

WEBSITE/SOCIAL MEDIA COMMITTEE GUIDELINES

I. PURPOSE:

In line with the policies and procedures approved by the AMSC Board of Governors, this committee will:

- A. Oversee and maintain an Internet website for the AMSC, in order to have a public presence on the Internet to promote the interests of the AMSC and the breed.
- B. Explore and recommend to the Board other uses of electronic/social media that may serve to promote the interests of the AMSC and the breed. At this time those social media platforms include Facebook and Twitter.

II. WEBSITE PROCEDURE:

- A. The AMSC website has the domain name "amsc.us" which is currently supported by GMR Web Team <https://www.gmrwebteam.com/> for website support and Namecheap.com which is where the domain is parked. The AMSC Treasurer handles renewing the domain name as needed. <https://whoislookup.ninja/whois/amsc.us>
- B. The Chairman of the Website/Social Media Committee will provide basic updates for the website and will designate a backup to provide support in his/her absence. Any more complicated updates, revisions or major changes will need to be performed by GMR Web Team via a GMR work ticket.
- C. Detailed instructions and procedures, including log-ins and passwords are in the possession of the Committee chair and AMSC secretary.
- D. The website design will be simple and easy to navigate, suited to its purpose as a reference source and an educational vehicle for the public.

E. The following content guidelines have been approved by the Board:

1. Website Organization:

Home Page

About the Miniature Schnauzer

Breed Standard

FAQ's

Photo Gallery of Colors

Pet Grooming Tips

Training Tips

Judges Page

AMSC Store

Referrals

Our AMSC Interactive Map

Regional Clubs

Rescue

Health

General Health

Canine Health Topics

Nutrition

Medications & Vaccines

Toxic to Dogs

Canine Athlete Health

Specialties, Events & Results

Activities

Specialties & Events

Results

About AMSC

Code of Ethics

Officers and Committee Chairs

Useful Links

Members Section – password protected

2. Board guidelines:
 - a. Photos of dogs may be placed on the website, but the AMSC accepts AKC guidelines:
 - 1) Dogs must be retired from competition and no people in the picture
 - 2) AMSC should have unencumbered rights to the photo and the photo should not be previously published
 - b. No individual's web pages may be linked from the AMSC page except on the Referral section
 - c. The AMSC may provide e-mail or page links for referral to regional Miniature Schnauzer Clubs
 - d. No commercial ventures may be included on the AMSC website
 - e. No advertising may be allowed on the AMSC website
- F. Updates to the AMSC website content may come from the following sources:
 1. AMSC President
 2. Local club secretaries, for content related to their club information on the AMSC website
 3. Committee Chairpersons, for material related to their specific subject area
 4. Items outside the basic content guidelines must be submitted to the AMSC Board for approval
- G. The Chairman of the Website/Social Media Committee retains some degree of flexibility to format within his/her reasonable perceptions of the Board's intent.
- H. The Chairman of the Website/Social Media Committee will submit a report to the Board as necessary. A final report must be submitted at the last Board meeting of the official club year.

III. SOCIAL MEDIA PROCEDURE:

- A. The Chairman of the Website/Social Media Committee will manage the AMSC Facebook page and will designate a backup to provide support in his/her absence. The Chairman will solicit photographs from both the membership and general pet population to publish on the Facebook page. It is desirable to have a daily post if possible. As a general rule of thumb, keep it light and only publish photographs of dogs that meet the standard. That is docked with cropped or correct natural ears, one of the 3 recognized colors. Pets are fine as long as they are decent examples of the breed. It is also wise to occasionally publish something to help educate the readers. These might include any pertinent AKC updates, pending harmful legislation, animal rights activity, and health studies or educational information regarding dogs in general. Overall, the flavor of the page should be light, but it is also worthwhile to try to use the page for education.

- B. The AMSC also has a Twitter account and the same procedure as Facebook apply with the 140 character limit of Twitter in effect. Linking to the AMSC or AKC website or Facebook might also be helpful.

Written by Vicki Kubic/May 2017

Approved by Board with changes/June 2017