



# Volunteer Information Specialists

## VIS

### Approval Checklist

#### for Public Web and Social Media sites

	OK	NEEDS WORK
<b>DAR LOGO</b> <ul style="list-style-type: none"> <li>Always use the DAR Logo. The DAR Insignia may <b>NOT</b> be used on websites or social media.</li> <li>Although the old DAR logo is still acceptable, it is encouraged to use the new DAR logo.</li> <li>Do not alter the DAR logo. It should not be stretched, reassembled or altered in any way. Additionally, when placing the DAR logo, effects such as bevel, shadow, glow, overlays and other effects are not allowed.</li> <li>Only use the exact images of the accepted logo variations detailed on the members' website.</li> </ul>		
<b>PAGE REQUIREMENTS</b> <ul style="list-style-type: none"> <li>Name of chapter, chartered city, and state appear at top of home/landing page.</li> <li>Email link or button for membership information is present and prominent on every page.</li> <li>Links to public NSDAR websites (national and state) are present and in a prominent location on every page.</li> <li>Must have at least two contacts or administrators with different email addresses. (Webmaster/administrator and other contact)</li> <li>Webmaster link should be placed on the bottom of each web page.</li> <li>"Last Updated" and the date should be placed on the bottom of the home page. It is not necessary to place it on every page, just the home page.</li> <li><b><u>Disclaimer must appear on every page:</u></b> 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.</li> </ul>		
<b>LINKS TO NON-DAR SITES</b> <ul style="list-style-type: none"> <li>Links to approved, recognized, public NSDAR web and social media sites are allowed.</li> <li>Links to other "outside DAR" sites are to open in <u>new</u> windows. Outside links are appropriate (such as area history, chapter namesake, etc.)</li> <li>Links to chapter members' only web pages may be included on public websites but <b>MUST</b> be password protected.</li> <li><b>NO personal or business links are permitted.</b></li> <li>Reminder: The Disclaimer must appear on every page. (See section above.)</li> </ul>		
<b>GENERAL DESIGN</b> <ul style="list-style-type: none"> <li>Appealing color combinations. To match the red and blue shades of the new DAR Logo, please see the Logo Colors page on the DAR Members' Website.</li> <li>Text is of good size and is easy to read.</li> <li>Content is of interest to non-DAR members and in keeping with the Society's objectives of historic preservation, education, and patriotism.</li> <li>Site shows the chapter's activities in promoting the DAR objectives.</li> </ul>		

<ul style="list-style-type: none"> <li>• The Flag of the U.S.A. should <b>never</b> be used as a background, nor should any text or graphics of any kind be placed on top of it. Please do not use the flag as your website banner.</li> <li>• All text is correctly spelled and punctuated; good grammar is used, following the current VIS Style Guide.</li> </ul>		
<b>MUSIC</b> <ul style="list-style-type: none"> <li>• Must have music player controls visible so visitors can pause or stop music.</li> <li>• The National Anthem is not used.</li> <li>• If copyrighted music is used, please give proper credit.</li> </ul>		
<b>DAR BUSINESS &amp; POLICY</b> <ul style="list-style-type: none"> <li>• No internal DAR business is displayed: no newsletters, yearbooks, directories, invitations, etc.</li> <li>• For safety and protection of members, it is strongly advised that meeting locations not be listed on chapter or state public web pages. List an email contact, linking the position, not the name, for further information.</li> <li>• Chapter calendars are for public view.</li> <li>• Do not quote or copy content from NSDAR's website, instead provide a link to the information. Example: Eligibility requirements, scholarship information, DAR Schools.</li> <li>• No politics of any kind.</li> <li>• Links may be provided for the purpose of fundraising for DAR projects. Please see the NSDAR Online Guidelines.</li> <li>• No derogatory remarks about DAR, allied organizations, or individuals are to be posted. A zero-tolerance policy will be enforced.</li> <li>• Under NO circumstances shall national numbers or GRS information be shared on any public page. This is NSDAR proprietary information. DAR Ancestor Numbers are exempt from this policy.</li> <li>• DAR is a non-political organization. <b>NO</b> politics shall be discussed on DAR sites.</li> <li>• Children's name, photo, and identifying information are not to be posted without the written permission of the parent or guardian. <b>Use DAR form NSDAR-1000.</b> Keep signed permissions forms on file.</li> </ul>		

## **MOST IMPORTANT:**

Read and follow the **NSDAR Online Guidelines** and the **VIS Writing Style Guide** which are available on the VIS Tools page of the VIS Committee website.