

**Web Site Administrators
Handbook (Draft)**

**Grand Lodge
A \ F \ & A \ M \
Of Nebraska**

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INTRODUCTION TO THE GRAND LODGE WEBSITE

INTRODUCTION TO THE GRAND LODGE WEBSITE

Welcome "Webmaster" to the Grand Lodge website. Although this is more of a "Computer System" than a true website (see the topic: "How the Grand Lodge Website Works") we will refer to it as a website.

This website was created in about 1999 not only as a system of which would enable the Grand Lodge of Nebraska to get information out to the public as well as its subordinate lodges, but would enable each Lodge as well as other appendant bodies in the state of Nebraska to be able to have their own website hosted on the "Grand Lodge's" website.

Too which, if you are reading this, you must be the designated "webmaster" for your Lodge or organization. Congratulations!

This help system is designed to aid you in your journey of making your organization's website, a hub of activity... a place where your members, community, and they world will go tout o get the information about your organization. Some of This information that you will be "posting" on your website might include such things as "Calendar of Event", "Mission Statements", "History Of Your Organization", and much more!

With this is mind, this "Help System" is designed to aid and guide you in getting your information out! Included in this guide is not only everything you will need to use out "System" but also templates, rules, and tips in making successful web pages.

HOW THE GRAND LODGE WEBSITE WORKS

The Grand Lodge website is more of a "Computer System" or "System" than a website. When most people think of websites they think of Html and web pages. This site is a little different in the fact that it is written as active server pages (asp) using a database. This database is where the "web pages" are stored.

The web pages stored in the database like most normal web pages are comprised of "Html", but modified to exclude some of the tags that are normally associated with "htm" pages. The pages are displayed by the asp scripts retrieving them from the database and then presenting them on the screen.

What this means, is that because of how the pages are stored and displayed, some of the functionality that is associated with most web pages is lost. Some of this functionality includes: frontpage extensions, some scripting languages such as vbscript and javascript.

The above functionality, that is lost, is what is used to create many of the bells, whistles, and gadgets that are seen on many other sites.

However, the true purpose of a website is not so much is techno-gadgetry or artistry, but moreover to communicate information. With this purpose in mind, this "Computer System" performs this function admirably.

GRAND LODGE HOSTED AND NON-HOSTED WEBSITE RULES

1. Lodge websites are Lodge activities and, therefore, under the jurisdiction of the Grand Lodge.
2. A Lodge website must be presented and maintained in good taste and conform to the Constitution, Resolutions and Edicts of the Grand Lodge. Page designs are up to the individual Lodge; however, the initial design must be approved by the Internet Committee as follows. The home page (the first page seen by someone coming to the website) must contain the caveat "Pending Approval of the Grand Lodge Internet Committee" when it is first posted. The committee will be notified by an email message to Grand Lodge stating that a new page(s) has been posted and giving its Uniform Resource Locator (URL). The Grand Lodge webmaster will notify all other members of the committee and the site will be reviewed. When approved by a majority of the committee, the Lodge webmaster will be notified to remove the caveat.
3. The Lodge website must not link to any website where there may be any conflict with the principles of Freemasonry. If another site requests permission to link to a Lodge's website; and, in the opinion of the Lodge webmaster, the principles of Freemasonry would be violated, permission must be denied for the link. If a link is discovered from a site that did not ask permission, and that site is found to be in violation of the principles of Freemasonry, a request to remove the link must be sent. There must be a link to the Grand Lodge's website on any Lodge's.
4. Names, addresses, phone numbers, email addresses, etc. of Grand Lodge Officers, Committee Members, and Custodians will not be published on Lodge websites. Lodge members and officers of the Lodge may be published if the Lodge webmaster has their written permission. Information displayed on the Lodge website must be accurate and kept up-to-date as pertains to names, addresses, phone numbers, dates, etc. Suggested types of information on websites are: List of Officers; History of the Lodge; Contact Information; Upcoming Events; Master's Message; List of Past Masters; Newsletter.
5. A Lodge website will not link to any business or personal websites; however, personal websites may link to a Lodge website.
6. Any Lodge website which solicits funds must use existing approval methods; i.e., approval of the Grand Master. (This does not apply to fund raising events such as yard sales, suppers, etc.)
7. When a website hosted by the Grand Lodge needs a MAJOR change in content, the changes may be made and posted by adding the caveat to the home page as described in item 2 above. The Grand Lodge will be notified of the changes by email and the committee will review the site again. After approval, the Lodge webmaster will be notified to remove the caveat. Major changes do not include upcoming events, changes to Lodge Officers, news items, etc.
8. The Seal of Grand Lodge of Nebraska will not be used on a website without written permission from the Grand Master. Graphics will not be taken from other Masonic sites without permission. (Permission is not necessary to use any graphics from the Grand Lodge's website.)
9. These rules are subject to change by the Internet Committee, with the approval of the Grand Lodge Officers.



OVERVIEW OF A TYPICAL GRAND LODGE HOSTED WEBSITE

OVERVIEW OF A TYPICAL GRAND LODGE HOSTED WEBSITE

All websites that are hosted on the Grand Lodge's portal have certain key features in common. Below is a screen shot of a typical organization's website. At the top of the page is the "Header", on the left side of the page is a menu of links as well as a form for subscribing to the organizations newsletter, in the middle is the text of the organizations home page, at the right is a list of upcoming calendar events, and at the bottom (not visible) is a general copyright statement and disclaimer (see figure 0).



Figure 0. Typical Hosted Site's Home Page

WEBSITE STANDARD MENU LINKS

In the above example, on the left hand side of the page is the site's standard menu links. These links are consistent across all websites hosted by the grand lodge. A list of the standard links and their functionality are as follows:

- Home Returns the user back to the organization's home page
- Officers Takes the user to a directory page listing the organizations officers.
- Calendar Brings up the organization's calendar of events
- News Takes the user to an automatically generated page listing all of the organizations news items.
- Stories Takes the user to an automatically generated page listing all of the organizations news stories.
- Meeting Time Takes the user to an automatically generated page listing the meeting dates, times and location for the organization.
- Grand Lodge Home Returns the user to the Grand Lodge's home page.
- Contact Us Takes the user to a form whereby the user can contact (via an email generated from the form) the sites webmaster.

Newsletter Signup Form

At the bottom of each organizations home page is a form for interested persons (members and non-members of the organization) to signup for the organizations electronic newsletter. The electronic newsletter functionality is generated from articles posted as "News" or as "Stories".

Upcoming Events

The "Upcoming Events" located on the right side of the home page is generated from the "Calendar" and will list all of the organizations upcoming events for the month.

How Pages Might Appear In the Browser When a User Views Your Website

The following pages contain examples of all of the standard pages that appear as links on your website. Included with the examples is a brief description of each page and its purpose.

THE HOME PAGE

DESCRIPTION: This is the first page a web user will see when they “browse” to your site. Below is an example of a simple “home page”. Although there are no creative restrictions regarding your home page, it is suggested that it is kept simple, and to use few graphics so as to speed up the load time in the users browser.



Subordinate Lodge Website Home Page As It Appears In The Browser

THE OFFICERS PAGE

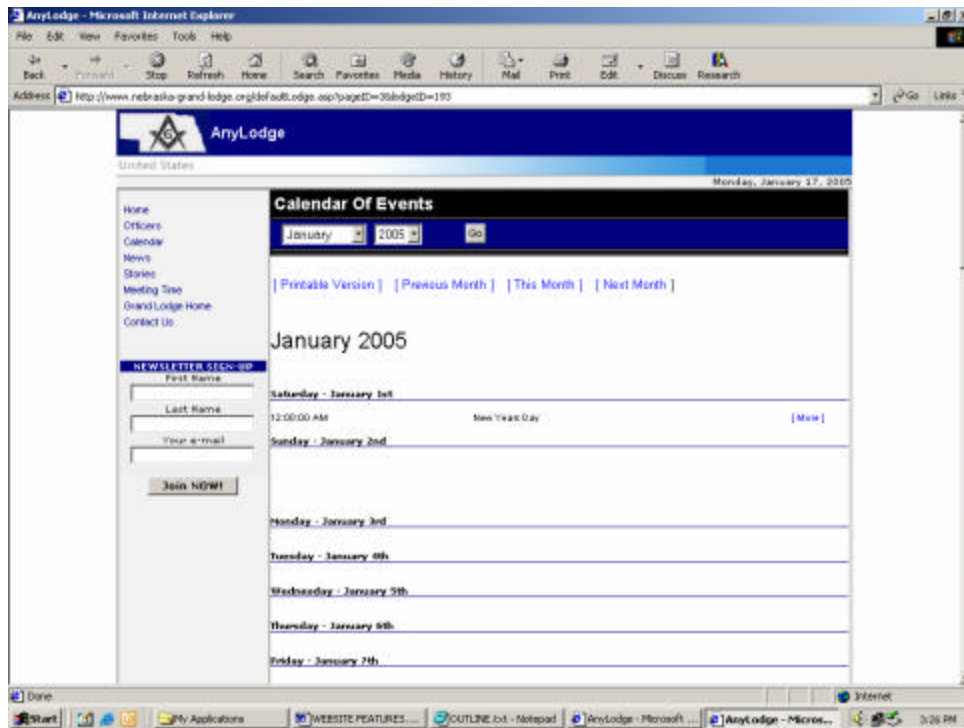
DESCRIPTION: This page is created via the website administrators menu. It is up to the individual website administrator as to how complex this page can be made. At a minimum it should contain the names of all the Lodge officers. Contact information is optional as also is any other text. However, it is advised that the website administrator get permission from the person before putting any contact information into this page.



The Officers Page As It Appears In The Browser

THE CALENDAR PAGE

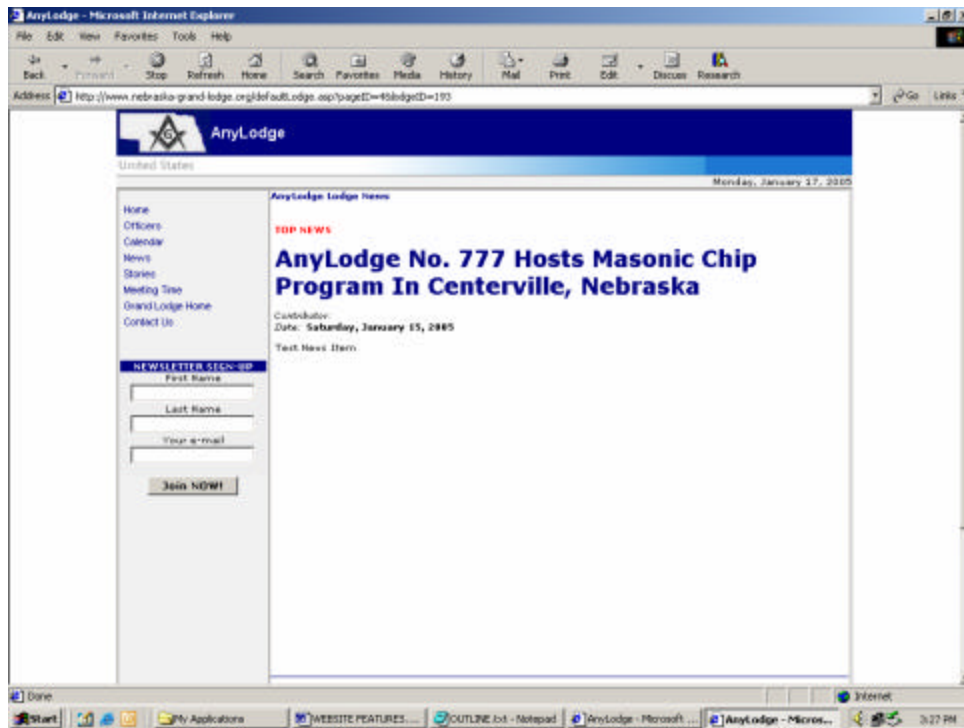
DESCRIPTION: The calendar page probably is the most viewed, page of the website. Entries to this page are made through the website administrators menu. On this page, is displayed a Lodge's calendar of events.



The Calendar Page As It Appears In The Browser

THE NEWS PAGE

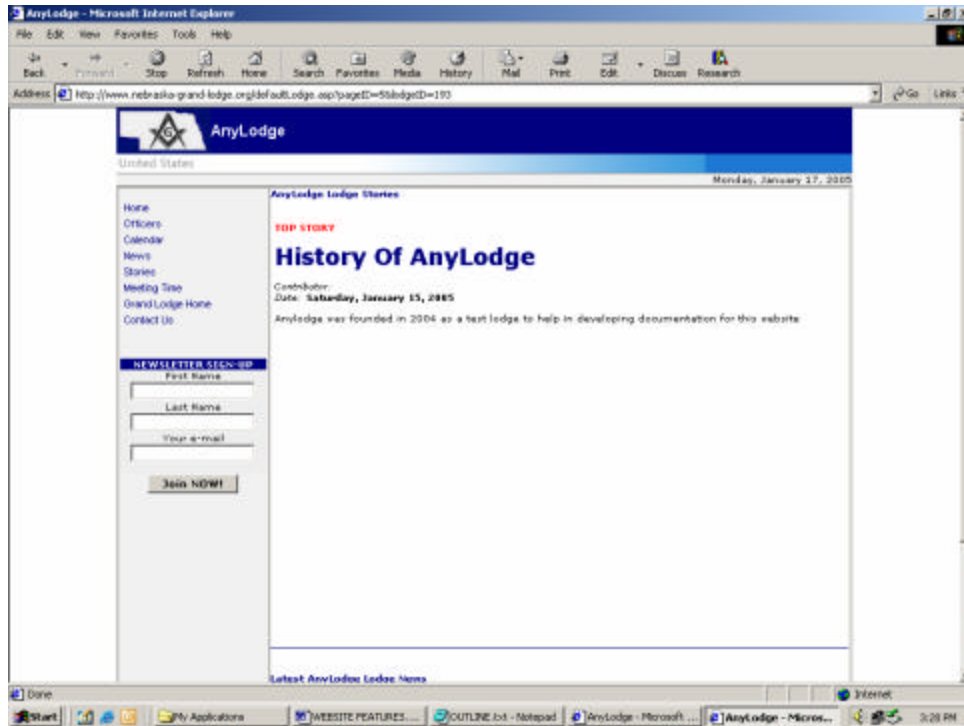
DESCRIPTION: The news page is where news articles about recent and future events are displayed. The news items are entered via the website administrators menu. The news item marked as “Top News” is displayed on the page, and all other articles listed as “Latest News” are listed at the bottom of the page.



