



CNH | KEY CLUB

THE OFFICIAL  
**TECH EDITOR'S MANUAL**  
**2017-2018**

PLEASE BEE GREEN. DO NOT PRINT OUT THIS MANUAL.

# INTRODUCTION



What's Poppin CNH!

I would to welcome you all and further congratulate you for your assumption of office as Club or Division Editor. AS an editor, you take on the the responsibility to collect and distribute information within Key Club, and essentially serve as the marketing and resource "powerhouse" of the club. From overseeing tech accounts, designing websites, creating newsletters, and taking photographs, you have an important set of duties that make your role in a club just as important as any other officer.

This position has a variety of duties and tasks, this manual has been created as a guide to assist you throughout your term as Tech Editor. This manual covers an extensive range of topics that help with all the basics that come with your position!

If you ever find yourself in need of assistance or have a question to ask, please do not hesitate to contact me [cnhkc.dte@gmail.com](mailto:cnhkc.dte@gmail.com). It is an honor for me to help guide you through our upcoming journey together as Editors. Also be sure to utliize the Editor's Reflector to share any interesting ideas or ask questions. This will serve as a valuable resource to ensure your success this term! I am immensely excited to see all of your work!

Best of luck!

Roland Del Mundo  
2017 - 2018 District Technology Editor

## TABLE OF CONTENTS

Introduction	1
Basic Overview, Creativity, & Professionalism	2
SafeKey & Communications & Marketing	3-5
Graphic Standards	5
Development & Maintenance: Websites	6
Development & Maintenance: Social Media	7-8
Recognition	9
Resources	10
Contact	11

# Responsibilities and Duties

## **BASIC OVERVIEW**

As a Tech Editor, your responsibilities consist of creating, developing, maintaining, and promoting the club website and social media accounts. It is your responsibility to communicate District, Division and Club information with the members you serve as well as other fellow Editors within your Division or Club.

## **C R E A T I V I T Y**

The Tech Editor serves as one of the most creative officers in the club. You are able to exercise freedom and imagination in design of the agendas, graphics of social media posts, and flow of videos. Tech Editors are encouraged to experiment with creative programs and use your creative freedom to your advantage. In spite of this freedom, however, the Tech Editor should be aware of the Key Club International and California-Nevada-Hawaii (CNH) Key Club Graphic Standards guides when creating publications and designing the website. These Graphic Standards will be discussed in a later section.

## **P R O F E S S I O N A L I S M**

As an officer, you are held to the expectation of maintaining professionalism in all your work and behavior. This includes emails, publications, social media posts, and website content. Although creativity is highly encouraged, it is imperative for you to know your boundaries with respect to keeping language, graphics, and design choices professional, as you are representing Key Club when you post to Social Media and websites for your Division or Club.

### **Do's**

- ✓ Include pictures on social media
- ✓ Be positive with your postings
- ✓ Share International and District News

### **Don'ts**

- × Do not use slang terms
- × Do not use as a venting space
- × Do not exclude members

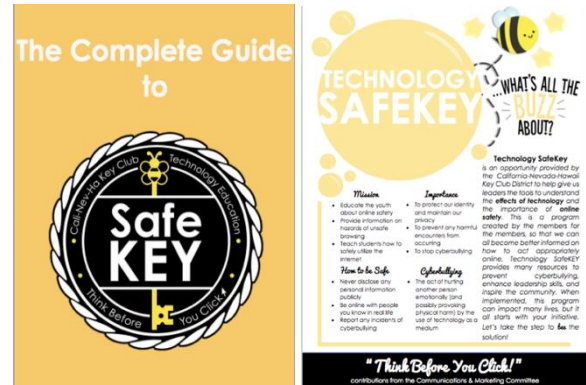
# Responsibilities and Duties

## SAFEKEY

### What is SafeKey?

As a Tech Editor, you are exposed to the Internet constantly. One of the things you must be careful about is Online Safety. CNH Key Club's very own Communications & Marketing Committee developed the SafeKey program. This program shows you how to stay safe online, protect yourself, and use proper online language and etiquette.

