

PUBLIC WEBSITES

Public sites are open to the public. They 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 a discussion about the National Society. Links on a public website should help a visitor access information about becoming a member. Public sites are NOT for the purpose of communicating or discussing chapter or state DAR business. Members-only web pages may be linked to public web pages but must be password-protected.

MEMBERS-ONLY WEBSITES

Members-only websites are closed, or password-protected. They are to be viewed 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 administrators is required; more is highly recommended.

OWNERSHIP AND RESPONSIBILITY

No single person or chapter owns any online presence or can hold copyright on pages. The state regent is responsible for all official DAR websites and social media sites in her state. Chapter and state websites must receive the approval of the State Regent, or her designee, before seeking approval from the National Society. Credentials, such as username and password for any website or account, must be given to the chapter regent/state regent and the chapter/state VIS Chair and kept current for their permanent records. All page administrators, both public and private, are responsible for the pages they manage and for the accuracy of the information contained therein. They must be prepared to speedily execute requests for changes from their state organization and the National Society.

TOOLS TO ASSIST WITH PUBLIC SITES

[DAR Brand Identity and Logo Style Guide](#)

[VIS Style Guide](#)

[VIS Approval Checklist](#)

[VIS Committee webpages](#)

[DAR Graphics](#)

USING THE DOCUMENT

This document contains three sections: Approval, General Rules and Specific Rules. The approval section is a brief overview of the official approval process. Consult the VIS webpages for important additional details. The General Rules section, on page 2, contains practices for both websites and social media. The Specific Rules section, starting on page 3, provides individual rules for different types of sites.

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APPROVAL Process for Websites & Social Media Sites

- During development and through the official approval process, chapter and state websites should be parked at a **temporary URL or server**. Once the website is approved, move the website or page to the permanent URL for public viewing. This procedure helps prevent the public from viewing a non-approved DAR website. State societies adding chapter webpages to their already-approved state public website must keep new chapter webpages private until they have been approved. If using a password-protection option to keep a chapter page private, provide the password to the National VIS Approval Team members so they have access to the page to perform their review. New websites will not be linked to dar.org until approved. Websites may be unlinked from dar.org if the rules in this policy are not followed.
- The state regent must request approval from the VIS national vice chair website approval: visapproval@nsdar.org. Social media approval requests are to be sent to smapproval@nsdar.org. Refer to the VIS webpages for the complete procedure.
- Webmasters and/or administrators may be asked to make changes at any time during the national review process.

GENERAL RULES for Websites and Social Media Sites

1. **DAR is a non-political organization.** Politics, subscriptions, and campaigning of any kind are not allowed on websites or social media.
2. **Official Spokeswoman** – The President General is the official spokeswoman for DAR. Follow the [DAR Spokesperson Policy Statement PR-0014](#).
3. The **DAR Insignia** may NOT be used on websites or social media.
4. The **DAR logo**, as described in the [DAR Brand Identity and Logo Style Guide](#), shall be prominently displayed on the home page of a website. (*Placing the logo in the footer is not considered prominently displayed.*) On public sites, do not include custom national, state, chapter or committee logos, designs or symbols of a DAR administration at any level, such as those for a state regent or a President General.
5. **Posts** – No derogatory or discriminatory remarks about DAR, allied organizations or individuals are to be posted. A zero-tolerance policy will be enforced.
6. **Social Media Discussions** – Discussions shall be monitored by the chapter or state to ensure they are accurate and appropriate and pertain to the mission of NSDAR. Post corrections and new information quickly. Inappropriate information or comments are to be removed.
7. **Genealogical Research System (GRS) Information** – Under no circumstances should a member's national number or GRS information be shared on a public page. The information constitutes NSDAR--proprietary information. DAR Patriot ancestor numbers may be shared.
8. **Privacy** – For the safety and privacy of Daughters', chapter websites, do not include member contact information, such as name, address or private email address. No chapter officers shall be listed. For membership contact information, provide two non-personal email links plus a contact for the webmaster. The email addresses shall be linked to text that represents the member's title or function (e.g., regent, registrar, membership chair, "Contact Us") and not display the email address. Chapter Daughters shall not be named in photos; however, the caption may describe the event using a description like "members of DAR."
 - a. On state websites, the state officers may be listed by name (with their approval), but no phone numbers or personal email addresses may be listed. State Daughters may be named in photo captions with their permission.
 - b. Chapters and state organizations are encouraged to share online public relations material promoting their achievements in the DAR mission areas of historic preservation, education and patriotism. Online text and/or photo captions may include the name of a person, with the individual's permission, if they are receiving an award.
 - c. No photograph, video or identifying information of a child can be posted without the written permission of the child's parent or guardian. Use **DAR Form NSDAR-1000** for minors/children only. Keep signed forms on file. Adults are no longer required to provide written permission when they appear in posted photos or videos taken in public, community or posed settings.