The “News” Page As It Might Appear In A Browser

THE STORIES PAGE

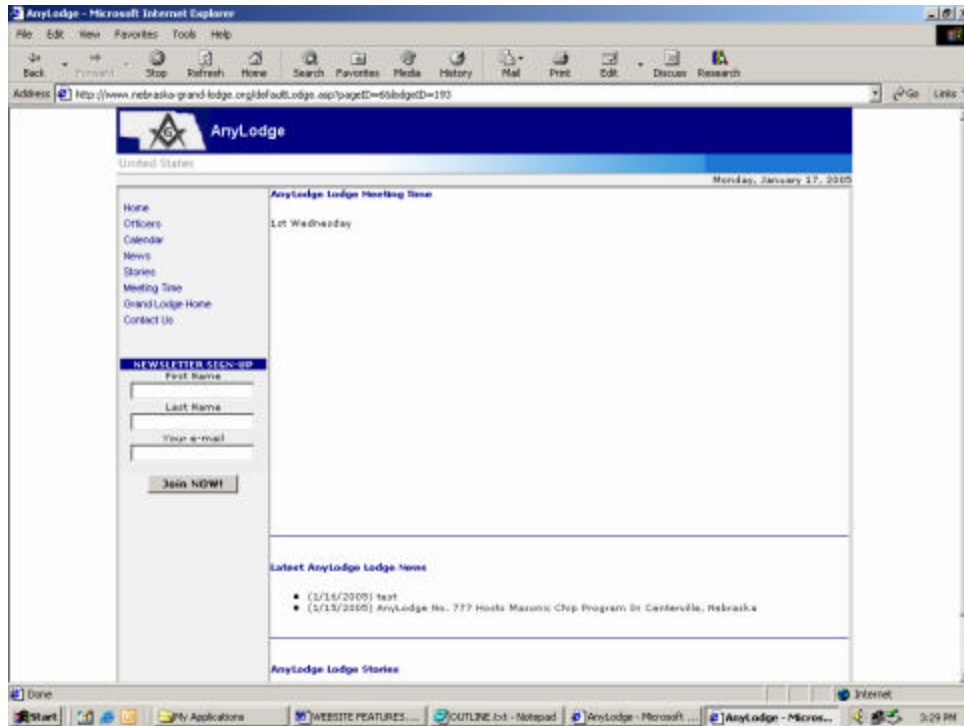
DESCRIPTION: The stories page is where items of interest about the Lodge are displayed. The story items are entered via the website administrators menu. The news item marked as “Top Story” is displayed on the page, and all other articles listed as “Latest Stories” are listed at the bottom of the page. Ideas for these page could include such topics as the Lodge’s history, or other interesting facts about a Lodge.



The “Stories” Page As It Might Appear In A Browser

THE MEETING TIME PAGE

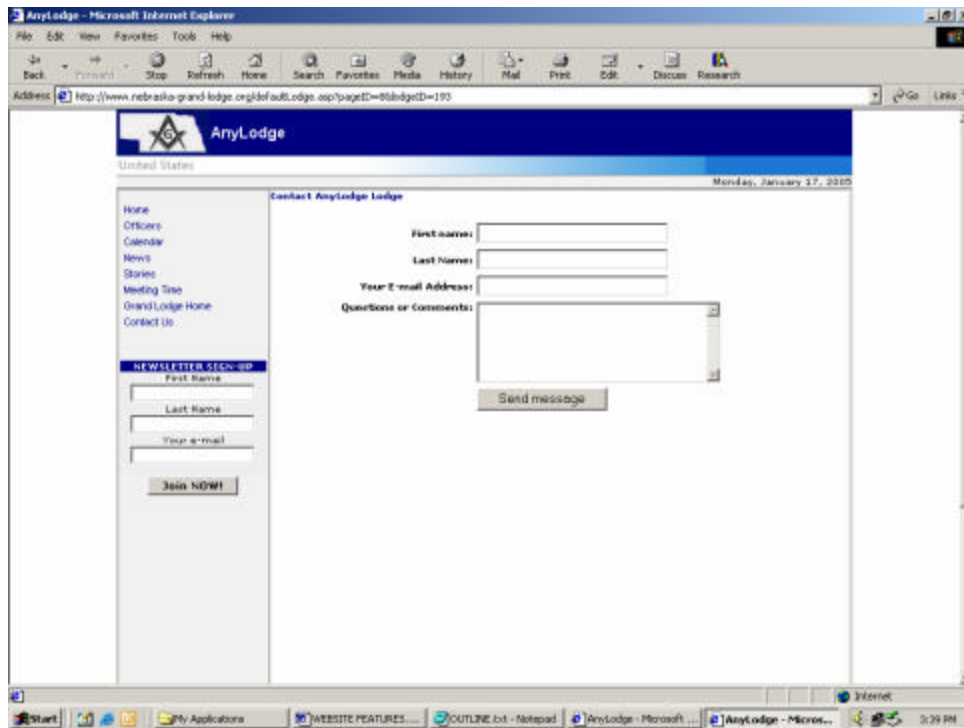
DESCRIPTION: The meeting time page is automatically generated from the “Meeting Time” field located in the “Website Configuration” page available off the website administrators menu. This page is very simple, and because it is auto-generated, cannot be changed, except for the modification of that one field.



The “Meeting Time” Page As It Might Appear In A Browser

THE “CONTACT US” PAGE

DESCRIPTION: The contact us page allows users to send questions or comments to the website administrator. The email address used to mail the comments to is configured via the website settings page available off the website administrator’s menu. The email address that is used is that of the website administrator.



The “Contact Us” Page As It Might Appear In A Browser

INTERESTING NOTE: A Lodge at the end of 2004 received a new brother as a direct result of the website and mores specifically this page!



ADMINISTRATING YOUR WEBSITE LOGGING IN, CONFIGURING,AND CREATING WEB PAGES

LOGGING IN AS YOUR WEBSITE'S ADMINISTRATOR

The first step in administrating your website is to first login. Once logged in, you will receive the administrator's menu in which to perform functions such as modifying your home page, creating newsletters, editing calendar events and etc. To login to you website, first navigate to the Grand Lodge's website home page. In the upper left hand corner of the "Home" page is a **"login"** link (figure 1), click on this link to navigate to the "Login Page".

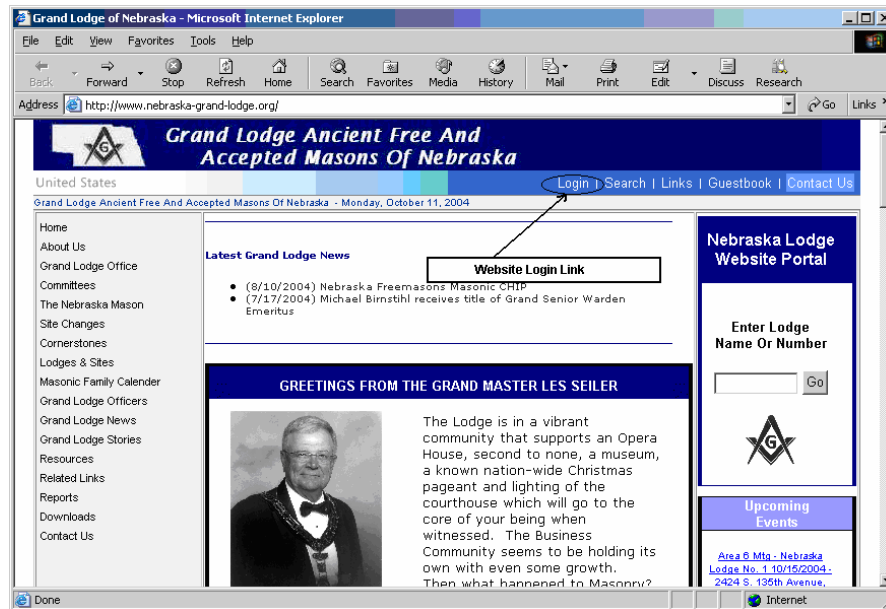


Figure 1. Website Login Link

As said before, clicking on the "Login" link takes you to the login page (figure 2) At this page, to login you must click into the "Login name" field and enter your user id. Next click into the "Password" field and enter your password. Note both the user id and password will be supplied to you by the Grand Lodge office. Finally click on "Enter". Upon clicking one "Enter" you should then be taken to your websites administration screen.

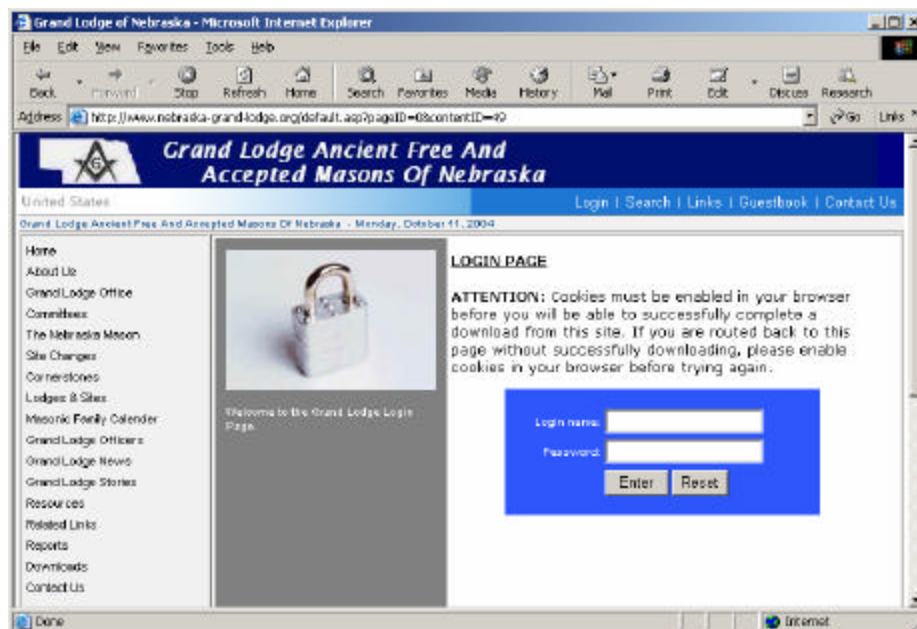


Figure 2. Website Login Page

NOTE: Cookies must be enabled in your browser before you will be able to successfully complete a login into this site. If you are routed back to this page without successfully logging in, you will need to enable cookies in your browser before trying again. Please see the section on “Setting security settings in internet explorer”.

After clicking on “Enter”, you should now be successfully logged in as your websites administrator and should see a screen similar to the following: (figure 2.1)

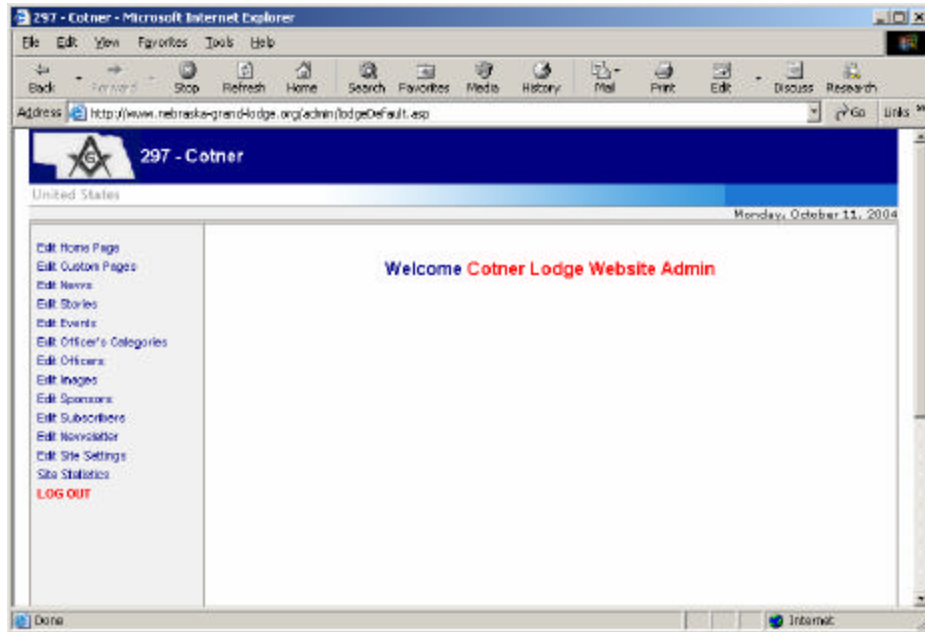


Figure 2.1 Website Login Page

WEBSITE ADMINISTRATOR MENU OPTIONS

The options that are available to the website administrator along with a short description of their function are as follows:

- **Edit Home Page** This function allows the website administrator to edit their organizations home home page.
- **Edit Custom Pages** This function allows the website administrator to create other “custom pages” other than the sites home page.
- **Edit News** Creates pages for news items. This is where you would put news stories related to up coming activities.
- **Edit Stories** Creates pages similar to “news” pages, but is meant to be used for longer more in depth articles about topics or happenings of the organization.
- **Edit Events** This is the organizations calendar of events and allows for the creation and editing of the organizations calendar.
- **Officer Categories** As each organization has different titles for its officers, this function allows for these titles to be identified and entered accordingly.

- Edit Officers Allows for the entering of the organizations officers information. Information can be as limited or detailed as desired. Officers pictures can also be entered.
- Edit Images Used for uploading and managing pictures and graphics to the website.
- Edit Sponsors Not Currently Used.
- Edit Subscribers Used in conjunction with the newsletter functionality and allows for the maintenance of the newsletter's email subscribers list.
- Edit Site Settings Used to configure your website. Many of these field will be entered for you by the Grand Lodge's webmaster.
- Site Statistics Used to view statistics relating to the number of "hits" the site has received for its different and various web pages.
- Log out Logs out of the administrator menu and returns back to the Grand Lodge's home page.

CONFIGURING THE WEBSITE

To configure your organizations website, you must first login as the website's "Administrator", once done, on the administrator's menu click on the link entitled "Edit Site Settings". Once done, the following screen should appear:

The screenshot shows a web browser window titled "297 - Cotner - Microsoft Internet Explorer". The address bar displays "http://www.nebraska-grand-lodge.org/admin/lodgeDefault.asp?pageID=12". The page header includes the lodge name "297 - Cotner" and the location "United States". The date "Monday, October 11, 2004" is shown in the top right. A left sidebar contains links: "Edit Home Page", "Edit Custom Pages", "Edit News", "Edit Stories", "Edit Events", "Edit Officer's Categories", "Edit Officers", "Edit Images", "Edit Sponsors", "Edit Subscribers", "Edit Newsletter", "Edit Site Settings", "Site Statistics", and a red "LOG OUT" link. The main content area is a form with the following fields: "Lodge Name" (297 - Cotner), "Street" (1542 N. 65th Street), "City" (Lincoln), "County" (Lancaster), "Secretary" (Dietrick P. Frye), "Meeting Time" (1st Monday), "PayPal Email Address" (empty), "Dues Amount" (\$), "Redirect URL" (http://), "Use custom page" (checked), and a note: "Note: If you check this option you must enter lodge admin profile data as well. If you do not check this option the admin of the lodge will be deactivated." Below this is a section titled "Lodge Admin Profile" with "Admin Name" (Cotner Lodge Website Admin) and "Admin Login" (Cotner).