The Communications and Marketing Committee has developed plenty of resources for you to access visit the CyberKey resources and marketing [HERE](#). Simply click on the "Online Safety" drop down menu to reveal all of the SafeKEY materials available for you to reference throughout your term.



## COMMUNICATION & MARKETING

### Communicating with fellow Editors

Within your Division or club there may be other specified Editors, example News Editor, Bulletin Editor, etc. It is important for you to communicate and work with your Division or Club Editors to collaborate ideas and share resources for print and electronic media.

- ❖ News Editors: request articles & visuals from them to place on the Division or Club website or social media
- ❖ Bulletin Editors: request weekly agendas and service event information to place on the Division or Club website or social media
- ❖ Historians: request photographs from service events or projects to place into galleries for the Division or Club website or social media.

# Responsibilities and Duties

## Websites

**IMPORTANCE:** Websites can serve as direct resource a member may access within a Division or Club. The Editor, chooses to create a website, you may feature helpful assets such as a place to access past agendas, newsletters, photo galleries, and general updates. You may also become recognized for a creation of a website with the CNH District Contest. (SEE PAGE: 10)

**WHAT TO USE:**

- **Web-based Programs:** Wix & Weebly are website builders commonly used throughout the District. They provide ample freedom in design aspects.
- **Software:** If you are familiar with html programming this can also be used and uploaded from Dreamweaver, FrontPage or other software.



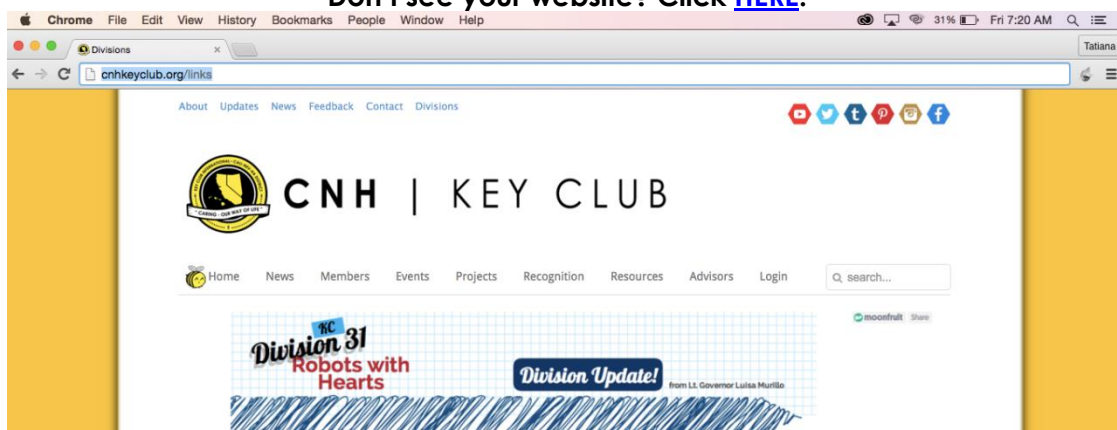
---

## Submit your link!

WOULD YOU LIKE TO SEE OF CLUB/ DIVISION WEBSITES ACROSS THE DISTRICT?

Click here on the [Divisions](#) tab on the CyberKey!

Don't see your website? Click [HERE](#).



# Responsibilities and Duties

## Social Media Accounts

**IMPORTANCE:** Social Media is probably one of your greatest supplemental mediums you may use to market your club division. Although it is not required to have social media accounts for your home club or division, it is highly recommended.

### WHAT TO USE:

- ✓ Instagram
- ✓ Facebook Group (be sure to have faculty advisor become one of the administrators)
- ✓ Twitter
- ✓ YouTube
- ✓ Pinterest
- ✓ Tumblr

Follow the CNH Accounts!