9. **U.S. Flag** – Per the Flag Code, the Flag should never be placed upon, or attached to, 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, do not use the Flag as a website banner or cover photo.
10. **Do not link** to the NSDAR Members' Only website from a DAR public website. Do not quote or copy text from the NSDAR websites. Instead, provide a link to the information.
11. **Music** – No music is to be included (coded) on any DAR website or social media page. Only music that is part of an approved video is acceptable.
12. **Graphics/Photos/Videos** If the chapter or state does not own the copyright on graphics, photographs or videos used on a site, then it must either purchase the right, or otherwise obtain permission, to use the item. The chapter or state is expected to comply with any terms or conditions of use. Add a description in the Alt-image-field of images.
13. **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 only to DAR sites only, such as dar.org, or a public DAR state or chapter site. QR Codes may not be used to direct viewers to non-DAR sites, except DAR chapter Wreaths Across America sponsorship pages.
14. For Social Media sites, two (or more) administrators with different email addresses must be listed, and an administrator link must appear on every page.
15. **Administrator/Webmaster information:** Send email address and contact changes to vischair@nsdar.org and visadministrator@nsdar.org. Include the name, position (administrator or chapter/state contact) and old and new email addresses. New appointees should also identify whom they replaced.
16. **Housekeeping changes** are not required to go through the NSDAR approval process. Housekeeping changes are changes to contact information, photos, calendars, uploading an awarded badge or linking an approved chapter website or social media account. Chapter webmasters may forward these changes to their state VIS Chair (if required to do so) but are NOT required to send these types of updates to National. ALL OTHER CHANGES must go through the approval process.

SPECIFIC RULES

Public Sites (Websites)

1. The name of the chapter, chartered city and state must appear at the top of the home/landing page.
2. Email links or buttons for membership information must be present and prominent on every page. (Footer is not considered prominent.)
3. The webmaster link must appear on every page.
4. For Websites, two chapter contacts and a webmaster with different email addresses must be listed.
5. The "Last Updated" date should appear on the bottom of the home page. It is not required to be listed on any other page.
6. The following 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."
7. Post items that show the chapter actively engaged in the DAR mission of promoting historic preservation, education and patriotism. The text should focus on the DAR mission.
8. In a heading title, the chapter name must be followed by a comma and NSDAR. For example, Super Special Chapter, NSDAR. In a sentence, there would be two commas. Example: Super Special Chapter, NSDAR, meets on the first Saturday of each month.
9. Do not display the chapter number or member certificates.

