

Five Star
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Scouting And The Internet:

C-502 – Where To Begin

C-508 – Tips For The Unit Webmaster

Jim Zeszutek, PE

Southeast Wisconsin Council, Gateway District Commissioner
jwzeszutek@zeszutek.com
8121 65th Avenue
Kenosha, WI 53142

Southeast Wisconsin Council, Inc., BSA Home Page: <http://www2.wi.net/scouts/>
Gateway District Home page: <http://www.gatewaybsa.org/>

Leadership Corner

One of the most simple and memorable verses to me is the Philmont Grace.

Do you know it? Do you live it?

FOR FOOD

For the food of combined thought from all over our great country,
to help us grow wiser in scouting.

FOR RAIMENT

For our scouting uniform,
which we have not only the blessing to wear,
but the duty to honor.

FOR LIFE

For a life of freedom in these great United States,
a nation unsurpassed anywhere on this fragile planet,
where we are truly free to live the aims of scouting.

FOR OPPORTUNITY

For the opportunity of Philmont and this
scouting event itself. To be here with you,
some of the finest in the scouting movement.

FOR FRIENDSHIP

For those we have met at Philmont,
and grown to respect through that common interest,
our devotion to the development of the youth.

AND FELLOWSHIP

To share a laugh. To help
a friend in some small way. To share a
sunrise,
a sunset, this scouting event. To return,
if only for a moment, to our youth again
and together climb a mountain,
and reach the stars.

WE THANK YOU GOD

Our thanks goes to the one who
we individually believe allows
us to share the scouting
experience with
all.

Mr. Z

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Introduction

The Internet has changed all. Its influence on our culture is strong and growing. The Web is by far the most exciting development of the Internet, as it is the fastest growing communication medium in history. Scouting's presence on the web is growing at a very fast rate. The Web is becoming a vast resource for general Scouter communications along with the transmittal of BSA policy and scouting "tribal knowledge." There is goodness on the web, and there is the dark side. Knowing how to use the Web to further the aims of scouting is our challenge as leaders.

World Wide Web

The World Wide Web combines graphics, images, sounds, video, and text to present information in "hypertext" format. The World Wide Web is all of the information and multimedia content available on the Internet. The World Wide Web is known as "WWW" "3W," or "W3," but you'll most often see it referred to simply as "the Web" or just "Web." Those with slow connections call it the "World Wide Wait." The World Wide Web is appealing and powerful because it allows many people to share resources at the same time. What makes the Web unique is the ability to jump from one document to another with the simple click of a mouse. The documents, and the links between, form a "web" of information. These links are called "hypertext links."

The World Wide Web is a part of the Internet that allows clients to publish and consume information quickly, efficiently and easily. The Web defines and assumes a simple, standard communications protocol that allows clients to share a wide variety of data types, such as text, sounds, pictures and even video. The Web is composed of millions of documents that contain special links which point to other documents. These links are known as *uniform resource locators* or URLs and can point to documents stored on the local computer or any other computer connected to the Internet. There are two types of programs that make the Web work, *web servers* and *web browsers*. A web server runs on a computer and accepts and services requests from web browsers. Web servers don't provide any user interfaces for users, they are the plumbing code that loads documents and hands them off to web browsers. A web browser is a program run by users on their local computer. The web browser interprets URLs within a web document and contacts the web server that stores that document. The browser asks the server for the document and then draws it on the screen for the user.

Let's establish what the World Wide Web is not: contrary to popular belief, the World Wide Web and the Internet are not the same thing. The Web is part of the Internet, and the two are not synonymous. These terms are often used interchangeably, but this is incorrect. The "World Wide Web" is a body of text and "multimedia" content, and it is a global, interactive, graphical system that runs over the Internet. "The Internet" refers to the physical side -- a global network of interconnected computers intertwined in a network. The Internet consists of computers, hardware, protocols; everything necessary to exchange information. The early exchange of information via the Internet was sometimes difficult to master, and the presentation of the information was often dry and static. This is where the World Wide Web comes into play. The Web not only allows easier access to the information found on the Internet, it takes it a step further: the Web provides a user-friendly "translation" of the Internet by illustrating its information in vibrant, dynamic ways.

Think of the World Wide Web as an orange peel, and the Internet as the actual orange beneath the peel. The orange is the juicy, nutritive, meaty information that you want to get to. The orange consists of FTP, Telnet, e-mail, and other electronic media tools. This is where all the "good stuff" resides. This part of the orange is why you buy the orange in the first place -- to get to the meat and the juice. The orange peel, however, is what holds the orange together. The peel allows you to transport the orange with ease, it protects the orange from dirt and dust, and it keeps it moist and flavorful. The orange without the peel is dry, strange looking, and perhaps not initially very appetizing. The peel without the orange is a sweet-smelling, tough husk that is virtually useless. Together however, the orange (the Internet) and the orange peel (the Web) make a great team!

Then again, one can consider the Internet to not be of the physical world as professed by Dr Joe Burns, original webmaster of <http://www.htmlgoodies.com>

**“The Internet is not wires and computers.
The Web is communication in its more pure form.”**

Joe Burns Ph.D.

Why Invest in a Web Site?

Why invest in a unit Web site? It simply is another way to communicate to your Scouters. The Web is:

- Open 24 hours a day, seven days a week
- Relatively inexpensive way to supplement normal communication channels.
- The net is becoming the place to obtain information in preference to other media
- Can easily use pictures, graphics, and color to present information
- The online scouting community is growing by leaps and bounds which provides a growing body of knowledge

Nirvana?

Is it a perfect medium? Certainly not. There is a dark side to the net. Hazards include: Net Stalkers, Computer Viruses and Virus, Hoaxes, Scams, Cons, Disinformation/Rumors and pornography. These are the reasons that your BSA Webmaster should be an experienced individual with good judgment and a demonstrated ability to use common sense while following established BSA rules.

