



Guidelines for the Game Trail Association Website

The purpose of these Guidelines is to establish and document policy, purpose, audience, content and publishing details for the Game Trail Association (GTA) Web Page approved by the Game Trail Association Board of Directors.

Purpose: The purpose of the GTA webpage is to supplement other communication channels within the Association and provide accurate and timely dissemination of information to GTA members for the purpose of conducting Game Trail business.

Audience: All GTA members and prospective members. Since access to this webpage is universal, articles should be sensitive to this when deciding what to post.

Publishing Details

Currency: The website's content needs to be kept current. Three groups are responsible for insuring that their segments of the website are regularly updated: 1) Board Members, 2) Committee Chairs, and 3) Communications Committee Members.

At a minimum, an annual website review should be done by responsible parties. This could be in conjunction with the annual Board orientation.

Time-sensitive submissions should have an expiration date attached at the time of submission so the Webmaster can remove them on that date. A "timeless" submission should be identified as such.

Webmaster: The GTA Webmaster will be a member of the Communications Committee and will be the primary responsible party to receive, edit as required, and post articles on the webpage.

Structure: The structure and content of the GTA webpage will be as follows:

1. A **Home Page** with a brief history of Game Trail, significant items of interest to Association members, and links to other GTA webpages as follows.
 - a. A link to a GTA **Governing Documents** page that will list documents used to help govern GTA.
 - b. A link to a GTA **Rules, Regs, Policies and Guidelines** page that lists documents that help with issues related to living in Game Trail.
 - c. A link to a **GTA History** page, which gives a little information and history about Game Trail.

- d. A link to a **Board of Directors** page, which lists Board members with contact information.
 - e. A link to a **GTA Committee** page, which lists all committees with a link to each committee page along with the chairs' names.
 - f. A link to a **Contact Us** page listing important GTA contact information.
 - g. A link to an **Approved Board of Directors Minutes** page, which contains links to BOD-approved monthly meeting minutes.
 - h. A link to a **GTA News and Events** page, which will have links to announcements, meeting, events, newsletters and committee updates.
 - i. A link to a **Forms** page, which lists links for downloading working forms such as Architectural Control Application, etc.
 - j. A link to a **Game Trail Photo** page, which displays photographs taken by members of GTA and displayed at the discretion of the Webmaster.
 - k. A link to a **Community Links** page, which will have links to several informative community and county websites.
 - l. A link to a **Map of Game Trail** page, which will have printable maps of Game Trail roads and lots.
 - m. Other pages may be created as needed.
2. **Game Trail Tails:** The newsletter can be seen by going to the "GTA News and Events" page and then clicking on "Newsletter" link. There will be at least two years of the association newsletter posted.

Article Guidelines:

1. GTA official information submitted by the Board of Directors and/or Committee Chairs.
2. Game Trail related informational articles submitted by association members and approved by a member of the Board of Directors or a Committee Chair.
3. All submissions should be edited prior to submissions. It is **NOT** up to the Webmaster to edit articles.

Feedback Links: A contact link will be posted on website to allow the membership to send messages to **Committee Chairs** and/or the Board of Directors.