Figure 3. "Site Settings"

Most all of the fields in this page should have been configured for you by the Grand Lodge Website administrator, but the following fields should be verified and or configured by the organizations webmaster. The fields and their definitions are as follows:

- Meeting time Used to generate the "Meeting Time" page which is accessible off the website's menu.
- Admin Name Full name of the website's administrator
- Admin Login Short name of the account name used to login in as administrator. "Admin Logins" should be the first initial of the webmaster followed by their last name. Example: "sdodge".
- Admin Password Administrator's password used in conjunction with the "Admin Login" to login and administer the website. The password chosen should be complex (minimum of 8 characters) and should contain both upper and lower case. Example: "WSD4716538gl"
- Admin Email The administrator's email address. This field is important as it is used in conjunction with the "Contact Us" form. When the user clicks on the "submit"

button on the “Contact Us” form, it generates an email which is sent to the email address listed in this field.

- Admin Phone Administrators phone number. This field is not visible to any except Grand Lodge staff.
- Custom Logo Image This field is for the location of a custom logo that would appear in the header of the website. This field is typically used for organizations other than Masonic Lodges who are hosting their website as part of the Grand Lodge’s website. For more information on this, see the topic “Creating a custom header”.

STEPS FOR CONFIGURING THE WEBSITE

1. Verify the organizations information (first fields of the site settings page). If there are any irregularities, contact the Grand Lodge Office / Webmaster.
2. Enter “Meeting Time” information.
3. Configure the administrator information, including name, login, password, email, and phone number..

SETTING UP / MODIFYING THE HOME PAGE

The first thing that you may want to do is to set up your organization's home page. This can be done easily enough by clicking on the link "Edit Home Page" off the "Website Administrator's Menu". By doing so this will bring up the online "page editor" (figure 4) which will allow you add, change, or delete information off the home page of the website.

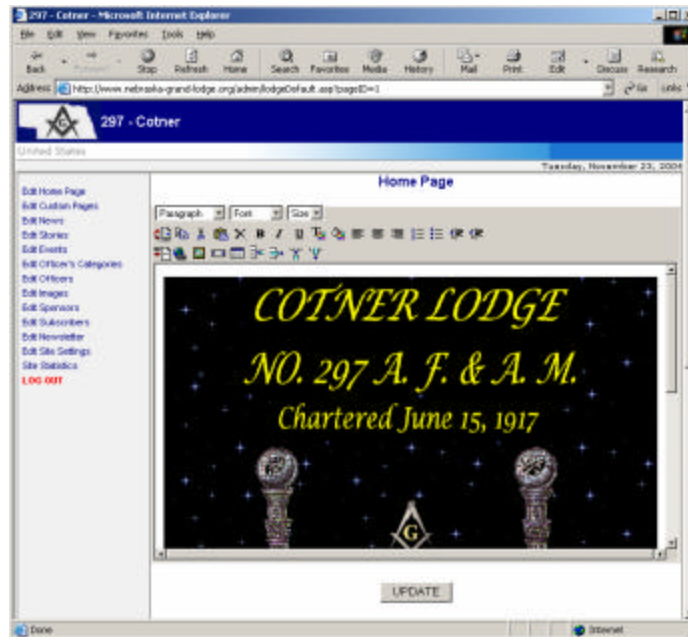


Figure 4. "Online Editor"

More information about how to use the "online editor" to change your home page is contained in the section entitled "Overview of The Online Web Page Editor Toolbar Functions" later in this text.

Although changing your home page is easy to do, be careful when doing so. Remember not only this is the first page that is seen by a visitor to your site, but also is the first page that is loaded upon entry to your site. This is important as, different visitors have different connect speeds to the internet. Large graphic files to a user with a DSL or cable modem will generally load very quickly, however in rural areas; many users are still using telephone lines and modems, which are significantly slower. With this said the general rule of thumb is to keep the home page clean neat and fast loading. As with all pages you may create there are other rules that will also apply. These rules are covered in the section "Web page creation rules".

CREATING CUSTOM PAGES

On your website you are allowed to create many “Custom Pages”. Custom pages can either appear as links on your websites menu, or can be linked to within other pages even including your home page. Custom pages are generally used for static information. Some examples of custom pages could include a message from the Worshipful Master (“From the East”), a page containing your Lodge’s history, or even an “About Us” page which could give general information about your Lodge, and its activities in your community.

To add, delete, or modify custom pages, click on the “Custom Pages” on the “Website Administrator’s Menu”, this will take you into a page showing all the custom pages your website has currently created (figure 5).

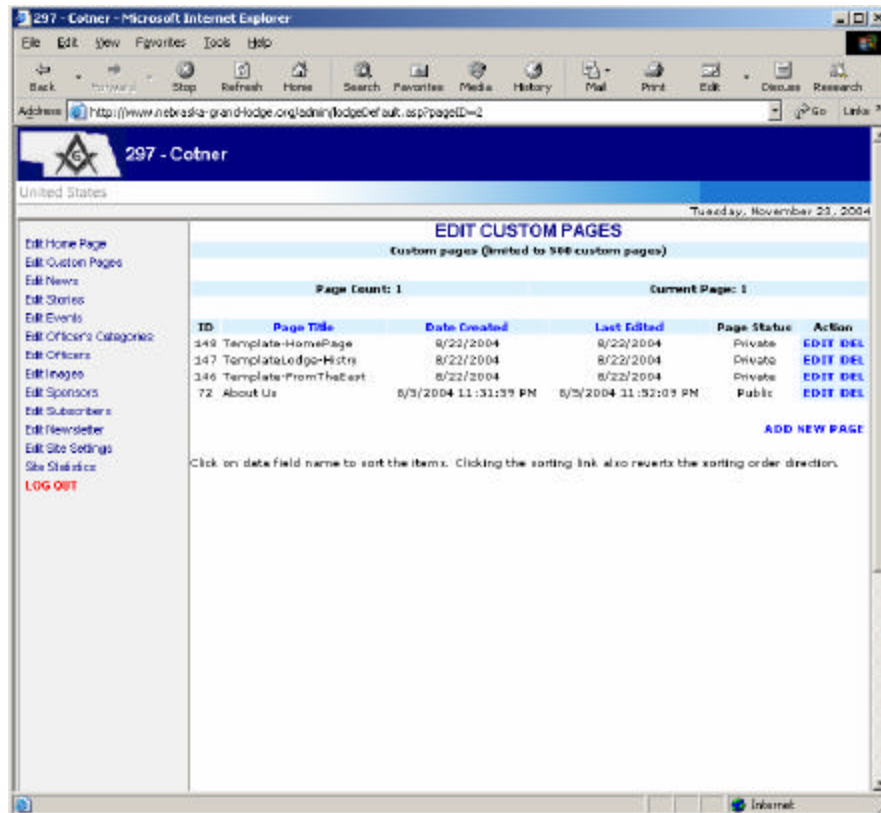


Figure 5. “Custom Pages”

From there you will see the a list of the custom pages that have been created as well as when they were created as well as the last time they were edited, and whether they are either a public or private page. Also in this listing are links to “edit” or “delete” individual pages as well as a link at the bottom to create a new custom page.

PUBLIC VERSUS PRIVATE CUSTOM PAGES

Custom pages can be of two types “Public” or “Private”. Public pages are pages which will show up with their title names on the menu side bar located on the left hand side of your website. Private pages are pages that can be “linked” to from other pages, but the page title will not display in the menu bar.

With this in mind, if you are creating “Public” pages it is good to be very careful of the name that you give to the page. The page name should be something easily identifiable, such as; “From the East”, as this is what will show up on the menu side bar. Also be aware that the page title has a limitation as to the number of characters that it can be made up of. At this time, a page title is limited to 20 characters.



OTHER ADMINISTRATOR LINKS AND FUNCTIONALITY

EDIT NEWS

What is news? Simply put “news” includes information that is timely and relevant to your Lodge. News items can include such things as a calendar of events for current and next month and or short stories about past Lodge activities and events, as well as advertisements for future events. News items (depending on news types) are displayed at the bottom of the home page of your website. There is also a link on website menu, to take a user directly to a listing of your Lodge’s website news articles. Finally, news articles are used to help create the online newsletter which is then sent out by email.

All Lodge websites have the ability to create news articles. This is done by clicking on the “Edit News” link in the “Website Administrator’s Menu”. Once clicked upon, the following screen will be displayed: (figure 6.)

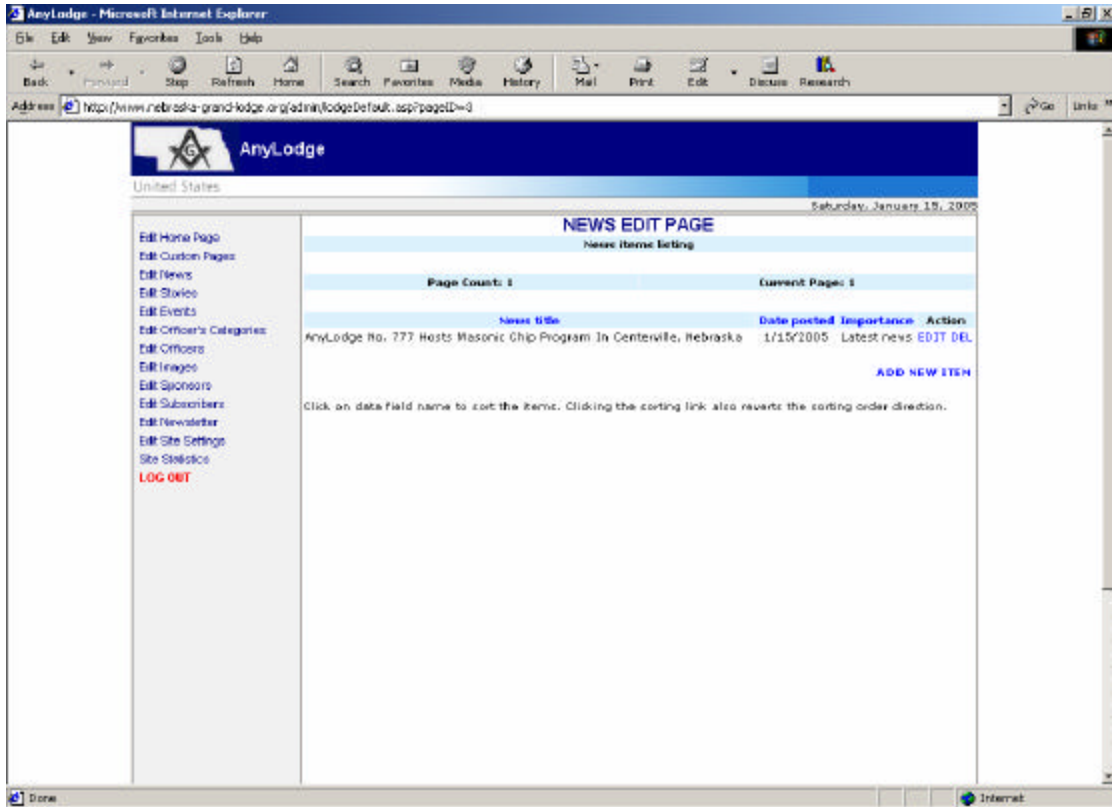


Figure 6. “News Main Page”

From this page you can add / edit / delete news stories. To create a new news article, click on the “ADD NEW ITEM” link. This will take you into the input screen to create a new news article as is shown in (figure 7):

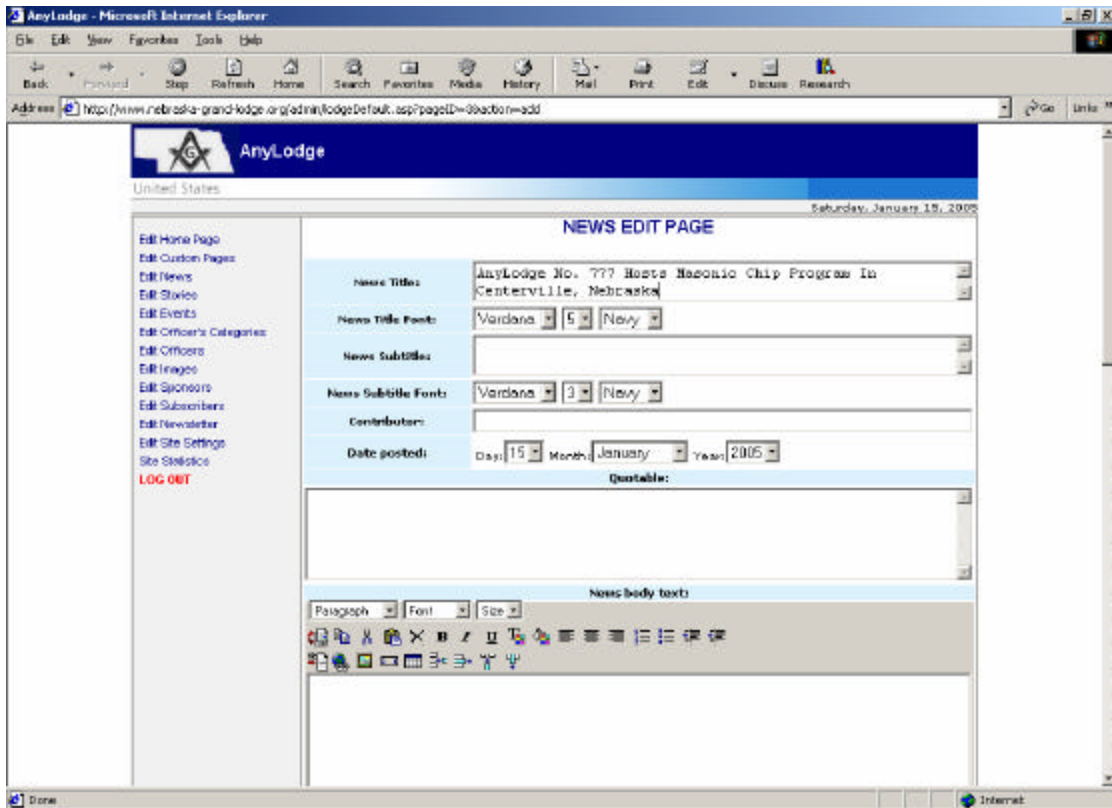


Figure 7. “News Edit Page”

The “News Edit Page” is where you can enter in and setup how the news article is to be displayed. The fields on this page are as follows:

- | | |
|---------------------------|--|
| News Title | This is the main title of the news story. This title should be short and concise. For example: “<Lodge Name> Lodge Wins Award”. |
| News Title Font | Allows for the setting of options as to the font type, color and size of the “News Title”. |
| News Subtitle | The subtitle should provide additional information to back up the “News Title” field. For example: “Coveted Newsletter Award Received By <Lodge Name> at the 200X Annual Communication of Grand Lodge” |
| News Subtitle Font | Allows for the setting of options as to the font type, color and size of the “News Subtitle”. |
| Contributors | This field is for the person or persons responsible for authoring the news \ article. |

Date Posted	This field contains the date when the article was first created.
Quotable	Not used.
News Body Main	This is where the main body of the news story is entered.