Know Your Volunteer's Internet Experience Level

Are we all Web Savy? Not yet. Use the Web to supplement your program, not all of your Scouters have the same level of Web experience. A November 2001 survey by [Harris Interactive](http://www.harrisinteractive.com/) is interesting not for what it found, but for what it didn't find -- specifically, no sizeable increase in the U.S. adult Internet population for the first time since 1994. The proportion of all adults who are online at work, at home or from any other location such as school, library or cyber café has remained virtually unchanged at 64% for the last 12 months. This translates into approximately 127 million adults aged 18 and over, up from 121 million in the previous year. These are the results of *The Harris Poll*[®] of over 2,000 adults surveyed by telephone in September and October 2001 by Harris InteractiveSM (<http://www.harrisinteractive.com/>)

What is remarkable about these results is that this is the first time since the rapid growth of Internet use began in 1994 that we have not seen sizeable increases in Internet penetration over a twelve month period. The proportion of all adults online was 9% in 1995, rose to 30% by 1997, to 56% by 1998 and 63% by this time last year. The one percentage point increase from last year to 64% this year is not statistically significant.

U.S. Adults Online	
Year	Adults Online
1995	9%
1997	30%
1998	56%
2000	63%
2001	64%
Source: Harris Interactive	

So what you say? **If you are lucky if half of your volunteers are web savy enough to use the web on a regular basis to help the program.** Know your audience and do not rely totally on the web to provide the promise!

S502 – Scouting And The Internet, Where To Begin

Some basics. Once you get the following you can tap the internet and use it to deliver the promise:

1. Computer, PC or Mac. No need to have the latest technology, 486 will do.
2. Web browser. Internet Explorer or Netscape
3. Internet connection, telephone line, cable modem, DSL
4. Internet Service Provider (ISP)

Now we need somewhere to go.

Scouting Sites

BSA's Web Site

The BSA Web site (<http://www.bsa.scouting.org/>) is the perfect starting point. A comprehensive list of BSA sites is at <http://www.scouting.org/site/sites.html>.

The BSA site is growing quickly. It currently consists of four separate, self-contained Web sites:

- Information for the general public
See "Sign Up For Scouting" at <http://www.scouting.org/nav/signup.html>
- Information and resources for program participants
See "Youth Participants" at <http://www.scouting.org/nav/scouts.html>
- Information and resources for adult volunteers and resources for professional Scouters. See "Adult Volunteers" at <http://www.scouting.org/nav/volunteers.html>
- Recruiting-oriented information for individuals interested in joining or supporting a unit See "About The BSA" at <http://www.scouting.org/nav/about.html>
- Web based database for locating councils
See "local Councils" at <http://www.scouting.org/councils/index.html>

How To Find Stuff In The BSA Site

The search area for the BSA site is in the site map found in the adult volunteers area at <http://www.scouting.org/sitemap.html> Note that if you use this url you lose the frame

Hard To Find Stuff in the BSA Site

If you access the BSA site map you can use their search engine at <http://www.scouting.org/sitemap.html>. Try typing in "Internet". Got Stuff? Not really. But the BSA has guidance on the web, right? The Internet guidance is in a folder that is not linked from the main site. See <http://www.scouting.org/site/>

So what is this? It is a directory that is open to the browser that is not indexed by the search engine.

- First off there is <http://www.bsa.scouting.org/site/faststart.html>. This is computer-based Cub Scout Fast Start Leader Training that has been developed and is now available for councils to include in their Web sites. This training does not replace the current video-based Fast Start, but provides an additional method of delivering this important information to new leaders.

This interactive training experience takes leaders through a "What Every Cub Scout Leader Should Know" section, then allows them to choose the training appropriate to their position. Specific sessions for new Cub Scout den leaders, Webelos Den leaders, Cubmasters, pack committee members, and Tiger Cub coaches are included.

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- The BSA forms are accessible from the site search engine through a “forms” search. So what is this link at <http://www.bsa.scouting.org/site/forms.html> . This is guidance on the use of BSA Web forms. But there are no forms here, only verbage! Listed inside this html file is a "menu" hot link at <http://www.bsa.scouting.org/forms/index.html> that gets you to the forms. This is what you need to follow for the directory of forms and this is what you would put on your unit Web page so the forms are accessible to your leaders.
- Guidance to Webmasters is at <http://www.bsa.scouting.org/site/frames.html> and <http://www.bsa.scouting.org/site/links.html>
- Guidance to the use of the Web site ScoutStuff at <http://www.scoutstuff.org> is provided at <http://www.bsa.scouting.org/site/scoutstuff.html> The National Supply Division’s Web site features products from the *Official Catalog*. The site does not have e-commerce capabilities—instead, visitors browse the site and assemble items on a shopping list that, when completed, provides the addresses of scouting retailers near the customer’s ZIP code area.
- The folder for the Internet standards is at <http://www.bsa.scouting.org/site/standards/>
- The BSA national council has issued the "Guidance for Unit Web Sites." These guidelines address a few vital items pertaining to unit Web sites and is at <http://www.bsa.scouting.org/site/units.html>
- A list of BSA sites is at <http://www.scouting.org/site/sites.html>
- Recruiting-oriented information for individuals interested in joining or supporting a unit See “About The BSA” at <http://www.scouting.org/nav/about.html>
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- Web based database for locating councils
See ‘local Councils’ at <http://www.scouting.org/councils/index.html>

Additional BSA Sites

[Boys' Life magazine](http://www.boyslife.org) (<http://www.boyslife.org>) This URL was registered to facilitate promotion. It points to the same destination as <http://www.scouting.org/mags/boyslife>

[Scouting magazine](http://www.scoutingmagazine.org) (<http://www.scoutingmagazine.org>) This URL was registered to facilitate promotion. It points to the same destination as <http://www.scouting.org/mags/scouting>

[Give 2 BSA](http://www.give2bsa.org) (<http://www.give2bsa.org>) This URL was registered to facilitate promotion. It points to the same destination as <http://www.scouting.org/fsd/give2bsa>

[Supply Division, BSA](http://www.scoutstuff.org) (<http://www.scoutstuff.org>) A separate stand-alone site for Supply Division

[Direct Service BSA](http://www.directservicebsa.org) (<http://www.directservicebsa.org>) A separate stand-alone site operated by Direct Service to communicate with their members

[Learning for Life](http://www.learning-for-life.org) (<http://www.learning-for-life.org>) A separate stand-alone site for Learning for Life and Exploring programs.

[Finance Support Division](http://www.fsd.org) (<http://www.fsd.org>) A separate stand-alone site operated by FSD. Note: this site is meant for finance support personnel in the field, and does not provide material of general interest

Volunteer Scouting Sites

The best beginning point volunteer site is at <http://usscouts.org/> Here a group of volunteers have set up a portal site with areas for all the venues of scouting. The site map at <http://usscouts.org/findit/usspsitemap.html> indicates how large the site is.

The search engine is at <http://usscouts.org/GoScouting/> .

