



Website Matters • January, 2011

Welcome to the Anglican Diocese of Ottawa's new website!

This site will be in a state of daily transition through the early part of 2011. If you find yourself on a page where "content is pending" or the look is still that of our former website, please be assured the page will be "up" and the new design pervasive as soon as possible. In the meantime, please enjoy the new features (some described below) and look of this website as they "roll out". To visit the previous mainpage, please visit <http://www.ottawa.anglican.ca/main.shtml>.

Catch the Buzz

- Executive Archdeacon or invitee makes presentation
- 1-3 minute video, filmed in situ
- new material every Monday morning (goal)
- topic discretionary: new venture, important decision, new season, issue of concern, our reaction (to whatever), did you know?, our partners' successes, important thought, spirit sighting

Photo/promo on main page

- Slideshow images must be 627x309px
- Photos should be a jpg, gif or png file. Resolution size is not a concern: if the file is too large we will optimize for faster viewing. Include address of linked URL if any.

Bishop's announcements (main page)

- Web Manager does the posting
- 75 words maximum — can include a link to “more information”
- dated and time sensitive - up for 14 days only
- sources: email request to the Web Master from the Bishop, Jude Green, David Selzer, or Michael Herbert (or a *bona fide* proxy), Jude's memos to the email list. Web Editor can edit for length and style.
- Suggested content:
 - o appointments
 - o clergy births/marriages/deaths
 - o office closings and openings (details)
 - o episcopal travel plans (major or especially interesting trips)
 - o important committee announcement (like annual dividend rates decision)
 - o event photos (best of — hot off the camera; no more than 4 from a single event)
 - o bursary, scholarship, honorary degrees, award, Order of Canada winners among the diocesan family (ie congratulations)
 - o follow up from dio-wide events eg auction results
 - o amazing successes of parishes or ministries (congrats)

Style and format

- We are using Arial for body text and Georgia for heads. Judiciously, we use a dark blue for headlines and a dark red for subheads. To get the idea, look at this link: <http://www.ottawa.anglican.ca/Deployment.html>
- **Oxford Canadian Dictionary** is our standard resource
- We are compiling a web style sheet. Key decisions include:
 - o Modified “down” style in capitalization — use lower case when a choice exists. Nevertheless all proper names/titles retain caps, the Bishop (short for Bishop John Chapman), the Diocese (short for the Diocese of Ottawa), the Church (short for the Anglican Church of Canada) BUT beware of “Winnie the Pooh factor” (too many capital letters can look exaggerated, pompous, old-fashioned. Rarely do writers hope for such an effect.)
 - o Dates and times, at the website, are very abbreviated, due to the complex list of service times in the parish database...Sun Mon Tues Wed Thurs Fri Sat; am and pm only when ambiguity may be possible.
 - o Bylaw, coordinator, email, subcommittee

Calendar

Users make their own entries, as prompted in the calendar feature. Entries can be identified as falling under one or more of these headings:

Art shows / Exhibitions

Auctions

Bazaars

Cathedral

Children

Concerts

Conferences

Deadlines

Dinners | Lunches

Evensong | Vespers

Fundraisers

Interfaith

Labyrinths

Retreats

Special Services

Stewardship

Synod | Great Chapter

Workshops

Youth