



## STANDARD OPERATING PROCEDURES

SOP TITLE:

WEBSITE AND SOCIAL MEDIA GUIDELINES

SOP NUMBER:

SJAM-IT-SOP-13

REVISION

01




# ST. JOHN AMBULANS MALAYSIA

## (WEBSITE AND SOCIAL MEDIA GUIDELINES)

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Prepared by,



**HOO WE TAK**

(AUTHOR)

Date: 01 June 2018

Approved by,



**DATO' LAI SEE MING**

(COMMANDER-IN-CHIEF)

Date: 01 June 2018



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SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

## CONTENTS

CONTENTS.....	2
LIST OF ABBREVIATIONS.....	4
OBJECTIVE.....	5
SCOPE .....	5
REFERENCES.....	5
RESPONSIBILITY.....	5
1.0 Use of Official Organization Name, Emblem and Motto.....	6
1.1 Official Name .....	6
1.2 Official Emblem .....	6
1.3 Official Motto .....	7
2.0 Basic Website Structure.....	7
2.1 Main Page .....	7
2.2 Profile .....	7
2.3 Contact .....	8
3.0 Website Hosting and Social Media.....	8
3.1 Web Server Hosting Policy .....	8
3.2 Hosting Under Social Network .....	8
3.3 Inactive and Duplication.....	8
4.0 Website Management.....	9
4.1 Updates.....	9
4.2 Webmaster Email .....	9
4.3 Copyright or Trademark Protection Statement.....	9
5.0 CONTENT Restrictions.....	10
5.1 General Restrictions .....	10
5.2 Political Associations .....	10
5.3 Official Release and Classified Articles .....	10
6.0 Accountability.....	11
6.1 Offence .....	11
6.2 Person-in-Charge .....	11



## STANDARD OPERATING PROCEDURES

SOP TITLE:	WEBSITE AND SOCIAL MEDIA GUIDELINES		
SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

7.0 MICROSOFT 365 ACCOUNTS.....	11
7.1 Person-in-Charge .....	11

### Definitions:

- Any phrase that contains the word "State" is with reference to the State and Region.
- Any phrase that contains the word "Division" is with reference to the Division and Corps.
- Any **St. John unit** mentioned in this Guideline refers to all uniform units of the *St. John Ambulance of Malaysia* which include National, State or Region, Area, Corps and Division.



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<b>SOP NUMBER:</b>	<b>SJAM-IT-SOP-13</b>	<b>REVISION</b>	<b>01</b>

### LIST OF ABBREVIATIONS

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<b>AFA</b>	Advanced First Aid
<b>ASO</b>	Area Staff Officer
<b>DO</b>	Divisional Officer
<b>HQ</b>	Headquarters
<b>NCO</b>	Non-commissioned Officer
<b>OTC</b>	Officers' Training Course
<b>SSO</b>	State Staff Officer
<b>Supt.</b>	Superintendent
<b>TtT</b>	Training the Trainers



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SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

### OBJECTIVE

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To serve as guide for the management of SJAM website and social media.

### SCOPE

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This document covers processes related to creation, maintenance and termination of website or similar media created for such purpose. The processes in this document are applicable to all SJAM units.

### REFERENCES

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1. ISO 9001 Clause 8.5 (Production and service Provision)
2. ISO 9001 Clause 8.6 (Release of products and services)

### RESPONSIBILITY

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State/Regional/Area Commander

State/Regional/Area/Division Honorary Secretary



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SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

## 1.0 USE OF OFFICIAL ORGANIZATION NAME, EMBLEM AND MOTTO

### 1.1 OFFICIAL NAME

- 1.1.1 The title of any *St. John Ambulance* website regardless of unit shall always include the name of legal entity "*St. John Ambulance of Malaysia*" (for English version) or "*St. John Ambulans Malaysia*" (for Malay version) followed by the name of the respective unit and subsequently the name of State/Area which it belongs.