## GRAPHIC STANDARDS



CNH | KEY CLUB

### CALIFORNIA-NEVADA-HAWAII DISTRICT GRAPHIC STANDARDS GUIDE

Updated by February 2015



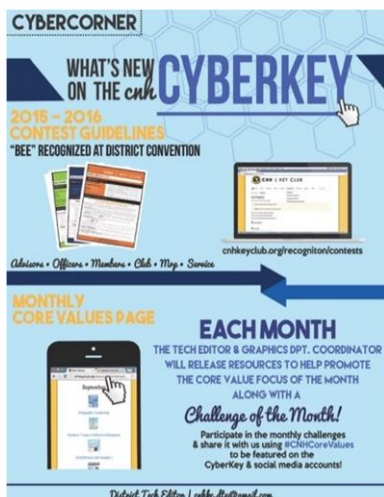
Created by 2014-2015 District Tech Editor and Graphics Department Coordinator

## What are Graphic Standards?

Graphic Standards are essentially guidelines of rules to be applied to any Key Club affiliated publications. The Graphic Standards Manual found on the CyberKey or [HERE](#). It covers fonts, colors, and images and logos that may be used throughout the CNH District.

**BE SURE TO FOLLOW GRAPHIC STANDARDS WHEN DESIGNING WEBSITES AND CREATING PUBLICATIONS.**

**NOTE:** It is *HIGHLY* recommended that you take the time to read and understand Graphic Standards that way you are set for your entire term.



<< Here is an example of a Tech Editor Newsletter contribution to the District Newsletter. Similarly, it is highly encouraged to work with your fellow Editors in the Club or Division such as your Bulletin/News Editor and contribute to their publications. This particular newsletter was created on Adobe Photoshop.

Shown are a few programs that would be >> useful during your term as Tech Editor. Feel free to explore these programs and other creative/processing programs to expand your creativity!

(In order from left to right, up to down: Google Docs, Google Sheets, Microsoft Publisher, Microsoft Word, Adobe Photoshop, and Adobe Premiere Pro.)



# DEVELOPMENT AND

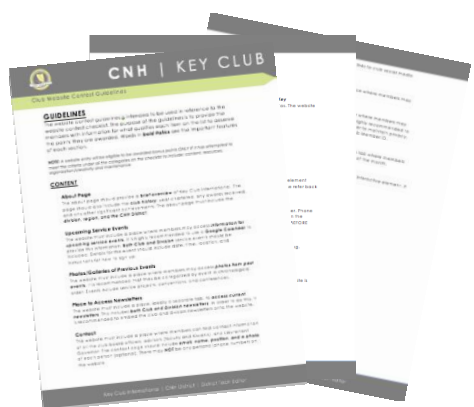
## WEBSITES

### Creation

When creating a website, you must think about the content that you will be sharing with your Division or Club. Confer with your Lt Governor or Club officers to find out their ideas for the website content. Remember sometimes what is wanted is not realistic with what can be accomplished and your skill set. Do not try to accommodate everyone.

Gather the content materials needed. Division or Club mascot image, history of the Division or Club, Key Club International and District information, this is the beginning but is not limited to. Remember you want the members to be informed as well as educated.

### Development



t Guidelines

When developing a website, the first thing you need to ask yourself is "What program am I going to use to create it?" If you're not familiar with HTML or other coding languages for website creation, DON'T worry! Web-based programs such as Wix, and Weebly are great options for you to use.

The second question you're probably going to ask yourself is "What should I put on it?" This question may simply be answered by clicking [HERE](#). This link shall bring you to the CNH Website Contest Guidelines. It goes over all the items that must be included on the website!

The most important piece of advice to remember is to put yourself in the members' shoes and think about what YOU would like to see on a club or division website from their perspective.

