MCFNA.ORG WEB SITE GUIDELINES
OFFICIALLY APPROVED BY THE MARIN COUNTY FELLOWSHIP 10/2006

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1. WEB SITE DOMAIN

The official web site for the Marin County Fellowship of Narcotics Anonymous shall have the domain name of www.mcfna.org and shall be the single online Internet location for our area.

2. PURPOSE OF THE WEB SITE

The primary purpose of the web site shall be to help further our primary purpose – to carry the message to the addict who still suffers. Secondarily, the web site shall provide information and resources relevant to MCFNA the ASC and it's subcommittees and groups, including but not limited to: event listings and flyers, general subcommittee information and files deemed appropriate in order to better facilitate the work of the ASC and it's subcommittees.

3. GUIDING PRINCIPLES

Because the Internet is a public media environment, all content made available on the web site shall be posted in accordance with the 12 traditions of Narcotics Anonymous. At all times, the web site and its' contents, and any official mcfna.org email correspondence shall also remain within the directives as set forth by the MCFNA ASC. When applicable, the web site shall also meet, as closely as possible, the recommendations of NAWS – specifically as detailed in the NA PR Handbook section on the Internet.

3A) PERSONAL ANONYMITY

In keeping with the traditions, no individual person's email address, street address, place of business or phone number shall be displayed anywhere on the publicly accessible web site. This includes but is not limited to: event listings, flyers, meeting information, agendas, meeting minutes, as well as any other documents or files that may be posted to the web site.

3A1) EXCEPTION: A private, password protected area will be established on the web site where members will have access to the full, unedited version of current and archived ASC minutes as well as other ASC member relevant content that is deemed not suitable for placement on the public side of the web site. One simple password will be used and given to all interested MCFNA members wishing access.

This is not the most secure system available. Any addict can then give that password out if they so choose even though this is intended as a "member only" area of the site, however this would be no different than an addict giving a hard-copy of our ASC minutes to a non-addict. This does, however, provide a simple way to ensure that search engines and non-addicts not gain easy access to our personal contact information.

4. INTELLECTUAL PROPERTY

Any content posted to the web site shall be required to adhere to all copyright and trademark requirements of the fellowship as set forth in the Narcotics Anonymous World Services Fellowship Intellectual Property Trust (FIPT). Wherever any of the various NA fellowship logos or trademarks are implemented, the ® symbol shall be included in accordance with the FIPT. At no time shall any officially approved NA literature be placed directly on the web site, however, links to such literature may be used, so long as such links directly take site visitors to the officially sanctioned version of that literature actually located on the NA.org web site.

5. GENERAL SITE LAYOUT

The following links shall be available on every page of the site:
　　Primary Links
　　　　Upcoming Events
　　　　Contact Info
　　　　NA Related Links

Privacy
Information For Professionals
Home
In addition to the various primary site links, the home shall display:
Find A Meeting – the main meeting search form
MCFNA Committees – links to each ASC Committee
Service Resources – a link to downloadable service documents

Every page on the web site should include a prominently displayed callout box with the MCFNA Area Help Line phone number as well as the PO Box mailing address, and a link to the site's copyright notice (written in accordance with NAWS FIPT requirements).

5A) HOME PAGE
The home page shall include the following content:
Welcome –welcome statement and links to help suffering addicts
Clean-time Calculator – a tool to determine clean time
Your Sponsor Says – rotating display of NA related sayings

5B) MEETING SEARCH
Because the primary purpose of the web site shall be to help further carry the message, one of the most important aspects of the site shall be a searchable meeting list where site visitors can search for a meeting by day of week or by town.

In addition to the web based search results, visitors will have the option of obtaining a text only version of the online meeting list, as well as a downloadable PDF document of the actual print-version list.

5B1) CURRENT MEETING INFORMATION
It is vital that the web site meeting list be kept as current as possible and therefore, the web site administrator shall be required to update this list no less than once per month, within 10 days of the most recent ASC meeting. If any major meeting change takes place in the interim, such as a meeting changing location or time, such information shall be posted to the site as soon as possible rather than waiting for the next ASC meeting's cycle.

5B2) MEETING CHANGE NOTICE
A form will be available on the site (linkable from the contact page and on the meeting search results page) that allows members to submit change requests to the meeting list. This information shall be reviewed by the site administrator for validity before being implemented.