Examples:

- The title for a state website example, Kedah Headquarters shall be "*St. John Ambulance of Malaysia, State of Kedah*" (if in English version) or "*St. John Ambulans Malaysia, Negeri Kedah*" (if in Malay version);
- The title for a St. John Ambulance Area website example, Area No. 3, Melaka, shall be as follows: "*St. John Ambulance of Malaysia, Area No 3, State of Melaka*" (in English) or "*St. John Ambulans Malaysia, Kawasan No. 3, Negeri Melaka*" (in Malay);
- The title for a St. John Ambulance division website shall in the following manner "*St. John Ambulance of Malaysia, Sekolah Paduka Tuan Division, Segamat Area, State of Johor*" (in English) or "*St. John Ambulans Malaysia, Divisi Sekolah Paduka Tuan, Kawasan Segamat, Negeri Johor*" (in Malay).

- 1.1.2 The name of the State may also be written in full. E.g. Johor Darul Ta'zim in lieu of State of Johor.

- 1.1.3 This rule will apply to all significant website elements including but not limited to, the title, descriptions, and website keywords of the website. The Webmaster may only mention the name of unit in content of the website. However, the format of the official name must be strictly followed when particular text is intended to refer to the official name of the unit.

### 1.2 OFFICIAL EMBLEM

- 1.2.1 The use of emblem, logo or crest of St. John Ambulance is strictly defined by the General Regulations and SJAM SOP. The St. John Ambulance emblem used in the website must follow the official design from the National Headquarters. Webmaster can always obtain a copy of the official emblem from the National Headquarters via email [admin@sjam.org.my](mailto:admin@sjam.org.my). The *St. John Ambulance* emblem displayed on any *St. John Ambulance* website should be original, good quality and not less than 150 dpi resolution.
- 1.2.2 Unit may display the official logo for the Order of St. John. However such display must be accompanied with display of SJAM logo.
- 1.2.3 There should be no alteration of the official emblem in all circumstances without written permission from Secretary-General.



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SOP TITLE:	WEBSITE AND SOCIAL MEDIA GUIDELINES		
SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

### 1.3 OFFICIAL MOTTO

- 1.3.1. The official motto of St. John Ambulance of Malaysia is “*For the Service of Mankind*” or “*Perkhidmatan Bagi Manusia*”. No other variations are allowed.

## 2.0 BASIC WEBSITE STRUCTURE

Note: The Guidelines under this section make reference to the fundamental elements that should be present in a *St. John Ambulance* website. It is not intended to restrict Webmaster’s creativity from including any other additional information that deemed fit for the purpose of informing and educating the public and members about *St. John Ambulance* activities.

### 2.1 MAIN PAGE

- 2.1.1. The main page should consist of the name of the *St. John Ambulance* unit. The name of the unit should be prominently displayed on the Main Page and should be identical to the title of the website defined under section 1.1.

### 2.2 PROFILE

- 2.2.1. The website should include pages (not necessarily named as “Profile”) that include information about their unit. Below are some non-exhaustive examples that the Webmaster may include:
- History – history of the unit
  - St. John Ambulance State/Regional or Area Council or the EXCO of the Division
  - Divisions under their charge
  - Contact Numbers
  - Awards, achievements and events
- 2.2.2. State/Regional/Area/Corps/Division websites are not to duplicate the content in the National Headquarters website e.g. SJAM History and these websites are prohibited from posting any form of circular, official correspondence and policy documents.



## STANDARD OPERATING PROCEDURES

SOP TITLE:	WEBSITE AND SOCIAL MEDIA GUIDELINES		
SOP NUMBER:	SJAM-IT-SOP-13	REVISION	01

### 2.3 CONTACT

- 2.3.1. The website must contain at least a page where contact details of the persons-in-charge for the respective unit are stated. The page may consist of a list of Staff Officers or Divisional Officers together with the appropriate communication channel (telephone and/or fax number and email). The contact information should be up to date and accurate.

## 3.0 WEBSITE HOSTING AND SOCIAL MEDIA

### 3.1 WEB SERVER HOSTING POLICY

- 3.1.1. All units are encouraged to host under any local or global web server in order to promote the building of *St. John Ambulance* web community. However, the unit website should not be a direct agent of any hosting company. 80% of the content in the website should contain information about the unit.

### 3.2 HOSTING UNDER SOCIAL NETWORK

- 3.2.1. Units can also create sites hosted under social network such as Blogspot, Facebook and google.

### 3.3 INACTIVE AND DUPLICATION

- 3.3.1. Pages created on social network should be maintained and monitor. Area should exercise control over creation of such pages on social network. It is Area's responsibility to delete the duplicates and inactive sites.





