



UNITED GRAND LODGE OF ENGLAND

Province of

CHARTER MARK APPROVAL CHECKLIST

Province

Website URL

PCO Phone No.

Email address

Website keys requirements

- Do not include the phrase "secret society" (especially "Freemasonry is not a secret society", which just means that "Freemasonry" and "secret society" come up in each other's search results)
- Similarly, do not use phrases like "Freemasonry is not a religion/political pressure group"
- Display our four key values of Integrity, Friendship, Respect and Service prominently across the site
- Include UGLE's new mission statement on your website
- Include the UGLE's FAQs on your website

Web copy guidance

- Say what we ARE – not what we ARE NOT (i.e. 'What Freemasonry is' not 'What Freemasonry isn't')
- Use headings and subheadings to break the text elements down and guarantee the right content hierarchy and easy navigation
- Provide users with detailed and up-to-date web copy explaining what is Freemasonry and what it means to be a Freemason and how to join
- Mention that women can join too, including an explanation of women's Freemasonry (and how we are happy to be two separate groups – and provide links to the two female Grand Lodges)

Design/responsiveness

- Website design is clear and consistent
- Keep the design simple to guarantee a clean and functional layout of the website
- Ensure that the site is responsive for mobiles and tablets, and that users can have an optimal experience on smaller screens.
- It is important to make your website accessible to everyone, so make sure you read some of best practice guidance to consider in our website guidelines. (Refer to the UK Gov guidelines here <https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag>)

Imagery/media assets

- ❑ Do not include internal document/guidelines (i.e. Members' Pathway, website guidelines etc) which may not be relevant to the public audience
- ❑ Photos need to be key to your website – you want to include high-quality and engaging images to capture your users
- ❑ Embed the Discover Freemasonry video on your site
- ❑ Include the Provincial Discover Freemasonry core leaflet as a PDF
- ❑ Any logos displayed on your website must also have received approval via the Masonic Services Department. This is particularly important in the event that any heraldic design or feature is included such as a Coat of Arms.
- ❑ Ensure that you have the right to use any images, logos, photos graphs which are used on the site. This includes getting release notices signed by any person identifiable in the images. Be especially careful of images with children as a parent needs to provide consent before the image can be used.

Information

- ❑ We know that some websites also include information about progressive orders such as Mark Master Mason and Knights Templar, for example. It is important to think of the main objectives of your website – if you are looking at attracting potential new members, you will be better served by having this information on an internal or members' area, and your public-facing website should promote the Craft in the first instance and also make reference to Royal Arch.

Other key requirements

- ❑ No advertising from outside companies (other than promoting upcoming events or meetings within your Province, District or Lodge)
- ❑ Ensure that the Content Management System (CMS) driving the website is maintained and kept up to date with the latest version and that any software or plugins used by the website are also up to date and free of any identified security risks.
- ❑ Privacy and cookies policy: You must tell users what cookies are on your website, explain the purpose of the cookies and, except for cookies that are necessary for the functioning of the website, ask users for their consent
- ❑ Data protection: With any enquiry forms on your website, you need to make clear what you will be doing with the personal data of any users who submit the form. You should also make reference to the data protection notice for more information.

Data Protection and Privacy & Cookies: Districts have to comply with any applicable local laws.

Other recommendations

- ❑ Ideally, the URL should be .org.uk. Also, choose a URL name that is easy for the public to understand, so if you are a Province it should be “Dorset Freemasons” for example
 - ❑ The website is using an SSL certificate (https://)
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Comments