

## UGLE CHARTER MARK

### **What is the UGLE charter mark?**

The UGLE charter mark is the quality standard that you're an approved Provincial/District or Lodge website.

Approved sites will then have the right to carry a Charter Mark on their homepage, which is a small representation of the UGLE logo together with your Province/District or Lodge name. The Charter Mark must also include a hyperlink to the United Grand Lodge of England website.

### **Why do I need a charter mark?**

Whilst there is no objection to Metropolitan, Provincial and District Grand Lodges, or individual Lodges and Chapters, setting up website, to ensure accuracy and consistency on policy matters it is important that you look to have your website approved.

*As outlined in the UGLE website guidelines, when you set up the site, the overriding guideline is to 'be open and seen to be open'. Therefore:*

- *Do not include the phrase "secret society" (especially "Freemasonry is not a secret society", which just means that "Freemasonry" and "secret society" come up in each other's search results).*
- *Similarly do not use phrases like "Freemasonry is not a religion / political pressure group / etc."*

Having your website approved also means having it checked for appropriate content and photos – for example, outlining our four important values: *Integrity, Friendship, Respect and Charity*. It's also why it is prudent to check your website periodically to make sure the content is up-to-date.

Once you have the UGLE charter mark, you'll also have permission to include UGLE materials such as new videos and access to our photo library.

### **How do I get a charter mark?**

UGLE will only issue a charter mark to the Provinces and Districts – both they are then responsible for approving and issuing charter marks to their Lodges. Please make sure that you share the website guidelines with Lodges who have a website or are looking at setting one up.

If a Lodge is interested in obtaining a UGLE charter mark, they must contact their Province and District in the first instance. Once approved, we'll issue the new charter mark to the Province/District to share with the Lodge.

We also understand that some Provinces and Districts will have their own charter mark which they issue to Lodges, so it would be your decision if you also want them use the UGLE charter mark. By Lodges needing to speak to their Province and District, you will have control how this process is managed.