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ITCOM



Requirements for All USPS Web Sites

All USPS web sites, regardless of where they are hosted, must conform to the following policies:

1. Link to USPS.org - *required* All sites must have a link on the index/main page to the [USPS](#) web site.

Example code:

```
< a href="http://www.USPS.org" >USPS< /a >
```

2. Subtitling - *required*

The following statement must appear directly below your squadron's name on the index/main page:

a unit of United States Power Squadrons®

Sail and Power Boating

Squadrons that have changed their name to include "Sail and Power" are not required to use the legend "Sail and Power Boating".

Example code:

a unit of United States Power Squadrons®

Ref: OpsMan 11.42 ver. 01/07/06

3. Link to District web site - *required of Squadrons*

All squadron sites must have a link to their district's web site, provided there is a district site. It is suggested that this link be in the header section of the home page. (At the top of the page)

4. Link to Squadrons' web sites - *required of Districts*

All district sites must have links to their squadrons' existing web sites. If the squadron links are not on the index/main page, a link to the list of squadrons should be provided on the index/main page.

5. Privacy Statement - *required*

All sites require a Privacy Statement on the index/main page. A privacy statement stipulates what type of information is collected and how you intend to use it.

As a minimum, the standard USPS [Privacy Statement](#) link may be used and located at the bottom of the index page.

Example code:

```
< a href="http://www.usps.org/national/itcom/privacy.html" >Privacy Statement< /a >
```

6. USPS Trademark Reference - *required*

All sites require a USPS trademark registration on the index/main page.

As a minimum, the standard ITCOM [Trademark Statement](#) link may be used and located at the bottom of the index page.

Example code:

```
< a href="http://www.USPS.org/national/itcom/trademark.html" >Trademark Statement< /a >
```

7. Disclaimer statement - *required*

All sites need to reference as a minimum, the standard ITCOM Disclaimer Statement link on the index/main page. It shall be located at the bottom of the index page.

Example code:

```
< a href=" http://www.USPS.org/national/itcom/disclaimer.html ">
Disclaimer Statement< / a >
```

8. Webmaster's e-mail - *required*

All sites must have an direct active e-mail link to their webmaster (website administrator or owner) on the index/main page and splash screen if used. In order that each squadron's web site present a more "local" feel, it is suggested that the webmaster's name and rank be used.

Example code, substituting your webmaster's e-mail address for "somebody@whatever.com":

```
< a href="mailto:somebody@whatever.com">Lt John Doe< / a >
```

9. Web site must be kept up to date - *required*

Any web site, which contains meeting, activities and/or public boating course information that is 90 days or more out of date, may be removed from linking to the national site. It is extremely important to keep websites up to date. Any website found not current in their schedule dates for events and educational programs, having inaccurate bridge officer identification or displaying out of date VSC decals, will receive punitive point reductions as outlined in the Web Award guide for the current year. If past dates are listed on websites they should be unmistakably identified as past events.

10. No Paid Advertising - *required*

Do not provide links or banners for cash or merchandise. However, we will allow links and banners in return for "free Web hosting" and built-in banners from using freeware or donated software directly from the manufacturer/publisher, only when that link was the decision of the web master, and not part of the terms of the gift.

Sites may provide a single, separate page for commercial links. If provided it should inform the reader that a) we are not getting paid to display these links, b) we are not endorsing any product or service provided by organizations that are linked, c) we were not asked to provide the link, d) we are offering it as a convenience, and e) we retain the right to remove the link at our sole discretion.

Example code:

```
< a href="http://www.USPS.org/national/itcom/disclaimer.html" >Disclaimer Statement< /a >
```

11. No Browser or Plug-in Dependency - *required*

A number of sites have items such as "powered by..." or "best viewed with..." USPS should not give free advertising to any vendor not directly providing a service. It is also a very bad practice to make viewing your site dependant on a particular browser or browser function. Consideration should also be given to the resolution used in the development of the website. The site should be checked for clarity at 800 x 600 without the need for horizontal scrolling. Plug-ins refer to Q-time, Flash, Java and other media presentation applications which are after market features added to browsers to increase the browsers presentation ability.

The focus of this rule is on **essential** information. If the essential information viewable, there are no regulations against additional features.

12. Public and Private Information - *required*

Each organization (squadron, district, committee, and department) is responsible for the content of its website and should examine their public pages as it relates to the personal information (including photos, names, addresses, phone numbers, and email addresses) of its membership. The amount of personal data posted to a website (or published in a directory) should be sufficient to facilitate communications between members and with such parts of the public as we (USPS) wish to attract, but each and every member should be given the opportunity to approve information made public about him or herself. This is not just about risk control, it's also courtesy. Permission from individual members must be granted before placing such information on public web sites. Permission must be in written form and kept on file by the Webmaster. The webmaster of each site has explicit responsibilities to protect the privacy of members and non-members by selecting what information is available for viewing by the public.

Please refer to the Electronic Data Policy in Appendix G.8 of the Operations Manual.

13. Contact Information - *required*

All webmasters (website administrators or owners) are required to provide the ITCOM with their name, telephone number, e-mail address, and URL.

A [tool](#) has been developed to allow Squadrons and Districts to update and maintain their contact information.

14. Webmaster Mailing List - *required*

All USPS webmasters shall subscribe to the [USPS-Webmasters](#) mailing list. This mailing list will keep you up to date with notices about the web server, changes in policies, and other ITCOM bulletins.

15. Other mail Lists - *suggested*

It is suggested that you join the lists [Webmasters Forum -- two way communication for webmasters](#) and [Website Help -- Website Improvement for USPS Webmasters](#). Look thru the archives to get a feel for the volume of messages sent monthly and subjects covered.

16. Using META Tags - *suggested*

All sites should include META tags to enable search engines to categorize your site better. Some samples of using META tags, as well as some links to META tag generation and verification sites are available on the Internet. Some search engines look for titles, and a title on each page is strongly recommended.

17. USPS Web Ring - *informational*

USPS has dropped support of the Web Ring. Two [alternate solutions](#), which all are encouraged to take advantage of, have been created: an alphabetical listing of [squadrons](#) and [districts](#), and a [Webgate](#), which allows one to peruse the sites in random order.

18. How to Get Listed - *informational*

When your site is up and operational, send an e-mail to the ITCOM [Server Administrator](#) in order to be added to the "websites database". Note that there will be a compliance review by the [Website Coordinator](#) as a final step in the approval process. All district and squadron web sites that are in compliance with these policies will be linked to the [squadron/district](#) list on the USPS website.

If you would like to have your squadron or district web site housed on the ITCOM system, please review the [additional requirements](#).



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