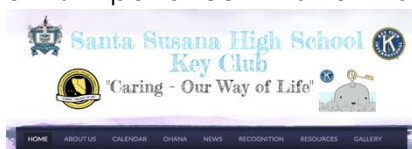
### Maintenance

The Club or Division website will serve as one of the greatest resources a member may access on their phones, computers, tablets etc. The website is something a member may reference if they miss a meeting one week. Thus, it is important to keep the website updated.

When you create the website, there may be certain pages you only have to update once or twice a year such as the "About Page." However, there are also pages you should update more frequently ideally. These pages include the Upcoming Service Events Page, Galleries Page, Recognition Page, and more.

Remember, a website would lack its importance if it is not maintained correctly.

Click [Here](#) to view the website across the District!



# DEVELOPMENT AND

## SOCIAL MEDIA

### Creation

These days, creating an account for social media networking have been made easier. This only makes your job, as Tech Editor, easier also!

#### **KEY Tips to Remember**

- ✓ First create an email (if your Division or Club does not already have one) for your Division or Club that will be used for access to all your social media accounts. (This account information should be given to the Advisor along with password) this is for transition from term to term.
- ✓ The CNH District recognizes the following Social Media Accounts:
  - Instagram, Facebook, Twitter, YouTube, Pinterest, Tumblr
- ✓ Your faculty advisor(s) have access to all the Social Media accounts to oversee and should be listed as an administrator
- ✓ Remember to always maintain professionalism and abide by SafeKEY procedures

### Development

These days, creating an account for social networking websites have been made easier. This only makes your job, as Tech Editor, easier also!

#### **KEY Tips to Remember**

- ✓ This is not yours to own, you leave an established legacy for other Tech Editors in the Division or Club to follow and use.
- ✓ Remember CNH District only recognizes the following as standard Social Media. (Social Media must be inclusive)
  - Instagram, Facebook, Twitter, YouTube, Pinterest, Tumblr
- ✓ Have your faculty advisor(s) have access to all the Social Media accounts to oversee
- ✓ Remember to always maintain professionalism and abide by SafeKEY procedures, if members are abusing their privileges on any Social media accounts which are found offensive or in poor taste it is your responsibility as Tech Editor to delete the posts immediately.

# DEVELOPMENT AND

Follow the CNH Accounts!



## Maintenance

Social Media has become such a popular medium for members to communicate with one another; it will help you to keep your accounts updated.

### **KEY Tips to Remember**

- ✓ Be sure to update all accounts at the same time where possible. This promotes inclusiveness as some only have a few social media accounts personally
- ✓ Connect your accounts to analytic programs such as Google Analytics, Facebook Insight, and Instagram Iconosquare
- ✓ Remember to always maintain professionalism and abide by SafeKEY procedures



Google Analytics



# RECOGNITION

## CONTESTS

### Reward Yourself!

With so many responsibilities that come with the Tech Editor Position, the most rewarding feeling is being recognized for your accomplishments! CNH Key Club offers many contests for members and officers to apply for. Those who are recognized shall be announced during District Convention, and you may also walk on stage!

The two contests which apply to the Tech Editor position include CNH Website Contest, and CNH Club Video Contest.

Click [Here](#) to visit the Contest Page!

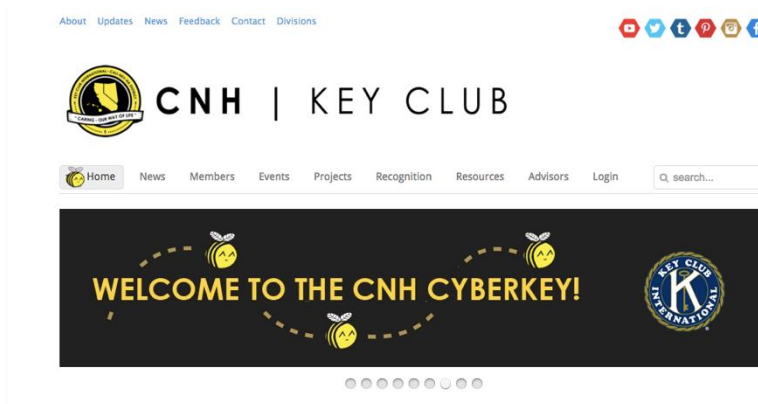
**NOTE:** The Website Contest Submission Form opens between December and February each year, however, the Guidelines and Checklist are available to reference when developing/maintaining your website! Follow the CNH Social Media Accounts or keep checking back on the CNH CyberKey to see when the Website Contest Submission Form is open!