Importance The options of this field affect how and where the story will be posted.
Its values are as follows:

<i>Top News</i>	<i>Displays the title of the news story at the bottom of "Home Page" of the website, as well as in the "News" page link off the website menu, displays the whole news story.</i>
<i>Latest News</i>	<i>Displays the title of the news article only in the "News" page when clicked on off the website's main menu.</i>
<i>Archived</i>	<i>Not displayed, but kept on the system.</i>

Links Not used.

EDIT STORIES

What are stories, and how do they differ from news? Whereas; news contains short information about timely events, stories are longer static articles. Examples might include: information about famous people from your Lodge, the history of your Lodge, and or topics of historical interest about your community. The interface to create stories is very similar to that of creating news articles.

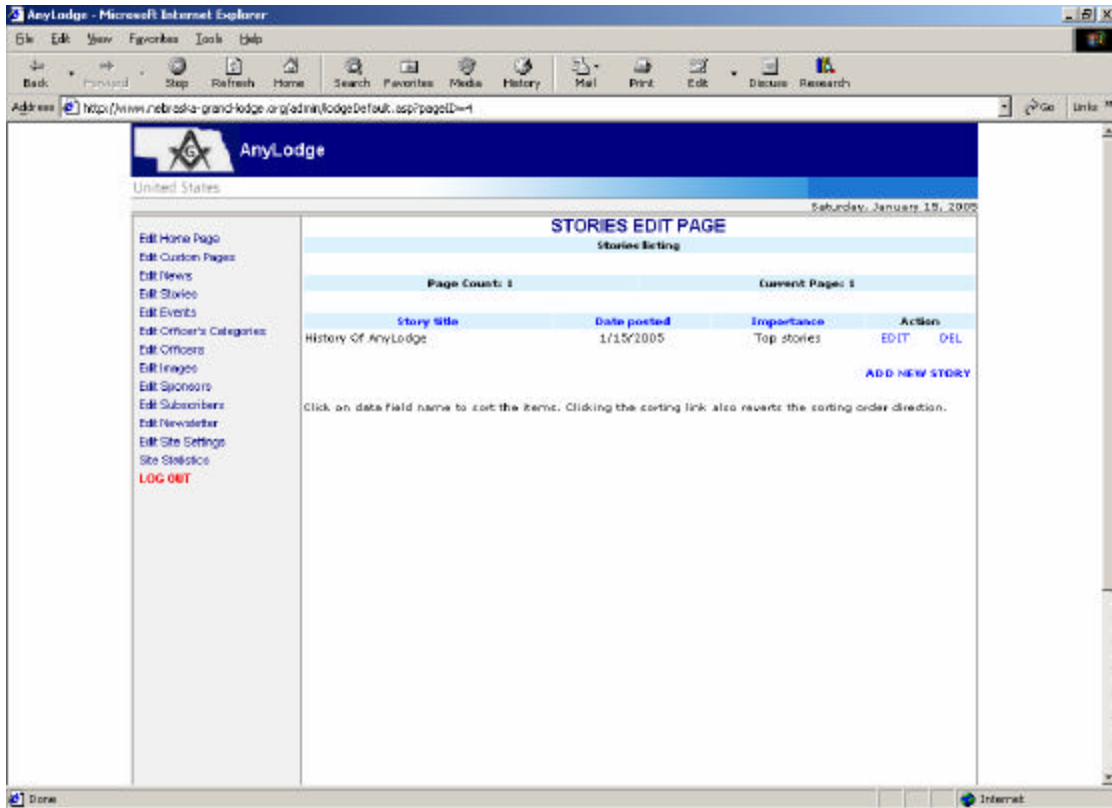


Figure 8. “Stories Main Page”

From this page you can add / edit / delete news stories. To create a new news article, click on the “ADD NEW ITEM” link. This will take you into the input screen to create a new news article as is shown in (figure 9):

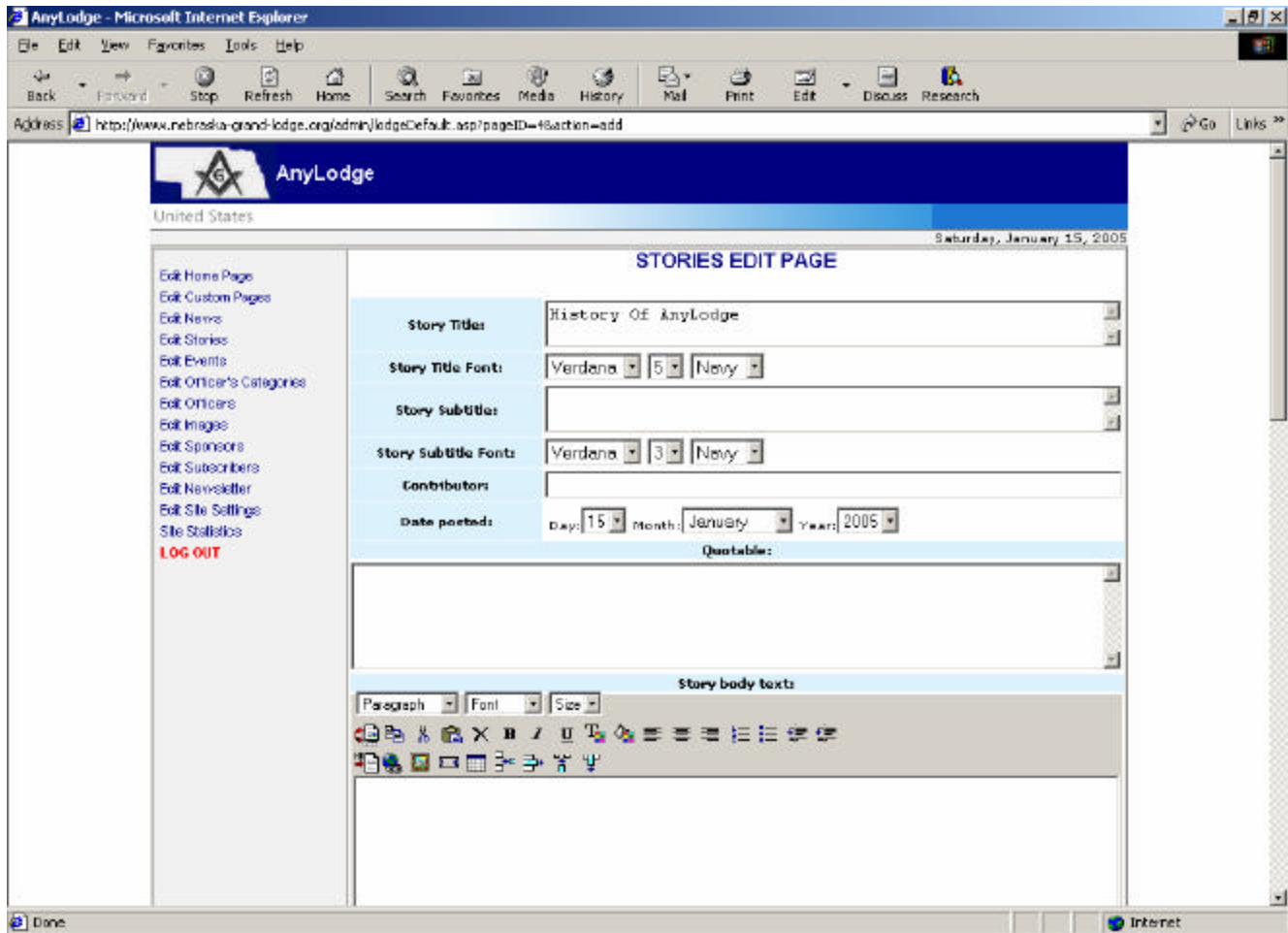


Figure 9. “Stories Edit Page”

The “Stories Edit Page” is where you can enter in and setup how the news story is to be displayed. The fields on this page are as follows:

Story Title	This is the main title of the news story. This title should be short and concise. For example: “<Lodge Name> Lodge Wins Award”.
Story Title Font	Allows for the setting of options as to the font type, color and size of the “News Title”.
Story Subtitle	The subtitle should provide additional information to back up the “News Title” field. For example: “Coveted Newsletter Award Received By <Lodge Name> at the 200X Annual Communication of Grand Lodge”
Story Subtitle Font	Allows for the setting of options as to the font type, color and size of the “News Subtitle”.
Contributors	This field is for the person or persons responsible for authoring the news \ article.
Date Posted	This field contains the date when the article was first created.
Quotable	Not used.
Story Body Main	This is where the main body of the news story is entered.

Importance

The options of this field affect how and where the story will be posted.
Its values are as follows:

Top Story

Displays the title of the news story at the bottom of "Home Page" of the website, as well as in the "News" page link off the website menu, displays the whole news story.

Latest Story

Displays the title of the news article only in the "News" page when clicked on off the website's main menu.

Archived

Not displayed, but kept on the system.

Links

Not used.

EDIT EVENTS

The “Edit Events” functionality is how you add items to the websites online calendar. Events are displayed in two areas on the website. First the upcoming events for the complete month are displayed as links on the right side of the home page. Clicking on any of these links will bring up the detail information associated with the “Event”. Secondly on all websites there is a “Calendar” link. This takes the user to the “Calendar” page. The calendar page lists all of the events created chronologically by month and year in a month calendar format. This is a very useful tool as it allows website users to check your Lodge’s upcoming calendar of events. The interface to create events is similar to the monthly calendar displayed to the website users, however links to add / edit / delete individual links are available (Figure 10).

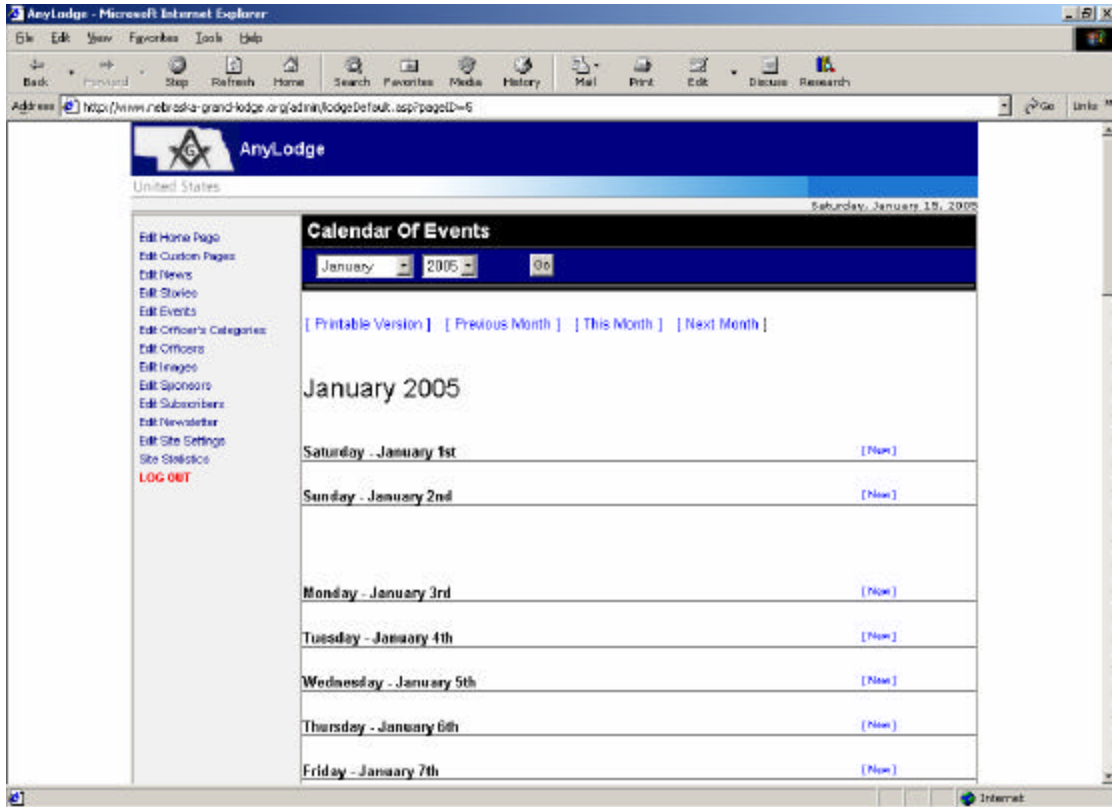


Figure 10. “Calendar Of Events”

The calendar of events page comes up as a monthly calendar. You can move through the calendar by using the following links:

- | | |
|----------------|--|
| Previous Month | Displays the previous month’s calendar view. |
| This Month | Displays the current date’s monthly calendar view. |
| Next Month | Displays the next months, calendar view. |

Also appearing at the top of the screen is the “month” and “year” drop down combination boxes followed by the “Go” button. These fields can be used to go to a specific month of any calendar year.

To add an event to your Lodge calendar, first navigate to the month and year the event will be occurring on, then click on the “[New]” link to the right of the date of the event. When the “[New]” link is clicked upon, a pop up window will appear as shown in figure 11.

Figure 11. “Calendar Of Events Add Event Pop Up Window”

The fields in this entry screen are as follows:

Add button	Adds the event to the calendar.
Cancel button	Cancels out of the entry screen and returns back to the calendar view.
Body	Displays the body making the calendar entry. (Not changeable)
Title	This is the title of the event. The title is limited to 20 characters. It is also displayed on the calendar, and since it is limited in length it should be as descriptive as possible as it is short in length.
Lodge	This displays the name of the Lodge creating the calendar entry and the field is not changeable.
Begin Date	This is the beginning date when the event is to occur, it is automatically filled with the date selected on the calendar, but is changeable
Begin Time	This is the beginning time when the event is to occur; this field is automatically filled with the current time. This field is changeable.
End Date	This is the date when the event is to end. The field is again automatically populated with the date selected on the calendar and is also changeable.
End Time	This is the ending time of the event. This field is automatically filled with the current time and is changeable.

