

Moody Bible Institute  
**Website Development**  
Policies and Guidelines

# Website Development Policy

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Moody Bible Institute's web presence promotes and supports Moody's mission of equipping people with the truth of God's Word to be maturing followers of Jesus Christ who are making disciples around the world.

While Moody encourages freedom of expression, the contents of all websites under its jurisdiction must comply with Moody policies. The reputation and image of Moody is determined, in large part, by the quality of information published on its websites.

Therefore, the purpose of this guide is to ensure accuracy, consistency, integrity, and protection of the brand of Moody Bible Institute by providing development guidelines for all websites and all information published electronically.

## Official Moody Websites

- **Definition.** A Moody-owned domain which represents each major ministry of Moody Bible Institute and communicates mission-related or official Moody business content.
  
- **Websites.** Official Moody websites include:
  - MoodyMinistries.net
  - Moody.edu
  - MoodyRadio.org
  - MoodyPublishers.com
  - MoodyConferences.com
  - TodayintheWord.com
  
- **Design.** Each official website uses Moody approved templates.
  
- **Responsibility.** Moody-owned websites come under the ownership and oversight of the Web Communications Team, while each ministry is responsible for the accuracy of the content on their website.

## Companion Websites

- **Definition.**  
A website which represents a Moody-sponsored student group or organization that falls outside the defined scope of an Official Moody website. This website's domain is owned, and is hosted on a Web server managed by Moody Bible Institute.
- **Websites.** Examples of Moody Companion websites include:
  - MoodyStandard.com
  - MoodyMediaLab.com
- **Design.** The design of Companion websites should be professional, attractive, and in good taste. Official Moody Web templates may not be copied or duplicated in any form.
- **Responsibility.** It will be the responsibility of the Companion website owners to provide their own support, troubleshooting, customization, and design of their website, except as outlined in the *Website Hosting* section of this policy.
- **Disclaimer Required.** Companion websites are the responsibility of their authors and should not convey the impression that the author is representing, giving opinions, or otherwise making statements on behalf of Moody Bible Institute.

Companion websites must include at a minimum the following disclaimer text within the footer:

*The views and opinions expressed on this website are strictly those of {organization/department name}. Moody Bible Institute disclaims all liability for any data, information or opinions contained in this website.*

Or, disclaimer text can contain additional information, such as:

*Created by {organization/department name} of the Moody Bible Institute. All contents Copyright © {year}. This site {describe the website's purpose}. The views expressed or information provided does not necessarily reflect those of Moody Bible Institute.*

- **Secondary Information Sources.** Companion websites must always be secondary information sources and should not substitute for content that should be included on Moody Bible Institute's official websites.

Furthermore, Companion websites should refrain from duplicating content from the official websites. Linking to the content would be preferable to ensure accuracy while removing redundancy.

## Website Hosting for Companion Websites

Moody-sponsored student groups and organizations of Moody Bible Institute can apply for website hosting by submitting either a *New Website Hosting Request Form* or a *Website Hosting Transfer Request Form* to the Web Communications Team who will coordinate the setup or transfer with Information Systems.

Specific information regarding Moody-provided website hosting is as follows:

- **Software.** WordPress is Moody's preferred website software for each new hosting environment. WordPress was chosen for its ease of use, third party design/layout options, plug-in development, and community-based support.
- **Domain names.** Information Systems will handle the purchase of new website domains and the transfer of previously purchased domains. New domains will be purchased for an initial 3 years, and then renewed annually thereafter. Please check on the availability of the new domain before submitting a request. In addition, the purchase and renewal costs will be charged to the associated budget account.
- **Email Addresses.** As Companion websites represent Moody, an @moody.edu email address should be used for all communication on behalf of the website. A new email address can be requested as part of the application process.
- **Login Information.** Once the web account has been set up, login information will be provided and sent to the person submitting the request.
- **Support.** The level of website support is limited to WordPress installation, domain name purchase and renewal, and email address setup. It will be the responsibility of the Companion website owners to provide their own technical support, troubleshooting, customization, and design of their website.
- **Cost.** There is no cost for Companion website hosting. However, domain name purchases and renewals will be charged to the associated budget account.

## Policies Applicable to all Websites

- **Compliance.** All websites must comply with all applicable local, state, and federal laws.
- **Moody Logo and Name.** Companion websites may use the Moody Bible Institute name. However, the Moody seal, symbols, logos, and graphics representing Moody Bible Institute and its various ministries are property of Moody Bible Institute and are protected by trademark and copyright laws.
- **Permission of Use.** Companion websites need to have written permission prior to using any Moody identifying mark from the Web Communications Team, who can also provide the necessary graphic files for your use.
- **Copyright.** All websites must follow Moody and legal standards regarding copyright. Generally, permission, and a permission statement or disclaimer as required by the owner of the copyright or trademark, is required when including copyrighted or trademarked material such as text, photographs, video, or logos. The “fair use” provision of the copyright law allows the use of small portions of work from another website or publication without permission of the owner, for such purposes as teaching and scholarship. But when in doubt, it is appropriate to ask the owners for permission to use their works.
- **Accessibility.** The American Disabilities Act (ADA) requires that all websites must be made accessible to people with disabilities, to a feasible extent.
- **Advertising.** To be consistent with Moody’s role as a not-for-profit institution and to preserve its academic independence, advertising in any form on a Companion website is prohibited, including the use of pay-per-click ads such as Google AdSense.
- **Financial Processing.** Sites requiring online credit card processing capabilities must coordinate with, and have the approval of, Information Systems.
- **Privacy.** All websites must comply with all applicable laws and Moody policies governing personal privacy and the confidentiality of information, to protect both on- and off-campus users.

- **Web Oversight and Management.**
  - The oversight for all Moody websites, including both Official and Companion websites, ultimately rests with the Web Communication Team.
  - The oversight for managing the resources and technical functionality of Moody's websites rests with Information Services.
- **Violations.** Moody reserves the right to remove any content that may be deemed inappropriate or poorly represents Moody Bible Institute or any of its ministries.