee and Kentucky)
3. Eastern Regional Deputy (Georgia)
4. Southern Regional Deputy (Alabama and Florida)
5. Royal Liaison Deputy (Crown and Heirs)
6. Special Projects Deputy

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Kingdom and Local Website Guidelines

Portions of the Society Webminister Handbook applicable to local group Web sites is included below. In case of typos, any discrepancies between the electronic version of any information on this site and the printed version that is available from the originating office will be decided in favor of the printed version.

Every Kingdom must publish a website. Each Kingdom's website should be a showpiece of that Kingdom, showing it in the finest possible light. Websites will uphold high standards of excellence in order to demonstrate the pride that each Kingdom has in itself, and provide the best possible reflection of the Society.

Recognized Websites

For an Internet site to be recognized by the Society for Creative Anachronism, it must represent an established branch of the Society and must have a warranted Webminister responsible for its content. The Society for Creative Anachronism will not recognize websites for households.

Websites which are not on the same domain name as the main Kingdom site may be deemed official if:

- The Crown approves
- The Kingdom Webminister approves
- The website complies with all Society and Kingdom guidelines
- If a site fails to meet these requirements it may not be recognized as official.

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All recognized web sites must have:

- A link to <https://www.sca.org/>.
- A link to <https://meridies.org>
- All recognized sites may not have links to non-recognized Web sites without an external link disclaimer such as:
 - “All external links are not part of the [Branch Name] web site. Inclusion of a page or site here is neither implicit nor explicit endorsement of the site. Further, SCA, Inc. is not responsible for content outside of [Web site address].”
- The above disclaimer may be included once on a page of disclaimers or on the main page of the site.

Publication Permission for Personal Information

Personal information being posted is STRONGLY DISCOURAGED. It may not be published on any SCA-recognized Internet site unless permission first is obtained from the specific individual. Permission must be received in writing or in electronic format; an e-mail from the person giving permission is acceptable. Such e-mail notifications should be archived, stored and treated the same way written releases are treated. Permission to electronically publish the contact information of an individual is in effect until that same individual revokes permission.

Personal Information Includes:

Modern name

Home or work address

Phone numbers

Personal e-mail address



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It is permissible to list a person's Society name in connection with any office they hold without specific consent, i.e. — “Branch Seneschal: Lord Robert the Volunteer”; as well as official office e-mail addresses such as webminister@meridies.org . If permission to publish a private email address is given by email, the permission must originate from that private email address. In the event that the individual is a minor, permission to publish must be obtained from their parent or legal guardian.

Exceptions:

Personal information may be published behind a password protected portion of a Content Management System wherein the information being published has been released via an online consent during registration, and is maintained by the individual giving consent and by providing said individual the option to remove his or her information at a later time.

Web Publication Standards

Accessibility

As a non-profit educational organization, the Society for Creative Anachronism should be concerned that its electronic publications are as accessible as possible to persons with disabilities. This policy sets the minimum accessibility guidelines for SCA-recognized Internet sites. Web Accessibility standards are currently being addressed by the World Wide Web Consortium (W3C). Their Web Content Accessibility Guidelines 1.0 should be reviewed (<http://www.w3.org/TR/WCAG10/>). All SCA recognized websites should strive to meet level A conformance. Higher levels of conformance are encouraged. It is the Society Webminister's prerogative to check Kingdom web sites for non-conformance, and Kingdom Webministers should check the websites of local branches.

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General Standards

There are certain standards one should keep in mind when generating a website. Here are a few items to keep in mind; be aware that this list is not all inclusive.