5C) UPCOMING EVENTS
The MCFNA.Org web site shall accommodate the posting of only MCFNA related events, within the online events calendar. This calendar will allow all event related information to be posted as would normally be found within an informational flyer, and can, optionally, include the attachment of an actual event flyer, if one is available and provided in Adobe PDF or MS Word format, so long as that flyer is first approved in accordance with standing MCFNA area guidelines. No events taking place outside the MCFNA area, and no personal non-MCFNA sanctioned events shall be listed on this page.

The exception to this would be in the exclusion of the normal contact phone number(s) and/or email address(es) that would otherwise be found on such flyer. All personal contact information including phone numbers and personally identifiable email addresses need to be left out of event calendar listings and must be removed or left out of any flyers to be posted for any related event.

Events shall be posted by designated committee members from any MCFNA area committee

wishing to have their event posted to the web site using the provided web based event posting submission form. (See the MCFNA.ORG web site content management document for instructions on posting events). Once an event or flyer is posted, it shall initially be retained in "pending" status. The Web Committee will be responsible for reviewing the posting to ensure that it meets these guidelines, and if such, can then be released for display on the site.

5D) NA RELATED LINKS
A page will be made available on the web site consisting of links to other relevant web sites and resources. Links on this page shall be limited to official NA web sites as follows:

      -NA.org – the official Fellowship web site
      -NorCalNA.org – the official web site for the Northern California Region
      -Links to each of the currently available web sites for each of the other areas
       within the Northern California Region
      - Other regional or world NA links as deemed appropriate to helping MCFNA
       members in their service work

No other links shall be placed on this page, whether to other NA areas, regions or groups, no personal NA sites, no links to any outside enterprise or entity.

5E) PRIVACY
The web site's official privacy policy shall be located on this page. (See attached privacy policy).

5F) INFORMATION FOR PROFESSIONALS
Information on this page shall be limited to that which is currently recommended by NAWS.

5G) CONTACT INFO
This page shall include the MCFNA Hotline and mailing address, as well as a form that visitors can fill out to request more information or make comments or suggestions relevant to MCFNA, the web site, or recovery in NA.

The only phone number that shall appear on the web site shall be that of the MCFNA help line. The only mailing address that shall appear on the web site shall be that of the MCFNA P.O. box. The only email addresses that shall appear on the web site or be used for correspondence related to the web site, or for official MCFNA business, shall be officially approved mcfna.org email addresses.

5H) MCFNA COMMITTEES
Each MCFNA ASC committee shall have it's own page(s) on the web site where visitors can learn about the committee's role within our fellowship, as well as meeting days, times and location. Each committee will have the opportunity to submit a request that content of their choosing be placed on the site within their committee's page(s).

So long as such content conforms to the web site's guidelines, and is considered reasonable and appropriate to the purpose of the site, it shall be posted, however the potential exists for more content or functionality being submitted than is reasonable in regard to the ongoing maintenance of that content. If such a situation arises, said content may need to be limited to only that content which can in fact be reasonably maintained by the web site administrator.

5I) SERVICE RESOURCES
This page shall include links to various documents deemed relevant to helping MCFNA members perform various service functions. Documents shall include, but not be limited to:
     Current literature order form
     H&I Handbook

> Guide to Local Services in NA
> Group Treasurer's Workbook
> Treasurer's Handbook
> Short Form Rules of Order

Whenever a document is made available on this page, if that document is officially approved NA literature, the link on this page shall go directly to the online version of that literature at the NA.org web site. All other documents posted shall be locally held on the web site's server. Documents shall be made available in one or more standard formats only, such as PDF, Word Doc, Excel Spreadsheet, and so forth. PDF is the preferred document type simply because it ensures the most usability on the web.

6) ENDORSEMENT OR AFFILIATION

In keeping with our Traditions, at no time shall any link, icon, graphic or statement be placed on the web site that implies or communicates an endorsement or affiliation to any outside enterprise or organization. The only exception to this requirement shall be links to maps for directions to events or meetings, as well as a link for site visitors allowing them to download a copy of the Adobe PDF reader, which is the currently accepted standard method of choice for providing documents for viewing on the World Wide Web.

Throughout the web site, prominent statements must be implemented stating that such links are provided for informational purposes or aids only, and that no such affiliation or endorsement exists.

7) SITE OWNERSHIP

The MCFNA web site shall be wholly owned and operated by and in the name of MCFNA, at the MCFNA mailing address. No other individual or organization (except within the confines of the FIPT) shall have or make any claims to ownership whatsoever, for any reason. This is included but not limited to:

> Web Site Server hosts
> Domain registration authorities
> Web designers, developers or engineers

While the web site shall be required as needed, to call upon the services or offerings of any of these outside entities, it shall be a requirement of this web site that such entities agree to the terms of this aspect of our guidelines. If not, we cannot be implement or utilize those services, and another source, if available, must be obtained.

