



## Guidelines for the Seventh-day Adventist Websites from the General Conference

The right to use the official name and logo of the Church is accompanied by an obligation to protect these against misuse and misrepresentation.

Technological advances have made it possible for a local entity of the Church to exhibit a global presence through an internet Web site. It is in the interest of the Church to provide guidance regarding how the Church is portrayed, and thus perceived, through a Web site. All denominational entities choosing to establish an online presence are expected to develop their Web sites within the scope of the following guidelines.

1. Only official churches, organizations, and entities administered by organisations listed in the *Seventh-day Adventist Yearbook* are entitled to use the Seventh-day Adventist Church's **corporate identity symbols** (logo graphic and text) as described in the Church's corporate identity standards manual.
2. **Domain names** used by Church entities should be owned and registered in the entity's name, or in the name of another denominational entity, such as a conference, union, or division, that has granted use of its domain name; and a business plan should be established to preserve the domain name for future use by the entity.
3. Every denominational Web site should display appropriate **trademark and copyright** notices and symbols.
4. Seventh-day Adventist Church **beliefs and teachings** are to be upheld in content published on all denominational Web sites. Promotional material and information provided through the Web site must be consistent with the beliefs and ethical values of the Seventh-day Adventist Church.
5. Widespread public access to a Web site requires that **communication and information** originating from a site must reflect the courtesies of public discourse. The Church's message can be communicated in ways that acknowledge diversity of viewpoints while avoiding hostile or offensive remarks and caricatures about other people, groups, or organisations.
6. Seventh-day Adventist Web sites shall **respect intellectual property** rights when posting audio, video, pictures, text, and all other content.
7. All Web sites should display **professional appearance**, including design, choice of colors, graphics, and layout. It is recommended that Web sites be tested for usability before being made public. The Division may identify preferred Web site hosts and/or software platforms in order to facilitate connectivity among denominational entities and to maintain technical quality of denominational Web sites.
8. Adventist **internal language**, jargon, acronyms, and abbreviations are to be used with care on denominational Web sites as they are available to all

Internet users, many of whom will have little understanding of such terms. Web site content is to be checked for spelling and grammar.

9. The **board or executive committee** of the entity having a Web presence is **ultimately responsible for the maintenance**, content, and operation of the site. Therefore, each entity is expected to establish a system for monitoring and oversight, including the appointment of personnel who are entrusted with responsibility for managing the Web site and its content. Care should be exercised in selecting types of information that is made available for global access.
10. In the context of the Internet culture, Web pages which include **time-sensitive** information should be updated on a regular basis. It is recommended that a monitoring system be established to measure unique visitors or page views.
11. Care should be exercised when **selecting links** to other Web sites. Information portrayed on Web sites linked to a denominational entity's site should be supportive of the Church's mission, message, and values. Legal counsel should be obtained as to whether or not commercial activity facilitated by the Web site can jeopardize the organization's status as a religious, not-for-profit organization.
12. Denominational entities sponsoring Web sites are responsible for ensuring that the operation and content of the site is **in compliance with applicable laws**, including requirements for the privacy protection of children who may access the Web site or whose picture may be placed on the Web site.