10. 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 organizations. All fundraising shall relate to the DAR mission and monies received through the fundraising link shall benefit DAR. The National Society does not provide tax advice. Contact the state VIS chair for policies in your state.
11. No internal DAR business can be displayed: no newsletters, yearbooks, directories, invitations, location of meetings or meeting dates for events of the chapter, state organization or National Society, etc.
12. A maximum of 10 outside links is allowed. No personal or business links are allowed. It is permissible to provide an outside link to a professional video from a TV station about the chapter for public relations purposes. External links are to open in a new tab/window, while internal links are to open in the same tab/window.
13. All acronyms must be spelled out the first time they are used. 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.
14. State names should be spelled out. Do not use state abbreviations on chapter websites
15. Cartoon clipart is not to be used.
16. Font size should be 10 points or 13 pixels or greater.
17. **Patriot Listing** - The America 250! Patriot template is not to be used on a website or social media site. A list of chapter members' Patriots is acceptable. The list may include the Patriot's name, birth, death, state of service, service, spouse's name and the ancestor number in a table format. If the state of service and service abbreviations are used in the listing, a legend must be used to explain the abbreviations.
18. Linking to, or providing information from, the public version of the GRS (accessed from dar.org) is acceptable. Do not link to, or provide information, from the members' version of the GRS.
19. State public websites may have links to all approved (recognized) chapter sites in the state.
20. Links to NSDAR and Membership pages should be prominently displayed on each page.
21. No discussions or comments are allowed on public DAR websites.
22. The NSDAR-approved site image (badge) shall be posted after the account is approved.

Social Media accounts must follow all general rules and the specific rules for public websites above. The following points are specific rules to the individual social media types below.

Facebook - Public Pages

1. Disclaimer must be placed in the page's *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."
2. Chapter's city and state must be listed either in the account name or as a location in the *About* section.
3. The DAR logo, as defined in [DAR Brand Identity and Logo Style Guide](#), should be used in either the profile picture or the cover photo. See the [Using Social Media](#) webpage for a DAR logo that fits perfectly in the profile circle.
4. The "Category" listed on the Facebook Page setup should be tagged as "Nonprofit organization."
5. The email address of the chapter contact and public chapter website address must be placed in the *Additional contact info* section.
6. NSDAR-approved site image (badge) shall be posted after the account is approved and should remain in post activity.

Instagram

1. The disclaimer statement must be placed in the "Bio" section of the account; however, due to character count limitations, the disclaimer statement is modified to "Content does not necessarily represent the position of NSDAR." (61 of the 160 allowed characters)
2. The chapter's city and state must be listed in the "Bio" section.
3. The public chapter website address and chapter contact email should be linked in the account information section.
4. NSDAR approved site image (badge) shall be posted after the account is approved and should remain in post activity.

Pinterest

1. The 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."
2. The public chapter website and contact email address and the chapter's city and state must be added to the account information.
3. No "pins" created shall be connected to retail sites.
4. Care should be taken when creating a pin. All pins should lead to the correct and appropriate link.
5. NSDAR--approved site image (badge) should be "pinned" after site approval.

Twitter

1. A full disclaimer statement should be made as a tweet and pinned to the top of the account 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."
2. The chapter's city and the state shall be placed in the "location" prompt at set up.
3. The public chapter web site and chapter contact email must be linked in "Account Information."
4. Tweets shall promote chapter or state activities. No personal information should be included.
5. NSDAR approved site image (badge) shall be tweeted after the account is approved and should remain in account activity.

YouTube

1. 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."
2. Add the DAR logo to the cover art or profile image.
3. State societies' channel title should be: "State Society Name." A chapter's YouTube channel title should be: "Chapter Name, City and State."
4. "Last Updated": The most recent modification date should be placed at the bottom of the "About" section of the channel.
5. The Approved Site Video sent from NSDAR must be uploaded with the 'public' setting to the channel where it shall remain in the channel's video feed.
6. Videos of private DAR business and meetings must be uploaded as "Unlisted," and the link may be provided to members only.
7. For public videos, content should be of interest to non-DAR members and in keeping with the Society's objectives.
8. Public comments should be turned off for all videos.

TikTok

1. The disclaimer statement must be placed in the "Bio" section of the account, however due to character count limitations, the disclaimer statement is modified to "Content does not necessarily represent position of NSDAR." (This is 57 of the 80 allowed characters.)
2. The chapter's city and state must be listed in the "Bio" section.
3. NSDAR-approved site image (badge) should be posted as a video after the account is approved and should be pinned to the top of the profile.