



Guidelines for Independent ONS Chapter Web Pages

The guidelines below relate to the content and presentation of ONS Chapter Web pages that are not part of the Virtual Community Program.

The purpose of the ONS Chapter website is:

- To provide a vehicle for communicating chapter-related information
- Inform chapter members about the chapter activities
- Inform chapter members of ONS National information (via links to ONS Online)

When developing a chapter website, consider including the following content

Name of Chapter

- The home page of chapter websites must contain the name and location of the chapter.
- Each page of the website should include the chapter's name.

ONS Representation

- "Oncology Nursing Society" must also appear on the front page.
- The ONS logo is desirable, but optional. The ONS logo can be downloaded at <http://chapter.vc.ons.org/>

Contact Information

Posting contact information for the chapter's officers is desirable, and we suggest the following guidelines be used when publishing contact information:

- Never post a member's address or telephone number
- Use e-mail or school/business address as opposed to home addresses and telephone numbers.
- When providing a chapter's e-mail address, include a reference to the chapter in the address to avoid confusion with ONS National Office contact information (eg, "For questions, please e-mail the Central Connecticut Chapter of ONS").

Features

All chapter websites must include the following:

- A link to ONS Online (<http://www.ons.org>)
- Name and e-mail address of a contact person or webmaster on the home page of the site

Content specific to your chapter

- Calendar of events
- News/Projects
- Newsletter
- Chapter History
- Officers and Committee Members
- Chapter Awards
- Programs
- Featured Member
- Links to specific sections of ONS Online. Permission is granted to link to any page on ONS Online
- Links to other chapters in your region, state, or city

Presentation

- Professional Appearance: Each chapter page is representing ONS to nurses around the world. If possible, hire a professional design firm to develop your site.
- Make sure your page appears correctly using both Netscape and Internet Explorer
- Check your spelling
- Keep your content updated
- Graphics should compliment the content on the page – not distract from it. Too many graphics slow down the loading of pages and may leave visitors with a poor perception on the site, resulting in fewer visitors
- Make sure the text is legible with the particular background chosen

Publicizing your website

- Send your home page address to the following to make your chapter website more accessible to potential users.
 - ONS Online: membership@ons.org
 - Local universities with nursing programs
 - Major Internet search engines