

# **Blue Grass Sportsmen's League**

# **Internet Communications Policy**

## **1. Purpose**

- 1.1. The purpose of this policy is to document and communicate BGSL's approach to managing internet communications done through Internet websites, Social Media sites, Email lists, and Email addresses that appear in representation of the BGSL.
- 1.2. It is recognized that since many web sites represent an approved activity or event at the BGSL, the club is ultimately responsible for information published whether or not the BGSL Board of Directors actually controls/approves the sites. Therefore, the Board of Directors needs to have a substantial measure of control of any and all websites created to promote or provide information about BGSL activities.
- 1.3. It is also recognized that in managing the BGSL's web presence in a coordinated fashion, there is a substantial recruiting and public relations opportunity to showcase the wide range of activities and facilities available at the BGSL. A particularly critical component is the way BGSL is listed on National organizational sites (i.e. NRA, IDPA, ATA, USPSA, etc) is. Also, at an event level, there is a similar opportunity when scores or results are published to participants.
- 1.4. There is a cost savings opportunity for BGSL and Divisions to centralize hosting of sites, and to reduce the number of domain names registered (and paid for) by the club or Divisions.

## **2. Scope**

- 2.1. Websites - Division, Event, Sport, and other activity websites.
- 2.2. Social Media
- 2.3. External Advertisement of sites and email addresses.
- 2.4. Email Lists.
- 2.5. Published Email address and Email address aliases.

## **3. Policy**

### **3.1. Board of Directors Commitment**

- 3.1.1. The BGSL Board understands the seriousness of the opportunity and the utility of a well managed effective web presence. The Board will maintain a presence on the web.
- 3.1.2. The Board will maintain space/facilities for approved events and activities to be promoted. This space will be accessible to the organizers with a minimum of interference by the Board of Directors, subject to limitations because of technical issues and potential issues of fiduciary responsibility.

### **3.2. Event, Division, and Sport Websites**

- 3.2.1. Event, Division, and Sport organizers may create websites to promote their Board approved activity on the infrastructure provided by the Board of Directors.
- 3.2.2. Content

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- 3.2.2.1. The content or information created to promote an activity is the property of the BGSL.
- 3.2.2.2. Information such as scores and standings from events that take place on BGSL facilities in approved events is the property of the BGSL, unless required by a sanctioning body
- 3.2.2.3. No BGSL content will appear solely on non-BGSL websites, unless required by a sanctioning body.
- 3.2.3. No website to promote an approved activity can exist primarily on external hosting facilities (i.e. personal space from an ISP or hosting service from a 3<sup>rd</sup> party company). Pages or other content may exist on non-BGSL websites as part of an overall community. For example there may be a paragraph or sign up link about a BGSL event on an NRA website.
- 3.2.4. Websites must be used to promote a specific approved activity only:
  - 3.2.4.1. No endorsement of external for profit businesses. A mention and or link is allowable if that business has contributed to an event (such as providing sponsorship).
  - 3.2.4.2. Per the BGSL Constitution and to protect BGSL's not-for-profit tax status, no endorsement of a particular political position or candidate, or discussion/promotion of a religious position is permitted.

### **3.3. URLs (Uniform Resource Locators) and Domain Names**

- 3.3.1. No URLs or Domain Names containing any reference to the Blue Grass Sportsmen's League, the letters "BGSL", or any derivative of either, may be created or registered on the Internet in support of a Board approved event without BOD approval. (for example [www.shootingbgsl.com](http://www.shootingbgsl.com) or [www.bluegrasssportsmensfishing.com](http://www.bluegrasssportsmensfishing.com))
- 3.3.2. Advertising URLs and Domain Names
  - 3.3.2.1. The current home domain names [bgslinc.com](http://bgslinc.com) and [joinbgsl.com](http://joinbgsl.com). This may be changed by the Board of Directors if it becomes necessary for technical or marketing reasons.
  - 3.3.2.2. All communication about an event (i.e. posters, flyers, e-mail, etc) will advertise an approved BGSL domain name.
  - 3.3.2.3. Only the BGSL home domain name will be registered with other organizations such as NRA, IDPA, USPSA, etc.

### **3.4. Links**

- 3.4.1. In-bound Links
  - 3.4.1.1. It is the responsibility the Division to maintain Inbound Links.
- 3.4.2. Out-bound Links

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- 3.4.2.1. Links to other websites are acceptable as long as they clearly indicate that they are a link to a site that is not endorsed or controlled by the BGSL, or the Board of Directors, and are not part of an approved event.
- 3.4.2.2. Website owners should regularly verify external links on their pages to ensure that they are not broken.

### **3.5. Email Lists**

- 3.5.1. Email lists generated in the course of promoting and furthering a sanctioned event should be considered BGSL property.
- 3.5.2. Copies of Email lists must be provided upon request of a Club Officer.
- 3.5.3. BGSL will add these email addresses to the appropriate distribution list in the Blast system
- 3.5.4. Distribution list stored in the Blast system will be exported and given to a Division Officer upon request of the Division President to enable communication of upcoming events
- 3.5.5. BGSL lists will be used for Club business only, and not to promote a for-profit business, a political position or candidate, or a religious issue.
- 3.5.6. Emails must be sent in "blind" mode, meaning that recipients on a list cannot see addresses or names of other people on the list.
- 3.5.7. Operational emails may show email addresses (committee emails to other committee members)

### **3.6. Email Addresses on BGSL Site.**

- 3.6.1. BGSL will supply organizers of a sanctioned event with e-mail aliases under the BGSL domain name (i.e. president@bgslinc.com, or skeet@bgslinc.com). BGSL Aliases should be used when ever possible.
- 3.6.2. It is the responsibility of the activity organizers to check and respond to these email addresses.

### **4. Implementation of Policy**

- 4.1. This policy is in immediate effect for any newly created sites, email lists, or email addresses published or advertised to the membership or public.
- 4.2. Grandfather
  - 4.2.1. There is no "grandfather" clause to this policy – all communications within scope are subject.
- 4.3. Transition
  - 4.3.1. There is a transition period of 90 days to allow publishers of sites to move their BGSL content to the BGSL home domain.
  - 4.3.2. After the 90 day period, all non BGSL managed sites using a BGSL like domain name must remove all content and place a banner page directing the viewer to the BGSL home domain.

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4.3.3. The banner page should remain in-place until the registration of the domain name expires, at which time the domain name should be abandoned.