

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 1 of 6

Good Shepherd Web Environment

1. **Pensacola:**
The Good Shepherd *Production* web site is hosted in Pensacola on a remote web server leased by the Diocese of Pensacola-Tallahassee Office of Information Technology (see Contact List).

2. **Local:**
The GS web site is synchronized on 2 local computers (one on-site at Good Shepherd and one off-site). Web pages are maintained using Dreamweaver 8 web authoring software. Banners are typically prepared using Adobe Photoshop software.

Page Templates

There are two standard three-column templates in use throughout the web site:

1. **Default_template:**
 - a. Standard Good Shepherd banner is across the top and the Vision Statement is immediately underneath the banner.
 - b. Main Content is in center column below banner.
 - c. Two Table cells that line up to make a column down either side:
 - i. The left column is the standard Navigation bar in use throughout the web site and is updateable on a page-by-page basis.
 - ii. The right column is fixed with address/phone# information as well as Mass and Reconciliation schedules; the right column is not updateable on individual web pages.

2. **Default_custom_rightbar:**
 - a. Banners, customized for the web page as appropriate, is across the top (**Note:** there is no Vision Statement on this template).
 - b. Main Content is in center column below banner.
 - c. Two Table cells that line up to make a column down either side:
 - i. The left column is the Standard Navigation bar in use throughout the web site and is updateable on a page-by-page basis.
 - ii. On topic/ministry pages, the right hand column (below the address/phone#) contains a navigational file, which is different for each topic or ministry to be used to navigate within that ministry's secondary pages.
 - iii. Left Standard Navigation Bar changes require prior approval by GS Pastoral Staff (see Contact List).
 - d. At the bottom of all pages, there are links to the site map, a contact email, driving directions and a copyright notice:

[Site Map](#) | [Contact Us](#) | [Driving Directions/Access](#)
Copyright© 2005 Good Shepherd Catholic Church. All rights reserved.

3. **Alternative Pages:**
Two types of alternate pages are permissible:
 - a. 2 column page template:
 - i. A standard sized banner across the top and one table cell on the left hand side that makes one column on the page.
 - ii. The left hand column contains the standard navigational include file which can be customized for each ministry or topic as needed.

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 2 of 6

- iii. The standard links to the site map, contact email, driving directions and copyright notice.
- iv. The 2 column page template should not be used for any main menu or high-level pages.
- b. 1 column page template:
 - i. A standard GS banner across the top.
 - ii. The standard links to the site map, contact email, driving directions and copyright notice.
 - iii. The 1 column page template should only be used as a last alternative. The primary purpose for this page would be for large images, tables, etc., which do not fit inside the two or three column template.
 - iv. The 1 page template should not be used for any main menu or high-level pages.

Cascading Style Sheets (CSS)

1. CSS (*GSP_styles*) govern the standards throughout the web site used for background colors, headings, links, font styles, colors sizes and characteristics such as bolding and italicizing.
2. It is recommended that all pages be created with one of the default templates listed above (which references *GSP_styles*), or at a minimum, should use the defined CSS for consistency.

Banners and Graphic Images

1. All banners are 465 x 114 pixels. Ministries may submit their own images to be used in a customized banner (colors selected should complement the colors of the main pages of the web site).
2. Images must be cropped to fit within the banner. Permission for copyright images must be obtained prior to use on Good Shepherd web pages.
3. Permission is not necessary for pictures to be displayed (see Privacy Statement).
4. Images will be updated frequently to keep a “fresh” look of the site.
5. *Alt tags* will be used on all images to maintain ADA Accessibility.
6. If a large image is being considered it should be placed on a separate web page; if necessary, link through a small thumbnail representation.
7. Interlaced GIF graphics or progressive JPEGs are used throughout the web site to "virtually" speed the transmission of graphics (an immediate low-resolution image is presented with the web page text and then gradually updated to full resolution).
8. Correctly size an image using graphics software to the finished presentation size. Dreamweaver may be used to make “minor” changes to size of pictures.
9. Never use HTML to change the pixel width and height to something different than the actual size of the image (while it may look correct in some browsers, it may not have the correct sizing in other browsers).

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 3 of 6

Content

1. **Home Page** - The main content for the home page consists of 3 sections:
 - a. News & Views – this would highlight current news items. Suggestions include: “Our Community Speaks” (short articles and teachings written by parishioners and clergy), articles on Good Shepherd parishioners in the news, and articles which highlight acts of stewardship.
 - b. Events – this section would highlight special events (First Communion, Confirmation, RCIA special activities or highlight a major event for individual ministries).
 - i. Highest priority for listing events should always be given to Good Shepherd Parish events.
 - ii. Listing local (i.e. other Tallahassee Catholic Churches) and diocesan events is permissible but should be limited to special circumstances in order to avoid this section becoming a bulletin board.
 - iii. The Weekly Bulletin is the appropriate place to advertise non-Good Shepherd events.
 - c. Special Topics – there are 4 small boxes which can vary but typically will highlight leadership initiatives and ministries:
 - i. 2 boxes - Key goal areas of the Pastoral Council (such as Stewardship and Small Christian Community)
 - ii. 1 box - Ministry
 - iii. 1 box - Worship
 - d. Text in all 3 sections (News & Views, Events, and Special Topics) should conform to the following guidelines:
 - i. Have prior approval by Pastoral Staff
 - ii. Be updated periodically to maintain a “freshness” to the site; and
 - iii. Link to a full article or an appropriate web page.
 - e. One alternative for News & Views and Events is to not use the whole space for one item. Instead, one sentence of text for 3-4 items may be used; the sentence would then link to either a consolidated page or to individual web pages. For example:

Events A small icon representative of the first event listed would be used, followed by:

 - Medjugorje Pilgrimage (Sept 4-15)
 - Faith sharing groups forming for Lent
 - St. Patrick’s Day Dinner (March 11)
 - 2nd Parish Assembly Day (March 18)
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2. **All Other Pages**

All web content will be reviewed by the Pastoral Staff to ensure material conforms to the teachings of the Catholic Church. Assistance can be provided for writing content (see Contact List).
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3. **Ministries Content**
 - a. All Good Shepherd ministries will be listed under one of the ministry categories as set forth by the Pastoral Council Charter – Appendix 2.
 - b. Ministries will be listed either alphabetically or as specified by Pastoral Staff.
 - c. Unless additional information is provided by ministry leaders, the basic information displayed for each ministry will include:
 - i. Name of Ministry: Identifies the name of the ministry (ex. 12:00 Choir);

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 4 of 6

- ii. Facilitator(s): Identifies the contact name, telephone number(s) and email address. More than one contact name may be listed.
- iii. Description: A brief (1-2 sentences) description of the ministry.
- iv. Additional information can include:
 - o Meeting Date/Time: Day of week ministry meets, frequency of meetings, and start/end time of meeting.
 - o Other Information: This section may include other **key** information about the ministry.
 - o Photos: Appropriate digital photos of ministry members, ministry in action, etc., may be included (see Banner and Graphic Images for size information).
- v. Separate Ministry web page(s) within the Good Shepherd Parish web site is permissible and will be linked from the “Name of Ministry” title. All Ministry web page(s) must conform to standards listed in the Good Shepherd Parish Web Site Guidelines.
- vi. When a ministry does not want to use a specific e-mail address, they may use the generic Good Shepherd e-mail account: goodshepherd@gs.ptdiocese.org.

4. **Calendars**

- a. Both the Overall Parish Calendar and the Faith Formation Calendar (located on the Calendar web page) are linked directly to the ParishSoft calendaring database maintained on the ParishSoft calendar web site (<http://parishcalendar.com:8080>) Note: 8080 is the Good Shepherd ID
- b. See Contact List for Pastoral Staff members responsible for maintaining the two calendars

5. **What’s New**

Significant changes to the web site should be noted on the page labeled “What’s New”.

6. **Site Map**

The Site Map should include all major sections of the web site (for example: Faith Formation, Ministries). Additionally, all web pages which can “stand alone” may also be added (for example: Vacation Bible School, RCIA).

Displaying Documents

- 1. Multiple format types for displaying documents are permissible, however the most common usage are Word (.doc) and PDF (.pdf).
- 2. PDF documents should always open in a new window so the user does not leave the site.
- 3. Appropriate use for PDF:
 - a. Documents that include precise formatting.
 - b. Documents designed to be printed and submitted, rather than electronically submitted.
 - c. Lengthy documents with a table of contents, i.e., an administrative manual.
 - d. Files that do not easily convert to HTML.
 - e. Documents that should not be edited or changed.
- 4. Inappropriate use for PDF:
 - a. Shorter, simple text documents.

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 5 of 6

- b. Pages that convey basic or common information.
- c. When an HTML page is readily available or could be created.

Links

1. Links to sites outside the Good Shepherd Parish web site are permissible and will always open in a new window so the user does not leave the Good Shepherd site.
2. Links will be reviewed periodically by Pastoral Staff for appropriateness.
3. The actual link URL may be embedded in the text of the web page if users will need to know the URL when the information is used in a non-browser environment (e.g., if the page is printed).
4. The number of links in a single line of text will be kept to a minimum as this makes reading the text difficult.
5. As few words as possible will be used for the “clickable text” as too many words used in one link can be confusing.

E-mail Standards

1. Due to the various number of e-mail programs, all e-mail addresses will be listed in full.
 - a. Acceptable: Please e-mail Pat Beckett at beckett@ptdiocese.org.
 - b. Not Acceptable: Please e-mail [Pat Beckett](#) (where Pat Beckett links to the e-mail address).

Privacy Statement

To be developed.

Chapter 2: Communication	Section 2: Web Guidelines
Date: 1/09/07 Rev: Orig	Page 6 of 6

Contact List

Pastoral Staff

- Pat Becket, (850) 487-1837, e-mail: beckettp@gs.ptdiocese.org
- Bill Beckett, (850) 487-1837, e-mail: beckettb@gs.ptdiocese.org

Web Development, Content Management and Local Web Environment

- Dee Lopez, (850) 386-4222, e-mail: lopezd@comcast.net
- Pat Beckett (850) 487-1837, e-mail: beckettp@gs.ptdiocese.org

Additional Web Development Support

- Brian Venclauskas, e-mail: bsv77@comcast.net
- Kate Grosmaire, e-mail: kate.grosmaire@dep.state.fl.us

Additional Content Development (Available to assist writing articles/web content)

- Julie Bettinger, e-mail: julie@juliebettinger.com
- Jacque Horkan, e-mail: jqhorkan@comcast.net

Additional Graphics Design (Available to assist with graphics and banners)

- Jon Crumpacker, e-mail: jcrumpacker@turnipdigital.com

Overall Parish Calendar

- Sandy McCusker, e-mail: mccuskers@gs.ptdiocese.org

Faith Formation Calendar

- Bette Scaringe, e-mail: scaringeb@gs.ptdiocese.org

Production Web Environment

- Timothy Viau, (850) 435-3537, e-mail: viaut@ptdiocese.org
- Carlos Hernandez, (850) 435-3537, e-mail: hernandezc@ptdiocese.org