



HOBSONS BAY/WILLIAMSTOWN INC

U3A Hobsons Bay/Williamstown Website: Purpose and guidelines



PURPOSE:

The U3A Hobsons Bay/Williamstown (U3A HBW) website is a central hub for member information and a portal to our UMAS database. As well, it is an important tool to boost our visibility online to potential members, the general public and important third-party stakeholders.

Regular Newsflashes, Newsletters and Facebook are our primary communication channels with members; however, the website complements these providing a convenient place to find useful information located in one place.

The website:

- enhances the sense of community engagement within our U3A
- provides access to key U3A HBW documents such as policies, procedures etc
- provides an important role in highlighting topics
- provides help to convenors and members on how to use UMAS
- provides help to new and existing members on how to enrol and renew membership
- promotes U3A HBW to the public and prospective new members.

GUIDELINES:

[The home page and the menu](#)

The home page is normally the first landing point for users of the U3A HBW website and, together with the menu, gives a high-level overview.

The home page and the menu also provide an important role in highlighting topics. The upper part of the home page is a suitable place to put important messages.

New menu items can also be created in this space: examples are upcoming AGMs or Art Exhibitions.

Menu items should be limited to make it easy to navigate, with sub-menus where necessary.

Target Audience:

- Existing and potential new members.
- The general public.

[About us](#)

The About Us page details our history, our vision and mission. It is also the page where governance, compliance and committee documents are found.

Target Audience:

- Existing members
- Committee members

[Activities](#)

The Activities page contains general information on activities, information how to enrol and how to propose new activities.

It provides an easy way to check available courses without having to be a member and can help attract potential new members.

Target Audience:

- Existing and potential new members

[Memberships](#)

The Memberships page contains general information about Membership with a detailed description how to enrol for new member and how to renew membership for existing members.

- Existing and potential new members.

[Frequently asked question \(FAQs\)](#)

The website provides support to members and Convenors through the [Frequently asked Questions](#) section.

Target Audience:

- Existing members and Convenors.

[Newsletters and Latest News](#)

The Latest News section contains copies of the latest news flashes.

The Newsletters section has editions of the latest and previous newsletters.

Target Audience:

- Existing and potential new members

Collections

The U3A HBW website provides an additional valuable resource to various activities. An example are the Thursday and Friday drawing and painting activities and the Explore Writing page.

[Art and Drawing classes for 2024 – U3A Hobsons Bay/Williamstown \(u3ahbwilli.org.au\)](https://u3ahbwilli.org.au/art-and-drawing-classes-for-2024-u3a-hobsons-bay-williamstown)

<https://u3ahbwilli.org.au/explore-writing/>

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Convenors who wish to have a page for their activity should request this via info@hbwilli.org.au .

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Important: Note this will not be a messaging service for members in activities (that is what UMAS is for) nor will it be just photos to show people taking part in various activities (that is covered well by our Facebook site).

Important, The assumption is that the Convenor do the work collecting images or producing text. This will be uploaded on the web by the web admin persons.

Purpose:

- To share work in progress or completed projects with other members of the activity
- To be a record or temporary archive of members' work and images
- To coordinate work between members of an activity
- To encourage members to engage more frequently with the website
- To help promote U3A HBW to the wider public and attract new members
- Target Audience:
Existing members, The wider public and new members

Retention of information, Audit, and handling of the library

1. Images and Individual pages for activities will be deleted after 12 months. Committee meeting documents are deleted after 9 months.
2. It is recommended to have an annual audit of the U3A HBW web site as well as an annual review of this document.
3. Obsolete documents and images should be deleted from the media library. It is recommended to use Media Categories for images and documents in the library. This will make it easier to maintain the library as well as ability to delete images in bulk.

Statistics and Security.

The plugin WP statistics is used to gather information about website visitors. It shows data down on page level. For that reason, it is good to have specific information on its own pages.

WB Cerber provides Security, Anti-spam and malware scans.

Both these plugins are recommended by Kevin Wheler and his team.

Authors: Lars Jonasson & Ann Banham

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