Fawn Ridge Maintenance Association - Website Policy and Procedures

I. Scope

This policy governs the creation, approval and publishing process related to the placement of Website content (text, photos, video, audio, links, documents) and the use of the fawnridge.org Association website (Website).

The desire of the Board of Directors (Board) is to make the Website distinctive for its integrated user experience, widely distributed creation and publishing responsibility and flexibility to allow customized content to be produced by Association Members, Committee and Board. With such distributed publishing responsibility comes shared responsibility for quality assurance, usability, performance, and security. The actions of one Association Member, Committee or Board member can affect the entire site. Therefore, expectations are set here to ensure quality, manage risk, and present the Fawn Ridge Maintenance Association, Inc. content to Website users in the most effective ways.

II. Policy Statement

The purpose of this policy is to establish basic requirements for use of resources and publishing of content in a manner that maintains quality and appropriately reduces risk to the confidentiality, integrity, correctness, and availability of Association data, as well as the system. The requirements of this evolving policy will deal with Association standards for Website content, including content type, content approval, site visual identity and design, editorial quality, plug---in applications, databases, and security.

III. Policy

All Association content presented on the Internet will be governed by this policy. Website content will be supported on the domain fawnridge.org.

This process gives content owners, approvers and publishers the direction necessary to create, edit, update and approve Website content in a flexible workflow management system configured to match the specific components of the Association's business processes and annual calendar of events.

A. **New Content Process**
When new content has been prepared by the Content Owner and is ready for approval, the Content Approver will be notified via email that the content is ready for approval. The Content Approver may reject the content and return it to the Content Owner for further revisions or the Content Approver may review and edit the content and forward the approved content to the Content Publisher for posting. This managed approval process will help to ensure web content is accurate, up-to-date and consistent throughout the entire Website.

The intent of this process is to facilitate a collaborative workflow in which web content is not the sole responsibility of the Website and Communication Committee. Rather, content creation responsibility is in the hands of the appropriate Board, Committee and Management professionals best suited, and specifically assigned to create and manage specific types of content for the Association. Once content is ready to go live, it is put through the defined approval process or workflow to ensure content accuracy, and continuity.

B. **Following Standards**
Association members using resources to develop, and content will abide by standards designed to assure quality, performance, usability and security. Standards are developed and maintained by

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the Web and Communication Committee. An integrated user experience is assured through the use of a content management system and a standardized Website Theme with a series of design templates that provide reasonable publishing flexibility and ease of use. Editorial and design standards ensure consistency of the experience for users across the site. Standards for timeliness and accuracy assure quality as well. Content Publishers will be provided training and on-going support to effectively use these tools and standards.

C. **Performance and Security**
Performance and security standards assure that the site functions properly and the Association content, including personal Association Member data, is protected, as well as the Associations reputation and good name. Performance problems, security risks or poorly presented content on one part of the site can affect the entire domain. The Web Master will provide on--going security and performance review, as well as periodic content and design review, will monitor live content and problems. Issues of concern will be raised with the Content Publisher and Content Owner so they may be promptly addressed.

D. **Copyright/Trademark Content**
Replication and repurposing of original content should be avoided; rather links to the original source in the content management system should be used. Policies regarding Intellectual Property, Copyright, and Trademarks should be followed.

E. **Member's Login**
Special Web applications and databases will be located on a Member's Only Portal. Depending on the current Property Management Company, this Member's Only Portal location may change. Notification by email will be sent out if any changes are made. Applications that rely on Association data, including confidential, official use only and unrestricted data will follow appropriate requirements. Applications that pose security risk, hinder performance or confuse the user will not be hosted on the fawnridge.org website, but on the portal, instead..

F. **Content Approval**
The Content Owner (Board member, Committee Member or resident) will be responsible to secure the appropriate approval prior to submission to the Web and Communication Committee for review with Website standards and posting to the website. Content Owners must secure the necessary reviews and approvals in order to have their content uploaded to the website. The Content Owner may present proposed content to the Web and Communication Chairs for comments and suggestions prior to submitting the materials for review by the appropriate approval authority (Approver).

Policy Effective: TBD
Policy Last Reviewed: May 12, 2023

Fawn Ridge Maintenance Association - Website Policy and Procedures

IV. Roles and Responsibilities

The Web and Communication Committee and the Association Board approves standards for design, editorial direction, visual identity, as well as leadership for the Website. The Committee and the Board are also responsible for ensuring website performance, availability, and the on-going monitoring and assessment of issues related to security of the Web site.

    A. Web Chair
Provides management and development of the application environment (and related infrastructure) that is used to run the Web site and publish Web content.

    B. Communication Chair
Assists the Web Chair in communication with the Association via use of posting on the fawnridge.org site or other social platforms such as Facebook Groups (Friends of Fawn Ridge).

    C. Web and Communication Committee
        a. Establishes governance mechanisms for use of Website resources, including policy dealing with standards for Website content: sets policies and procedures for operating the Website and posting content; leads the Publishing Group and others managing development of new features; and, monitors migration of content to site.
        b. Annually reviews the policies, standards and the design, content and operations of the Website and the Committee may make such recommendations to the Association Board as it believes are necessary to remain consistent with State law improve the overall effectiveness of the Website in meeting its mission and the Boards goals and objectives.

    D. Content Owners
        a. Responsible for creating content which is original, clear, concise and informative and for securing content review from the Content Approver , when appropriate, prior to submitting to the Web and Communication Chairs for review and publishing.
        b. Owners are individuals such as Board members, Board Officers, Committee Chairs, the Property Manager and others responsible for the publishing of official Association documents.
        c. Content Owners will provide content to the Web and Communication Chairs .