Mandatory

- Do not abbreviate anything without explaining the full term first, keeping in mind that the web site may be the first point of contact for people otherwise unfamiliar with the SCA and its attendant specialized vocabulary.
- Keep all your pages as uniform as possible; nothing confuses a visitor faster than obscure navigation and drastic visual changes from one page to the next
- Do not use flashing text, overly large fonts, overly small fonts, or other such items that are deemed inappropriate for a professional web site. When in doubt consult with other officers, or the Society Webminister
- When navigating away from your website, either notify the user that they are leaving with a redirect page or visually indicate external links in some way (specific icons, font changes, or warnings that a link will open in a new browser window or tab)
- Never use embedded sound, music or movies on a main page or the site in general. Give the user the option to “opt-in” by making a link to a page with the media content and allowing them to hear and/or see the content. Use of content appropriate media is encouraged, but allow the users to choose when and what to experience.
- Use both grammar and spell checkers on all site content
- Maintain a high contrast between text and background

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Suggested

- Maintain easy to read, uncluttered pages. Providing too much information on a given page only obscures the page's true message
- Avoid the use of frames
- Choose a favico.ico appropriate to the SCA
- Try to minimize external links to specific pages. If links are required, try to link to the root of any given site
- Do not assume that everyone has a broadband connection; limit the amount of graphics on any given page, especially the main page
- Check your links regularly and ensure they are not broken
- Attempt to use compliant hypertext markup language (HTML) and cascading style sheets (CSS)

Content Management Systems

A content management system (CMS) is an easy way to ensure that you meet all web site accessibility requirements, provide excellent service to your populace, and afford the Webminister a tool with which to update the site easily in a timely manner. An Internet search on the phrase "Content Management System" will return an abundance of resources.

Document Publication Standards

All documents available for download must be provided in Portable Document Format (PDF). The Webminister may provide other formats as a supplement to the PDF.

Image Publication Standards

All images, photographs and artwork that are used on a branch website must have permission to publish from the artist, meet acceptable publication guidelines from the artist or publisher or be copyright-free. In the event that the subject of a photograph requests that their image be



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removed from the web site, the Webminister should take any measures necessary to remove their image from the website, either by direct removal or cropping of the image. Further, artwork and photographs used on web sites should be resized appropriately for page content, in terms of both display size and file size. Larger file sizes, regardless of display size, will require longer load times, and cause viewers of the site to become frustrated with delays. An example of an area where larger file and display sizes are expected would be an arts and sciences gallery showing detailed work on metalwork, clothing or the like..

Hosting for Recognized Web Sites

- It is required that recognized SCA websites be hosted on an account to which more than one person has access, rather than on a personal website owned by one of the members. This will ensure that a recognized website does not go down or go stale should an individual member move or quit the group.
- Administrative access for SCA Internet sites should never be kept by a single individual. At a minimum, administrative access should be given to both the Kingdom Webminister and Kingdom Seneschal.
- Recognized websites may never be hosted on a service that requires banner or popup advertisements.

Advertising

The Kingdom of Meridies does not permit paid advertising on any official site under the meridies.org domain

Politicizing the Office

Kingdom and branch web sites announce events and provide information to their members.

Philosophical discussions of the way a Kingdom or a branch works are not out of place, but they need to be handled very carefully. Articles that cause



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anger and divert people from study and recreation are not acceptable. This is not an issue of freedom of the press -- Webministers have a responsibility to see that their web sites do not further the political aims of any one faction within a Kingdom, and that a website is not used to provide a platform for any one view in preference to another. Personal attacks may not be published in the name of the SCA or any of its branches. Webministers have a further responsibility not to take sides in a political dispute in print. Use of the website to further personal political aims is grounds for removal from office.

Statement of Ownership

All websites that are recognized by the SCA are required to display the following disclaimer and copyright statement. This statement should be displayed on the home page of the site, but may instead be displayed on a separate page, provided that an obvious link to such a disclaimer page is provided on the home page. See Appendix A.

Copyright Policies

The Society operates under the ideals of chivalry. Respect for others' property, including intellectual property, is part of those ideals. The Kingdom Webminister must ensure that copyrighted material is not used in the Kingdom Web site except in compliance with applicable copyright laws. Authorization from the copyright holder must be received in writing or in electronic format (an e-mail from the person giving permission is acceptable, prior to publication. Such e-mail notifications should be archived, stored and in all other manners treated the same way written releases are treated. The notice "Copyright © [date and holder]. Used with permission." must accompany the copyrighted material. This policy also explicitly applies to any article or message originally published or posted to any web site or electronic forum. In order to republish the message or article in any other form, permission in the form of a signed

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release must be obtained from the author.

