

# Webmaster 101 for Non-technical Service Volunteers

W308

# Webmaster 101

What you need to know before you say YES!

# Agenda

- Job Description and responsibilities
  - Autonomy
  - Spirit of Rotation
  - Content
  - Technical vs. non-technical background
- Traditions
- Website basics
  - How to set up a website
  - Available tools, CMSs

# Job Description and Responsibilities

- Autonomy
  - Self-starter
  - Ability to work unsupervised
  - Working knowledge of traditions and how they pertain to online media

# Job Description and Responsibilities

- Spirit of Rotation
  - Ability to work seek, train, and work with alternate
  - Ability to set goals for a 2 year rotation and step away

# Job Description and Responsibilities

- Content
  - Each group or district is autonomous so duties may vary
  - Update Schedule information to Area 72 website and (if applicable) district website
  - Be familiar with Area 72 website practices and polices for posting content
  - Acts as a guardian of traditions online
  - Be familiar with AA Guidelines on the Internet and other pertinent AA literature
  - Understanding of copyright laws and AA intellectual rights policy

# Technical vs. Non-technical

- Can make as technical as you want
- Don't need to know how to code to be a webmaster
- If you know how to do an internet search and can use a word processor – you've got the skills
- Willingness to learn how to use a web editor, but not necessarily coding HTML.

# Traditions

- Webmasters are Guardians of AA Traditions
- Recovery, Unity, and Service
- Which Traditions apply to the Web?

# Traditions 1-3

## 1: Unity

- Unity of the group is paramount

## 2: Leaders do not govern

- Webmasters don't dictate policy or own the website

## 3: Desire to stop drinking

- Be aware of the still suffering drunk that may come across your site and is the content appropriate

# Traditions 4-6

## 4: Autonomy

- Each group can decide what information to have on their website – AS LONG AS IT DOES NOT AFFECT AA AS A WHOLE.
- Remember the www means World Wide Web.

## 5: Primary Purpose

- What is the purpose of your website?

## 6: Endorse/Affiliate

Linking to other sites, web hosting, CMSs

# Traditions 7-9

## 7: Self-supporting

- Web hosting, domain name, CMSs

## 8: Non-professional

- May need to hire professional to help sometimes
- Don't make the job so hard that you can't replace yourself

## 9: Not organized

- What is the purpose of your website?

# Traditions 10-12

10: No opinion on outside issues

- Non-AA events, recovery centers, clubhouses

11: Anonymity: our public relations policy

- No photos, first and last names, or personally identifying information of members
- Password protected areas for members?

12: Anonymity: principles before personalities

- Humility ensures the future of our society

# Design, coding, set-up

## How to set-up a website

- Get your domain name
- Get your web host
- Build your site

# Design, coding, set-up

## Get your domain name

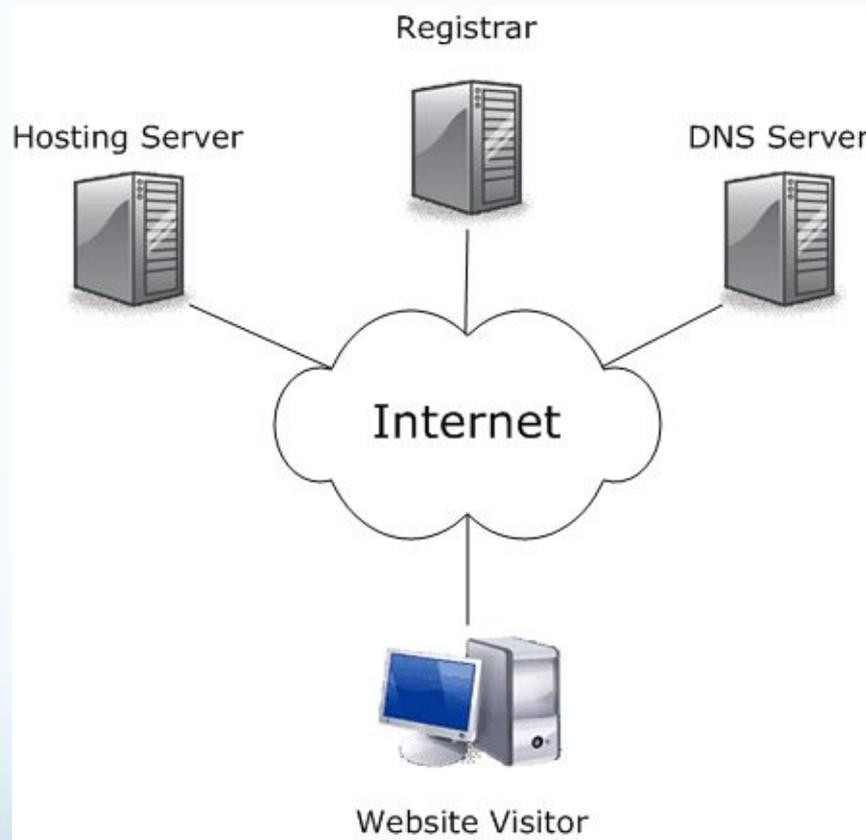
- Myaawebiste.com
- Pay an annual fee for the right to use the name
- You're only registering the name, you don't have a website yet
- Your domain name points to your web host

