

Webmaster Procedures

1. Purpose: To outline the basic duties of the webmaster as described within the bylaws.
2. Scope: The webmaster has the responsibility to maintain the clubs website, providing updates to events, advertising and publishing other club matters. Additionally, the webmaster participates in board meetings as a voting member and is the point of contact for webmasters of other regions, as well as PCA. The webmaster should track website statistics and follow and react to trends affecting the club's website.
3. Procedure:
 - a. Website maintenance
 - a. The webmaster shall maintain the web hosting account and renew services as described within the hosting contract. It is recommended that such services be renewed in two (2) year minimum blocks.
 - b. The webmaster shall renew domain registration as described within the domain account.
 - c. The webmaster shall monitor the website, forums and other areas that SPAM posting may occur and remove such from the clubs site in a reasonably expedited manner. Should the club incorporate a blog, webmaster shall monitor entries and comments to maintain a professional and open atmosphere free of personal attacks and vulgarity adhering to the club's and PCA'S policies.
 - d. The webmaster shall maintain the website and install security updates issued by the software or hosting company.
 - e. The webmaster shall not post or make available private or personal information of the clubs members.
 - b. Club events and other publications
 - a. It has been the practice to post links to the clubs magazine and its newsletter, utilizing Constant Contact (e-blasts) and other relevant club matters. This includes links to the clubs forms and other documents such as the bylaws, board of directors and other club business.
 - b. The webmaster shall include information, events and advertisement of the Zone or PCA as requested, required or suggested. Such information is usually listed in a prominent place on the website and/or within the clubs calendar.
 - c. Though the website does not have paid advertising, it maintains a list of the club's sponsors that support the club, its events and Drifter publication. The webmaster shall maintain the advertisers' lists, page listing and banner ads or other methods the website uses.
 - d. The Drifter Magazine is the clubs regular publication of events, articles, advertising and other news for the members benefit. The webmaster shall post a link to the

publication and it shall have a prominent location on the clubs website in a reasonable amount of time upon issuance.

- e. Events are activities that the club sponsors or officially participates in. Such events shall be advertised in the calendar on the website. Postings such as flyers or other advertising shall be maintained by the webmaster. The webmaster has the discretion to post other events that may interest club members but should avoid conflicts with other club events or policies.
 - f. The webmaster shall use their abilities to maintain a website that is inviting to the clubs and public's viewing and participation.
- c. Succession
- a. The webmaster shall work with a newly appointed webmaster to help them become familiar with the methods of maintain the clubs website and shall give them such information necessary to maintain the ownership of the website, domain and all login information necessary to maintain the clubs web presence.
 - b. The webmaster maintains a list of domain login information, users and general practices that are required to maintain the clubs' internet presence. Webmaster shall safeguard that this list is secure but available for posterity.

ⁱ Where PCA is written, it is to describe Porsche Club America

¹¹ Where mentioned as "club or Clubs' it describes SVR or Sacramento Valley Region of Porsche Club America