V. Web Security and Performance

Website servers are regularly monitored for security vulnerabilities and performance. Web pages that are identified as vulnerable or causing server performance issues may be deactivated until the areas of concern are addressed. Software upgrades, new application features and major site releases are to be researched and tested as necessary to prevent the introduction of poor performing or vulnerable Web resources.

VI. Definitions

Web Content Management System (CMS): Software application used to store, edit and publish Web pages, including html, text, photos, video, audio, links and other media via a series of managed templates.

The current Association CMS is WordPress utilizing the Freya Theme by Sparrows & Snow and associated plug-ins and enhancements. The site is hosted by Bluehost.

Policy Effective: TBD
Policy Last Reviewed: May 12, 2023

Fawn Ridge Maintenance Association - Website Policy and Procedures

Domain: A domain name locates an organization or an entity on the Internet. The current domain for the Fawn Ridge Community at Fawn Ridge Maintenance Association, Inc. is fawnridge.org.

Website Content: Any content or data (html, text, photos, video, audio, links, documents) created by an Association member, Board or Committee member or the Association Manager and published on the Web Site. Such content is owned by the Association (with the exception of intellectual property, which is licensed or approved for use by the Association).

Content Creator: An individual Association member, Board or Committee member or the Association Manager who obtains or creates original content (html, text, photos, video, audio, links, or other media) for uploading and display on the Association Website at fawnridge.org site. The Content Creator is also responsible for securing approval of content from a Content Approver before submitting the content to be uploaded by the Content Publisher.

Content Approver: A Board member, Association Manager or the Website and Communication Chairs who has been designated by the Board of Directors to accept, review, edit and approve or reject content (html, text, photos, video, audio, links, or other media) which has been prepared for uploading and display on the Association Website. Content approval shall be based upon standards for content editorial quality, visual appearance and design, and the informational needs of Association Members and Board of Directors

Content Publisher: A Board Member, Web and Communication Committee member, or the Association Manager with training and authorized access to the content management system who enters/uploads content (html, text, photos, video, audio, links, and other media) into approved modules or templates, so that the information is displayed appropriately on the fawnridge.org site.

Content Publishing Group: The group of Content Approvers and Content Publishers who have been provided some training and authorized to use the content management system, and who provide user input to the Website and Communication Committee. This group, under the direction of the Website and Communication Committee chairs is responsible for creating, recommending, and implementing Website policies and procedures to guide:

- Use of the content management system;
- Content migration;
- Editorial, design, branding and sub branding considerations;
- Security and risk management;
- Training and leadership of content publishers;
- Quality assurance; performance; and
- Measurement, tracking and evaluation.

Web and Communication Committee: Is the comprised of those Association Members appointed by the Association Board responsible for the administration of the Content Management System and related policies and procedures associated with the Association Websites. The Web and Communication Committee should be comprised of at least three members and a member of the Board to ensure that there are sufficient resources and support for the Website and to assure continuity of Website operations.

Web Chair: Is the person responsible for the leadership of the Website and Communication Committee and the administration of the Content Management System and related policies and procedures associated with the Association Websites.

Policy Effective: TBD
Policy Last Reviewed: May 12, 2023

Fawn Ridge Maintenance Association - Website Policy and Procedures

Communication Chair: Is the person who assists the Web Chair in communication with the Association via use of posting on the fawnridge.org site or other social platforms such as Facebook Groups (Friends of Fawn Ridge).

Website Master: Is a volunteer or hired individual who assists with the Website development, security, and performance. The Web Master must be knowledgeable in managing the computer server and technical programming aspect of the website.

Design standards: These standards assure the appearance of Web pages, maintain an integrated user experience and look across the site.

Editorial standards: These standards guide the development of headlines, copy, style and content to maintain an integrated user experience and voice across the site.

Content Standards: The content of media produced ultimately should be reflective of the Associations mission. Attention needs to be paid to avoid individual promotion, advertising third parties, use of appropriate language, overall tone, and the purpose of the produced media. Content Publishers and Owners should seek guidance from the Web and Communication Chairs to help avoid any wasted time or resources by producing content that does not meet Association standards

Quality Standards: While quality is very subjective, Content Publishers and Owners must take great care in maintaining the highest level possible. The quality of media produced reflects the Association both internally and externally. While it is understood that professional grade quality may not always be available or warranted, we believe the Association is best represented by work that shows respect to the quality of living environment the Association Board seeks to achieve for the Fawn Ridge Maintenance Association, Inc.

Accuracy: The Web and Communication Committee is responsible for maintaining Website content that is accurate and timely. The Committee should ensure proper maintenance and follow all published Association standards of form and content. The Committee will notify Content Publishers and Owners (Committee Chair, Association Board, individual members) of any content that has not been reviewed or updated for a period of one year or more, so that the content can be reviewed, updated, or deleted.

Timeliness: The Web and Communication Committee should ensure that approved content is provided by Content Owners in a timely manner. Content may be updated, removed, or replaced as the Committee deems necessary to assure that content is correct, coordinated with other website content and in compliance with the State law.

Signed and adopted on the _____ day of _____ ,2023

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Matthew Racine   Chris Renshaw

President, Fawn Ridge Maintenance Association, Inc.   Vice President, Fawn Ridge Maintenance Association, Inc.

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