# Design, coding, set-up

## Get your web host

- Provides a server where your files are stored
- The server sends pages to users' browser when they enter your domain name
- Pay an annual fee for the server
- Choosing a host is an important decision, do your research

# Design, coding, set-up



# Design, coding, set-up

## Get your web host cont'd

- Options include email accounts and calendars
- Many hosting companies also sell domain names
- Hosting companies may also provide a site builder

# Design, coding, set-up

## Build your site

- WYSIWYG editors
- Hosting Site builders
- Upload site files to your host server

# Account Control Panel



Search Help:

Search

**Questions?**  
**Contact us anytime.**

Expand all Modules | [Collapse all Modules](#)

▼ **assembly2013.com: Web Hosting Advanced**

**Go To:**

[Web Hosting Control Panel](#)  
[Domain Control Panel](#)  
[Email Control Panel](#)

**Quick Access Tools:**

[Check Email](#)  
[View www.assembly2013.com](#)  
[Billing Information](#)



**Web  
Hosting  
Advanced**

[Access Manager](#)  
[Marketing Dashboard](#) **NEW**

[Change Plan](#) | [Add Extras](#) | [Cancel Plan](#)

# Domain Control Panel



Welcome, **darrell.cabaes**  
[\[Sign Out\]](#), [\[Account Info\]](#)

[Small Business Home](#) - [Yahoo](#) - [Help](#)

**darrellc.com** : Domains

[Check Email](#)

[Manage My Services](#) ▾

## Domain Control Panel

From this page you can manage every aspect of your domain. For more information on your domain features, [visit the help center](#).

### My Domains:

- [assembly2013.com](#)
- [darrellc.com](#)
- [westcrestconcepts.com](#)

### Get these domains now

Get additional domains to increase your online visibility

- [darrellc.biz](#)
- [darrellc.net](#)
- [darrellc.us](#)
- [darrellc.org](#)
- [darrellc.info](#)

[Get Now](#)

[Search other domains](#)

**Domain Name:** [darrellc.com](#) [\[View\]](#)

**Forwarded to:** [www.westcrestconcepts.com/darrellc](#) [\[View\]](#)

[View/Edit Your Domain Registration](#)

Manage your contact information and registration details.  
Your information is **PRIVATE**.

[View/Edit Your Domain Forward](#)

Manage your domain forwarding destination address (URL).

[Manage Advanced DNS Settings](#)

Create or modify advanced domain name records (such as MX records).

[Edit Domain Locking](#)

Your domain is currently **locked**. [Learn more](#).

[Transfer Your Domain](#)

Steps required to transfer your domain away from Yahoo.

[Get a Free Marketing Dashboard](#) NEW

Track your marketing result and reputation, and find opportunities to help your business grow.

[Starter Web Page](#) (Not Yet Created)

### Turn That Domain into a Web Site Today

Yahoo Domains customers get **35% off**.

Web Hosting plans include:

- ✓ Domain name
- ✓ Business email
- ✓ 24-7 toll-free support
- ✓ 30-day satisfaction guarantee

[Choose Plan](#)

# File Manager



westcrestconcepts.com: Web Hosting

[Check Email](#) [Manage My Services](#)

## Web Hosting Control Panel

[View My Site](#)

[Commerce Central](#) [Email](#) [Create & Update](#) [Manage](#) [Promote](#) [Help](#) [Index](#) [About Commerce Central](#)

[Create & Update](#) > [File Manager](#)

### Web Addresses

#### Domain

[westcrestconcepts.com](#)

#### Subdomains [\[Edit\]](#)

### MySQL Database

[Open database utilities](#)

### Password Protect

[Open Password Manager](#)

This directory is [Public](#) [\[Edit\]](#)

### Site Statistics

[View reports](#)

### Editor Quick Links

[PageBuilder](#)

[PageWizards](#)

[HTML Editor](#)

[PHP Editor](#)

[Perl Editor](#)

### More Information

[Home page help](#)

[File Manager help](#)

[PHP Functions](#)

[FTP help](#)

[westcrestconcepts.com](#) > [assemblyweb](#)

This directory is [Public](#) [\[Edit\]](#)

[Create HTML](#) | [PHP](#) | [Perl](#) | [Text](#) - [Create Subdirectory](#) - [Upload Files](#)

List files:  html  gif  jpg  other - starting with  [Refresh](#)

