



Florida A&M University National Alumni Association (FAMU NAA) Web site Standard Operating Procedures

The content of FAMU NAA's web site results from contributions by national, regional, and chapter content providers who are responsible for the content of their postings. In some cases, the FAMU NAA's web site provides access to personal information posted by individual members of the FAMU NAA (or NAA) community.

FAMU NAA's Media and Technology Committee provides oversight of the design, function, and organizational structure of the NAA's web site and monitors the site so that its online presence reflects positively upon the NAA.

National web pages (or group pages) are created within the NAA web site and are maintained by members of the NAA Executive Board. These pages provide official representation of FAMU NAA and are required to comply with the policies in this document and related policies as approved by the NAA Executive Board.

Region and chapter web pages hosted within the NAA web site (group pages) are created by the regions and chapters of the NAA. Further guidelines for region and chapter group pages are provided below.

Content Management and Server Access Policies

All of the FAMU NAA hosted web pages are stored on a secure web server and content management system (CMS).

To ensure the security and integrity of the server and CMS, access will be granted to authorized Group Administrators for one or more group pages within the NAA web site. Group Administrators will be responsible for creating web pages and uploading group page content to the web server. Group Administrators will be authorized access only to the page(s) they are responsible for maintaining. Group Administrator access and privileges may not be shared with anyone. Group Administrators must ensure that the group pages they are responsible for meet all of the criteria outlined in this document.

Requests must be made to FAMU NAA's Media and Technology Committee Chairperson at technology@famunaa.org for persons to access the NAA web site as a Group Administrator or to transfer their existing access to another person.

Group Administrators should regularly review the group page(s) under their jurisdiction to ensure that they adhere to the NAA's Standard Operating Procedures.

Policies for All Group Pages

1. Each group page should have a clear and coherent message that is presented with an attractive layout. Text should be well written and free of errors. Graphic designs should be eye-catching, yet simple. Group pages should be user-friendly, organized and fluid.
2. Materials and information posted on the FAMU NAA web site, including group pages, are the intellectual property of the FAMU NAA national office, region, or chapter. The content providers

must comply with copyright and fair use laws such as the Digital Millennium Copyright Act of 1998 and all relevant NAA policies.

3. Any use of FAMU NAA's web site for illegal or inappropriate activities or harassment is prohibited. Illegal activities shall be defined as a violation of local, state, and/or federal laws. Inappropriate use shall be defined as a violation of the intended use of the NAA's computing resources and policies, and/or the purpose and goals of the NAA web site.
4. Unauthorized use of FAMU NAA's web site for commercial purposes is prohibited. Group pages may not be used for direct advertising for personal profit or gain without the NAA's expressed written permission. All contracts are to be reviewed by the FAMU NAA General Counsel and approved by the FAMU NAA President.
5. Exploiting FAMU NAA's web site for malicious purposes is prohibited. Discovered exploits must be immediately reported to technology@famunaa.org. Public disclosure of means to exploit the NAA's web site is prohibited and is subject to disciplinary action.
6. FAMU NAA also recognizes that contents of electronic publications or electronic communications can be used specifically to intimidate or coerce and to inhibit genuine discourse. Such abuses are unacceptable and are prohibited. FAMU NAA is committed to maintaining a web presence where bigotry and intolerance, including discrimination on the basis of gender, sexual orientation, gender identity and expression, race, ethnicity, religious beliefs, physical ability, or age have no place.
7. FAMU NAA's web site may not be used to promote candidates running for public office.
8. The web site and group pages should use official FAMU web colors as shown below with their corresponding hexadecimal values:

Official FAMU Colors
FAMU Green #205320
FAMU Orange #FB7516

Policies for National Web site

www.famunaa.org is the NAA's official web site. This web site is an integrated-information system which provides information about the NAA to internal and external audiences and enables access to various services and other NAA web sites at the regional and chapter levels.

1. The Media and Technology Committee is primarily responsible for the infrastructure, design, and function of the FAMU NAA web site.
2. FAMU NAA's Corresponding Secretary is primarily responsible for the content of the national web site, a form of official NAA communication, and for ensuring the accuracy of information. This officer will, working with the Media and Technology Committee Chairperson, review and process requests for new information, updates, and corrections to the content on the national site. To request national web site new information, updates, or corrections, email both the Corresponding Secretary (corsecretary@famunaa.org) and the Media Technology Committee Chairperson (technology@famunaa.org).

- a. FAMU NAA National Committees will have Group Administrators who will be responsible for creating and maintaining group pages related to their respective committees.

Policies for Region and Chapter Group Pages

NAA regions and chapters, that are active and in good standing, may create their own group pages within the NAA web site. If they have their own web site, they must create a link that directs users to their page from our national site, www.famunaa.org. Whether maintaining a group page within www.famunaa.org or maintaining a separate web site, all regions and chapters must comply with NAA web site and communication policies.

1. Web content for the region and chapter group pages are solely the responsibility of the regions and chapters as authors and publishers. FAMU NAA's Media and Technology Committee will not edit these pages. However, these group pages provide official representation of FAMU NAA and are required to comply with the policies in this document and related policies as approved by the NAA. If a region's or chapter's group page does not comply with FAMU NAA policies and said entity does not make corrections as requested by the NAA in a timely manner, the NAA reserves the right to remove that region's or chapter's non-compliant content or shut down the group page(s).
2. The NAA will review complaints, questions, and concerns received regarding allegations of the following, which includes but is not limited to: copyright infringement, misuse of intellectual property, harassment, unauthorized use of NAA web resources for commercial purposes, and other legal issues. If the complaint is found to be valid, the NAA will contact the region(s) and/or chapter(s) and request immediate revision of the content found out of compliance and/or removal of the inappropriate material(s) that are not in compliance with NAA policies, intellectual property law, and guidelines for responsible use of computing resources. The NAA reserves the right to shut down the group page(s) hosted on the NAA web site if there is inadequate or no response from the region or chapter on the reported or identified allegation that was found out of compliance according to NAA policies. Illegal, irresponsible, or unethical activities may result in an individual's loss of privileges or penalties consistent with the judicial procedures and policies of the NAA.