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SOP TITLE:	WEBSITE AND SOCIAL MEDIA GUIDELINES		
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### 4.0 WEBSITE MANAGEMENT

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#### 4.1 UPDATES

- 4.1.1. The unit's website should be up-to-date, if not updated at regular intervals. The updates should include latest information and news being added or updated in the website.

#### 4.2 WEBMASTER EMAIL

- 4.2.1. There should be an email to contact the Webmaster, published on the main page of the website or in the profile section if the site is hosted under social network.

#### 4.3 COPYRIGHT OR TRADEMARK PROTECTION STATEMENT

- 4.3.1. The website shall include a trademark and copyright statement at the bottom of homepage in the website. The statement shall be worded as below:

Line 1:

Copyright © [Year] St. John Ambulance of Malaysia [Unit Name, Certification No.] All rights reserved.

Line 2:

The names "St. John Ambulance", "St. John Ambulans" and the emblem are protected under the Laws of Malaysia and other laws where St. John Ambulance or the Order of St.

John exists. Unauthorized use is prohibited."

*Note: No spacing between the lines.*



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SOP NUMBER:

SJAM-IT-SOP-13

REVISION

01

## 5.0 CONTENT RESTRICTIONS

### 5.1 GENERAL RESTRICTIONS

- 5.1.1. A *St. John Ambulance* website, social media or any media in electronic form should not serve as a direct agent for any commercial purpose. Any inappropriate language, pictures and any kind of media is prohibited. The website shall promote and maintain the good name of *St. John Ambulance* and shall not be used as a channel for criticism of any superior officers and complaints.

### 5.2 POLITICAL ASSOCIATIONS

- 5.2.1. St. John Ambulance is politically neutral and does not participate in any form of political activities. A St. John Ambulance website should not in any way to be associated with any political parties, groups or NGO. Any reposting, share and commenting on articles with political nature are strictly prohibited.

### 5.3 OFFICIAL RELEASE AND CLASSIFIED ARTICLES

Note: The Official Release Documents are any standard documents defined by the National Headquarters. Units are not to post such documents online without restricted access.

- 5.3.1. The official name, emblem and motto: As defined in Section 1 are protected articles of St. John Ambulance of Malaysia. Only St. John Ambulance members may use the name and emblem according to the procedures set by the St. John Council of Malaysia.
- 5.3.2. Regulations: Units are not allowed to publish or repost any circulars, correspondence, Regulations and Act documents issued by the National Headquarters. However, a *St. John Ambulance* website can always be linked to the National Headquarters for the official copy of these regulations. All reference and circular documents should be in Adobe PDF format to avoid unauthorized amendments.
- 5.3.3. All other units should not include information that is not directly relevant to their respective units. Information of National Headquarters, History of the Order should not be included in the website.



# STANDARD OPERATING PROCEDURES

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SOP NUMBER:

SJAM-IT-SOP-13

REVISION

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## 6.0 ACCOUNTABILITY

### 6.1 OFFENCE

- 6.1.1. It is an offence to use the website as a channel to express grievances, criticisms or insults to any superior officers or St. John Ambulance of Malaysia as a whole that will tarnish the good name and image of St. John Ambulance. All grievances and complains should be brought to the attention of appropriate officers using the proper channel as defined in the General Regulations. Any such offence will face disciplinary actions as defined in General Regulations.

### 6.2 PERSON-IN-CHARGE

- 6.2.1. Inappropriate and unauthorized materials should not be published in the website. The highest-ranking officer in that unit is responsible for the contents in the website.

## 7.0 MICROSOFT 365 ACCOUNTS

### 7.1 PERSON-IN-CHARGE

- 7.1.1. Consignment - All Microsoft 365 (MS365) accounts are fully owned by National Headquarters. Accounts are consigned to establishments of SJAM with Authorised Person (AP) nominated by respective Commanders.
- 7.1.2. Establishment may contact National Headquarters for technical support via email [support@sjam.org.my](mailto:support@sjam.org.my)
- 7.1.3. Any changes of AP need to be reported to National Headquarters via email [support@sjam.org.my](mailto:support@sjam.org.my) within 7 days.
- 7.1.4. The MS365 is considered property of SJAM. Accounts cannot be used for any personal and illegal use. Any abuse will result in disciplinary action including legal actions against offenders.