Kingdom Webministers are required to maintain a file of all copyrighted material used in the Kingdom Website. This file shall include a copy of the material used and the applicable permission letter. Kingdom Webministers also are responsible for ensuring that branch Webministers within their Kingdom are familiar with these standards and adhere to them. If there is a possible copyright problem, Kingdom Webministers are advised to speak with their local officers about the item in question, and to follow up such conversations, if necessary, with a letter pointing out the possible violation and suggesting a remedy. Webministers who persist in reproducing copyrighted material without permission will be removed from office and may be subject to further sanctions.

Quality of Content

Editorial Material

All editorial material, both text and images, must conform to the goals and objectives of the Society, and portray the Society and the Kingdom in a positive light. No content, including official Kingdom announcements, is exempt from this requirement. There is no way to anticipate all the types of material that may be objectionable; what follows is a representative list:

- Personal attacks on individuals or groups
- Harsh criticism of the behavior of individuals or groups
- Copyrighted material used without permission
- Use of racial or religious stereotypes
- Offensive words, phrases, or images
- It should be noted that, per Corpora, banishment or sanction announcements may not state why the individual is being banished or sanctioned.

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If there is any concern that specific material may be questionable, consult with the Society Webminister.

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Branch Web Sites

Domain Names

Where possible, it is preferable to have local branches follow one of the following website naming conventions:

- ***BranchName.KingdomName.org*** (Meridian Standard)
- BranchName.KingdomName.sca.org
- KingdomName.org/BranchName
- KingdomName.sca.org/BranchName

In cases where a group name is difficult to spell, it is recommended that a shortened version be used. Example: The Shire of Nant-y-Derwyddon could be simplified to NYD.

Reasons for a Branch Website

A branch website may be less formal than a Kingdom website. It exists to serve the needs of a local branch or organization, such as a College of Heralds or an Order, to inform and educate that group of people about the SCA community in which they live, and to further the educational purposes of the SCA. It is crucial that the members of a local branch communicate with one another, and a website is an excellent method of communicating with the populace.

Definition of a Branch Website

A local branch web site is the recognized publication of a recognized group within the SCA, Inc. It cites that local branch or educational organization as its publishing authority, and is maintained by a Webminister who is recognized and warranted by the Kingdom Webminister.

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Reporting

Branch Webministers must make a written report to their Kingdom Webminister on a regular basis. These reports must be made at least once per quarter, although a Kingdom may decide to require them more frequently.

Removal from Office

The Kingdom Webminister may remove a branch Webminister. The reasons for removal from office include, but are not limited to:

- Use of copyrighted material without permission
- Failure to abide by the policies in this document
- Use of material that is in poor taste or is otherwise objectionable. If in doubt, contact your Kingdom Webminister
- Infringement of Kingdom Law
- Politicizing the office
- Failure to comply with any directives of the Kingdom Webminister

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Reporting Guidelines

All local branches must submit quarterly reports that are due on March 5th, June 5th, Sept 5th, and Dec 5th. A reporting form will be available. Reports are to be sent to the respective regional webminister.

Failing to report could result in administrative sanctions for a group including but not limited to the inability to host local events.

Webministers will be given a warning on the 1st offense, the 2nd offense will be recommended sanctions against the local group until the report is current, and the 3rd offense will be revocation of the warrant and removal. While it is the Kingdom Webminister's decision ultimately as to who can be warranted, it is prudent to include Group Seneschals in the process.

All local groups must have a webminister (or their deputy) who acts in that capacity. If a group cannot field a webminister, the office generally falls to the local Seneschal.

The local Seneschal can request a Webminister-at-Large to assist with those duties through the Kingdom Webminister's office by way of their Regional deputy.

All webministers must be warranted. Warrants are reviewed every 2 years.

It is suggested, when possible, that the office change hands every 2 years.

