

Guidelines for Club/Center/Region Websites

ACCESS/OWNERSHIP

Remember that your Club/Center/Region's website belongs to the Club/Center/Region – not to any individual member, parent or volunteer even if they are building or hosting the site for your Club/Center/Region. Only the Club/Center/Region has permission to use the Pony Club name and logo. The DC/CA/RS should have all of the information regarding the site, including:

- where it is hosted
- how to get into the site (passwords, etc.);
- contact information for the host
- how to change or shut down the site if needed

As leadership changes, all of the information regarding the Club/Center/Region's website should be passed on to the new DC/CA/RS. If a parent, volunteer, or member plans to build and/or host your Club/Center/Region's site, be sure it is clear from the beginning that the authority and responsibility for the website remains with the DC/CA/RS.

OVERSIGHT

No matter who is building or hosting your Club/Center/Region's site, oversight is ultimately the responsibility of the DC/CA/RS. The DC/CA/RS should be involved in the initial development of the site to be sure these guidelines (and those of the Club/Center/Region) are being followed before the first page is ever posted. Even if another volunteer is responsible for building/maintaining the site, the DC/CA/RS should review the site from time to time to ensure accuracy and safety.

MEMBER INFORMATION

While the internet offers a fantastic way of communicating with volunteers, parents, and members, it also opens a possible window for predators. While it is unlikely that you will ever have problems, it is better to be safe than sorry. To that end, the following is recommended:

- NEVER list contact information for a child (including e-mail address, phone, mailing address)
- NEVER list a child's full name
- NEVER list a child with their parent's complete information (parent's full name, e-mail, etc.)
- DO use first names, ratings, horse names, etc.

Remember that detailed information about members and their parents can always be distributed the old fashioned way – by mail or in person. That way you control access to the information.

PARENT/VOLUNTEER INFORMATION

It is better to address this issue with your Club/Center/Region *before* you build your website. Some parents/volunteers may not want their information posted on the Club/Center/Region site. Discuss it with your Club/Center/Region and come to some kind of consensus. Whether that decision is to post every adult's contact information or to allow individuals to opt out of being included, letting everyone know from the start what the policy is will hopefully avoid problems down the road.

ADVERTISING

Banner Ads – If your Club/Center/Region is taking advantage of a free web host that requires banner ads on your site, be aware of the type of ads that will be displayed. Before signing up with a free web host, be sure you can limit the type of banner ads that are displayed. Many allow “family friendly” options that will exclude adult-oriented advertising. If you can't limit what pops up on your site, then look for another host.

Other Advertising – If your Club/Center/Region seeks advertisers as a way of supporting the cost of your site (or just as a way to raise funds for the Club/Center/Region), be aware of USPC's Corporate Sponsors. Your advertisers should not be direct competitors of our Corporate Sponsors.

NEWSLETTERS/CALENDARS

Many Club/Center/Regions are beginning to post their Club/Center/Region's newsletter online. If you decide to do this, just remember to follow the above guidelines. Before posting your newsletter online, remove contact information for youth members or other personal details that would make it possible for an online predator to make direct contact with members.

USPC LOGO/LINK

All active Clubs have permission to use the USPC logo for official Club/Center/Region purposes, including on a Club/Center/Region website. A link to the National website (ponyclub.org) should be included somewhere on your site. You are also welcome to include links to any other part of the USPC site, although linking to the front page is preferred since that is where new information, announcements, and updates are first posted.

LINK ON PONYCLUB.ORG

As soon as your Club has its site up and running, be sure to submit your URL (web address) to the National Office (webworks@ponyclub.org) so that a link can be added to the USPC Links page.

INCLUDING USPC FORMS

As a general rule, do NOT publish official USPC forms on your site. Instead, add a link to the USPC Forms page (<http://www.ponyclub.org/?page=Forms>). The national forms are subject to change at any time; the only way to ensure your members and volunteers are using the most current form is to use the forms on the national site.