The collage displays four official CNH Key Club contest forms. The top-left form is the 'CLUB VIDEO CONTEST ENTRY FORM', which includes a submission overview, guidelines, and a checklist. The top-right form is the 'WEBSITE CONTEST CHECKLIST', detailing requirements for website content and design. The bottom-left form is the 'WEBSITE CONTEST GUIDELINES', providing detailed rules and instructions for website submissions. The bottom-right form is the 'WEBSITE CONTEST SUBMISSION FORM', which includes a checklist and a submission overview. All forms feature the CNH Key Club logo and are designed with a clean, professional layout.

# RESOURCES

## CNH CYBERKEY

The CNH CyberKey will serve as your **GREATEST** resource to assist you throughout your term. This manual, along with several other resources, are available on the CyberKey. It would be to your advantage to take the time and go through the tabs of the CyberKey. Not only would you become more knowledgeable about the District and Key Club International in general, but you will also be able to refer back to resources throughout your term.

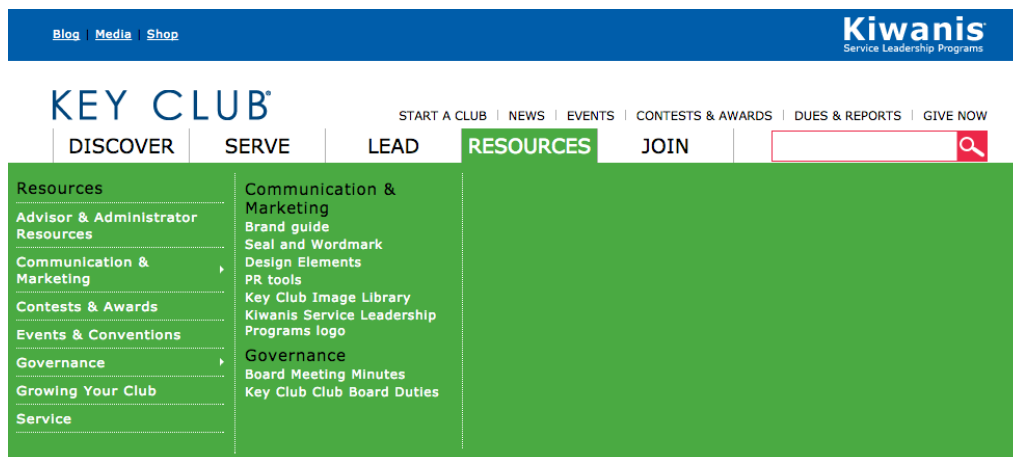


## EDITOR'S REFLECTOR

You may join the Editor's Reflector [HERE](#). This reflector may be used to ask questions or provide ideas to your fellow Editors across the CNH District. This reflector will also be sure for me to directly contact you all with District updates along with tips to guide you throughout the term!

## KEY CLUB INTERNATIONAL WEBSITE

Get updates on the International Level and communicate it to the members using your website and the Social Media Accounts. It would only help you to take the time to peruse through the website. You'll learn so much about Key Club International and also have access plenty of resources!



# Contacts

Questions, Comments, or Concerns?

Feel free to contact the District Tech Editor!

District Tech Editor | [http://cnkc.dte@gmail.com](mailto:cnkc.dte@gmail.com)

# Acknowledgement

## **ACKNOWLEDGEMENT**

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this presentation over the years.

---

District Tech Editor, Tatiana Lim, 2015 - 2016  
District Tech Editor, Roland Del Mundo, 2017 - 2018