

Shetland Partnership

Methods and Techniques



Websites/Webpages

A website is a collection of pages on the internet where you can learn about various topics, watch videos, or chat with others.

Suitable for:

Websites or webpages are useful for communities and organisations because they enable people to share ideas, stay informed about events, and connect with each other. People can use websites to work together, stay updated, and support each other in different ways.

Type of engagement:



Inform



How to do it:

- If creating a website, choose a website builder that works for you. An online search engine or expert in the area will be able to provide guidance.
- If creating a website, choose a website name that is easy to remember and relevant to what you are doing.
- Make the website or webpage(s) easy to use, with clear menus and links. Keep it simple and organised.
- Add pictures, videos, and graphics to make the website interesting and explain your message.
- Use simple language that's easy to read and understand.
- Choose fonts that are easy to read and make sure the text stands out from the background.
- Consider people who use tools, like screen readers, to help them read.
- If there's a lot of information, give a summary with links to more details on separate pages.
- Update the website often to keep it fresh and show people it is still active.
- Add new content, like news or small updates, to keep the website interesting.
- Guide people to the website or webpage by promoting it. This can be done in several ways, such as using social media or newsletters.

★ Advantages

- A website can be visited by anyone, anywhere, making it easy to connect with many people
- People can comment, share ideas, and talk to each other, making it fun to join in
- Websites provide a central place for people to find important updates, resources, and news, keeping them informed
- You can use pictures, videos, and graphics to make the content more engaging and easier to understand
- Websites can be designed for all types of users, including those with disabilities, making sure everyone with internet access can participate
- Websites are always available, so people can visit them anytime they want
- Compared to physical events or printed materials, websites are more affordable and easier to update
- You can easily add new content, ensuring the website stays current and interesting for visitors
- Websites can bring people together, help build a sense of belonging, and encourage collaboration on projects or causes.

⚠ Challenges

- Websites can have problems, like broken links or being slow, making them hard to use
- It is important to keep the website fresh with new information, but that can be time-consuming
- Accessibility: Making sure the website works for everyone, including people with disabilities, can be a complex task. There is some information on the requirements here: [Understanding accessibility requirements for public sector bodies - GOV.UK](#)
- Creating a website that looks good and is easy to use for everyone can be tricky
- Websites can be hacked, which might cause problems or steal personal information
- Not all websites look or work well on phones or tablets, which can limit who can access them
- If there is too much information on a website, it can be confusing and hard to find things
- Getting people to visit and use the website can be hard without good content or promotion.

Further information:



[Plain English Campaign](#)

[Understanding accessibility requirements for public sector bodies - GOV.UK](#)

Case study:



Anchor Webpages – Helping families under pressure find out where to seek support

(see online at: <https://www.shetlandpartnership.org/examples-community-participation/anchor-website>)