<http://usscouts.org/usscouts/start.asp>

- <http://usscouts.org/internet.asp> Internet information
- <http://clipart.usscouts.org/>
- <http://www.macscouter.com/>
- <http://www.netcommish.com/>
- <http://www.scoutmaster.org/>
- <http://www.cubmaster.org/>
- <http://www.scoutcamp.org/>
- <http://www.jambo2001.org/>
- <http://www.worldscouting.org/>

Commercial Scouting Sites

The scouter.com site is at <http://www.scouter.com/> . This site has several valuable areas to link to. They will give you free web space such as that at <http://host.scouter.com/wi/jwzeszutek/> .

Finding Information On The Web Using Traditional Search Engines

- <http://www.altavista.digital.com> Alta Vista
- <http://www.google.com/> Google
- <http://www.excite.com> Excite
- <http://www.hotbot.com> HotBot
- <http://lycos.cs.cmu.edu/> Lycos Search Engine
- <http://www.mckinley.com/> Overture
- <http://www.metacrawler.com> Metacrawler
- <http://home.netscape.com> Netscape Search Site
- <http://www.webcrawler.com/> Webcrawler
- <http://www.yahoo.com> Yahoo

Email

As the Net evolves many units and districts are using e-mail to supplement telephone-calling trees as a method of communication. Email is cheaper and faster than a letter, less intrusive than a phone call, less hassle than a FAX. Remember that it should only supplement traditional communication methods, many Scouters do not have email. Less than half of the households in any given community have computers with Internet service and less in economically challenged areas. For that reason, e-mail does not serve well as a primary means of communication to all Scouters. If you rely too heavily on email you will risk alienating those who are not Internet savvy. Although it does not reach all Scouters, it does give online Scouters the opportunity to exchange ideas with other Scouters from around the country and around the world through discussion groups and discussion forums.

What Makes Email Different?

Electronic communication, because of its speed and broadcasting ability, is fundamentally different from paper-based communication. Because the turnaround time can be so fast, email is more conversational than traditional paper-based media. In a paper document, it is absolutely essential to make everything completely clear and unambiguous because your audience may not have a chance to ask for clarification. With email documents, your recipient can ask questions

immediately. Email thus tends, like conversational speech, to be sloppier than communications on paper. This is not always bad. It makes little sense to slave over a message for hours, making sure that your spelling is faultless, your words eloquent, and your grammar beyond reproach, if the point of the message is to remind everyone to attend roundtable.

However, your correspondent also won't have normal status cues such as dress, diction, or dialect, so may make assumptions based on your name, address, and - above all - facility with language. You need to be aware of when you can be sloppy and when you have to be meticulous.

Email also does not convey emotions nearly as well as face-to-face or even telephone conversations. It lacks vocal inflection, gestures, and a shared environment. Your correspondent may have difficulty telling if you are serious or kidding, happy or sad, frustrated or euphoric. Sarcasm is *particularly* dangerous to use in email. Another difference between email and older media is that what the sender sees when composing a message might not look like what the reader sees. Your vocal cords make sound waves that are perceived basically the same by both your ears as your audience's. The paper that you write your love note on is the same paper that the object of your affection sees. But with email, the software and hardware that you use for composing, sending, storing, downloading, and reading may be completely different from what your correspondent uses. Your message's visual qualities may be quite different by the time it gets to someone else's screen.

Free email

Web mail accounts are free and easy. You can get a free account to handle all your Web newsletters. Provide this account when signing up for all of that free stuff on the Web.

- Yahoo provides a Web mail at <http://login.yahoo.com/config/mail?.intl=us&.lg=us>
- Hotmail is at <http://lc1.law13.hotmail.passport.com/cgi-bin/login>
- A free email address directory can be found at <http://www.emailaddresses.com/> where there are [listings for over 1,100 free email services](#), [articles about free email](#), [resources to help you find the email address of family or friends](#), plus 100s of other free resources from [calendars](#) to [free internet access providers](#).

ISP Email

Your ISP will usually give you an email to use. Usually this is the email server that you must use to send mail. For example, if Road Runner is your primary service, you need to send email out through smtp-server.wi.rr.com . An example of an ISP email is jwzeszutek@earthlink.net

Domain Name Email

All email has a domain name attached to it. In the above example the domain name is "earthlink.net". If you purchase your own domain name you will then use that name in your email. An example of this would be jwzeszutek@zeszutek.com . The gateway district of SEWC has purchased the domain name "gatewaybsa.org" . We then can use email addresses such as webmaster@gatewaybsa.org .

Email Lists

Scouts and Scouters frequently share common interests through e-mail based discussion groups. These groups are great for sharing information on cooking, camping, Eagle projects, community service projects, trips, and much more. With email the messages from the group are sent to your email account. There may or may not be a copy on the server that is controlling the group. You typically "subscribe" to the list and then the emails members of the list send to the list are also sent to you. When your interests change you then "unsubscribe." A good list is at <http://usscouts.org/netresources/netresources5.asp> .

Scouts-L

Large email lists such as Scouts-L are maintained by organizations and typically have thousands of members. SCOUTS-L is the "Electronic Roundtable that Never Ends". SCOUTS-L provides opportunities for members of youth groups world-wide to interact, compare notes on their programs, discuss organizational problems and concerns, and communicate with members all over the world! While the groups discussed may be heavily weighted towards the programs of the Boy Scouts of America (BSA), it also includes Girl Scouts and Girl Guides, Boys' and Girls' Clubs, and other world-wide scouting and youth organizations.

The act of SUBSCRIBING to the SCOUTS-L list is to place your name on the list that will allow you to receive all postings to the SCOUTS-L list, as well as to be able to post messages to SCOUTS-L. To subscribe you should send a 1-line email message to LISTSERV@LISTSERV.TCU.EDU without any extra headings or signature lines. This message should be as follows: SUBSCRIBE SCOUTS-L your name. You should use your REAL NAME in place of "your name". Name "Handles" are not accepted on SCOUTS-L. Your email address is taken from the "FROM" line of your email heading.

The list owner generally will send you a set of guidelines for using the list. Members then send a message to the list and the message is relayed to each member of the list. Scout-L is set to send a maximum of 50 messages a day. Check this mail account often! You can delete items that are not of interest to you and read the helpful ones. There is also an option to receive one single "digest" of all messages posted that day.

