

Cornerstone Baptist Church

Web Site Policy

Updated August 2009

Mission

The mission of the Cornerstone Baptist Church website is to be a resource for our church members, people seeking a church home, and the community at large. Our goal is to provide easy access to information on what the church has to offer and to provide the resources, encouragement and insight people will need to build a loving relationship with God.

Leadership

The Web Ministry Team will act as the "steward" of the web site on behalf of the whole church. The Web Ministry Team will:

- Design the basic appearance of the web site and pages and monitor website content with Senior Church Web Advisory Team approval
- Administer webpage access as approved by Senior Church Web Advisory Team
- Teach staff and those with authorized access to update specific pages as necessary
- Advertise the web site to the membership
- Coordinate special projects that will make the web site interesting, such as a church history, events, mission opportunities, etc.

The Senior Church Web Advisory Team will consist of the Pastor, Minister of Music, and Deacon Chairman, with the website administrator assistance.

Maintenance Plan

- The web site will be designed and maintained by a limited number of individuals through secured access.
- Pages will be kept up-to-date. Outdated information will be removed as it expires and new information should be posted promptly.
- The Web Ministry Team reserves the right to alter or remove any page on the web site without notifying the ministry or current page maintainer. Generally, this refers to pages which violate the web hosting policy, the design guide or the privacy policy.

Design

The web site will:

- Be designed in such a way as to make it friendly, welcoming and easy to navigate
- Support and be readable by most browsers such as, but not limited to: Internet Explorer, Netscape, etc.

Safety

The web has the potential to have the most widespread outreach of any ministry. In order to respect the privacy of individuals:

- Personal contact information (email addresses, phone numbers, addresses, etc.) will not be posted on the web site without that person's express permission.

- Published images to the church website will never include names of adults or children (first or last) or any other personal information unless further verbal or written permission is obtained prior to use.
- If individuals wish to opt-out of having their photo published on the church website, they may print a copy of our [opt-out form](#) and return it to the church office.

Church Communications Policy

Other forms of communication within the church – Sunday morning announcements, the Sunday program, monthly newsletters, mailings, etc – should also have similar update procedures with these elements defined. Therefore, these website update procedures and the elements defined for each can form the basis for a larger communications policy document that encompasses all communications in the church.

With a clear set of processes for updating Cornerstone Baptist Church website defined in a church communications policy (and a commitment to following them), the purpose of this policy is to help prevent the church website from losing altitude and ensure it continues to propel our church forward with consistent, effective communication.

When creating or maintaining the church website, the Information Management Committee will strive to meet its mission by considering the following:

- **Content:** What does and does not belong on the site?
- **Privacy:** How to handle the publishing of names, phone numbers, birthdays, and other information that would pretty benign in the print bulletin, but may have different implications on the web?
- **Children:** What is the policy on publishing the names and/or faces of children and youth on the site? How about adults?
- **Families:** How do you keep families who may require stringent privacy due to touchy issues like custody battles and other such matters off the site, yet ensure confidentiality within the church?
- **Access:** Who should have access to publish on/manage the website? How is that determined?

Consideration will be given to the various parts of the website that would need to be updated such as:

- News/Calendar
- Ministry pages
- Sermon Series
- Main Church eNewsletter
- Ministry eNewsletters
- Photo Galleries
- Sermon blog/notes/audio

As this list is reviewed, it is apparent that the process for maintaining each of these aspects of the website will be different. The calendar needs to be updated more often than the ministry pages. The sermon blog and photo galleries may be updated by different people. The people providing information for the news and the ministry pages will be different.

In developing an update process for the various parts of the website, there are 8 common elements that need to be defined. They include:

1. **Source of the content.** Who provides the information, document, graphic, or audio?
2. **Format of the source.** For example, if a ministry team leader wants to announce an upcoming even on the news page, they need to know how long the title needs to be, how long the announcement can be, etc.
3. **Deadline/frequency for the source.** If the eNewsletter is distributed every Wednesday, then what time do entries for the newsletter need to be received by the person publishing it?
4. **Source approval process.** If a ministry team leader wants an announcement placed on the homepage, do they simply send that announcement to the person responsible for maintaining the homepage, or does it have to be approved by someone first?
5. **Person responsible for updating that part of the website.**
6. **Format of the update.** For example, if you podcast sermons you'll want to define the file format and bit rate of the audio files. You don't want every ministry page to use a different font and text color, so you'll need to define acceptable text formats.
7. **Deadline/frequency for the update.**
8. **Update review process.** For example, you may want the weekly eNewsletter read by a proofreader for spelling and grammar. The senior pastor may want to review information posted about upcoming sermons.

If you look closely, you'll notice these 8 elements define the who, what, when, and how of both the input and then the output of each update.

As stated above, it is the intent of this website policy that the Cornerstone Baptist Church website will be a resource to provide the tools, encouragement and insight people will need to build a loving relationship with God.

Questions about the web policy can be directed to the Web Administrator by e-mail ([click here](#)) or by mailing your request to:

Cornerstone Baptist Church 1091 Ryland Pike Huntsville, AL 35811

CORNERSTONE BAPTIST CHURCH



PHOTO “OPT-OUT” FORM*

Cornerstone Baptist Church offers many programs and activities. Photographs may be taken during these events and may be posted to the church website. If you do not wish to have your picture posted to the church website, please fill out this form and return it to the church office.

Privacy Policy—published images to the church website will never include names of adults or children (first or last) or any other personal information unless further verbal or written permission is obtained prior to use

I hereby do not give permission for Cornerstone Baptist Church to use photographic images of the following individuals (please fill in names below) on the church website:

Adult Names	Child Names

I, _____, am the parent or legal guardian of the above named children. I have read and understand the provisions of this document.

Parent/Guardian Signature

Date

*If you give permission for the use of your photographic image to appear on the website of Cornerstone Baptist Church, this form does not need to be signed and returned.

(This opt-out form is valid for one year from the date received by the church office)