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Kingdom policy

- A. All local groups will use WordPress for their sites.
- B. All local groups must be hosted by the Kingdom (see Society policy regarding URLs)
- C. Websites will be provided for local groups, peerage orders, & Royals
- D. All Kingdom and Local Officers will be provided with a standard email address. No personal email addresses are allowed.
- E. The Kingdom webminister will set up a WordPress site for you and give you the login information. Overall content is not dictated by the Kingdom Webminister with exceptions:
 - i. No PII (personal identifying information). No addresses. Phone numbers *are* allowed for event staff communications where immediacy is necessary but will have the express permission from that individual. No personal email addresses.
 - ii. You may not politicize the webpage. No articles or content of a political nature
 - iii. You must have a disclaimer on the page referenced in the appendix of this handbook. It will either be on a separate page or in the footer of each page.
 - iv. Any link directing to an outside organization must be clearly labeled as such or include a redirect notification.

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- v. Content must be current and contain the contact information for the Seneschal, Chatelaine, and Webminister at all times.
 - vi. All websites must have a link back to the Kingdom website (Meridies.org)
- F. All official websites associated with Meridies will be under the purview of the Kingdom Webminister.
- G. Websites that are a part of the Meridies information system must be hosted on the Kingdom Host.
- H. All local group websites must maintain an accurate and up to date calendar of activities on their website. This is within the scope of what they're given by other offices. Webministers will not be penalized for not having the information to post.
- I. All websites associated with the Kingdom of Meridies must be mobile-friendly. Accessibility is also suggested.
- J. All websites, local and otherwise, must follow Social media policy (both Society and Kingdom) with regards to materials, images, and trademarks. Social media policy can be found on the meridies.org website.
- K. A guild may request hosting under the Kingdom server but is not required to be hosted on the Kingdom server.
- i. Should a guild wish to be linked on the Kingdom page, they are subject to the rules following content listed in bullet point E. above.

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- ii. Any guild that does not follow the rules listed will have their link removed until such time as they are within compliance of the Kingdom rules set forth in this Handbook

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Kingdom Emails

- A. All email accounts are hosted by GSuites for Non-Profits and are under the purview of the Kingdom Webminister.
- B. All email addresses will be located at the domain of Meridies.org (example Seneschal@meridies.org)
- C. When any officers change hands, a copy of the warrant will be sent to the Kingdom Webminister with the contact information of the new officer. The password will change on the account and a new password will be given to the incoming officer.
- D. Local groups hosting events may request special email accounts for event staff.
- E. All emails for local groups will have the same naming convention.
 - i. Uniform abbreviation of the officer position followed by the group name/abbreviation, then followed by @meridies.org (example: sen.ironmtn@meridies.org)
 - ii. Any new officers created by local groups will have a uniform code assigned internally by the Webministry.
- F. No forwarders will be used as they are unnecessary. Google accounts are easily managed either via Gmail mobile app or via the Browser.

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Appendices

A. Disclaimer

All group and official websites associated with the Kingdom of Meridies will contain this disclaimer:

Copyright © YEAR YOUR GROUP/OFFICE NAME. This is the recognized website for YOUR GROUP/OFFICE NAME of the Society for Creative Anachronism, Inc. and is maintained by WEBMINISTER NAME. This site may contain electronic versions of the group's governing documents. Any discrepancies between the electronic version of any information on this site and the printed version that is available from the originating office will be decided in favor of the printed version. For information on using photographs, articles, or artwork from this web site, please contact the Webminister at WEBMINISTER'S EMAIL. They will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors. The original contributors retain the copyright of certain portions of this site. All external links are not part of the YOUR GROUP/OFFICE NAME website. Inclusion of a page or site here is neither implicit nor explicit endorsement of the site. Further, SCA, Inc. is not responsible for content outside of meridies.org and YOUR WEBSITE.

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B. Email naming conventions

Local group abbreviations:

Georgia: all group names are in use except Dragonfly Marsh which is simply dragonfly.

Alabama: all group names are in use except Iron Mountain which is abbreviated ironmtn

Florida: all group names are in use.

Tennessee: all group names are in use except Nant-Y-Derwyddon which is abbreviated nyd

Kentucky: all group names are in use except Loch an Fhraoich which is abbreviated laf