



NSDAR Online Guidelines

Including All Websites and Social Media

PUBLIC

These sites are open to the public and promote DAR activities, encourage DAR membership, provide accurate information about DAR, provide a place to answer questions from prospective members, and may engage prospective members in discussion about the National Society. **Public sites are NOT for the purpose of communicating or discussing DAR chapter or state business.**

WEB PAGE REQUIREMENTS

- Name of chapter, chartered city, and state appear at top of home/landing page.
- Email link or button for membership information is present and prominent on every page.
- Must have at least two contacts or administrators with different email addresses.
- Webmaster or administrator link appears on every page.
- “Last Updated” date should appear on the bottom of the home page – it is not required to have it listed on all pages, just the home page.
- Disclaimer must appear on every page:

The content contained herein does not necessarily represent the position of the NSDAR. Hyperlinks to other sites are not the responsibility of the NSDAR, the state organizations, or individual DAR chapters.

DAR INSIGNIA USAGE:

The DAR Insignia may NOT be used on websites or social media. For more information regarding DAR Insignia usage, please refer to the NSDAR Insignia

DAR LOGO USAGE:

Download correct registered® version: [Member Resources, Download Graphics](#)

PRIVATE

Private sites are closed or password protected and for viewing by DAR members only. DAR member verification is required to access them. They are used to discuss DAR business, post notices, share newsletters, and communicate within the chapter or state. Every effort must be made to keep these closed pages or private groups from public view. A minimum of two (more is recommended) administrators is required.

NOTES ON OWNERSHIP AND RESPONSIBILITY

No single person or chapter owns any online presence (no copyright on pages). The State Regent is ultimately responsible for any online presence in her state. Chapter and state websites and pages must receive the approval of the State Regent, or her designee, and NSDAR. Credentials for any website or account (user name, password) must be given to the Chapter Regent/State Regent and to the Chapter/State VIS Chair for their permanent records. All page administrators, both public and private, are responsible for the pages they manage and the accuracy of the information contained therein. They must be prepared to speedily execute requests from their state organization and the National Society.

EMAIL AND CONTACT CHANGES

Email address and contact changes shall be sent to <mailto:viscontact@nsdar.org> and to the state VIS Chair, if requested. Include the old and new email addresses and identify yourself as administrator or chapter/state email contact. Daughters will also notify their chapter registrar to update e-Membership.

ALL PUBLIC AND PRIVATE SITES - Grammar and capitalization must comply with the current VIS Style Guide: [VIS Style Guide](#)

PUBLIC WEB SITES

- **Use Temporary URLs or Private Servers During Development:** During development and through the official approval process, chapter websites should be parked at a temporary URL or server. Once the website is approved, you may move the website to the permanent URL for public viewing. This helps prevent the public from viewing a non-approved DAR website. For state societies who are adding chapter webpages to your already approved state public website, please keep new chapter webpages private until they have been approved. If you use a password protection option to keep a chapter page private, you will need to provide the password to the National VIS Website and Review Team so that they can access the page to perform their review.
- **State Public Websites** may link to all chapters within the state.

