

## ***Policies for submitting information to PA Masonic Youth Foundation Websites:***

*The PA Masonic Youth Foundation is pleased to assist our state-wide youth groups in maintaining a professional quality web-presence, free of charge to your group. In order to help us do this, please observe the following procedures when making submissions for the websites:*

1. ***Submissions should be by e-mail file attachment or by disk***, whenever possible. Please do not submit print material for re-creation on the website. If you cannot e-mail the submission (the preferred method), then please put items on a floppy disk and deliver or mail to our office. If you must submit printed documents without computer file versions, be aware that some documents will not scan well, and will have to be retyped entirely, which will create delays in posting.
2. ***Documents in Microsoft Word format*** are the preferred form for submission. If you wish to have graphics or pictures included in the web article, attach the original photo/graphic files. Photos and graphics should NOT be embedded in your documents, unless they are “.pdf ready” (see below).
3. ***All submissions must be post-ready...*** that is, do not send rough information or multiple articles with the expectation that we will synthesize them into a coherent web article. Send us the exact text you want posted. Most of our sites use standardized story layouts, which will determine the size and location of photos, headers, and so on. We reserve the right to edit all submissions. Post-ready submissions will be posted within a few days of receipt. Other submissions (those requiring redesign, rewriting, etc.) may take considerably longer, or may not be posted at all.
4. ***Keep all stories CONCISE.*** Web visitors **DO NOT** read long blocks of text. If your news item is more than 3 or 4 SHORT paragraphs, it is ***too long***.
5. ***Photos should be considered a must.*** The web is a very visual medium. Text without photos or graphics does not tend to get read. We prefer you not crop or alter photos before sending them to us. If you send the original photo, it gives us more ability to work with it and make it web-friendly. We will not be able to go “searching” for photos and graphics to liven up your submissions. Send along any photos you want included.
6. ***If you send print photos***, please indicate if you need them back, and where they should be sent. A self-addressed envelope will be helpful, but is not required. Label photos directly (on the back) instead of just referring to them in your text or attaching them to the corresponding article –they will be separated from the text for bulk scanning, and this ensures we’ll be able to re-match them later. We recommend, however, that you label them with a felt-tip or other soft-pointed writing instrument... ballpoint pens, etc, tend to leave indentations that will mar the face of the photo – alternately, you might label photos using “Post-It” notes. If you paper clip photos to an article, please place the photos FACE TOWARD the paper. Never let the paper clip touch the face of the photos ... it does significant damage to the image, which will often be visible on the scanned version.

7. ***If your submissions are multi-page designs***, please give us full direction on how you want the pages separated, linked, and so on... the more detailed instruction you can give us, the faster the posting, and the more likely you'll get what you wanted.
8. If you are sending items you wish to have reproduced as ***printable files*** (Adobe .pdf files) on the website, they must be in individual stand-alone files, exactly as you wish them to appear in print. Word document files are strongly preferred for this. Do not ask us to generate forms out of larger documents. You may include embedded graphics, color text, and so on, in these files, but be aware that the size of .pdf files goes up very quickly with these additions. Your best bet is no-frills text/table only content.
9. ***Include a contact person*** (e-mail preferred) we can get in touch with in case of questions, problems or other needs regarding your submission. We cannot guarantee the use of all submitted material, and we reserve the right not to post any material which is in any way inappropriate, potentially offensive, or not conducive to a positive public opinion of the larger fraternity.
10. ***When submitting corrections or changes to existing pages***, always include the URL or a link to the exact page you are referring to. Rather than saying "On the main Rainbow page," say "On the page [www.prainbowgirls.org/index.html](http://www.prainbowgirls.org/index.html)." Doing this avoids confusion and speeds up the process.
11. ***Make your updates frequent, rather than large***. Web visitors come back to a site for new material. The more often your site changes, the more often visitors will return. At the same time, please realize that if you get into the habit of sending your updates to us on a weekly or bi-weekly basis (as opposed to sending 20 or 30 updates this week, then nothing for the rest of the month, etc...), you'll help us get your updates posted quickly. When we receive "swarms" of updates all at once, posting will be significantly delayed.
12. ***Make your updates USEFUL, and YOUTH FOCUSED***. Don't post material that isn't useful for the organization, or useful in "showing off" the organization's successes. The attention should always focus primarily on our youth, not adults –it's their organization!!
13. ***The cost of maintaining these websites*** is not passed on to your group. Please do keep in mind, however, that this is not free... the Foundation pays a per-page cost for keeping content on the web. Please don't send information your group won't use. Old material will be periodically archived and removed from the site. Unnecessary expenses in web maintenance mean funds that will not be available for other programs.
14. ***Changes other than routine corrections and updates*** (for instance, graphic re-design, adding whole new sections or modules to the site, and so on) are very time and resource intensive. Some of these changes can be made "in house" and others would need to be contracted out to a professional web-designer, creating significant expense. Speak with us about these kinds of requests, and we'll let you know whether or not they are feasible for us.

***Thank you for your cooperation in this, which helps us maintain a positive and useful web presence for our Masonic Youth.***