



CHULA VISTA GENEALOGICAL SOCIETY

Standard Operating Procedure

WEBMASTER

As defined by the Bylaws and Standing Rules of the Chula Vista Genealogical Society, the Webmaster shall oversee the developing, publishing and maintenance of a Society Internet presence in the form of a website, blog, social media or other vehicle which may become popular for such purposes in the future.

The purpose of this Standard Operating Procedure guideline is to further define the responsibilities of the Webmaster chairperson.

Responsibility I: The Webmaster (or designee) shall develop, implement and maintain an Internet presence (a website, a blog site or social media postings) for the Society as directed by the Board of Directors.

- A. The website design shall, at all times, represent, in a positive light, the nature, purpose and mission of the Chula Vista Genealogical Society.
- B. Web design encompasses many different skills and disciplines in the production and maintenance of a web presence. The different areas of web design include:
 1. Web graphic design.
 2. Interface design.
 3. Authoring, including standardized code and proprietary software.
 4. User experience design.
 5. Search engine optimization.
- C. The Webmaster is responsible for creating the look-and-feel of World Wide Web pages for the Society's website. This involves developing a graphic design that effectively conveys the ideals being promoted by the Society. Some activities included in this task are:
 1. Initial planning.
 2. Layout.
 3. Colors and/or images to use (photos, illustrations, videos, etc.).
 4. Overall graphic design.
- D. Once the basic concept is established, the Webmaster shall oversee the collection of the text, documents and images that will appear on the site's pages and convert them into a form which

can be viewed. This requires a mastery of HTML (hypertext markup language), the computer language used to create web pages.

- E. The Webmaster shall oversee the creation of web, blog and social media pages that can be used on any type of server and viewed with any type of browser or mobile device. To do this, he/she must be familiar with issues of browser/server compatibility, including which browsers and servers work well together and which ones do not.

Responsibility II: The Webmaster (or designee) shall be in charge of collecting, organizing and preparing material for use as content on the Society's Internet website.

- A. On a regular basis certain pages must be updated because of their time sensitive content:
 - 1. Events page - updated monthly to present up-coming Society events.
 - 2. Newsletter page - updated monthly to include the most recent newsletter.
 - 3. Resource page - updated monthly to include minutes from both Board of Directors meetings and General Membership Meetings.
- B. Some pages need to be updated on an occasional basis as new material becomes available:
 - 1. Announcements page – updated whenever announcement information is supplied to the Webmaster from the Board of Directors, members or the community.
 - 2. Articles page – updated whenever articles are supplied to the Webmaster from the Board of Directors, members or the community.
 - 3. Gallery page – updated whenever photos from Society events are supplied to the Webmaster from the Board of Directors or members.
 - 4. All pages are changed after election of officers in November and installation in December of even years to display the new officers.
- C. There are pages that remain relatively static and need little if any attention throughout the year:
 - 1. Home page – updated only if there is a temporary feature added or removed.
 - 2. About Us page – would change only if ordered by the Board of Directors.
 - 3. Organization page – would change only if ordered by the Board of Directors.
 - 4. Queries page – would change only if ordered by the Board of Directors.

Responsibility III: The Webmaster (or designee) shall collect, organize and prepare all material needed for searchable data bases directed by the Board of Directors to be placed on the Society's website for genealogy research.

Responsibility IV: The Webmaster (or designee) shall collect, organize and prepare all material needed for blog and or social media postings as directed by the Board of Directors.

Responsibility V: The Webmaster (or designee) shall attempt to maintain an awareness of the advancements in web technology, software and methods and strive to keep the Chula Vista Genealogical Society's internet presence as technically advanced as possible.

Responsibility VI: The Webmaster shall keep and update a notebook containing the current Society Bylaws, Standing Rules, respective SOP and other pertinent data. This notebook shall be given to the succeeding Webmaster.