



The Church of Scotland

# Website Content Policy

VERSION: 1.0

Scottish Charity Number: SC011353

[www.churchofscotland.org.uk](http://www.churchofscotland.org.uk)

In the same way, let your light shine  
before others, so that they may see  
your good works and give glory to  
your Father in heaven

Matthew 5:16

# Contents

1. Purpose
2. Best practice for the Church of Scotland website content
3. Images
4. Our Brand
5. Responsibilities

## 1. Purpose

The Church of Scotland's aim is for its web presence to provide an informative, user-friendly, consistent and up-to-date online presence that accurately represents and promotes the life and work of the Church and those connected to it.

The content should effectively demonstrate the values, and culture of the Church of Scotland to all its members, staff working for the church in paid and voluntary roles and external users.

This policy provides a set of principles to support this overall goal.

It differentiates between the main Church of Scotland website, where comprehensive responsibility for all content sits with the Communications Department, and the Church's wider web presence, which includes material provided through a variety of satellite external websites and third-party applications, and where the ability to ensure a consistent, welcoming user experience is significantly more limited.

Collaboration on a joint approach to best practice for Church of Scotland related websites is strongly encouraged using this website policy as a reference. More specific advice is available from the Communications team.

## 2. Best practice for the Church of Scotland website content

The Church of Scotland's Communications Department will maintain a high standard of communication through its web presence by managing the publishing, monitoring, maintenance and archiving of content.

### **Content should be:**

- Up-to-date and accurate
- Conveyed clearly and unambiguously
- Delivered in a tone appropriate to the audience and consistent with the image and reputation of the church
- Delivered in an appropriate format for its intended audience
- Sourced from primary authoritative sources where practical

We are constantly looking for ways to improve the functionality and user experience of the Church of Scotland website.

As part of that process we carried out a content review to assess the volume of content currently hosted, quality of content, how it is accessed and viewed and to establish what is popular and what does not work.

We have created this policy to ensure there is a framework to assist us in streamlining the process of managing web content (including adding and removing content).

The aim of the policy is to provide a consistent approach to improving the usability and accessibility of the website. This in turn will help us increase our audience, and deliver more engaging and meaningful content tailored to audience needs.

We have a duty to remove any content identified as not fit for purpose. This includes content that is out of date, poorly written, or not designed with a specific audience in mind.

We will review the analytics behind webpages and reassess any content not performing well or adding value. Changes will be conveyed to content authors to allow them to improve and reassess content needs.

We will measure performance using a range of indicators including page views, interactions with links, and download rates.

## **All content must be:**

- **Signed off by the relevant head of department (or assigned content approver) prior to being sent to the web editor for editorial review**

The web editor must receive proof of approval for new content updates.

Proof of approval should be in written form – a simple email stating “approved” with the appropriate email signature will be sufficient.

Proof of approval signifies that the content has been proofread and checked for both accuracy of information and readability.

Details of the content author should also be included for reference. We will revert to this person as first point of contact for any queries relating to the content, including future content reviews.

- **Submitted to the web editor in a finalised state ('details to follow' is not acceptable)**

Always run a spell-check on your work and have someone else review it for grammar, ease of reading/use of language, and brevity. As a rule of thumb all content should be written in plain language that can be understood by an average reader.

- **Compliant with the General Data Protection Regulation**

For example, individuals cannot be identified on the website without their consent (this includes use of a personal email addresses/phone numbers and use of photo captions).

- **Periodically reviewed by the relevant department**

Each department should review their website content every 3-6 months – checking for inaccuracies and out of date information. This review should be carried out proactively and any changes should be fed back to the web editor who will remove or alter content as appropriate.

Any content that does not adhere to appropriate web standards will be returned to the author for further editing. The Communications team will be happy to work with individuals to ensure content is designed to add value to the website.

### 3. Images

The Communications Department will source appropriate photos and imagery to illustrate web pages. We can also assist with photography and sourcing a professional photographer when required.

### 4. Our Brand

The Church of Scotland website will promote and prioritise the Church of Scotland's brand and be clearly identifiable as such maintaining a consistent and accurate visual representation of the church's identity.

### 5. Responsibilities

Heads of Departments are responsible for ensuring compliance with the Web Policy in order to maintain the integrity of the Church of Scotland's web presence.

They are encouraged to appoint or nominate a content author for their area of responsibility to assist with this at an operational level.

We know that at present there is a great deal of outdated content on the site coupled with dense use of text, archaic language and terminology which makes it hard for people to engage with our content.

We are keen to encourage users to identify areas that can be improved, refreshed or deleted to ensure that the site content is useful and as a whole the website represents a meaningful place to find out more about the Church of Scotland in a way that is enjoyable and user-friendly.



The Church of Scotland  

---

Communications Department

[www.churchofscotland.org.uk](http://www.churchofscotland.org.uk)

Scottish Charity Number: SC011353