

The Camping and Caravanning Club

Greenfields House, Westwood Way, Coventry CV4 8JH

Green Paper Number: 5.2 (version 11) *please replace version 10*

Subject: Guidelines for Club Units Creating and Managing a Website / Social Media Channel

To: Webmasters and Region / Section Web Co-ordinators

From: Marketing and Communications Director

Direct Line No: 02476 475230

All Club units wishing to have a presence on the Internet (website/social media channel) must adhere to the following guidelines:

Creating or Changing Unit Website / Social Media Channel

1. Club Units must obtain local approval, as outlined below in points 2 and 3, before either:
 - Establishing a new website / social media channel or
 - Making significant changes to an existing website / social media channel. A complete redesign or change of web address is a significant change - a change of colour scheme is not.
2. DAs / Section Areas must obtain approval from Region / Section Web Co-ordinator (or Region / Section Webmaster where a Co-ordinator has not been appointed)
3. Regions and Sections must obtain approval from a Region / Section Web Co-ordinator (or Secretary of the Communications Committee where a Co-ordinator has not been appointed).
4. In addition, before the new or changed website / social media channel goes live, it must be seen and approved (Appendix I) by the same Approving Officer as above.

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Copy:

To National Councillors

To Region Secretaries

To Section National Secretaries

To District Association Secretaries

To Section Area Secretaries



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5. After approval, details of the website / social media channel must be sent to the Secretary of the Communications Committee so that the site can be formally registered with the Club.
6. Attached to this Green Paper is a list of 'Top Ten Tips' for an Outstanding Club Unit Website. (Appendix II)
7. Members are reminded that *personal* websites / social media channels are not allowed to use or display Club branding.

Content of Website / Social Media Channel

8. The Club provides a website hosting and template service for Club Units, which allows websites to be hosted, managed and funded centrally by the Club, as well as access to a range of website templates that can be tailored by Webmasters to their individual Unit's needs. Please refer to **Green Paper 5.5** for details.
9. Websites must clearly display The Camping and Caravanning Club's logo on the homepage and the logo should link through to the Club's website. The site must state that the Unit is either a Region / Section / DA / Section Area of The Camping and Caravanning Club and it is strongly recommended that a concise introduction to the Club and Unit camping is offered on the homepage, as new visitors might not have prior knowledge about Unit camping.
10. The Club's name should always be given in full: "The Camping and Caravanning Club" and the postal address and telephone number of Headquarters should be included on the homepage.
11. Web content should be of relevance to members. It should be caravanning, camping and outdoor leisure oriented and contain information about the local Unit's activities.
12. All websites must display contact details of the Unit Secretary and Webmaster or have an online enquiry form directed to an appropriate contact.
13. Units may set up a 'Members-Only' area within their website, which requires a login and is accessible only after the member has completed a registration process.
14. A Members' Forum may be set up within a 'Members-Only' area, but must be carefully monitored by the Webmaster or an approved person. Discussion subjects must be restricted to those relevant to the Unit concerned and in no way contain defamatory or obscene remarks about any individual, organisation or business.

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15. Advertising or sponsorship, which competes with products or services offered by the Club, must not be carried on the website / social media channel. Such items include:

- All insurance products
- Worldwide and European travel products, including ferry services and organised camping trips
- Roadside rescue and recovery, including European recovery

To seek clarification about a product or service, contact the office of the Marketing and Communications Director on 024 7647 5032.

16. No content is to be published on the website that may be considered detrimental to the Club's image in any way. The website must be factual and not contain defamatory or obscene remarks about any individual, organisation or business in its pages or documents such minutes, blogs or forums.

Social Media

17. The Camping and Caravanning Club's logo should not be used on any Club Unit social media channel inclusive of Facebook, Twitter, Instagram, Google+ and YouTube. Instead, the Club's specific Region / DA / Section logo should be used.

18. Club Units may not set-up public-facing Facebook pages, profiles or public groups. Use of the Facebook channel must be via Closed Groups only.

19. Posts / comments / images may be posted on The Camping and Caravanning Club's official Facebook wall to promote upcoming events.

20. All social media accounts should be closely monitored by the Unit Webmaster.

21. Any Club Unit operating a Facebook Closed Group should include a link to the group from its website homepage.

22. Content:

- Any user is solely responsible for any content that is published, including wall posts, comments and photos.
- Administrators of the page reserve the right to remove any posts at any time, should they feel it is inappropriate or violates the community rules.

23. The following are strictly prohibited:

- Visual or verbal profanities
- Complete or partial nudity / sexually explicit or suggestive acts
- Display of violence or abuse
- Any material that causes offence towards religion, race, nationality, gender or sexual orientation
- Double posting or flooding
- Off-topic posts
- Any content that is posted that is not related to the group should be removed

Administration and Registration

24. The Club provides a website domain name registration and transfer service for Club Units, which allows websites to be hosted, managed and funded centrally by the Club. The “Registrant” or “Account Holder” for these websites will be “*The Camping and Caravanning Club*” which will secure that domain for the relevant Club Unit, and avoid any risks associated with changes in Unit voluntary officers. Further details can be found in **Green Paper 5.9**.

25. When independently setting up a website **that is not hosted and managed centrally by the Club as above**, the domain name should be purchased and a contract with the hosting company entered into.

When completing the domain name registration, it is vital that the “Registrant” or “Account Holder” should be entered as per this example: *[Joe Blogs] acting for and on behalf of [Anywhere District Association] of The Camping and Caravanning Club Limited* - replacing [bracketed items] as necessary.

Full details of the contract should be recorded by the Unit and kept in a safe place for future reference.

26. Each Region / Section / DA must own their website domain name. However, it is acceptable for Webmasters to organise hosting of the site with the most cost effective provider. In some instances, this might be via their own account, which is acceptable subject to item 25 above.

