

# Buckner Web and Digital Communications Platform Policies

## Buckner.org

- All web design, development, SEO, privacy, analytics and management of Buckner.org and its subsidiary pages and sites is to be completed by the Communications team or designee.
- Buckner Communications does not allow access to the coding of the Buckner site by third-party developers or vendors. Please consult with Buckner Communications during the consideration phase of any new technology.
- Proposed copy or design updates to program- or page-specific content must be submitted to Emily Ahrens in Communications after approval by Senior Directors of Programs (BCFS), Director of Marketing (BRS), or a member of ELT. This procedure exists to maintain integrity and consistency of brand voice. Any proposed copy updates or adjustments will be reviewed within Communications in consideration of brand voice, impacts to current digital ad campaigns, SEO, and/or other initiatives the requestor may be unaware of prior to consultation. Please allow one month for a full review of the request and for a meeting to be scheduled to review a full scope of consultation.
  - Emergency requests should be in the instance of an immediate program change outside the control of the organization, such as the name change due to a contract update with the state government, or the loss of a contract due to loss of grant. Any other need should be treated as a general proposed copy update.
- It is the responsibility of individual areas, programs and other specific ministries within Buckner to notify Emily Ahrens of any personnel changes that may create outdated or inaccurate information on the website. To ensure accurate information on the website and most importantly, a great user experience on our website, it is important that all information be as current as possible.
- All contact submission forms should be consistent in process as well as similar call-to-action direction.
- It is recommended to avoid listing specific email addresses and for specific Buckner employee names for cybersecurity purposes. If you need a link to a specific email address, please work with Emily Ahrens to create a button that hyperlinks to the correct location that will not need to be updated if the person in the position leaves Buckner in the future, rather it will provide information to two or more individuals in their absence.
- **Widgets/Web-Based Integrations/Bots/AI**
  - Buckner Communications will not grant access to Buckner.org for the purpose of integrating a tool, widget, web-based platform, chatbot, or other AI functionality without a full-scale consultation of business use case and business plan to assess for vulnerabilities, viability and impacts to user experience and marketing campaigns.
  - It is recommended to meet with Buckner Communications prior to conversations or meetings with sales vendors of technology platforms. Buckner

Communications manages the front-facing and back-end portions of Buckner.org and anything potentially impacting the domain must involve a previous discussion before agreement or finalization on an official contract.

### **Additional URLs and Domains**

- URLs for business use must be procured by the Communications department in Dallas (Marketing team) and managed in coordination with the IS department. Business URLs **may not** be purchased by other Buckner departments or staff.
  - International NGOs will work with Communications on URL/domain/security registrations and management, renewals, etc.
- In the unique situation that a department would need a unique URL for a business reason, please contact Emily Ahrens ([eahrens@buckner.org](mailto:eahrens@buckner.org)) and include a proposed business plan and detailed use case for the URL, as well as any cost coverage for labor involved with maintenance, management, cybersecurity, etc.
  - Generally, the procurement of URLs is discouraged and alternative methods for promotion may be discussed during business consultation with Buckner Communications.
- All URLs or any domains representing Buckner, are owned by Buckner International, including international domains and accounts. These are managed by the Communications department in coordination with the IS department.

### **External Websites**

- Opportunities may present themselves for Buckner to include its logo or a hyperlink on an external website for additional promotion. Each case should be reviewed by Buckner Communications (Marketing).

### **Web-Based/Digital Accounts/Subscriptions**

- Employees, volunteers and/or other individuals may not use the Buckner logo on individual-created accounts or websites for profile or cover photos. This indicates you are functioning as the brand and can cause confusion and misrepresentation of the brand. For individual accounts, use your personal photo or other graphic.
- Department supervisors should be aware of individual team members creating free or web-based subscriptions using the Buckner.org domains. When an employee leaves the organization, the web-based accounts remain open and can present security or other liabilities for the organization. This may result in the loss of usability for all involved due to an overabundance of open accounts.

### **Artificial Intelligence (AI)**

- Buckner Communications does not permit the use of AI to generate content for front-facing web/social/digital content due to the lack of transparency and ongoing legal

concerns for copyright issues. It can undermine our brand's thought leadership in areas of children, families and seniors to use AI-generated content that may come from unreliable or inaccurate sources. If you submit any blog, social media, or other web content or graphics, Buckner Communications will ask that it be updated to human-generated content only and copyright sources provided for attribution before consideration of publication to a Buckner platform.

- This applies to generated content and images.

### **Google Images**

- As a faith-based organization, we want to remain ethical in our various business practices. As such, we advise staff to avoid pulling copyright images from Google to use in presentations or other external-facing content that could make the company liable for financial compensation to the content owners.
- There are many free or paid stock photo sites that can provide images needed for PowerPoints or other collateral. Please contact Emily Ahrens for more information and available resources.