If you find something interesting you should respond back directly to the person that sent the e-mail or to the group. Please do not respond to the list unless you are directing the message to the list. Use the BCC option (Blind Carbon Copy) to avoid distributing names and emails to unwanted sources or hackers. See <http://www.engr.tcu.edu/~eidson/scouts-l/swelcome.html>

Newsgroups

With newsgroups the messages from the group resides on the server and you use a tool to view the subject line of the message. You then select and download the content as necessary. No individual message is sent to your email account. The following is from <http://usscouts.org/netresources/usenet.html>

UseNet News Groups

Usenet is a global compendium of discussion forums on several thousand topics. Many computers that employ the UNIX operating system can provide their users access to the flows of conversations that include people from all over the globe. Some Usenet newsgroups focuses on BSA, GSUSA, WAGGGS, WOSM and other scouting organizations around the world or other topics of interest to Scouters.

- [*rec.scouting.issues*](#) *Newsgroups for discussion of political issues related to Scouting*
- [*rec.scouting.misc*](#). *General discussion about Scouting outside the USA.*
- [*rec.scouting.usa*](#) *Newsgroup for Scouting issues specific to the USA.*
- [*uk.rec.scouting*](#). *Discussion of Scouting within the United Kingdom.*

Email Group Lists

Email groups allow you to send email messages to a group of people using just ONE email address. No more typing in a list of addresses! They are often called Opt-in lists since users apply to be included in the list.

- <http://www.yahogroups.com/> provides a good list service with minimal advertising Yahoo! Groups is a free service that allows you to bring together family, friends, and associates through a web site and email group. You don't need to know HTML to create your own site. Yahoo! Groups offer a convenient way to connect with others who share the same interests and ideas. Units and districts have used this service to create electronic lists to distribute unit information. A search of this service for the keyword "boy scouts" yields over three hundred established groups!
- The Microsoft list service at <http://www.listbot.com/> has been discontinued.

Netiquette

"Etiquette" - the forms of behavior required by good breeding or prescribed by authority in social or official life.

"Netiquette" - etiquette on the network or Internet; the conventions of politeness recognized on the Internet prescribed by nobody but your mother.

There are many sources for netiquette on the Web. In general do not put anything in an email that you would not like your mother to read. Messages in all CAPITAL LETTERS are regarded as shouting and generally frowned upon. The sparing use of all capitals for emphasizing a particular word in an appropriate context may be appropriate to express a strong feeling, but you need to be careful not to offend others unknowingly.

Be considerate of the email addresses of your contacts. Use the BCC option (Blind Carbon Copy) to avoid distributing names and emails to unwanted sources or hackers.

Likewise you will find that flaming (personally attacking an individual rather than an idea) is not acceptable in most forums and lists. Rude conduct is neither necessary nor acceptable. Remember to live the Scout law online. Be courteous and kind.

Core Rules of Netiquette

The Web has several guides to netiquette. AOL has one at <http://webmaster.info.aol.com/netiquette/>. Another good source is at <http://www.webfoot.com/advice/email.top.html#intro>.

The following are "Core Rules of Netiquette" and are from the book *Netiquette* by Virginia Shea. See <http://www.albion.com/netiquette/corerules.html> for the complete site.

- [Introduction](#)
- [Rule 1: Remember the Human](#)
- [Rule 2: Adhere to the same standards of behavior online that you follow in real life](#)
- [Rule 3: Know where you are in cyberspace](#)
- [Rule 4: Respect other people's time and bandwidth](#)
- [Rule 5: Make yourself look good online](#)
- [Rule 6: Share expert knowledge](#)
- [Rule 7: Help keep flame wars under control](#)
- [Rule 8: Respect other people's privacy](#)
- [Rule 9: Don't abuse your power](#)
- [Rule 10: Be forgiving of other people's mistakes](#)

Other Resources On Netiquette

- <http://db.tidbits.com/getbits.acgi?tbser=1141>

Ways Of Expressing Feelings/Emotions

You may also run across hieroglyphic-like punctuation marks that look like :-). These are called smiley faces. If you turn your head to the left, you see that the colon makes up the eyes; the nose is a hyphen; and the mouth is a parenthesis. Substituting a semicolon for the colon ;-), gives you a winking smiley face. There are many other variations on the smiley face, but most of the others are not used very often.

Also see:

- <http://www.xs4all.nl/~ernstmul/emoticon.html>
- <http://www.randomhouse.com/features/davebarry/emoticon.html>
- <http://www.geocities.com/SouthBeach/Marina/2492/layout.html>
- <http://www.won.nl/dsp/usr/mvketel/Internet/emoticon.html>

Smiley Examples

- :-) The basic smiley. This smiley is used to inflect a sarcastic or joking statement since we can't hear voice inflection over the net.
- ;-) Winky smiley. User just made a flirtatious and/or sarcastic remark. More of a "don't hit me for what I just said" smiley
- :-(Frowning smiley. User did not like that last statement or is upset or depressed about something.
- :-I Indifferent smiley. Better than a Frowning smiley but not quite as good as a happy smiley
- :> User just made a really biting sarcastic remark. Worse than a :-).
- >:-> User just made a really devilish remark.

Internet Hoaxes

Viruses and hoaxes are part of the darkside of the web. Symantec is the best source for information on viruses. See <http://www.symantec.com/>

Investing in a firewall and virus program is an important addition to your computer setup.

S508 - Scouting And The Internet, Tips For The Unit Webmaster

BSA Rules And Regulations Pertaining To "Official" Council Web Sites

The council can have a site, the District and units have their sites. If you follow BSA guidance you will help to standardize the movement's presence on the web.

See "Standards and Guidelines for Internet Publishing and Maintaining Local Council Web Sites" at <http://www.bsa.scouting.org/site/standards/> for the current BSA guidance on Council sites.

To have a council link from the BSA site you must adhere to the guidance at <http://www.scouting.org/site/links.html>

Guidance for unit websites is at <http://www.scouting.org/site/units.html>

Order Of The Arrow Guidance

The OA guidelines were adapted from the guidelines that the BSA electronic publishing division has established for council Web sites. The OA guidelines were approved at the May 1999 National OA Committee meeting. They were publicized at the 1999 National Leadership Summit.

The guidelines are at URL <http://www.oa-bsa.org/resources/wsguide.htm>

Youth Protection

The U.S. Department of Education has provided a "Parents Guide to the Internet" which can be found at <http://www.ed.gov/pubs/parents/internet/>.