Place	Location where the event is to occur. This field is limited to 20 characters therefore, building names are better to use rather than addresses. Example: "Setting Maul Lodge No. 777"
Info	This field contains the bulk of the information about the event. It is a good practice to use this field. It should contain a description of the event as well as any registration information if required. For degree work, it could even include the trestle board for the degree.

All these fields remain the same for entry editing. To edit event, click on the "[EDIT]" link on the calendar next to the date when the event will occur. This will bring up a popup box allowing you to edit all the same fields that were available on the "[Add]" screen. Particularly of notice should be the dates and time fields which is helpful in rescheduling an event. To reschedule an event, simply edit the current event and change the dates and times for the "begin" and "end dates" as well as the times. Click on "Update" and the event is rescheduled. To cancel an event, simply use the "[Delete]" link and delete it from the calendar.

EDIT OFFICER CATEGORIES

The Grand Lodge hosted website design was created as such to allow other organizations besides subordinate Lodges to host websites. Because of this and the differing titles of the officers in the organizations, the “Edit Officer Categories” link is used to define the titles of the officers of the organization. When clicking on this link the following screen appears:

Figure 12. Officers Categories Edit

To add the titles to the list, type in the title name into the “Category Title” field and click on submit. This will add the title to the list. Similarly, on the screen appears a list of all the titles entered. To edit or delete the title names, click on the “EDIT” or “DEL” link next to the title name. **Note:** Title categories must be first created, before the listing of the officers can be created.

EDIT OFFICERS

The edit officers' link on the website administrators menu is used to create the "officers" page which appears as a link off the main menu of your website. Note: care should be made as to the order in which the officers are first added, as they will appear in the order of creation. Therefore, the creation of the officers should follow the rank of their station in the Lodge. Further, due to this note, once initially created, they should be only edited as opposed to deleted and remade (although this functionality is available). Clicking on the "Edit Officers" link brings up the following page (figure 13).

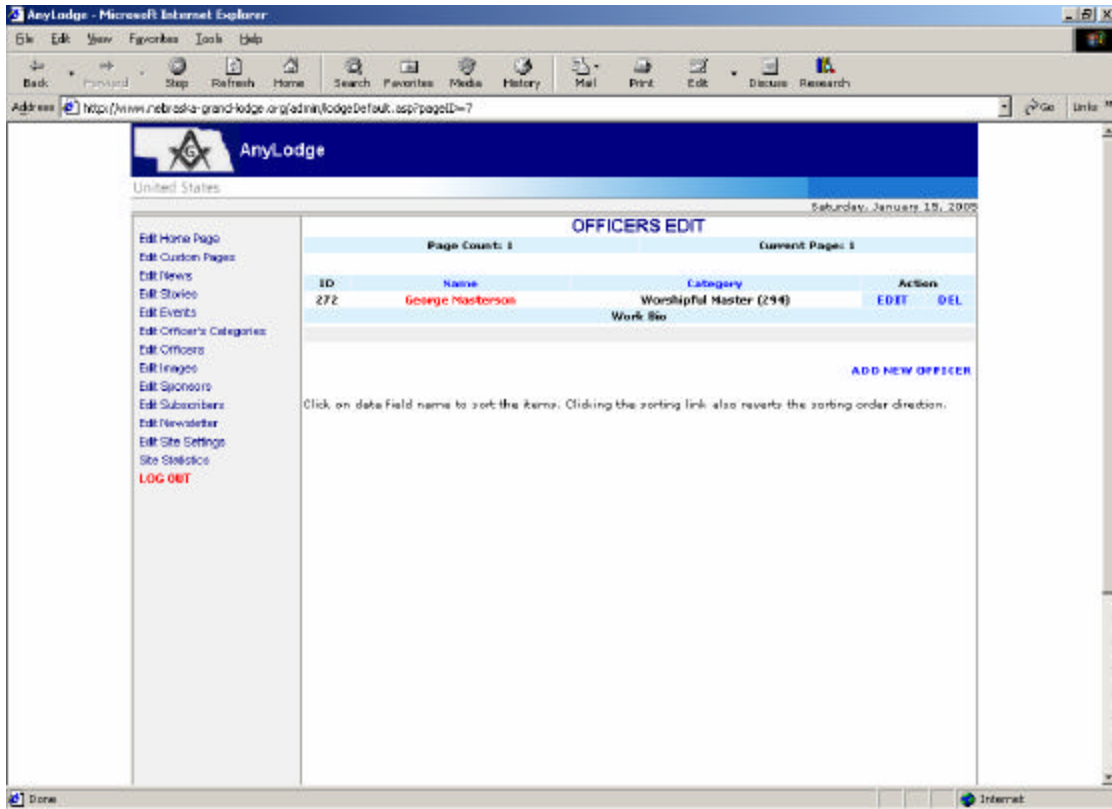


Figure 13. Edit Officers

Editing or deleting officers from the list, is accomplished by clicking on the "EDIT" and "DEL" links respectively. To add an officer to the list, click on the "ADD NEW OFFICER" link. Clicking on this link brings up the add / update screen as shown below (figure 14). There are three fields that can be entered / edited they are:

Name: The full name of the officer.

Officer Category: This field is a drop down combination box that allows for the title of the office to be selected. (The drop down box is populated with entries created in the "Edit Officers Categories" link.

Bio: This is a html editable field where a short biography including a picture can be added to introduce the officer to the website users (world). Care should be taken to get permission of the officer if contact information such as addresses and phone numbers are to be entered. Email address should never be entered into this field. If you wish to provide an email address add it as a graphic. This prevents spamming.

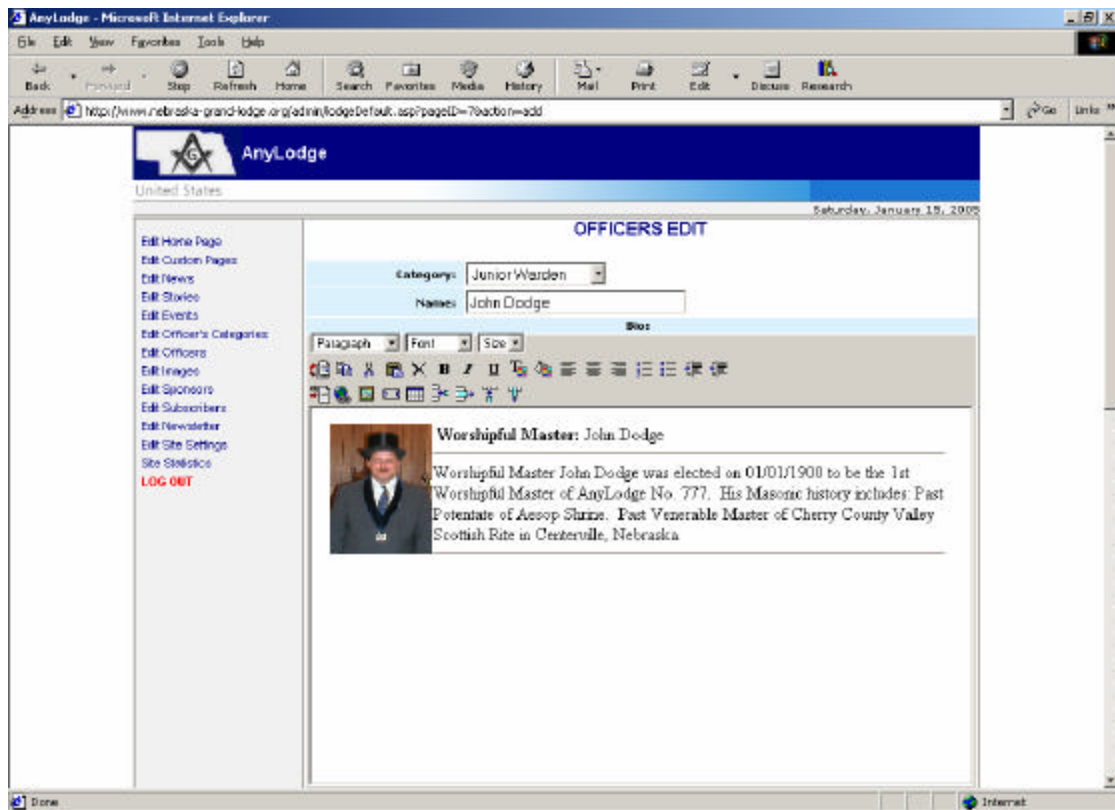


Figure 14. Add Officers

Again, it should be noted that once all the officers have been added in the order of their rank, they should only be edited. This would be done on a yearly basis as new officers are installed into their stations.

EDIT IMAGES

The “Edit Images” link off the website administrator’s menu is used to upload images (pictures) to the website to be used in the creation of pages. The initial screen appears as follows (figure 15):

The functionality associate with this screen is as follows:

Create New Directory	Used for creating a new virtual directory for the organization of images. Note: It is not recommended to add virtual directories as this will add levels of complexity to your website.
EDIT	Used for editing already existing images.
DEL	Used for deleting images from the site
MOVE	Used to move an image from the main directory to a selected virtual directory. (See above note “Create New Directory”)
ADD NEW IMAGE	Create and upload a new image to the website.

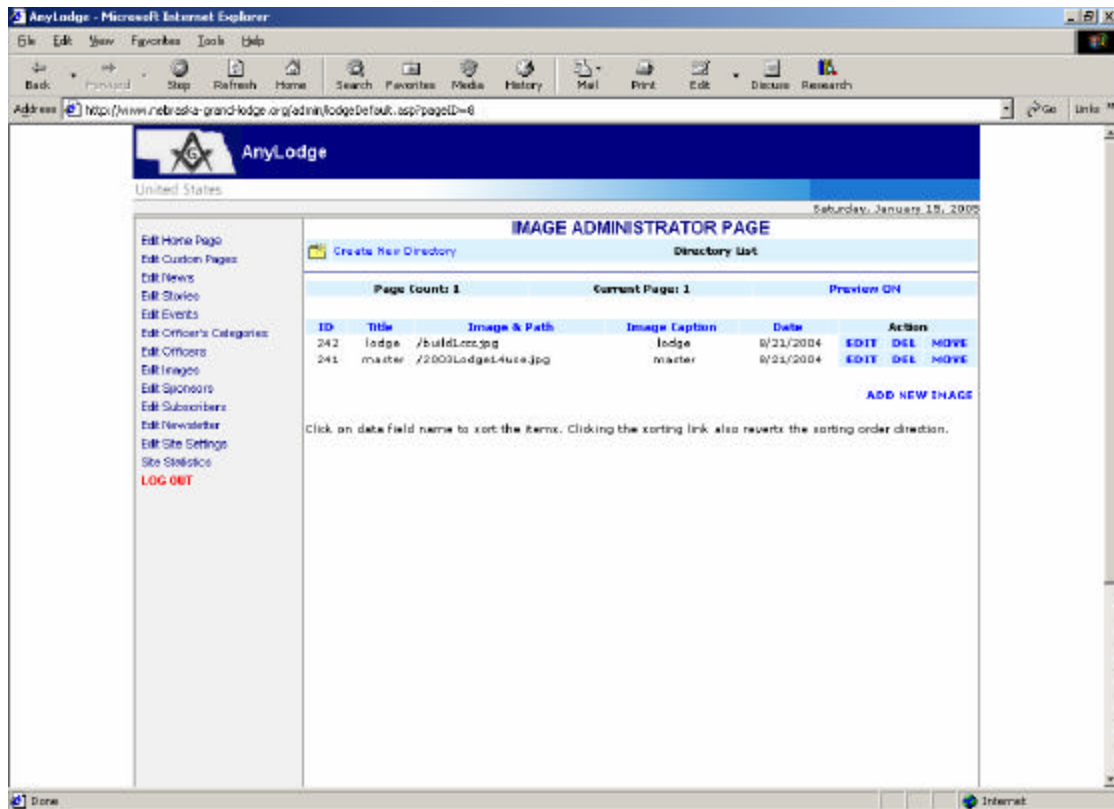


Figure 15. Image Administrator Page

To add an image to be used on the website, click on the “ADD NEW IMAGE” link located at the bottom of the page. Once done, a pop up box will appear as follows (figure 16):

There are three fields to be filled out in this form:

Title:	The title field is used to describe the image and is only displayed in the Image list located in the “Image Administrator Page”
---------------	---

Image Path: The image path is the location for the utility to find the image file on your computer. The “Browse” button is there to help in populating this field. When clicking on the browse button, a folder dialog screen appears on your computer allowing you to browse to the location where the image is located for selection.

Caption: This is an important field, for two reasons: First is the case that when a website user places the mouse cursor over the graphic, this field is what will be displayed in the resulting “tool tip” help that will appear. Second, for visually impaired users who cannot see images, this is the text that will be read to them via their screen reader.

The types of images supported by the website are files ending in the extension “.gif” and “.jpg”. Bitmap files are not supported as browsers other than internet explorer may not be able to display them. GIF files are generally smaller in size than are jpg files.