PUBLIC CHAPTER WEB SITES

- **Public chapter** – Only post items that further the objective of the NSDAR chapter and show the chapter's activities. Text should focus on National objectives: historic preservation, education, and patriotism.
- **Chapter Name** – In a heading title, each chapter name will be followed by NSDAR with a comma between. Example: Niagara Falls Chapter, NSDAR. In a sentence, there should be two commas. Example: Niagara Falls Chapter, NSDAR, meets on the first Saturday of each month...
- **Chapter Number** – Do not display publicly the chapter number or certificate.
- **Policy on Politics** – Politics, subscriptions or campaigning of any kind are not allowed.
- **Policy on Sales** – All fundraising must comply with federal, state and local regulations concerning sales and solicitations by charitable organizations. Chapters shall abide by the policies set forth by state DAR societies and organizations. The National Society does not provide tax advice.
- **DAR Business** – No internal DAR business can be displayed, no newsletters, yearbooks, directories, invitations or State and National Society meeting dates, etc.
- **Website Privacy Information** – Locations of meeting places should not be listed on public chapter or state websites.
- **Date Stamp** – Webmaster's link and "Last Updated" date stamp is required to be placed at the bottom of the homepage.
- **Number of Outside Links** – A maximum of 10 outside links is allowed. No personal or business links are allowed.
- **Video Presentation** – It is OK to provide an outside link to a professional video from a TV station about a chapter for PR purposes. If a homemade video is presented, the same rules apply as do the photographs; the consent of those minors featured must be obtained by the chapter.
- **Use of Acronyms** – All acronyms must be spelled out the first time when being used on the web site. Thus, National Society Daughters of the American Revolution (NSDAR or DAR) should be located in the text of the first paragraph of the home page on all sites.
- **States should be spelled out** – do not use state abbreviations on chapter websites
- **Clipart** – Cartoon clipart is not to be used.
- **Font Size** – Font size should be 10 points or greater.
- **Patriots List** - Chapters choosing to list their members' patriots may include name, birth, death, state, service, and spouse's name. If a chapter wishes to add more in-depth information, they should use the [America 250 Committee's Patriot Story Template](#). Additional information, such as from the DAR Genealogical Research System (GRS), may not be included. DAR Ancestor numbers are exempt from this policy.
- **National Anthem** – The national anthem may not be used as music on any DAR website.
- **NSDAR and Membership Links** – Links to NSDAR and Membership pages on the public website or state website should be prominently displayed on each page.

APPROVAL PROCESS FOR NEW WEBSITES AND SOCIAL MEDIA ACCOUNTS

- The State Regent will request approval from the VIS National Vice Chair of website approval: visapproval@nsdar.org. Social Media approvals get sent to smapproval@nsdar.org. Contact the state VIS Chair for the procedure in your state. Reference the NSDAR Checklists available online. [Member's website; VIS Tools](#)
- Administrators may be asked to make changes at any time during the approval process.
- New sites will not be linked until approved. Sites may be unlinked from DAR.org if any of the above guidelines are not followed.

FACEBOOK - PUBLIC PAGES AND PUBLIC GROUPS

- Public Facebook Pages and public Groups must follow all guidelines above in “Public Chapter Websites” section; the following points are specific to Facebook.
- Category listed on Facebook Page set up should be “Non-profit organization”
- Disclaimer must be placed in the Page ‘About’ section: “The content contained herein does not necessarily represent the position of the NSDAR. Hyperlinks to other sites are not the responsibility of the NSDAR, the state organizations, or individual DAR chapters.”
- Email address of chapter contact and public chapter web site address must be placed in “Additional contact info” section.
- The flag of the United States of America shall not be used as a banner in the cover photo.
- The DAR logo should be used in either the profile picture or cover photo.
- NSDAR approved site image shall be posted after account is approved and should remain in post activity.

INSTAGRAM

- Public Instagram pages must follow all guidelines above in “Public Chapter Websites” section; the following points are specific to Instagram.
- Disclaimer statement must be placed in the "Bio" section of the account, however due to character count limitations, disclaimer statement is modified to "Content does not necessarily represent the position of NSDAR. Hyperlinks not the responsibility of NSDAR." (this is 105 of the 160 allowed characters)
- Chapter’s city and state must be listed in the “Bio” section.
- Public chapter web site address and chapter contact email should be linked in account information section.
- NSDAR approved site image shall be posted after account is approved and should remain in post activity.

PINTEREST

- Public Pinterest pages must follow all guidelines above in “Public Chapter Websites” section; the following points are specific to Pinterest:
- Public chapter web site and contact email address must be added to account information.
- Disclaimer must be added to the Profile section, however due to limited character count, shall be modified to: “Content does not necessarily represent the position of NSDAR. Hyperlinks not the responsibility of NSDAR.”
- No ‘pins’ created shall be connected to retail sites.
- Care should be taken when creating a pin. All pins should lead to the correct and appropriate link.
- NSDAR approved site image should be ‘pinned’ after site approval.