The BSA guide to safe scouting is on the Web at <http://www.scouting.org/pubs/gss/index.html>

Official BSA Council Sites

Councils who are known to operate official Web sites are linked from the council locator. To determine whether a council has a Web site, access the following program:

<http://www.scouting.org/cgi/councils/number.pl?###>

replacing "###" with the council number.

To see a list of all council Web sites (rather than checking one council at a time), see:

<http://www.scouting.org/cgi/councils/all>.

If a council site exists, but is not linked from the locator, the National Office is unaware of its existence.

Guidelines and procedures for informing National of the site's existence are provided at

<http://www.scouting.org/site/links.html>

Web Site Hosting

To pay or not to pay for space on the Web? Some are free, some are not. Remember that you always pay for your Web site. Usually server space is free with an email account with your Internet Service Provider (ISP). If you have an AOL account you have personal Web server space to use. New PCs can come with a year of free ISP service that includes email and personal web server space. Typically an ISP should provide you with all of the

necessary software to access e-mail, surf the Web, and use FTP sites. Often they will provide you with "lite" freeware/shareware versions of software.

If you are thinking about selecting a new ISP, use:

- ZDnet's Anchor Desk at <http://www.zdnet.com/products/ispuser/isp.html> to review some critical summaries of what ISPs offer. This web site will also give you some suggestions on things you should look for when selecting an ISP.
- The ISP Meta List at http://www.herbison.com/herbison/iap_meta_list.html is a listing of ISPs by locality.
- The Library of Congress List of ISPs is at <http://www.loc.gov/global/internet/access-providers.html>

Personal ISP Account Web Hosting

You should consult the agreement you entered into with your ISP to get access to the Internet. Most providers offer a limited amount of personal Web server space as a feature of your account. For example, AOL offers members Web sites for up to seven screen names. Usually the provider has relatively simple programs available that allow you to upload your files.

America Online

AOL provides a very simple interface with robust tutorials on HTML. You can setup your page in minutes. See <http://hometown.aol.com/jwzeszutek/myhomepage/business.html> as an example.

More advanced information on HTML programming from AOL is at <http://webmaster.info.aol.com/>

MSN

Again free space comes with the ISP. See <http://communities.msn.com/ZeszutekHomeSite/homepage> as an example.

Free Web Hosts

There are several "free" hosting services available and you pay for them by seeing various forms of Web advertising. You can visit usscouts.org where there are lists of ISPs that provide free Web site hosting. See <http://usscouts.org/netresources/freeweb.asp> <http://usscouts.org/netresources/netresources.asp>, and <http://www.usscouts.org/usscouts/internet.asp>

Service Name

Comments

Scouter Magazine	http://www.scouter.com/hosting/ 1 meg, Qualification: Described as available to Scout Units Limited assistance. File manager. No FrontPage extensions http://host.scouter.com/wi/jwzeszutek/
Tripod.com	http://www.tripod.lycos.com/ Part of the Lycos.com network, 50 meg free. Features are described at: http://www.tripod.lycos.com/bin/membership/gateway?redirect_url=http%3A%2F%2Fbuild.tripod.com%2Fhpstudio%2Ffmframeset%2Findex.jsp See http://members.tripod.lycos.com/jwzeszutek/
Lycos.com	http://www.lycos.com/jump/build.html
AngelFire	http://angelfire.lycos.com/ http://angelfire.lycos.com/doc/about.html Part of the Lycos network, 5 meg free, upgrade to 50
FortuneCity	http://www.fortunecity.com/

The Basics Of Web Site Construction

First plan and diagram out how you want your Web site organized. Your Web files are located on the Web host company computer called a server. You design, code, test, and upload the files to the ISP server.

Web Server File Architecture

Your files for the Web are in folders on the server like those on your PC. The top directory is called the root directory. The html file called "index.htm" file is in your root directory. The index file is referred to as the home page and it is the main page for the entire site. The home page then has links to the other pages (html files) in the root directory.

- Web site address is: <http://www.gatewaybsa.org/>
This is also your root directory. The Index.htm file will go here along with any other html files. For example you might have calendar.htm, about.htm, new.htm, activity.htm, community.htm, and admin.htm.
- Subdirectory #1 <http://www.gatewaybsa.org/pict/>
All your graphics will go here.
- Subdirectory #2 <http://www.gatewaybsa.org/library/>
All your handouts and graphics will go here.
- Subdirectory #X <http://www.gatewaybsa.org/X/>
Any other folder needed.

Site Architecture the Visitor Sees

- Home Page
- Calendar of Events
- About our Troop
 - Meetings
 - Leaders
 - How to Join
- What's New
- Activities
 - Summer Camp
 - Getting Ready for Camp Checklist
 - Emergency Information
 - Cub Scout Day Camp
 - What Clothes To Bring
 - Emergency Information
- Community Activities
 - Scouting for Food
 - Clothing drive
- Administration
 - Roundtable handouts
 - Council forms

BSA National Web Site Architecture

The BSA National Web site has modules that function as self-contained Web sites. For example, the International Division's site (<http://www.bsa.scouting.org/international/>) functions as a self-contained site, as do the Venturing Division's pages, *Boys' Life* and *Scouting* magazine pages, and the Supply Division's promotions module. It is important to emphasize that, while these modules *function like* self-contained sites, their primary purpose is to provide content in the context of the National Council site.

The "splash screen," i.e., the first page viewed when the user arrives at <http://www.scouting.org/>, divides the audience into sections. No links to content are presented at the splash entry screen. This is similar to the concept that is used at the SEWC Gateway district entry portal at <http://www.gatewaybsa.org>

The first page of each content area serves as a menu for that content area, which should be considered as the "home page" for that specific audience. It contains no links to individual content areas except for a small number of "featured" selections, which receive a graphic and link at the top of the page.

Navigation pages provide menus of links to content pages. The navigation interfaces are a table of contents, hence no informational verbiage is placed there.

Web Site Policy

Check to see whether there any laws restricting what you can place on your Web site or any rules from your Scouting Association on Web content. Incorporate your Council's and District's Web policy, if there is one. These may include avoiding links to commercial Web sites to avoid giving the appearance of a Scouting endorsement of a particular commercial product. Typically there are Web link restrictions to only local Scouting units, your District, and your Council. Each of the policies should address privacy and youth protection issues such as:

- No pictures of Scouts that identify the Scout by first and last name
- Contact information should lead to an adult, avoid e-mail links to a youth member
- Do not include personal information about anyone without the individual's permission
- Include BSA Recommendations

The Basics Of Web Page Design

Keep it simple. Three clicks to the good stuff. No songs upon loading of the page. Try not to have one large "Laundry list" home page. These are "long" pages filled with graphics and text. They take a long time to load and have vertical and horizontal scroll bars. Most successful Web sites have a hierarchy of pages and then link to the sub-pages.

