

Webmaster Communications Job Guide

WEBMASTER@BETMAR.ORG

Communicating with the Betmar Webmaster comes with certain ground rules. The following outlines those requirements. Violation of these requirements will be responded to with a copy of this Job Guide for your review and resubmittal.

1. What you Submit:

- a. The Betmar Webmaster will accept request for Betmar Club Page Updates, changes, additions, or redesign. The Webmaster will do all Website updates. (See Communication Specifics)
- b. The Betmar Webmaster will accept request for Community Emails from Betmar Clubs or Organizations (see How You Submit)
- c. The Betmar Webmaster will accept request for posting on the Electronic Bulletin Board from Betmar Clubs or Organizations (see How You Submit)
- d. The Betmar Webmaster will accept Coffee News Submittals; however, these submittals will be forwarded to Betmar Activities, thus the preferred line of communications for Coffee News would be directly to activities@betmar.org. (See How You Submit)
- e. The Betmar Webmaster will accept Betmar Coffee News photos from Betmar Clubs or Organizations (See How You Submit)

2. Who can submit

- a. Any "Official" Betmar Activity, Function, Club, or Office may submit request to the Betmar Webmaster for appropriate action. Betmar Communication is the overseeing Office for the Betmar Website; thus, this office will have VETO power for any Web content. The Betmar Webmaster will forward any questionable requests to Betmar Communications for approval before action.

3. How you Submit

The word "POST" does not mean Email. "Share" does not mean email. "Let everyone know" does not mean email.

The best way to communicate you want something emailed, would be to use the word "Email".

- a. The Betmar Webmaster will accept requests for Community Emails from Betmar Clubs or Organizations (see How You Submit)
 - i. All requests must be emailed to Webmaster@betmar.org
 - ii. All requests must have a signature block containing as a minimum: Your Name, and Your Position within the Betmar Club Organization or Office. Email and Phone number are optional additions. For Example:
Betty White
Golf Club Secretary
(813) 123-4567
bettyspaghetti@hotmail.com
 - iii. All Official Communications with the Betmar Webmaster will happen via Email. Text or Phone call can be used to clarify or request immediate action. This does

- not eliminate the requirement to send the email. (Exceptions are made for immediate action emails from the Betmar Office or Betmar Board Members).
- iv. Requests for emails must specify if they are for "Owners Only". (Additional requirements exist for Betmar Board Secretaries or Treasurers. Contact the Betmar Webmaster for these specifics)
 - v. I'm Not your Secretary....Anything you want Emailed must be in a RTS (Ready-To-Send) format. The Webmaster is not your secretary and will not develop email letters on your behalf. An example of proper communication follows:

Barry, Please EMAIL the following out to all Betmar Residents:

Attention Betmar Residents !! Skinny Dipping in the Pool will no longer be allowed before Sunset.....Seriously.....Please.....

*Betty White
Aquatic Club President
(813) 123-4567
bettyspaghetti@hotmail.com*

- vi. All photos submitted must be formatted for Web and ADA requirements. Max file size is 200K. It is suggested that you contact one of the Betmar Photographers (through Rita Jones). These photographers will take the photos at your event, format them appropriately, and submit them to the Webmaster. Please be considerate of these photographer's time. If your Event last 5 hours, and pictures will be taken at the end, please communicate that to the photographer ahead of time. Club website updates photos will not carry this requirement.

4. Communication specifics

Items to be placed ANYWHERE on the Betmar Website, must contain directive specifics as to where they are to be placed. If the Item is to be placed on your Club Page, please specify: Which Club; Which of your Club Pages, and the specific location on that page to place the submitted material.