

622 Websites & Newsletters

2010 Baden-Powell Council University of Scouting

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Common Elements of Good Newsletter & Website Design

Clear – the content has to be easily received.

Accurate – the content has to be true and correct.

Timely – the content needs to be received while it is still usable.

**The most important
factor in your
newsletter is the
content.**

**ALWAYS
PROOFREAD,
PROOFREAD,
PROOFREAD.**

Layout Tools

Columns – Use of 2 or 3 columns helps organize your information into easily readable articles.

Short Headlines – Brief headlines spark interest and draw the reader to the story.

Whitespace – Open space around your text helps the eyes not wander to adjoining articles, making it easier to stay focused on your ideas.

Full Justification – Evenly spaced columns of text provide a clear, professional look that is appealing.

Graphics – Pictures can quickly draw the attention of readers and may help show the point you are trying to convey.

Fonts – Different typefaces can add flavor to your articles, but be careful to not use too many, as it may start to look choppy. Some fonts may be difficult to read too.

Color – Black & white is the natural choice for text-based articles. Adding color may draw attention, but may also increase production costs.

Useful Website Features

Banners - These can be used throughout your Unit's literature to link them together.

Navigation Trees – These can help your audience navigate through the pages of your website.

Links/Hyperlinks – These are useful tools to direct your audience to other related material.

Graphics/Photos – These help pass on your message through visual stimulation.

Calendars – These are great tools for keeping everyone in your Unit on the same page.

Forms – These allow your Unit to have access to commonly used forms, so you don't have to hand out a million hard copies.

Elements of a Website

DOMAIN NAME
+
WEBHOST
+
WEBPAGES

National Council Guidelines for Unit Websites

www.scouting.org/webmasters/units.aspx

While units and members act as private individuals when communicating with the public, the National Council provides the following advice for those who use the Internet to promote and support their units or to communicate to the public about Scouting:

Decorum - Scouters should exercise propriety and good taste. Remember that the Internet (including Web sites, chat rooms, bulletin boards, and even e-mail messages) is a public medium. Your conduct reflects not only on yourself and your unit, but also on the entire Scouting movement whenever the audience knows you are a Scouter.

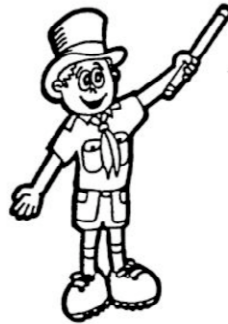
Personal Safety - While most Internet users are honest, there is a criminal element that seeks information as a way to gain access to victims. For that reason, be especially careful about providing any personal information—names, e-mail addresses, phone numbers, etc. Always get written permission before posting personal information about adult volunteers, and never publish personal information about youth members. If you display or post images of adult and youth members involved in Scouting activities on your Web site, you should first obtain written permissions from the adults and the parents or guardians of any youth members.

Legal Issues - Myriad federal and state laws govern publishing in any medium, including the Internet—copyright infringement, privacy of information, defamation, etc. You should familiarize yourself with these laws so you can ensure that the information you publish doesn't create any legal problems for you or

your chartered organization. Key among these legal issues are that (1) you should never collect personal information about youth members over the Internet, and (2) you should never reproduce or display on your Web sites content from some other source without written permission.

BSA Policies and Procedures

All policies and procedures that apply to any activity are still in effect when that activity is conducted on the Internet. For example, any online recruiting must be done in accordance with policies and procedures that govern offline recruiting.



Advertise your Website

Make everyone aware of your website:

- Remind members in e-mails.
- Print it on your newsletters.
- Get it posted on school websites.
- Distribute it on business cards.
- Your website can be a 24 hour/ 7 day a week / 365 day a year recruiting tool.

**Keep your
newsletters and
websites current**

Baden-Powell Council

BSA National Council

Scout Website Creator

www.bpcouncil.org

www.scouting.org

www.scoutlander.com