1. The top level is the home page. Usually it is best to have a simple home page that only gives the most important information in very brief form to a visitor and links to the rest of your Web site. The home page is not only the first impression that you will convey to visitors, it is also the page that those visitors will see most often, whether re-orienting themselves during a single visit or returning to your site for repeat visits. When considering Web design, it is essential to first consider your visitors. Who they are, and what they hope to accomplish by visiting your page.
2. The next levels of pages are tables of contents arranged by subject area.
3. Finally the bulk of pages are at the third level where most of your information is presented. Be careful not to have too many levels. Most users will not go beyond four levels.

What To Include

Review the hosting arrangement to make sure you do not have to include content from the host that might be inconsistent with the aims and objectives of Scouting; e.g., you do not want to have a banner add that changes to advertisements for alcoholic beverages or adult content. Consider the following:

- What is your purpose in having a Web site?
- What do you want to accomplish?
- What information do you want to make available?
- What policies should you have for content?
- What policies does your chartered organization have?
- Who will maintain the content to keep it fresh and current?
- Who will answer e-mail generated by the Web site or screen e-mail?
- Where will you host the Web site and how will you fund it?

What Not To Include

- Information that would adversely impact the privacy of Scouts
- Many units do not disclose the names of youth members
- Addresses and telephone numbers of youth members unless the page is at least password protected
- Personal information about individual Scouts; e.g., sports, hobbies, activities, schools - keep the focus on what the unit does and adult contacts
- Photo captions that link the youth to their picture

Design Tips

Consider these ideas:

- Start simple with a single page
- Tell who you are, how to find out about meetings, and how to join.
- Use graphics sparingly - text loads faster. A half dozen small graphics, including one or two animated pictures (Animated GIFs) are plenty. The better Web editors will give download times for your pages.
- Avoid too many gimmicks in favor of getting information on the screen quickly
- Put the most important stuff at the top of the page - some people will not scroll down
- Update regularly and keep content fresh
- Notify your audience that you have a Web page and how to get to it
- Use e-mail and flyers to let folks know that new information is on the site
- Register your Web site with major search engines to help people find you
- Visit other Web sites and borrow successful ideas and ways of presenting information
- Let the Scouts have a hand in building the Web site or take over as Webmasters
- Make sure that it is easy to navigate from page to page and back to your home page (links to the home page on every page help)
- Use the same style and headings on each page.
- Monitor content to make sure that it reflects the goals and purposes of Scouting - this is a very public window on Scouting. Make it a good window.
- If you use an image map for your navigation, make sure to also include text links. Otherwise, some people may not be able to get beyond your front door because their browser doesn't support image map links. Redundant navigation isn't bad.
- At the bottom of each page include information about copyrights and contact information. Each page should provide a method of contacting the Web page owner to make suggestions or alert you to problems. Generally including a hyperlink to an e-mail address is sufficient. If you can include a link to a suggestion form that is better.

These are some common *worst* practices in Web site design. The negative impact of these practices has been validated in satisfaction surveys of existing Web sites. Some of the most common pitfalls that should be avoided include the following:

- Use of sounds or musical themes while a home page loads, which are annoying.
- Use of pop-up windows, which rapidly become annoying to return visitors.
- Unnecessarily redirecting the home page, often making it impossible for the user to use their browser's "Back" button to leave the site.
- Using animation as page introduction, then automatically redirecting the browser to the "real" home page, which becomes a tedious barrier for the user.
- Overuse of animation, slowing the loading of a home page to a crawl. Many users quit instantly on seeing your "Loading, Please Wait" message.

Attracting and Keeping Visitors

- Register your Web site with popular search engines
- E-mail an announcement about your Web site to online Scouting groups like Scouts-L
- E-mail local Scouters about the opening of your Web site
- Notify public service Web sites for your community and ask for a link
- Put an announcement in your local Scouting newsletter
- Update your content regularly, stale content will suggest to a visitor that one visit is enough
- If available from your host, use Web site statistics to help you decide what pages are being used and which ones are not. This may help you figure out what needs work, what needs to go and what needs to be expanded. Free Statistics are available on the Web for the cost of an ad banner.
- Respond to customer needs and suggestions
- Use suggestions and credit the source when you have a success
- Make your content valuable - offer what customers want

Make A Site Template

Plan a template for each of your Web pages that includes:

- Title Tags - make sure that each page is identified with a title that describes the page. This is what search engine robots will use to index your Web site. Include key words related to the page including the word "Scout" and the name of your organization. The name of your city and state may also be helpful. Remember that when someone bookmarks your page the information in this tag will become the bookmark's name. Titles like "home page" are not very helpful. Instead try something like "Gateway District BSA - Home Page"
- Identify Your Site - Use A Masthead or something that identifies your Web site on each page. You want visitors to know when they are on your Web site and when they have reached someone else's Web site.
- Make It Easy to Navigate Navigation links - Always make sure you have links on each page that lead visitors back to your home page.

How To Create A Web Site

For the best Web pages, you need to use an HTML editor. Windows Notepad can be used but you need to know code extremely well. If you use Netscape Communicator, it comes with a simple built in program called Composer. Some versions of Windows come with FrontPage Lite. FrontPage 2000 is the most robust program available for windows devotees. Shareware and 30 day evaluation programs can be found at <http://download.cnet.com/downloads/0-4003349.html?tag=dir> .

HTML Basics

HTML is the language of the Web. The formal standard can be found at <http://www.w3.org/TR/REC-html40/>

HTML stands for **H**yper**T**ext **M**arkup **L**anguage.

To understand this one we have to go back in time to the early days of publishing. An editor would often write notes in the margin about text size, page layout, etc. The publisher would see the notes and setup the press accordingly. When you create a Web page using HTML, you're writing a simple text file with "tags" that explain how the text is supposed to look or what it should be linked to. Since it's just a text file, you can write HTML in a text editor such as Windows NotePad or Mac SimpleText.