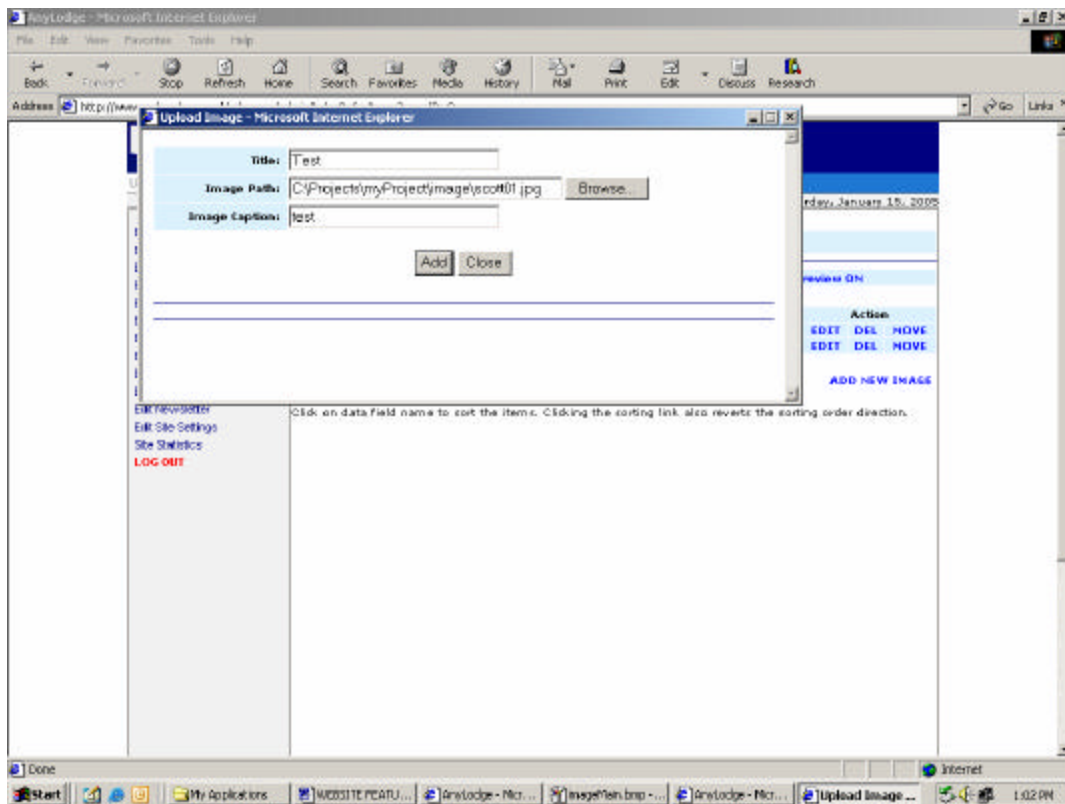


Figure 16. Add Image Pop Up

NOTE: IMAGE FILES SHOULD BE NO LARGER THAN 300KB (Kilobytes). This is due to storage constraints on the web server. Also for the reason that the larger the image file the longer the download time is for it to appear in the browser when the page is loaded.

Most digital cameras take pictures in the 1.0 plus megabyte range. Images should be reduced in size with graphics editing software prior to being placed on the website. This will reduce the image size of the will also reduce the storage size, with minimal loss of clarity.

Reducing the image size will also reduce the time for the image to be uploaded to the server. Image files uploaded to the server go through the following process: They are first converted to a character stream. Then the character stream is transferred to the server. Finally the server converts the character stream back to an image file and stores it on the server.

This become noticeable depending on the connection speed and the size of the file as the time delay between when the "Add" button is clicked, and the return message that the file has been successfully uploaded.

Once an image has been successfully uploaded, it is then available to be used by any page that has the "Online Editor". See topic on using the online editor for information on how to insert the image into a page

EDIT NEWSLETTER

Your website has the ability to generate newsletters that are sent out by email. The newsletter contains selected news articles and stories that are created on website. Once completed these news articles and stories are packaged up into one email that is then sent out to all persons who have subscribing to the website. The main screen that appears when clicking on the “Edit Newsletter” link appears as follows (figure 17).

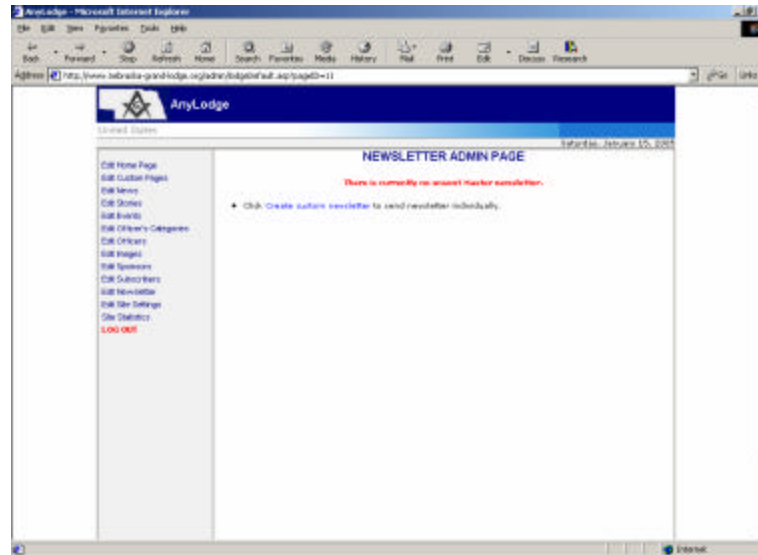


Figure 17. Newsletter Admin Page Main Screen

.At this time there is no “Master Newsletter”, therefore all newsletters that are created are “Custom” newsletters. To begin creating the newsletter click on the “Create custom newsletter” link that appears in lighter blue on the page. Once clicked upon the “Newsletter Admin Page” will appear (figure 18). This page will contain a listing of all the news articles and stories that have been created on the website

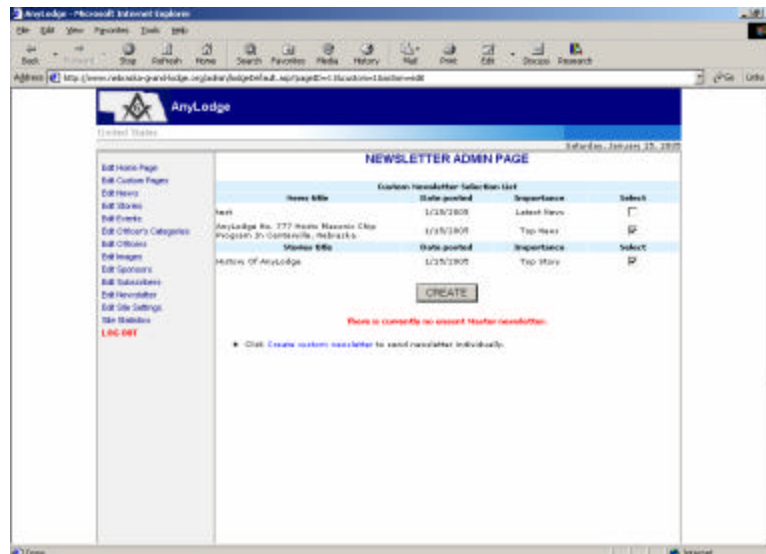


Figure 18. Newsletter Admin Page Select Stories

The creation of the newsletter is then made by selecting the news articles and stories that the newsletter is to contain by placing a check in the check box next to the title of each story or article. When all selections have been checked the “Create” button is then clicked. Once the create button has been clicked the following “review” page will then appear (figure 19), where the newsletter can be reviewed before it is previewed and then sent.

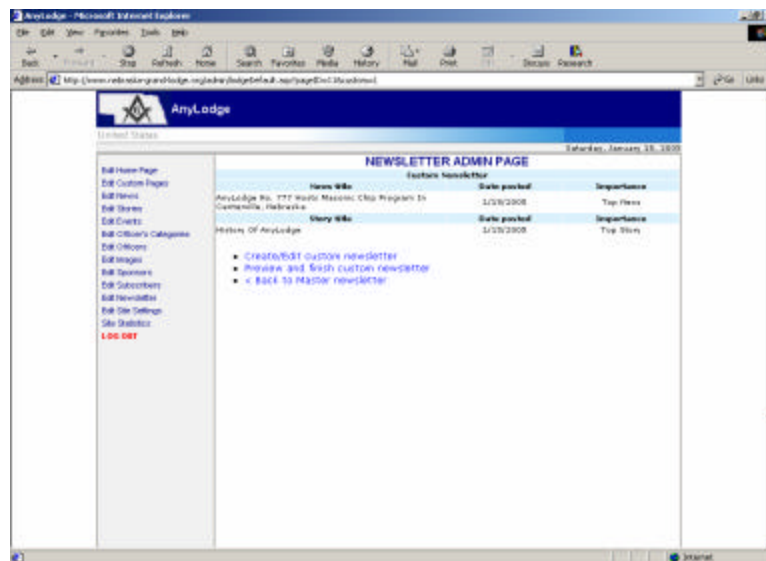


Figure 19. Newsletter Review Page

There are three links associated with this page, they are as follows:

- Create/Edit custom newsletter:** Clicking on this link will take you back to the previous screen and will allow you to re-choose the articles and stories that are to make up your electronic newsletter.
- Preview & finish custom newsletter:** This link will take you to the newsletter finishing screen (figure 20), where the final touches to the newsletter can then be made.
- < Back to Master newsletter:** Clicking on this will take you back to the main admin screen as shown in figure 17. Note, all work will then be lost and will then have to be redone.

Once all the articles and stories have been chosen and reviewed, the “Preview and finish custom newsletter” link is then clicked upon. Clicking this link then takes you to the final screen prior to the newsletter being sent out to the entire subscriber list (figure 20).

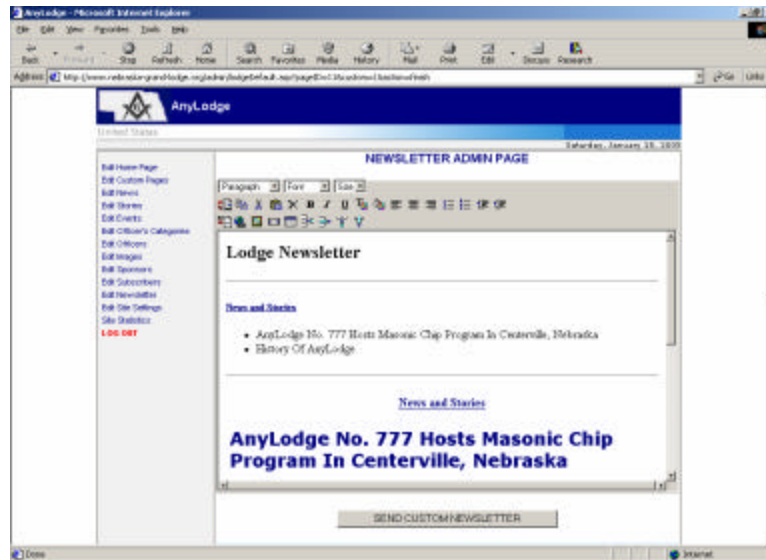


Figure 20. Newsletter Preview Page

As can be seen in figure 20, the preview page packages up all the articles and stories selected in the previous pages into one large page, which when finished will be sent out as an email to all subscribers on the subscription list. As the newsletter comes up in the online editor, changes and additions can then be made to it on an ad hoc basis. However, it should be noted that changing the newsletter at this time is not recommended as this “newsletter” is not stored on the system, and all changes will be lost after it has been sent out.

NOTE: When the electronic newsletter is sent out it uses the admin name and admin email address that has been configured in the “Site Settings” page to populate the “From” field of the email.

Finally the “SEND CUSTOM NEWSLETTER” button is the clicked upon. Clicking on this button finally sends out the newsletter to all the members of the subscription list, and then returns to the main newsletter page (figure 17).

NOTE: Depending on the number of subscribers in the subscription list, once the button to send out the newsletter is clicked upon, it may take a little bit of time before it returns to the main newsletter page. This is due to the script finally creating the email and sending it out.

EDIT SUBSCRIBERS

The “Edit Subscribers” link is used to edit those users who have subscribed to your electronic newsletter. This list should be monitored, as it can contain names and email addresses of anyone who “signs up” off of your webpage. This could include: Masons & non-masons, Lodge members, as well as any person from the general public who wishes to receive your newsletter. The main page for viewing and editing this list is as follows (figure 21):

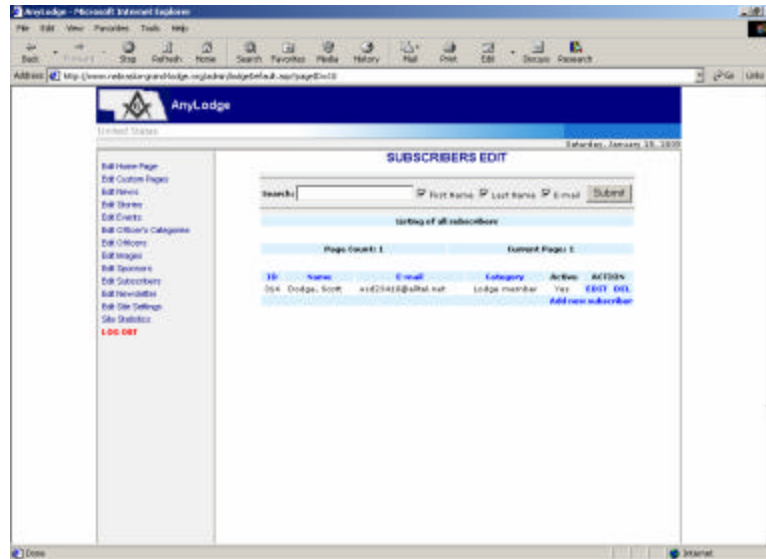


Figure 21. Edit subscribers Main Page

Appearing at the top is a search bar that will allow you to quickly search your list of subscribers using the users first name, last name, or email address, or all three. When using the search functionality, what is returned is a list of only those subscribers that meet any of the selected criteria.

To manage the list the following links appear:

- | | |
|---------------------------|---|
| EDIT | This links allows the administrator to edit any of the information pertaining to the subscriber. This is done using the Add / Edit page |
| DEL | Deletes a subscriber from the list |
| Add new subscriber | Brings up the Add / Edit page and allows the website administrator to directly enter a person into the subscription list. |

When clicking on either the “EDIT” or “Add new subscriber” link the add / edit page used to manage the individual subscriber detail information is then brought up (figure 22).

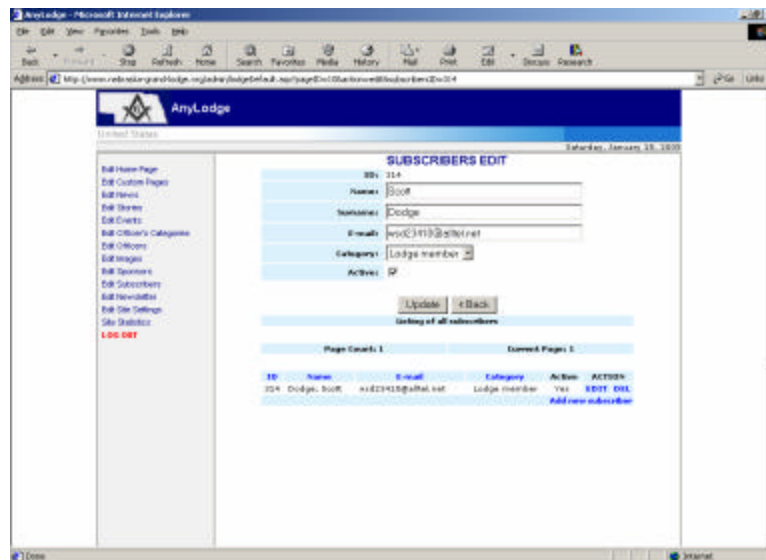


Figure 22. Subscribers Detail Page

In the “SUBSCRIBERS EDIT” screen appear the following fields which are enabled for update by the web administrator:

- Name:** This is the first name of the subscriber.
- Surname:** This is the last name of the subscriber.
- Email:** This field is for the subscribers email address.
- Category:** Category of the user. The values of this drop down box include either the “Media” or “Lodge Member”. Currently the option “Media” is not used.
- Active:** By placing a check mark in this box determines whether the user will receive an electronic newsletter.