[Copy](#) [Rename](#) [Move](#) [Move Copies](#) [Delete](#) checked files

[Check All](#) - [Clear All](#)

Name	View	Edit	Modified (GMT)	Size
<a href="#">Up one level</a>				
<a href="#">notes</a>			February 18, 2013	
<a href="#">art</a>			February 18, 2013	
<a href="#">css</a>			February 18, 2013	
<a href="#">images</a>			February 18, 2013	
<a href="#">includes</a>			February 18, 2013	
<a href="#">scripts</a>			February 18, 2013	
<input type="checkbox"/> <a href="#">404.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">500.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">accomodations.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">confirmation.php</a>	<a href="#">View</a>		March 18, 2013	2KB
<input type="checkbox"/> <a href="#">contact.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">directions.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">index.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">insert_registration.php</a>	<a href="#">View</a>		February 21, 2013	2KB
<input type="checkbox"/> <a href="#">program.php</a>	<a href="#">View</a>		February 18, 2013	1KB
<input type="checkbox"/> <a href="#">register.php</a>	<a href="#">View</a>		February 24, 2013	7KB
<input type="checkbox"/> <a href="#">volunteer.php</a>	<a href="#">View</a>		February 18, 2013	1KB

[Check All](#) - [Clear All](#)

[Copy](#) [Rename](#) [Move](#) [Move Copies](#) [Delete](#) checked files

# Hosting Control Panel

The screenshot shows the Yahoo! Small Business Hosting Control Panel for the domain westcrestconcepts.com. The interface includes a top navigation bar with the Yahoo! Small Business logo, a user profile for 'Darrell', and buttons for 'Check Email' and 'Manage My Services'. Below this is a 'Web Hosting Control Panel' header with a 'View My Site' link and a secondary navigation menu with options like 'Commerce Central', 'Email', 'Create & Update', 'Manage', 'Promote', 'Help', 'Index', 'Mobile Web Site', and 'About Commerce Central'. The main content area is divided into several sections: 'Manage' (with a sub-description), 'Tools for Managing Your Site' (containing links for Blog Manager, Access Manager, Snapshot Backups, File Manager, Password Manager, SSL Secure Server, and SOS Online Backup), 'Web Hosting Account Details' (containing Site Details, Service Plan Details, Promotions, and FTP Settings), and three informational boxes on the right: 'More Information', 'Protect Your Privacy', and 'Help Protect Your Data'. Each section provides detailed instructions and links to further resources.

**YAHOO!**  
SMALL BUSINESS

westcrestconcepts.com: Web Hosting Check Email Manage My Services

### Web Hosting Control Panel

[View My Site](#)

Commerce Central | Email | Create & Update | **Manage** | Promote | Help | Index | Mobile Web Site | About Commerce Central

#### Manage

Provide others access to your account, review your FTP and plan details, activate password and SSL protection, and manage backups.

#### Tools for Managing Your Site

**Blog Manager**  
Start a blog or administer a blog you already created.

**Access Manager**  
Give others access to your account and control panels.

**Snapshot Backups**  
Recover earlier versions of your web site files. Most recent backup:  
[Sat, 08 Feb 2014 12:00:00](#)

**File Manager**  
Upload and organize files, work with folders, and create and edit web pages.

**Password Manager**  
Give others FTP and password access to your web site.

**SSL Secure Server**  
Protect sensitive information with industry-standard SSL encryption.

**SOS Online Backup**  
Help protect your files with a secure and affordable data backup solution.

#### Web Hosting Account Details

**Site Details**  
Web addresses:  
[westcrestconcepts.com](#)  
[www.westcrestconcepts.com](#)

Subdomains:  
(no subdomains have been created)  
[Manage subdomains](#)

**Promotions**  
Get more domains. [Learn more.](#)

**Service Plan Details**  
Plan: Web Hosting  
[Change service](#)

**FTP Settings**  
Upload your files more quickly.  
[Learn how to use FTP.](#)  
[Using FTPS \(secure FTP\).](#)

**host:** ftp.westcrestconcepts.com  
**user ID:** darrell\_cabales@westcrestconcepts.com  
**password:** Yahoo password

#### More Information

**Tip: Assign Publishing Privileges**  
Did you know that you can use [Password Manager](#) in combination with [FTP](#) to let others upload to your site? [Learn how.](#)

**Your Domain**  
Questions about your domain? Find all the information you need in our [online help center](#).

**Stay Informed**  
Occasionally we may need to contact you with important information about your account. Do we have your correct email address? [Find out now](#) and [learn more](#) about your default email address.

#### Protect Your Privacy

Do you understand your domain registration? [View your registration information](#) to learn which details are public and how services like Private Domain Registration can help guard against identity theft.