HYPER

You may have heard the expression "hyper" in describing someone. In simplest terms, it means active, kind of "all over the place". The word "Hyper" as part of HTML is similar in context. It simply means that when you are on the Internet using a browser such as Netscape Navigator or Internet Explorer, you can in fact, go "all over the place". In browsing through the World Wide Web (WWW), if you see something you like, you can go immediately to it. There is no set order to do things in. Hyper is the opposite of "linear". Linear means that there is a certain order you must follow such as "you must do this before you can do that". Programming languages such as BASIC and FORTRAN are linear. HTML does not hold to linear rules and allows you to jump to any page on the WWW and at any time.

TEXT

We are working with text only files to create the HTML.

MARKUP

"Markup" comes from the fact that in order to create Web pages, we will be typing in the text and then "marking up" the text. If you are familiar with WordPerfect, consider this example. Suppose you just typed a document in WordPerfect. If you choose REVEAL CODES from the VIEW menu, the monitor screen or Window splits into two parts. The top half of the screen shows the text you typed in and the bottom half shows the same text but with the words marked up with "codes" or "tags". For example, suppose you typed the following three lines in WordPerfect:

Hi, this is bold

This is italic

These words are centered

If you choose REVEAL CODES, you would see the following on the bottom half of your screen in one version of WordPerfect:

```
[Bold On]Hi, this is bold[Bold off][HRt]
[HRt]
[Italic On]This is italic[Italic Off][HRt]
[HRt]
[Just:Center]These words are centered[HRt]
```

In other words, the text has been marked up with codes or tags as indicated between the [] symbols. Each [HRT] indicates that the ENTER key was pressed. [Bold On] means that everything after this tag is bolded. The [Bold Off] tag simply says that bolding is to end here. Unless you choose REVEAL CODES, you won't see these tags. All word processors have codes that tell the computer how to display the document.

HTML has its own set of tags to mark up text. If you want something bolded or centered, you have to indicate so with HTML tags. WordPerfect automatically puts the tags in for you. In HTML, you must put in the tags yourself. If you want to see the tags for an html page, just choose **VIEW** from the menu bar of your browser and then choose **SOURCE** or **DOCUMENT SOURCE**.

LANGUAGE

"Language" means that we are using a language with all its syntax. Note that HTML is not a programming language such as BASIC or FORTRAN. These are linear programming languages and are based on a whole different set of rules and are far more complicated to learn.

Writing the HTML

- Look at How Others Do It: It's a good idea to look at other pages and view the HTML source to find out how a certain effect can be achieved. Select "View/Source" in IE5
- Keep your background light and simple - a busy background will make it difficult to read your content. Also make sure that your text has good contrast values with your background. Maize on blue is excellent. Grey on silver is not.
- Don't overdo the bells and whistles - if you use java applets, javascripts, heavy graphics, etc. all on one page, it may take forever to load for a modem user and obscure the message you are trying to get across. While the page may look really neat to the author, most visitors will move on to another page, if it doesn't load in 15-30 seconds. Keep It Simple.
- Use graphics to enhance your pages and help tell your story, but remember that the larger the graphic the slower your page will be to load. Try using only a few graphics for each page and keep them as small as possible.
- Preferred graphic formats include Graphics Interchange Format (GIF) and Joint Photographic Experts Group (JPEG). All browsers may not support other formats.
- GIF works best for small objects, line art, and lower resolution images.
- JPEG is preferred for complex images, such as photographs. JPEGs are typically large.
- Decreasing the number of colors in your graphics will decrease the file size that will allow it to load faster.
- Be careful to not use fancy fonts on your pages. There are about only 4 fonts that are supported universally.
- Keep with the simple colors. Older browsers may not support colors available from your fancy new monitor.
- Use 640x480 as the base size for universal acceptance of all viewing screens. Your site will look excellent with no scroll bars on a 14 in monitor and just as nice on a 19 in monitor.

Tutorials

The Web has several good spots for getting simple HTML tutorials.

Web based tutorials

- Go to AOL Keyword "web tutorials", "build your web page" and Uniform Resource Locator (URL)
<http://members.aol.com/websupport/basic/index.html>
- <http://htmlgoodies.earthweb.com/tutors/basics.html>
- <http://www.geocities.com/~annabella/basics.html> and
<http://www.geocities.com/~annabella/print/pbasics.html>
- <http://davesite.com/webstation/html/>
- <http://www.bfree.on.ca/HTML/>
- <http://www.make-a-web-site.com/>

HTML & Web Authoring Programs

If you have Internet Explorer you probably have a program called FrontPage Lite which is available for free with IE 5 and Above. Check the CD that came with your ISP package for the setup files.

At most major shareware Web sites you can download full-featured versions of commonly provided software. Usually these are called "Try Ware." They stop working after a trail period. See <http://download.cnet.com/downloads/0,10151,0-4003353-106-0-1-0,00.html?tag=dir> that has a complete listing of 30 day try ware and shareware.

- **Homesite V4.5 Web Page Maker**

One of the newest and hottest Web page makers, HomeSite is an HTML design tool for professional Web developers. HomeSite includes support for managing projects, extended search and replace capabilities, an inline browser preview, and extensive support for leading scripting technologies and Active Server Pages. <http://www.macromedia.com/v1/products/homesite/index.cfm>

- **Arachnophilia V4.0 HTML Editor**

Arachnophilia is a complete Web project organizer. Arachnophilia will help you get started if you are a beginner, and it will help you organize larger projects as you acquire more experience. Arachnophilia will automatically copy resource files to your working directory as you select them, and will alert you if there are resources that are no longer being used. <http://www.arachnoid.com/arachnophilia/>

- **Adobe PageMill**

Newer version no longer available. Adobe® PageMill™ has the tools you'll need to create and deliver an attention grabbing, well-designed site.

<ftp://ftp.adobe.com/pub/adobe/pagemill/win/3.x/pml3try.exe>

- **Claris HomePage**

ftp://ftp.claris.com/pub/USA-Windows/Trial_Software/Chp3_Trial30.exe

- **HTMLPad 2000**

A very powerful and extremely handy Web document editor designed to help webmasters to edit their documents faster and easier. Its user-friendly interface will help you learn HTML.

<http://www.ltn.lv/~kblums/download/hpad2k.exe>

Web Graphic Programs

- **Graphic Workshop Professional™ 2.0a**

Batch convert between over fifty popular image formats; view, crop, resize, rotate, print and process your graphics; create thumbnails; in an intuitive and easy to learn user environment.