By using these fields, the list of subscribers that the electronic newsletter is sent out to can easily be maintained, however, again it cannot be stated emphatically enough that the administrator should carefully review this list prior to any newsletter being sent out.

EDIT SPONSORS

This functionality is no longer used.

STATISTICS

This functionality is in the process of being implemented, but is unusable at this time. When implemented it will give statistics as to how many times your webpage(s) has been accessed.

LOG OUT

This link logs the user out of the administrator menu and returns them back to the Grand Lodge home page.



THE ONLINE WEB PAGE EDITOR

THE ONLINE WEB EDITOR

The online web editor is one of the beneficial aspects of your hosted website. It allows users to enter and maintain information without having to purchase special equipment and or software. All that is needed to maintain your site is a web browser, an internet connection, and a password. This is a very flexible feature that allows the web administrator to virtually maintain the website from anywhere in the world.

The online web editor is very similar to a word processor and has both a WYSIWG (what you see is what you get) interface, as well as the ability to switch to HTML (hypertext markup language) mode in which advanced design features can be created.

Further, it has drag drop and object resize capabilities. This is extremely useful when resizing images, for the image only has to be clicked upon in the editor, and using the resize boxes that appear, the image's size can be enlarged or diminished.

More information relating to the online web editors toolbar and its functionality can be found in Appendix A.



TIPS ON CREATING THE ELECTRONIC NEWSLETTER

TIPS ON CREATING THE ELECTRONIC NEWSLETTER

The electronic newsletter is one of the most beneficial features of having a hosted website. Through its use, information can be quickly disseminated to Lodge members via email. Tips on creating a newsletter are to use the options associated with “news” & “stories”. Below are examples of using the newsletter feature to create a monthly newsletter, as well as to broadcast a message out to Lodge members with email.

A typical MONTHLY newsletter might include:

- Calendar of up coming events (news article / latest news)
- “From the East” a message from the Worshipful Master. (news / latest news)
- An article or feature about an officer or brother in the Lodge (news / latest news)
- Masonic Education (story / top story or latest story)
- Other information pertaining to a newsletter (see the Grand Lodge’s Public Information Committees criteria for winning the newsletter award. This is available through the Grand Lodge office).

Broadcasting a message out to the Lodge email capable members would include the following steps:

1. Create a news article containing the message that is to be broadcasted via email.
2. Save the news article as “Latest News”.
3. Create a newsletter containing only the created news article and send it out to the membership.
4. Either edit the news article and change its status to “archived” or delete the article altogether. Changing the status to archive keeps the news article, without displaying it out to the public, deleting the article removes it from the site altogether.



MISCELLANEOUS TOPICS

CREATING LINKS TO PRIVATE PAGES

As stated in section 3 ("Public vs. Private Pages), public pages show up as a link on your website menu. However you can create "private pages". These pages are invisible to your website users, unless you provide a link to them. The link itself would reside in one of your "Public" pages. The procedure to create a link to a private page is as follows:

1. Create the page and save it marked as "private".
2. Once saved, write down the "ID" of the page (observable from the list)
3. In a separate browser window, navigate to a public page.
4. In the browser's address bar, highlight the web address of the "public" page.
5. Holding the <Ctrl> key down press the <C> key to copy the address to the clipboard.
6. In the administrator browser window, open the page that you want to insert the link into.
7. Highlight the text in the page that you want to appear as the link.
8. On the web editor tool bar click on the "create hyperlink" icon (see appendix A).
9. In the pop up box, click inside the text box next to "URL".
10. Backspace over and delete the contents of the text box.
11. Holding down the <Ctrl> key press the <V> key to paste the link.
12. Edit the link, changing the "PageID" number with the ID number written down in step 2.
13. Click on the "OK" button to add the link.

CREATING PAGES USING HTML EDITORS LIKE MICROSOFT'S FRONT PAGE

Other html or web page editors like Microsoft's FrontPage can be used to create web pages; however, because of the design of this site, many of FrontPage's features are not available. More specifically, any of the form functionality as well as some of its specialty objects "hover buttons" are not available. This section is included, because these tools have use and are a good way to rapidly develop web pages offline as well as are an alternative to the "Online Web Editor".

One of the prerequisites for using a html editor like Microsoft's Front Page, Word, or any other word processor, is that it must be able to save the document as html. Once done, the steps for uploading the page to the web site are as follows:

1. Create and save your page as an html file to your hard disk.
2. Open a browser; navigate to the Grand Lodge website, login as your sites administrator.
3. Click on the "Edit Custom Pages" link.
4. Click on "Add New Page". This should bring up the online web page editor.
5. Give the page a title.
6. Open up Microsoft Notepad." Start->Programs->Accessories->Notepad".
7. In Notepad, click on "file" and then "open". Change the file pattern from "*.txt" to "*.*)" to view all files. Browse to location of the created file, select it and click on "OK".
8. Using your mouse highlight all text in between the <BODY> and </BODY> html tags.
9. On the file bar click on "edit" and then "copy" to copy the highlighted text to the clipboard.
10. In the browser, click inside the online web editor. Type in the letter "A" and then <Return>.
11. On the toolbar click on the WYSISYG switch icon (see appendix A), to switch the editor into html mode.
12. Highlight all the html text in the online web editor, and press the "Delete" key to delete it.
13. In the online web editor, hold down the <ctrl> key, and press the letter <v> to paste the html held in the clipboard into the document.
14. Choose whether the page is "Public" or "Private".
15. Click on the "Submit Page Content" button to save the page.

TIPS ON CREATING A “GOOD SITE”

Whole books have been written on the subject on creating a great website. These books cover everything from advertising your site, making it ADA compliant, to even matching the correct colors and styles. However, included bellows are just a few commonsense simple tips about making a good web site:

1. Condense textual content to fit the time and attention constraints of today's busy Web users.
2. Spell check and proof-read your documents.
3. Use small (byte-wise) graphics so graphics load more quickly in graphics-capable browsers. (It is not advisable to use GIFs for everything. It's of the first importance to make the right choice between JPEG and a palette-based format. Avoid blindly choosing GIF and then trying to rescue yourself from the resulting problems.)
4. Be aware of the pitfalls of character sets / fonts. Not all users have all fonts. Arial, Verdana , Courier, San Serif, and MS San Serif, are pretty much standard.
5. Be careful when using color (background, foreground, text, etc.)
6. Bells and whistles, although neat and cool may not always be appropriate.
7. CONTENT – CONTENT - CONTENT!

DOMAIN NAMES & DOMAIN NAME REDIRECTION.

What is an internet domain name? Basically and simply it is a short name that points to your website. Computers on the internet connect to one another using an IP address. An IP address is like a telephone number that points to a web server. An IP address takes the form of "nnn.nnn.nnn.nnn", where "n" stands for a number. An example of an IP address would appear as follows:"182.128.254.1". But because it is easier to remember names, rather than numbers, out on the internet are specific servers called domain name servers. These servers contain domain name databases that act very similar to a phone book, and as such translate the IP addresses (phone numbers) into names. Some examples of domain names are as follows: "Nebraska-Grand-Lodge.org.", "amazon.com", "state.ne.us", "state.ne.gov".

Moreover, these domain name servers, also have the capability of not only pointing a domain name to a specific IP address, but also can through a little magic point a domain name to a specific webpage. For example, the AnyLodge No. 777 lodge website has their home page on the Grand Lodge's website at "http://www.nebraska-grand-lodge.org/defaultLodge.asp?pageID=1&lodgeID=193". This is not easy to remember, nor is it easy to print on business cards, therefore the webmaster purchases a domain name of "AnyLodge777.org" and has it redirected to the page <http://www.nebraska-grand-lodge.org/defaultLodge.asp?pageID=1&lodgeID=193>. Once done, a user only has to type in www.AnyLodge777.org to go directly to the "AnyLodge" web site.

Purchasing an internet domain name and redirections services, previously was once expensive. At one time, to purchase a domain name for five years could run as much as \$200 or more. Further, the domain name may have already been taken and not have been available. Today, domain names and redirection services can be purchased for as little as \$15 for the first year and a renewal cost of \$5 per year.

Domain names can be purchased online. A quick search on any of the major internet search engines will reveal many vendors and competitive prices.

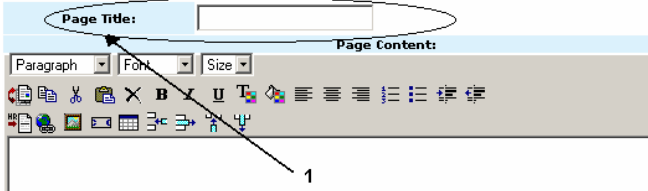
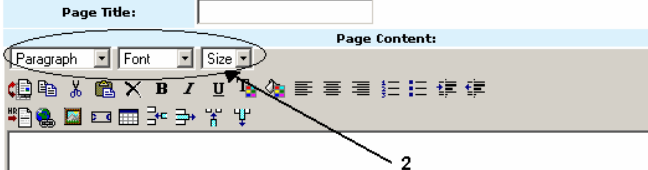
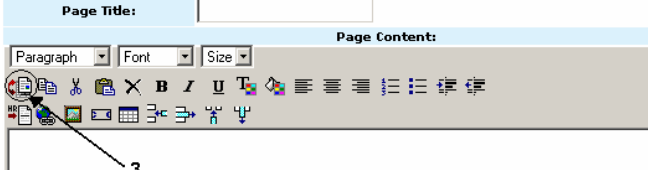
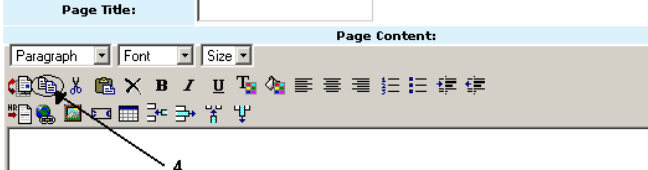
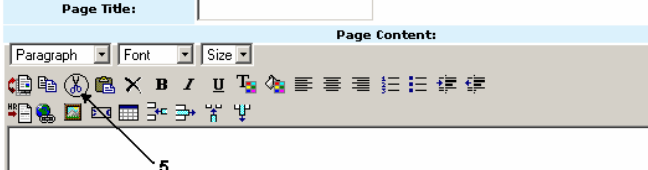
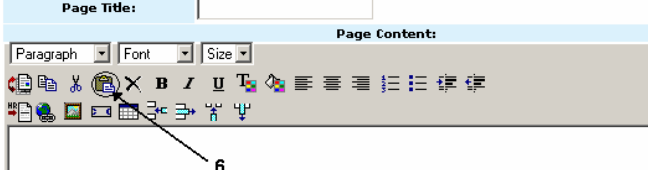
One such vendor is "redirection.net" based out of Canada. They offer this service, as of this writing, for \$15 to purchase a domain name and one year's worth of redirection service, with an annual renewal rate of \$5. More information on this can be found at www.redirection.net. It should be also noted that there are many vendors who offer the same service at even a lower price, however this company has been found to be easy to use and reliable, and as always it is up to the individual webmaster / organization to make their own decision, when deciding upon and purchasing a domain name.

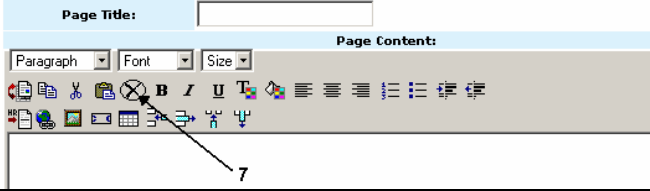
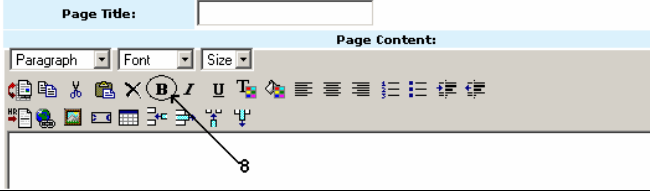
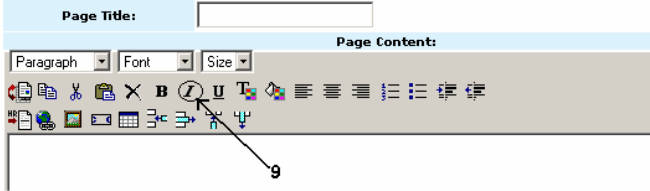
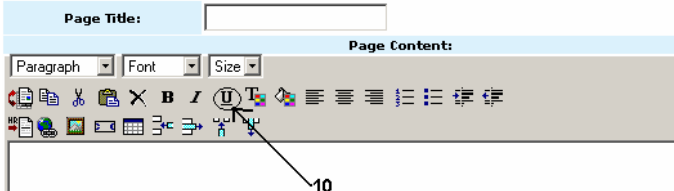
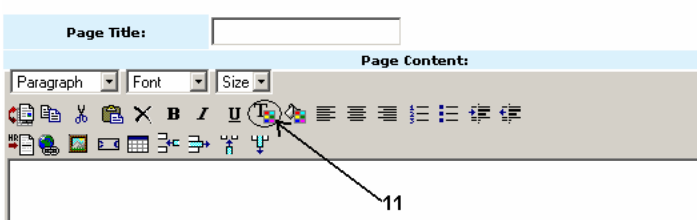
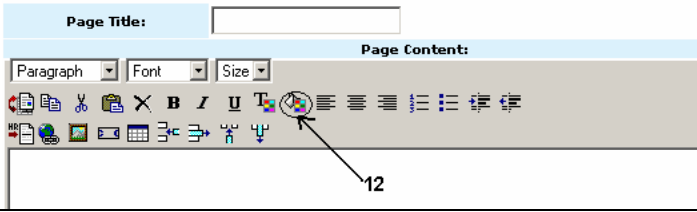
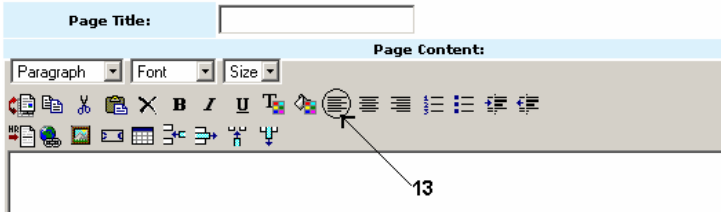
Appendix A

