

myMoody Staff Portal

Policies and Guidelines

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myMoody's Purpose and Content Goals

Purpose

myMoody delivers tools and information to help employees work smarter and more efficiently. It is organized to open communication across Moody departments; keep employees informed of Moody news, policies and guidelines; and help employees execute workday tasks.

Content Goals

- Establish myMoody as the primary information hub
- Provide a simple, positive experience for obtaining and updating information on myMoody
- Provide relevant information and tools to help employees complete everyday work tasks
- Empower employees to solve work-related problems independently of others
- Communicate and connect employees with Moody's shared goals, enabling all to understand and achieve these goals

myMoody's Home Page: The Portal

The home page of myMoody acts as a portal—a launching pad to the most relevant, most used information.

Home Page Content Qualifications

- Meets the purpose of myMoody
- Is relevant to the majority of employees
- Serves an important business purpose
- Concerns an emergency (as determined by the Crisis Team)
- Temporary information can be posted for the length of the announcement—if there is not a time period attached to the announcement, it can only be posted for two weeks and then its presence will be reevaluated

Home Page Content Categories

The content that resides on the home page meets the above qualifications and must fit in one of three primary categories: a functional item, a communications tool or internal promotion. Each of these areas points back towards the purpose of myMoody. Therefore, any item that does not meet these criteria will not be placed on the home page.

Functional

Items meet an essential functional purpose and/or serve a significant number of employees. These items enable employees to do their work faster and more efficiently.

Examples:

- Directory/phone book
- Search function
- Most used links (determined from content reviews and Web stats)
- Most used policies/forms (determined from content reviews and Web stats)

Communication

These items inform employees of news and information relevant to their work and relationships within Moody.

Examples:

- Pull in the most recently updated content
 - Events from website
 - News from the website
 - Job openings
- The Commons menu
- theDaily announcements
- Security alerts
- News feed (theMemo)
- Emergency information

Internal promotion

These items help the Moody community better understand what their colleagues are accomplishing cross-departmentally.

Examples:

- Stream Moody Radio audio
- List Moody Publisher's most recent releases

myMoody Content Guidelines and Best Practices

myMoody content should ...

- Contribute to achieving the established content goals
- Serve a business purpose
- Be updated before or at the same time as information is communicated through other channels
- Be appropriate—to section, topic and navigation
- Be timely and up-to-date
- Be accurate and complete
- Contain valid links

Web Style Guidelines

All myMoody content should adhere to the latest version of the Moody Public Relations and Web Style Guide, adapted from the Associated Press Stylebook and A Christian Writer's Manual of Style. This style guide defines Moody's web content goals and is an important step in achieving them through:

Brand Representation

The internal website represents Moody to all employees. Content should be professional and promote our brand values.

Consistency and Clarity

Consistency in communication is important. Using the same logos, fonts, grammar and writing style help to establish a consistent message across all ministries, from all contributors.

Aesthetics

Writing for the Web is different than writing an essay, a research paper or other print materials. The style guidelines maximize page space and keep content simple and pleasing to the eye.

Writing for the Web

People read differently on the web than in other media. Most users scan text instead of reading every word and often don't read text in the order it was written. Writing for the web should take these behaviors into account.

Writing should ...

- Be clear and concise
- Use short sentences
- Keep paragraphs to 3-4 sentences
- Be free of jargon or terms unfamiliar to some
- Avoid verbose language
- Use headings and subheadings to separate content sections
- Utilize bullet points, numbered lists and boldface to highlight important content
- Incorporate hyperlinks into content and avoid "click here" or "website" hyperlinks

Image Usage

Images should be used in content areas only when they add value to the page. All images should follow ownership guidelines—not posting copyrighted materials and ensuring that the image is yours to share, not someone else's at Moody.

Image Posting Process

Content Managers may submit requests and preferred images to the myMoody Team. The myMoody Team will approve, edit as needed and post. In some cases a Content Manager may be given authority to post images. In these cases, the content area will be reviewed by the myMoody Team and approved before going live.

In the event of an area where personal graphic upload is available, all images are subject to the Graphics Standards Guidelines and the myMoody Team reserves the right to remove images in conflict with the standards.

Images should be ...

- Photography-based, unless authorized by the myMoody Team
- Viewed clearly without pixilation
- Use logos with permission and not altered

Video and Audio Usage

Video and audio should be used in content areas when it adds value to the page or is a more effective way to communicate the content, such as an instructional video. All video and audio should follow ownership guidelines—not posting copyrighted materials and ensuring that the content is yours to share, not someone else’s at Moody.

Video and Audio Posting Process

Content Managers may submit requests and video and audio files to the myMoody Team. The myMoody Team will approve, edit as needed and post as appropriate.

Video should be ...

- Professional quality
- Submitted in mov or mp4 format
- 1280 x 720 pixels for high-definition or 640 x 480 pixels for standard definition video
- Avoid compression when possible (the myMoody Team will prepare files for web use)
- 3-5 minutes in length

Audio should be ...