8) EMAIL ADDRESSES

The following email addresses shall be established for the purpose of providing email correspondence within the official MCFNA course of NA related business:

1. admin@mcfna.org - For use by the Web Committee's designated site administrator for all official web site business.
2. JAC@mcfna.org - for all email related to the ASC's JAC.
3. PI@mcfna.org - for all email related to the work of the PI committee such as correspondence to and from professionals outside the fellowship who may contact us through the web site.
4. Other email addresses may be set up as may be deemed necessary or valuable to the business of the ASC or its' subcommittees. Requests for an mcfna.org email address shall be made to the Web Committee.

8A) EMAIL USAGE POLICY

Each email address will need to have at least one person assigned responsibility for that email address and to act as the email point of contact for that subcommittee or ASC position. Any person taking on the responsibility of being an mcfna.org email point of contact needs to understand the ramifications of this commitment.

Careful consideration must be given to this before accepting the commitment. It has been the experience of Web Committees at other areas around the US that many recovering addicts do NOT fully understand the seriousness of implications of having an official NA related email address.

All email being submitted through the mcfna.org web site or directly to an mcfna.org email address shall be handled as follows:

1. As email comes into the web site, it shall be distributed directly to the appropriate email address – for example; a News reporter fills out the web site contact form, requesting an interview with us – that email would be routed to the pi@mcfna.org email address, as this request is clearly a Public Information related issue.

2. However an email comes to one of the mcfna.org email addresses, it is the responsibility of the designated email point of contact to respond to that email courteously and respectfully, regardless of the content of the email. Personal opinions need to be kept out of this process whenever possible.

3. If a response is needed to an email, that response needs to be provided in a timely manner. It has become widely accepted in the professional world that such responses be made within 24 hours of receipt whenever possible, and though we are not a professional organization, we must always remember that lack of follow-through can potentially negatively affect how others view our fellowship.

   This is even more important when such correspondence comes from someone seeking help in our fellowship – such as an addict seeking recovery or a family member of an addict seeking help for that addict.

4. If a full response is going to take longer than 24 hours, at the very least, a simple initial response shall be made informing the person who sent the initial request that the email was received and to let them know how the email is being handled.

5. At no time shall personal information be included in any official mcfna.org email correspondence. This includes, but is not limited to: personal phone numbers, non MCFNA mailing addresses, non MCFNA email addresses, non-official NA web links, etc.

6. It is the policy of this body to do all we can to ensure that personal information coming to us from outside our fellowship be kept confidential. Because of this, once an email that has come in is handled to conclusion, the original email and all related email shall be deleted. This helps to ensure that no accidental or unintentional mis-use of someone's email address or personal information that may be included in email to us ends up being made public.

   One example of this possibly happening; the JAC email contact, has a copy of all the jac@mcfna.org email that she keeps on her personal computer. Unbeknownst to Mary, an internet Worm(a type of computer virus) gets onto her computer. That worm, without Mary knowing, scours her computer looking for email addresses, and then sends what it finds out onto the internet. While this does not occur every day, the fact is that there are thousands of such worms on the Internet and such an occurrence is possible. If we delete official NA email from our computers, we can help avoid such an occurrence.

7. At no time shall any mcfna.org official email address or the email address of correspondence coming to an mcfna.org official email account be included in any non NA related communications. For example, the admin@mcfna.org email address should never be used to sign up for participation in a non-NA mailing list. Another example is the common practice of including people we have in our email address book in "FWD: Pass this on" type spam, junk mail, humor, and so forth. This is an unacceptable mis-use of mcfna.org or other incoming NA related business email, regardless of the perceive innocence of such email.

8B) EMAIL IMPLEMENTATION

A dedicated web based email system shall be implemented where all email correspondence can be retrieved and replied to by those people authorized to have access to official mcfna.org email. This helps increase the likelihood of meeting the above Email usage policy, and helps to ensure that any addict wishing to be the email point of contact for their committee can in fact take that commitment even if they do not have a personal computer, because the web email system will be accessible even at computers at local libraries where there is no cost of having internet access.

8C) EMAIL PASSWORDS

This system shall be set up so as to allow access only by official users by requiring a unique password for each email address. These passwords shall be issued by the Web Committee and whenever someone new takes over the email point of contact commitment for an individual committee, a new password will need to be issued. Once a password is issued, no copy of that password shall be retained by anyone for any reason. If a user loses or forgets their password, the Web Committee's email administrator will need to reset the password the password.