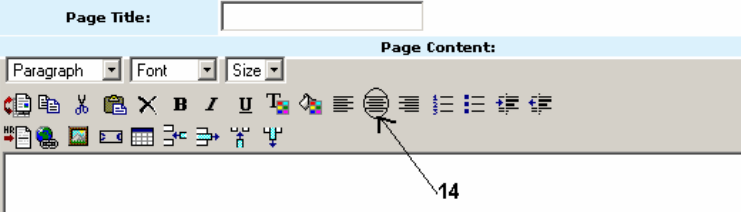
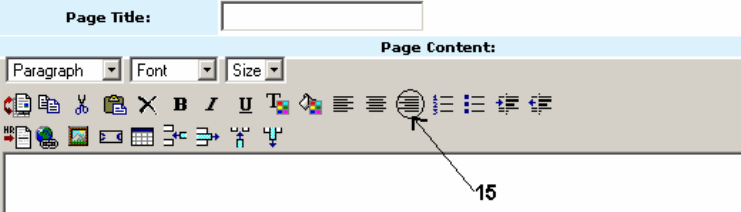
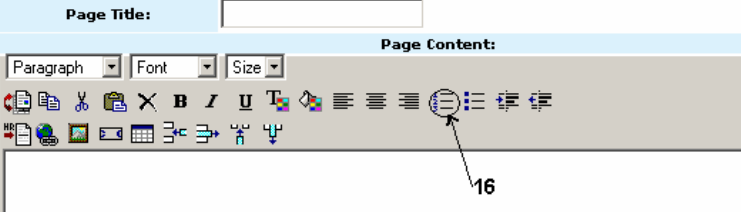
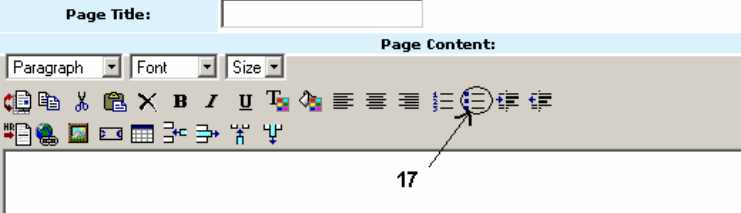
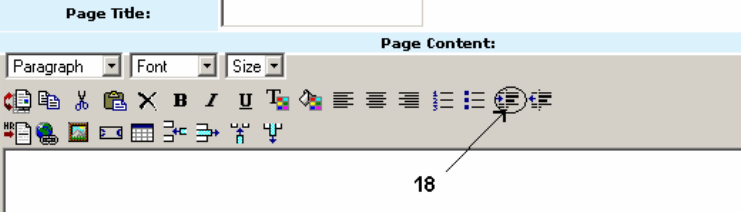
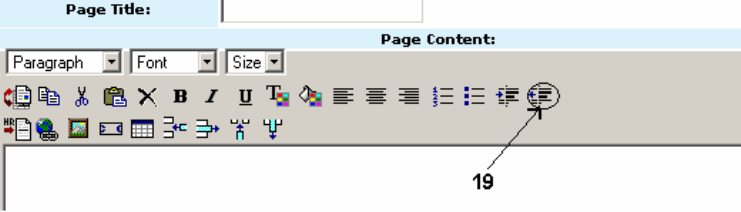
The Online Web Editor

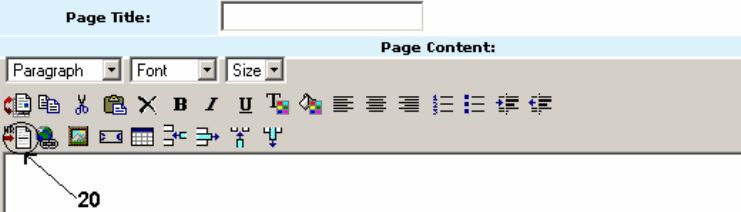
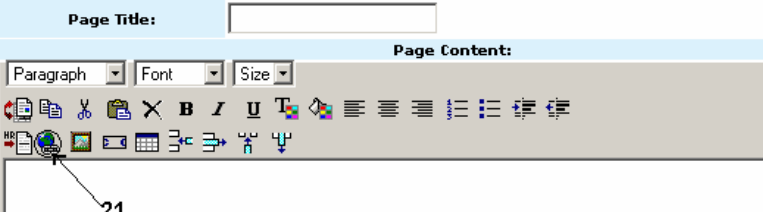
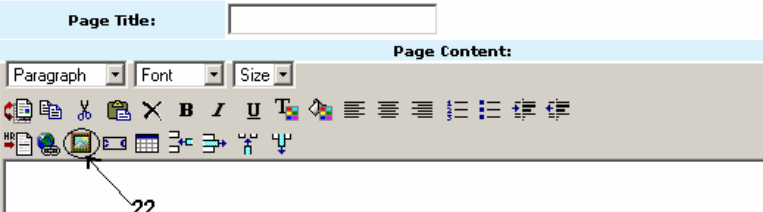
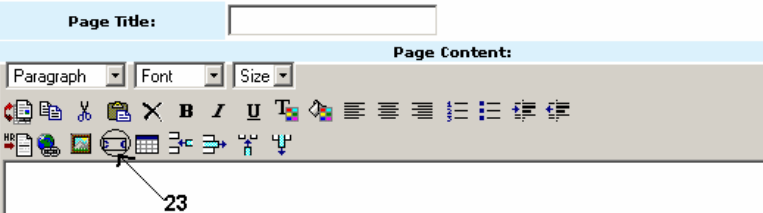
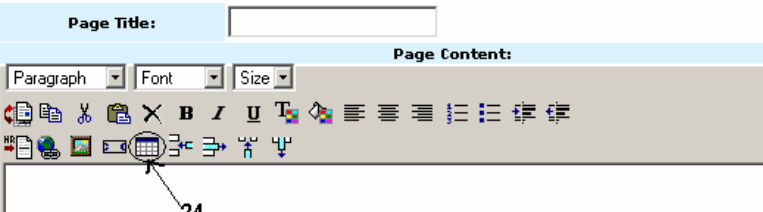
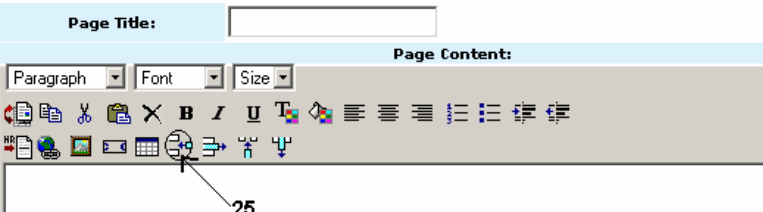
Toolbar Functions

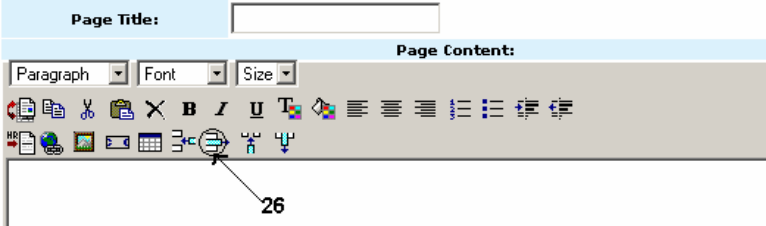
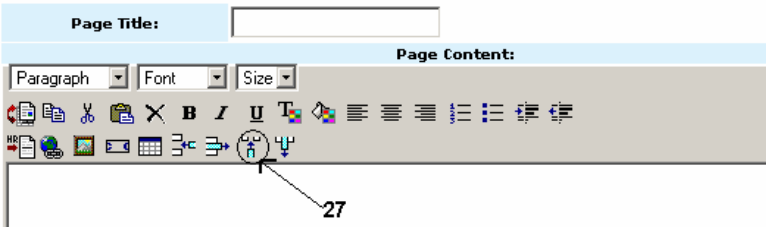
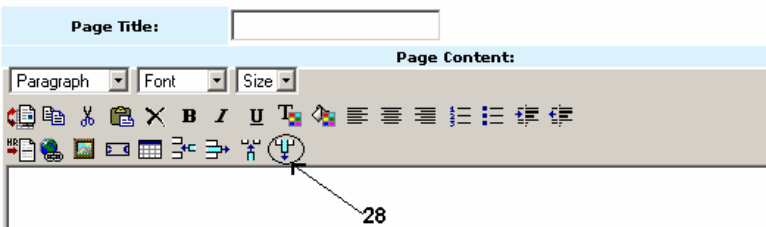
THE ONLINE EDITOR TOOLBAR FUNCTIONS

Editor Tool Bar Features	Description
EDIT CUSTOM PAGES 	(1) Page Title This will be used to give a title to your page. This is a required field and can be up to 50 characters long. It is used by the major search engines when indexing your pages, so it should be named appropriately.
EDIT CUSTOM PAGES 	(2) Font Settings This allows the user to change the font settings for different types of styles, and allows for the changing of font settings for highlighted text.
EDIT CUSTOM PAGES 	(3) WYSWYG / HTML Switch Switches the user from wyswyg (word processing mode) to html mode and vice versa.
EDIT CUSTOM PAGES 	(4) Copy Copies highlighted text to the clipboard leaving the highlighted text intact.
EDIT CUSTOM PAGES 	(5) Cut Copies the highlighted text to the clipboard and removes the highlighted text.
EDIT CUSTOM PAGES 	(6) Paste Pastes the contents of the clipboard into the document.

EDIT CUSTOM PAGES 	(7) Delete Deletes everything highlighted.
EDIT CUSTOM PAGES 	(8) Bold Puts In "bold" font everything highlighted
EDIT CUSTOM PAGES 	(9) Italic Puts in <i>"italic"</i> font everything highlighted
EDIT CUSTOM PAGES 	(10) Underline <u>Underlines</u> everything highlighted
EDIT CUSTOM PAGES 	(11) Text Color Changes the text color of everything highlighted to the selected text color
EDIT CUSTOM PAGES 	(12) Delete Changes the background color of the entire page to the selected color.
EDIT CUSTOM PAGES 	(13) Left Justify Left justifies everything highlighted

EDIT CUSTOM PAGES 	(14) Center Centers everything highlighted
EDIT CUSTOM PAGES 	(15) Right Justify Right justifies everything highlighted
EDIT CUSTOM PAGES 	(16) Ordered List When clicked upon starts or puts everything into a numbered ordered list.
EDIT CUSTOM PAGES 	(17) Unordered List When clicked upon starts or puts everything into an unordered list using bullet points.
EDIT CUSTOM PAGES 	(18) Left Indentation Indents everything highlighted to the left of the page.
EDIT CUSTOM PAGES 	(19) Right Indentation Indents everything highlighted to the right of the page.

EDIT CUSTOM PAGES 	(20) Horizontal Rule Inserts a horizontal line into the page.
EDIT CUSTOM PAGES 	(21) Insert Hyperlink Creates a hyperlink out of the highlighted text to another webpage.
EDIT CUSTOM PAGES 	(22) Insert Picture Inserts an image from the user defined uploaded gallery of images into the page.
EDIT CUSTOM PAGES 	(23) Insert Marquee Inserts a scrolling bar marquee into the page.
EDIT CUSTOM PAGES 	(24) Insert Table Inserts a user defined table of a number or rows and columns into the page.
EDIT CUSTOM PAGES 	(25) Insert Row Inserts a row into a pre-existing table located on the page.

EDIT CUSTOM PAGES  The screenshot shows the 'EDIT CUSTOM PAGES' interface. At the top is a 'Page Title:' field. Below it is the 'Page Content:' section, which includes a toolbar with various icons. The icon for 'Remove Row' (26) is highlighted with a red circle and an arrow pointing to it. The icon depicts a table with a red 'X' over one of its rows.	(26) Remove Row Removes a row from a pre-existing table located on the page.
EDIT CUSTOM PAGES  The screenshot shows the 'EDIT CUSTOM PAGES' interface. At the top is a 'Page Title:' field. Below it is the 'Page Content:' section, which includes a toolbar with various icons. The icon for 'Insert Column' (27) is highlighted with a red circle and an arrow pointing to it. The icon depicts a table with a plus sign and a column being added.	(27) Insert Column Inserts a column into a pre-existing table located on the page.
EDIT CUSTOM PAGES  The screenshot shows the 'EDIT CUSTOM PAGES' interface. At the top is a 'Page Title:' field. Below it is the 'Page Content:' section, which includes a toolbar with various icons. The icon for 'Remove Column' (28) is highlighted with a red circle and an arrow pointing to it. The icon depicts a table with a red 'X' over one of its columns.	(28) Remove Column Removes a column from a prec-existing table located on the page.

Appendix B

Obtaining A Website

And Or

A User Name and Password

OBTAINING A WEBSITE

All subordinate Lodges already have a hosted website off the Grand Lodge's website. However, there has been some discussion as to allowing appendant bodies (specifically youth groups) to be allowed to host a website on the Grand Lodge website. Further information on requesting this can be obtained by contacting the Grand Lodge office.

OBTAINING A USERNAME & PASSWORD

User names and password requests can be made by contacting the Grand Lodge webmaster or the Grand Lodge office. To request this from the Grand Lodge website administrator, first go to the Grand Lodge's home page. Next in the "Nebraska Grand Lodge Portal" enter in the keyword "Internet" and click on "go" button. This should take you to the Computer and Internet Committee's home page. Click on the "Contact Us" link and enter your request. The Grand Lodge website administrator will process the request as quickly as possible.

Appendix C

WHO TO CONTACT FOR SUPPORT

WHO TO CONTACT FOR SUPPORT

Account Support

For support concerning user names and passwords, requests can be made by contacting the Grand Lodge webmaster or the Grand Lodge office. To request this from the Grand Lodge website administrator, first go to the Grand Lodge's home page. Next in the "Nebraska Grand Lodge Portal" enter in the keyword "Internet" and click on "go" button. This should take you to the Computer and Internet Committee's home page. Click on the "Contact Us" link and enter your request. The Grand Lodge website administrator will process the request as quickly as possible.

Problems And Or Errors

Problems and or errors should be reported first to the Grand Lodge website administrator first, and if unavailable, next to the Grand Lodge office.

Design, Technical Support & Other Questions

Design questions as well as technical questions should be directed to the Grand Lodge website administrator and or the Computer Information Technology and Internet Committee. Contact can be made via their website hosted on the Grand Lodge website using their "Contact Us" page.