<http://www.mindworkshop.com/alchemy/gwspro.html>

- **GIF Construction Set Professional™ 2.0a**

The state of the art in GIF animators. Features Animation Wizard to create sophisticated animations, Supercompressor to squeeze your GIF files down to size, and extensive documentation and tutorials.

<http://www.mindworkshop.com/alchemy/gifcon.html>

Shareware and 30/90 day trial "tryware" versions of HTML editors

- <http://download.cnet.com/downloads/?tag=hdrfg> has the most complete listing of 30 day try ware and shareware.
- <http://htmlgoodies.earthweb.com/downloads/freeware/tutorials.html>
- <http://www.tucows.com/>

Upper level help resources

- <http://www.webdevelopersjournal.com/>
- <http://htmlgoodies.earthweb.com/>

How To It

Here are the basic parts of an HTML page:

1. <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">
2. <HTML>
3. <HEAD>
- 4.<TITLE>The title of the documents</TITLE>
- 5.<META NAME="description" CONTENT="This is the description of the page">
6. </HEAD>
7. <BODY>
8. ... document body
9. </BODY>
- 10.</HTML>

DOCTYPE Tag <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">

This tag allows detection of what kind of document the browser is going to process. The editor program usually provides it automatically.

HTML Tag <HTML>

This tag goes around the entire document. Basically, it states that the rest is all HTML, as opposed to some other language that may use tags within < and > brackets. In theory, it can also be used by servers to see that the document they want to send is actually HTML and not plain text.

HEAD Tag <HEAD>

The head of your document contains information about the document itself. Nothing within the HEAD section should be displayed in the document window. The head section must include the TITLE of the document. It can optionally contain things like a description, a list of keywords for search engines, and the name of the program used to create the HTML document.

TITLE Tag <TITLE>

The TITLE tag is the only required tag for the head section. It is typically displayed in the browser's window title bar, and used in bookmark files and search engine result listings. For the last two situations, you should make sure the title is descriptive for the document - "Homepage" or "Index" doesn't say much in a bookmark file.

META Tag <META NAME="

META tags provide "meta information" about the document. For example: it can give a description of the document, indicate when the document will have expired, or what program was used to generate it. There are many possible META constructs. This particular META tag provides a description of the document, which is used by search engines such as Alta Vista and InfoSeek.

BODY Tag <BODY>

The BODY of the document contains the actual information. There may be only one BODY statement in the document. Some editors incorrectly insert another BODY statement for each new attribute you want to add to the body, but this can have unexpected side-effects (such as some of the attributes getting ignored completely).

Appendix

Appendix A – Lingo Of The Web

Abbreviations

The net has it's own set of shorthand such as these normally accepted terms:

24/7	24 Hours, 7 Days/Week, Full Time
AFAIK	As Far As I Know
BTW	By The Way
FAQ	Frequently Asked Question(s)
FWIW	For What It's Worth
FYI	For Your Information
HTH	Hope This Helps
IBACS	In Brotherhood And Cheerful Service
IMO	In My Opinion
IMHO	In My Humble Opinion
IMNSHO	In My Not-So-Humble Opinion
IANAL	I Am Not A Lawyer
HAGO	Have A Good One
AFAIN	As Far As I Know
IMX	In My Experience
IRC	Internet Relay Chat
LOL	Laughing Out Loud
OTOH	On The Other Hand
RL	Real Life
ROTFL	Rolling On The Floor Laughing
RTM	Read The Manual
RTFM	Read The Fine Manual
SO	Significant Other
WIITWD	What It Is That We Do
WTH	What The Heck
WRT	With Respect To
TIA	Thanks In Advance
TTFN	Ta Ta For Now
L8R	Later
YiS	Yours In Scouting
YMMV	Your Mileage May Vary

Some Jargon You May See

- **Flame** A vicious attack in response to a written message, generally on a personal level.
- **Lurker** Someone who reads the messages in a group, but doesn't post responses or join in the discussion.
- **Spam** An e-mail message (almost always an ad or personal) posted to a group of e-mail addresses or several groups that is clearly irrelevant to the group, unsolicited, and undesired.

Acronyms

- **WWW (World Wide Web)** - allows us to dynamically present and update information in an online fashion.
- **HTTP (Hypertext Transfer Protocol)** - the protocol that designates how data is transported over the Web.
- **URL (Uniform Resource Locator)** - draft standard for specifying an object on the Web.
- **HTML (HyperText Markup Language)** - the specification language for how information is formatted in a Web browser, be it graphical or text-based.
- **ISP (Internet Service Provider)** – Company that provides internet access
- **FTP (File Transfer Protocol)** - allows us to transfer files, in either ASCII or BINARY format from one machine to another.
- **GOPHER** - text based information gathering. Arranged by sites, but sites appear as folders and the information is arranged in a hierarchical fashion.
- **TELNET (Terminal Emulation)** - allows us to make our computers act as though we are directly connected to a machine, as a “terminal” would be connected.
- **TCP (Transmission Control Protocol)** - connection oriented transport protocol
- **IP (Internet Protocol)** - internet addressing protocol
- **SMTP (Simple Mail Transfer Protocol)** - manages the transfer of mail from one host computer mail system to another.
- **FTP (File Transfer Protocol)** manages remote file transfer and administration
- **DNS (Domain Name System)** - used primarily for hostname to IP resolution. Hierarchical in nature. (.com, .edu, .net, .org, .gov, .mil)
- **GIF (Graphics Interchange Format)** – File format used for Web graphics
- **JPEG (Joint Photographic Experts Group)** - File format used for Web pictures

Appendix B – Course Synopsis

Five Star Class S502; Scouting and the Internet, Where To Begin

Course Synopsis:

This session will provide a survey of Internet scouting resources. Discussion will include; use of individual email, email lists, netiquette, official scouting information, volunteer scouting web site resources, commercial resources, and Internet hoaxes. Students are invited to contact Jim Zeszutek at email address jzfivestar@yahoo.com with additional specific topics to discuss.

Five Star Class S508; Scouting and the Internet, Tips for the Unit Webmaster

Course Synopsis:

This session will provide the Unit Webmaster with a various tips and tools. Discussion will include; BSA web site “rules,” how to obtain a web site host, basics of web page construction and design, and how to create a web site. Students are invited to use the form located at <http://www.gatewaybsa.org/fivestar.htm> to contact Jim Zeszutek with any additional specific topics to discuss.