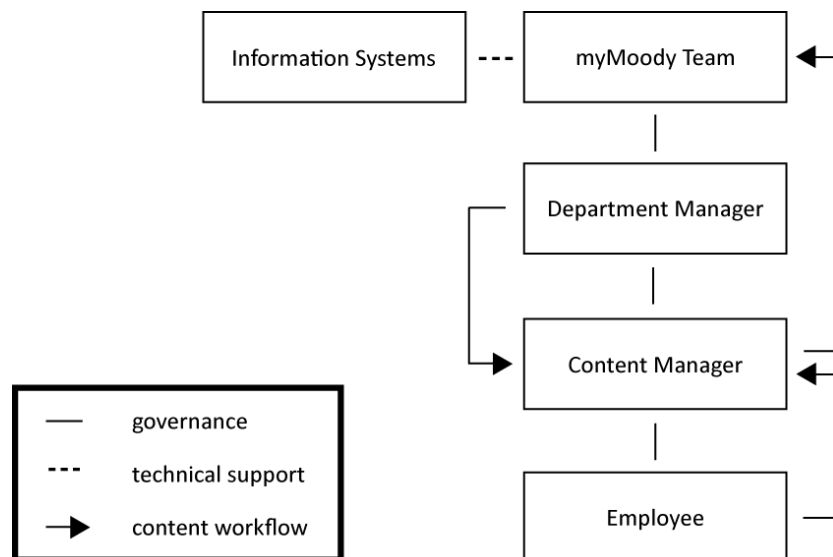
- Submitted in mp3, wma, aiff or wav format
- Avoid compression when possible (the myMoody Team will prepare files for web use)
- 3-5 minutes in length

Governance and Ownership

Governance

Governance provides the framework to empower decision makers with the ability to exercise sound judgment within their area of responsibility.

- **The myMoody Team**
The myMoody Team manages myMoody, ensuring its purpose is met, content strategy is followed and it functions effectively. The myMoody Team oversees all content posted on myMoody.
- **Information Systems**
Information Systems supports the myMoody Team, answering help requests and resolving technical issues with myMoody.
- **Department Managers**
Departments are responsible for their area’s content. Managers of each department should provide accurate and timely information for their area on myMoody.
- **Content Managers**
Each department will assign at least one Content Manager who will maintain the department’s content on myMoody. Content Managers are empowered by the myMoody Team and their manager to make decisions regarding the content shared for the department. **Employees** may submit ideas and suggestions to the Content Manager in their department for consideration.



OWNERSHIP

Copyright Clearance

Only publish content of which you are the owner. If there is copyrighted material you need to include, link to it—do not copy. In cases where you need to use copyrighted material, you must attribute the source accordingly.

Sharing Moody Information: Only post information you own.

In an effort to provide a positive user experience and maintain the accuracy and timeliness of myMoody content, information should be posted in the most intuitive place by its rightful owner and not duplicated.

If there is news from another department that you would like to share in your site's area, simply link to it. If there is confusion over which department owns the content, the myMoody Team should be consulted.

Content Procedures

New Page/Section Creation Process

New pages are created by Content Managers as needed. Be strategic with the number of pages you create and the amount of information you put on each page, being mindful to create the least amount of pages possible. When a new page is created, the myMoody Team will need to add it to the navigation as part of an existing section or as a new section.

Sometimes, it is more appropriate to upload and hyperlink to a document rather than create a new web page.

Consider hyperlinking to a document rather than creating a web page if the ...

- Formatting is intricate or the visual design is important to communicating the message
- Content is long (multiple pages)
- Content is from a third-party or copyrighted

Documents should be ...

- Saved for web in PDF format
- 3-5 MB in size

Page/Section Creation and Document Posting Process

For information on creating pages and posting documents, and adding pages to the navigation, consult the Content Manager training documentation.

WEB FORMS

Digital forms collect information digitally. Digital forms on myMoody exist in two formats: web forms and form documents.

Web Form Creation and Document Posting Process

Content Managers may submit requests for digital forms to the myMoody Team. The myMoody Team will approve and coordinate creation of the forms as follows: web forms will be created/edited by Web Communications; form documents will be created/edited by Marketing and Communications.

Web Forms

Web forms are web pages with form controls that collect and submit data using the web browser.

Request a web form if ...

- The audience is large enough to justify creation of the form
- The data does not need to appear visually formatted with the form

Form Documents

Form documents are PDF files that are designed to be completed electronically using Adobe Acrobat/Reader and submitted via e-mail. Use of form documents designed to be printed and completed by hand is discouraged.

Request a form document if ...

- The audience is narrow
- The data must appear visually formatted within the form
- The visual format is complex and cannot be translated into a web form
- The information will be kept on file
- The form is multiple pages, or a lot of information is collected
- The form is from a third-party
- Sensitive personal information is collected [Frank to advise]

Approvals and Reviews

Approval Process

To ensure that content on myMoody is consistent throughout, content will first go through an online approval process before becoming visible to all users.

When new content is created or edits are made, the changes will be sent to the myMoody Team approver who will check for proper grammar, style and visual design. If changes need to be made, the content will be sent back to the originator with notes on what to correct. If no changes are required, the content becomes visible on the website. The review process time is usually less than one business day.

Content Reviews

It is the responsibility of each content manager to maintain the accuracy of information on each web page they manage. Outdated information should be deleted or updated as new information becomes available. The myMoody Team recommends scheduling regular content audits (as outlined in the Content Manger training guide) to assure that all information is up-to-date and correct.