9) WEB SITE MAINTENANCE AND OVERSIGHT

The web site shall be maintained by the MCFNA ASC Web Committee, which shall also be responsible for all changes to content, functionality and design, as deemed necessary by the Web Committee or as directed by the ASC. A separate Site Maintenance and Implementation document detailing the procedures for this work shall be developed and retained by the Web Committee. This document will be made available to any member of our fellowship requesting access to it. The guiding principles for this document shall be the 12 traditions, these guidelines, and the new NA PR Handbook section on the Internet.

9A) CONTENT ADMINISTRATION

In order to ensure that the web site can be maintained as effortlessly as possible, a system shall be created that allows the Web Committee and other officially designated fellowship members the ability to effortlessly add, modify and delete regularly changing content and information within the web site.

This system shall consist of a set of web based plain English fill in the blank forms that can be administered from any Mac or PC computer, and with an Internet Explorer (5 or above), Netscape (5 or above), Firefox, or Safari browser. This system shall be located within a password-protected area of the web site. People designated authority to access this system shall be assigned unique passwords that limit their access only to those areas of the web site deemed appropriate for the role assigned to that person.

For example: a password may be given to the PI committee's email coordinator that allows that person to maintain the meeting list system online. That coordinator would then only have the ability to have access to that portion of the web site. The password(s) assigned for this system shall be set up by the web site administrator and shall be retained offline within the Web Committee's archives.

9B) WEB STANDARDS COMPLIANCE

The web site shall be designed, developed and maintained in accordance and adherence to the W3C HTML 4.01 transitional document data type. At no time shall XML, DHTML, or other non-standardized or more advanced methodologies be used or implemented on the web site. This ensures the most possible access by web site visitors across the board regardless of computer platform or web browser (within the confines of that data type's capabilities).

9C) WEB BUDGET

The Web Committee shall determine an ideal budget based on the anticipated costs of maintaining the web site as well as any other ancillary related costs to of the committee in the conducting of it's official business. A Committee Budget meeting for this purpose shall take place no later than two weeks prior to the annual ASC Budget meeting (usually held in October or November of each year). Costs to factor include, but may not be limited to: Web Site Hosting, official committee printing needs.

10) SITE HOSTING

The web site shall be hosted at a web service co-location facility to be determined as appropriate by the Web Committee so long as such provider is willing to accommodate compliance with these guidelines as pertains to site ownership and privacy. To this end, hosting the mcfna.org web site shall not be considered if the hosting provider requires placement of any advertising banners or links on our web site, or placement of our web site within that providers "frames" system (such as is the case with Geocities). The actual cost of hosting needs to be limited to an amount that is fair and reasonable for web sites of similar scope and functionality, and where such costs are held within the capabilities of this Area's ability to pay.

Careful consideration must be made when choosing a hosting provider. Quite often, hosting services that are available in the "free", or "cheap" scope result in web sites being placed on web servers that are far from secure – meaning that hackers or other web site owners may intentionally or unintentionally be able to gain access to our web site's front or back end system.

We must do all we can, within reason, to ensure that such an occurrence be avoided. Additionally, many of the less expensive hosting providers do not offer 24 hour technical support, however there are a number of reasonably costing alternatives where all of these issues and concerns can easily be addressed, so there should be no reason to have to avail ourselves of bargain basement hosting providers.

11) BACKUP OF CONTENT

A backup of the entire site's content shall be maintained offline by the site administrator. Additionally, one additional backup shall be placed onto a CD no less than once per month and such CD shall be held with the Secretary's archives.

12) SITE CHANGES

From time to time, the Web Committee or another member of the MCFNA fellowship may request additional functionality be implemented on the web site. When this occurs, the Web Committee shall be tasked to determine the cost both in monetary and implementation resources of that request. If it is reasonable and can be achieved within the currently available monetary and Committee development resources, and so long as the change remains in compliance with these guidelines, it shall be made by the Committee or other approved person or 3rd party solution provider.

If the Web Committee determines that the request is important enough, it shall present the request to the ASC body during the ASC meetings' Open Forum. If needed, the request can

be made in the form of a Motion at the ASC meeting. When this occurs, the change shall take place only after such motion is passed by the ASC.

All changes that are approved by the Web Committee (or when necessary, by the ASC) shall be detailed in a Web Site Change Order document to be posted to the web site and accessible from the Web Committee page on the site.