

Moulsoe Website Protocol

Objective/Purpose of Website

The website is intended to provide residents with easy to access information about Moulsoe Parish and Village.

Key Principles

- Stay true to the objective – avoid trying to make it do too much
- Provide relevant, timely and succinct information for residents
- In a professional, yet warm, friendly and open tone
- Using uncomplicated and straight-forward written English
- Presented in a modern style that is uncluttered using clear grey text on white background
- Keep it current and working in concert with other communications by including a section dedicated to Website Content & Development on each formal meeting agenda.
- The website does not replace Moulsoe Mail, mailshots and notices on the notice board, it acts as an additional (albeit significant) communications working in concert.

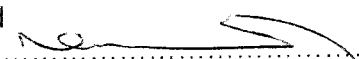
Permissions and Delegated Permissions

- Elizabeth Cook will be the primary contact for changes, and Steve Waters will act as secondary contact if Elizabeth is unavailable.
- Each body will appoint a primary contact for changes and Elizabeth Cook and Steve Waters will act as secondary contacts.
- Updates, changes and notices should be emailed to the primary contact with a clear change request.
- The change should be made within 72 hours.
- If the primary contact is unable to complete the request within 72 hours, it should be forwarded to the secondary contact and the sender notified.

Content Guidelines

- Preserve the Look & Feel of font/size/headings (see below)
- Keep to the style and tone of content
- Avoid cluttering and overcrowding the page
- Avoid too much text – be short and succinct
- Use high resolution images
- Easy to access information doesn't necessarily mean posting information readily available elsewhere – use links.
- Use links to other pages on the website to avoid repetition or confusing/conflicting information
- Remove out of date postings (and purge all pages for these at regular intervals)
- Other than in the "Who We Are" and Contact sections use individual's names only where absolutely necessary. This contributes to the professional feel, a collegiate culture and makes it easier to update for changes, keeping it current.
- Minimise the use of acronyms, slang and jargon, if an acronym is widely used, add it to the glossary.

Agreed by Moulsoe parish council:

Signed  dated 9/7/2013

N. RICHARDS, CHAIR.