#### Help Protect Your Data

Help guard against the loss of valuable files with a secure and affordable data backup solution. SOS Online Backup offers secure file encryption, global access to your data, and multi-computer backup. [Find out more.](#)

# Content Management Systems

- Can make webmaster easier
- Do not need to know HTML, PHP or MySQL to build a site
- Easier to find/teach replacement
- Most are free now with little

# WordPress

The screenshot shows the WordPress dashboard for the site 'Dragonfly'. The user is logged in as 'Howdy, Gail'. The dashboard includes a sidebar with navigation options like Home, Updates, Akismet Stats, Posts, Media, Pages, Comments, Galleries, Slideshows, Contact, Appearance, Plugins, Users, Tools, Settings, BWS Plugins, Wordfence, and a Collapse menu button. The main content area is titled 'Dashboard' and features a notification about Wordfence settings. Below this are several widgets: 'At a Glance' showing 4 posts, 3 comments, and 8 pages; 'Quick Draft' with a form for creating a new draft; 'Activity' showing recently published posts; 'Comments' with a list of recent comments; and 'WordPress News' with links to recent news items and a popular plugin recommendation.

Dragonfly 0 + New Howdy, Gail

Screen Options Help

## Dashboard

You have not set an administrator email address to receive alerts for Wordfence. Please [click here to go to the Wordfence Options Page](#) and set an email address where you will receive security alerts from this site.

### At a Glance

4 Posts 8 Pages  
3 Comments  
WordPress 3.8.1 running Dragonfly-2013 theme.  
Akismet blocks spam from getting to your blog. There's nothing in your [spam queue](#) at the moment.

### Quick Draft

Title  
What's on your mind?  
Save Draft

### WordPress News

**WordPress 3.8.1 Maintenance Release** January 23, 2014  
After six weeks and more than 9.3 million downloads of WordPress 3.8, we're pleased to announce WordPress 3.8.1 is now available. Version 3.8.1 is a maintenance releases that addresses 31 bugs in 3.8, including various fixes and improvements for the new dashboard design and new themes admin screen. An issue with taxonomy queries in WP\_Query [...]

**WPTavern: Trend: More People Getting Commit Access To The Core of WordPress**

**WPTavern: Aquarius: A Free Responsive WordPress Theme For Personal Bloggers**

**WPTavern: WPWeekly Episode 137 - Making A Living On ThemeForest With Jonathan Atkinson**

Popular Plugin: WooCommerce - excelling eCommerce (Install)

### Activity

Recently Published [See 2 more...](#)

Aug 7th, 3:25 pm [Dragonfly's new home](#)

Aug 6th, 2:46 pm [Dragonfly crew before the start of the 2013 Van Isle 360](#)

### Comments

From Gail on [Dragonfly's new home](#) # love the photos!

From Gail on [Dragonfly's new home](#) # looks great!

From richard ackrill on [Contact Us](#) # cool start to the site

All | Pending (0) | Approved | Spam (0) | Trash (0)

# Weebly

The screenshot shows the Weebly website editor interface. At the top, there is a navigation bar with the Weebly logo, a 'FREE' dropdown, and several menu items: BUILD, DESIGN, PAGES, STORE, SETTINGS, a refresh icon, a desktop/mobile view toggle, a 'PUBLISH' button, and a hamburger menu icon. Below the navigation bar, the page title 'Burien Little Assembly' is visible. The main content area features a large image of two hands holding a small green plant. Below the image is a dark navigation bar with links: Home, Contact Us, Schedule of Events, Committees, History, and Contributions. The main content area contains the following text:

**2014 Burien Little Assembly**  
**March 22nd, 2014**  
**Communicating Our Legacies - Vital in a Changing World**

Planning Committee meetings

All at Noon, 2nd Sunday of each month at Greater Seattle Intergroup

October 13th, 2013

November 10th, 2013

December 8th, 2013

January 12th, 2014

February 9th, 2014

Wrap-up meeting is March 30th, 2014

And the Burien Little Assembly is **March 22th, 2014**

Please show up at our planning meetings if you would like to help out! Plenty of jobs to go around.

For more information, contact John DD

On the left side of the editor, there is a sidebar with various widgets categorized into 'BASIC', 'STRUCTURE', and 'MEDIA'. The 'BASIC' category includes Title, Text, Image + Text, Image, Gallery, Slideshow, Map, and Contact Form. The 'STRUCTURE' category includes Divider and Columns. The 'MEDIA' category includes Search Box and Button. At the bottom of the sidebar is a 'Learn About Pro' button.

# Resources

- Understanding Anonymity P-47
- AA Guidelines on the Internet MG-18
- Anonymity Online F197 – **New!**
- Anonymity: a networked world creates new challenges.  
Grapevine October 2010
- 12 steps and 12 Traditions
- [www.aa.org](http://www.aa.org)

# Thank you!

Questions or comments email [webchair@area72aa.org](mailto:webchair@area72aa.org)