TWITTER

- Full disclaimer statement should be made as a tweet and pinned to the top of the account page.
- Chapter’s city and state shall be placed in “location” prompt at set up.
- Public chapter web site and chapter contact email must be linked in “Account Information”.
- Tweets shall promote chapter or state activities. No personal information should be included. Prior approval shall be obtained from all persons pictured in a photo before tweet is made. Approval shall be in writing and kept on file by VIS Chairperson.
- As on all public DAR sites, no politics nor political topics should be discussed. DAR is a non-political organization.
- NSDAR approved site image shall be tweeted after account is approved and should remain in account activity.

YOUTUBE CHANNELS

- Add DAR logo to cover art or profile image.
- State societies' channel title should be: "State Society Name". A chapter's YouTube channel title should be: "Chapter Name, City and State".
- "Last Updated": The most recent modification date should be placed on the bottom of the "About" section of the channel.
- The official NSDAR disclaimer must appear on the "About" page: "The content contained herein does not necessarily represent the position of the NSDAR. Hyperlinks to other sites are not the responsibility of the NSDAR, the state organizations or individual DAR chapters."
- Music - The National Anthem may not be used.
- The Approved Site Video sent from NSDAR must be uploaded with 'public' setting to the channel where it shall remain in the channel's video feed.
- Videos of private DAR business and meetings must be uploaded as "Unlisted" and the link may be provided to members only.
- For public videos, content should be of interest to non-DAR members and in keeping with the Society's objectives of historic preservation, education, and patriotism.
- Public comments should be turned off for all videos.

DAR RULES

- **DAR is a non-political organization.** No politics shall be discussed on DAR sites.
- **Spokesman Statement** – Follow the DAR Spokesperson Policy Statement PR-0014
- **Policy Regarding Text** – No derogatory remarks about DAR, allied organizations or individuals are to be posted. A zero-tolerance policy will be enforced.
- **Social Media** – Monitor discussions (by the chapter) to be sure they are accurate, appropriate and pertain to the mission of the NSDAR. Post corrections and new information quickly. Inappropriate information or comments are to be removed. No discussions are allowed on public websites.
- **GRS Information** – Under no circumstances should national numbers or GRS information be shared on a public page. This is NSDAR proprietary information. DAR Ancestor numbers are exempt from this policy.
- **DAR Privacy Policy** – For the safety and privacy of Daughters, we do not approve listing more than two email links per site and published information will not include: name, phone number, address or private email address. Email link should be the member's title only. (webmaster, regent, etc.)
- **NSDAR 1000 Form** – Use DAR Form NSDAR-1000 for minors/children only. Keep signed permission forms on file. Adults are no longer required to provide written permission when photos are taken in public, community and posed settings.
 - Child's name, photo and identifying information are not to be posted without the written permission of parent or guardian.
- **Flag Code** – Per the Flag Code, the flag should never have placed upon it, nor on any part of it, nor attached to it any mark, insignia, letter, word, figure, design, picture or drawing of any nature and should never be used for advertising purposes in any manner whatsoever. Therefore, please do not use the flag as your website banner.
- **Members Only website** – Do not link to the NSDAR Members Only website.
- **Music** – Websites that have music must include an option (a control bar) to turn it off and must comply with copyright restrictions that apply to the use of the music.
- **QR Codes** – May be used on public DAR websites and/or social media sites to direct viewers to public DAR sites. QR Codes must contain URLs to DAR sites, only. Example: dar.org, or a public DAR state or chapter site. QR Codes may not be used to direct viewers to non-DAR sites.

LINKS TO OTHER SITES

- Links shall help visitors find information to assist them in becoming members.
- Links to approved, recognized, public NSDAR sites are allowed. Links to other external sites are limited to 10 and are to open in a new window.
- Members only web pages may be linked from public web pages but must be password-protected.