27. In the case of an existing website, where the domain name is currently registered to an individual, then a transfer of ownership to the Unit concerned should be undertaken as soon as possible. This can be done by visiting the NOMINET website (other sites are available) and following the instructions to make the transfer. There is a small charge for a transfer.

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28. Webmasters must notify changes of Webmaster, web address or significant changes to websites to their Approving Officer (see items 1-4 above).
29. Webmasters must provide their Approving Officer with login details for their hosting service and any parts of the website / social media channel that require a login.
30. Webmasters must re-register their sites annually by completing the Website / Social Media Checklist (Appendix I) and returning it to their respective Approving Officer by **28 February 2018**.
31. The Approving Officer, usually the Region / Section Web Co-ordinator, will collate the information and complete the Region / Section annual return (Appendix III) for submission to the Region / Section Secretary and Communications Committee Secretary by **31 March 2018**.
32. The Region / Section Council shall keep a register of websites authorised by them. That register shall show the name of the Unit, the name, email and home address of the Webmaster, the date of the annual check, website address and log in details (Appendix III).
33. The Club (Communications Committee Secretary) will hold and maintain a register of approved websites. Only approved and registered websites will be featured and linked from the Club's main website and advertised in the Club magazine and the *Out & About* supplement. Sites not re-registered will have these links removed.
34. The Website Best Practice Team, made up of Communications Committee members, will periodically review all sites on a "spot check" basis on behalf of the Club. They will monitor website content and compliance with this Green Paper. The Website Best Practice Team and/or Region / Section Web Co-ordinators have the authority to insist that immediate changes are made to web content (if deemed inappropriate) and can advise the Communications Committee to suspend websites in extreme cases.

Brian Welham Trophy

The Brian Welham Trophy is awarded at the Club AGM each year, to the best Club Unit website, as voted upon by the Website Best Practice Team.

The judges consider factors such as functionality, quality of content, design, imagery, navigation and compliance with the requirements of the Website / Social Media Check List at **Appendix 1**.

Websites that do not comply with the requirements of the Website / Social Media Check List cannot be considered for the Brian Welham Trophy.

WEBSITE / SOCIAL MEDIA CHANNEL CHECK LIST

Unit Name: _____ **Facebook Name:** _____
 Web Address: _____ **FB Administrator:** _____
 Webmaster: _____ **Email/Phone:** _____
 Email/Phone: _____

Annual Re-Registration:
 New / Changed Website:

WEBMASTER

1.	Is the Club logo clearly displayed on the website homepage and linked to the Club's website?	
2.	Does the website state that the Unit is a Region / Section / DA / Section Area of The Camping and Caravanning Club?	
3.	Is the full name of the Club displayed on the website homepage ? (Do not use the phrase <i>The Camping Club</i>)	
4.	Is the postal address and telephone number of Club Headquarters included on the website homepage ?	
5.	Does the website include contact details for the Unit Secretary and Webmaster, or have an enquiry form directed to an appropriate contact?	
6.	If the website contains a "Members Area" does access require a registration and login?	
7.	Is the website factual and free from defamatory or obscene remarks about any individual, organisation or business, or any material that might be considered offensive or detrimental to the good name of the Club?	
8.	Is advertising on the website free from conflict with products or services offered by the Club?	
9.	Is the website registered centrally by the Club or similar to: " <i>Joe Blogs acting for and on behalf of Anywhere District Association of The Camping and Caravanning Club</i> "?	
10.	In the case of a Facebook channel, is it set up as a Closed Group and free from the Club logo?	
11.	Is there a website homepage link to any Facebook Closed Group?	

Return to **Region / Section Web Co-ordinator** (Approving Officer) **by 28 February 2018** for annual re-registration, or before new website or significant changes go live.

APPROVING OFFICER

12.	Does the website / social media channel comply with the guidelines laid down in Green Paper 5.2 (version 9)?	
13.	Have all website details been registered with Region / Section Council?	

Region / Section Web Co-ordinator: _____

Date: _____

TOP TEN TIPS FOR AN OUTSTANDING CLUB UNIT WEBSITE

1. **Templates:** The Club offers a range of free website templates that can be tailored by Webmasters to their Unit's needs. Please refer to **Green Paper 5.5** for details.
2. **Intro pages:** Try to avoid using splash or intro pages, go straight to the homepage otherwise you introduce another, unnecessary click to the user.
3. **Colours:** Try to avoid loud, clashing colours and the use of flashing, scrolling images - they are distracting to the user.
4. **Fonts:** Try and keep them consistent across your website in both size and type. A list of recognised Club fonts can be found in the Club's Brand Guidelines here: www.myccc.co.uk/brandguidelines
5. **Links:** If you have links to other websites on your site, always set them to open in a new website window, otherwise you might lose traffic.
6. **Contact us:** Always include a 'Contact Us' page - users will recognise this and look for it if they want to get in touch with you.
7. **Navigation:** Keep it consistent. Users are used to seeing familiar navigation like:
 - About Us
 - Contact Us
 - Events
 - News
 - PicturesConsider using these titles in your site navigation. Both horizontal and vertical based navigation are acceptable.
8. **Up to date:** Try to keep your website regularly updated so that users have something to come back and view. Use latest news, pictures etc. for this purpose.
9. **Consider your visitors:** You need to consider who will visit your site, not just your current members but potential new ones. What would you tell them if you were talking to them face to face about your Unit? Do this on your website.
10. **Club Logo:** Always include the Club logo prominently on your homepage so it is clear that your group is part of the Club and be certain not to distort its size.
11. **Rules and Regulations:** We all know these exist, but consider if it is necessary to put these up front. They could be off-putting to new visitors. However, consider a link to the rules pages on the Club website.

