

Website Posting Guidelines

Material to be posted must **first** be approved by the district president **and** the vice president, director of communications who will forward approved material to the webmaster. To simplify the process, here are guidelines for material submitted:

- The webmaster is unlikely to know what you mean if you just say "put that on the website, please" - you need to provide exactly **what** you want posted, **where** on the site you want it, and **how** you want it (e.g., a new page or a change or addition to an existing page), and **when** if there is a time element to the information
- Generally we use the home page (ninthdistrictpta.org) for short news items, announcements, and information with deadlines since more people are likely to land there and see the info; other pages are generally used for reference information and less time-sensitive topics
- "Flyers" generally aren't good for website use; save those for elementary school backpacks
- There are limited formatting tools and "web safe" fonts available, partly to maintain consistency across the site – just write in plain text in a .doc or .docx file or email message (**not** .pdf since text generally cannot be cleanly extracted); **bold** and *italic* are okay but the webmaster will take care of fonts, headings, bullets, numbering and other formatting, and will match your desires as closely as is possible; generally speaking, authors should spend less time on appearance since that's likely to be lost in the posting, and more time on the quality of content
- The webmaster will not create text for you, nor edit what you write other than formatting for web use and fixing minor spelling and grammar issues
- Graphics are good - very good - but those should be sent in a separate file(s) if possible; .jpg & .pdf are preferred but any common format is probably ok; graphics embedded in a document are much more difficult to deal with and may not give acceptable quality (in which case they won't be used); be sure to define where in the posted version you want the graphics placed
- For artwork, graphics, photos, text, and any other material copied from another person, publication, or website, we must have permission to use; the webmaster won't post anything without a reasonable belief that the material is either original or that the copyright holder consents to Ninth District PTA use (copyright law allows "quotation of *excerpts*...for purposes of illustration or comment" but that is a very limited exception)
- If you want a file or form posted to share, .pdf will be most successful; if you need to distribute a .doc, .ppt, .xls, (or almost any other format) we can do that too, but they will just download to the user rather than opening when clicked, or being visible as part of the page
- The district's name is "Ninth District PTA," not "9th District" or any other variant; the State organization is "California State PTA," not "CAPTA" or anything like that – please use the correct terms
- Be sure anything submitted ties to Ninth District PTA goals and purpose, as well as being generally great content

This FAQ sheet is always available on <http://www.ninthdistrictpta.org/pta-leaders/forms/>