



cali-new-ha
key club

TECH EDITOR'S MANUAL

2022 - 2023



MESSAGE FROM THE DTE

What's Buzzing, CNH?!

Congratulations on becoming a Club or Division Technology Editor! As an editor, you serve as a bridge between the general membership and your club. It is your responsibility to serve as a marketing resource and create and distribute information within Key Club. From managing social media accounts to creating websites, each of you has an important role in serving your club or division.

This position has a variety of duties and tasks, which even vary from club to club or division to division. Some of you may be involved in creating graphics for social media and newsletters, while others are involved in designing websites and editing videos. Hence, this manual has been created as a resource to assist you throughout the term while you serve as Technology Editor!

If you ever have any questions, comments, or concerns, please feel free to contact me (dte@cnhkeyclub.org) or any member of the District Technology Team. I am looking forward to seeing all of your work, best of luck!

Buzzing Digitally,

Ashlyn Wong 

2022-2023 District Technology Editor

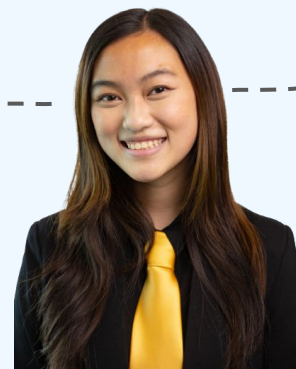


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DUTIES OF A TECH EDITOR

GENERAL *duties*

Overview:

- As an officer, keep in mind that you are not only representing yourself, but your home, club, and community as well as the organization as a whole! You are a role model for the members you serve, and they will look to you for guidance.
- It is your responsibility to ensure that the officers are cooperating and working together to reach your goals.
- Additionally, try to remain active within your club and division to better communicate, attend educational events, and meet other members who can help you become a better leader!

Duties:

- Tend to general club cabinet or division leadership team duties (attend meetings and events, etc.)
- Maintain accurate and up-to-date information on your club website and other platforms
- Share your club's activities on your club's social media platforms, such as Instagram, Facebook, etc.
- Engage with members
- Other technology or marketing-related tasks (depending on your specific position duties)
- If you are unsure of what your position entails, schedule a meeting or talk with your club President or Lieutenant Governor!

CREATIVITY

- **BEE Creative!** One of the most important skills of a Tech Editor is creativity. As a Tech Editor, you will be in charge of developing, maintaining, updating, and promoting the website and social media. This means that you will be given the creative freedom in designing the website layout as well as brainstorming innovative social media posts. However, the Tech Editor must also promote and follow Key Club International/California-Nevada-Hawaii (CNH) Graphic Standards when designing the website and other materials. See Page 10 for more information!

PROFESSIONALISM

- As a Key Club officer, you're expected to always maintain professionalism, whether in your communication or work. When developing a website and posting on social media, the content and design choices must be SafeKEY as you are representing Key Club.



DOS & DONTs

DOS:

- Uphold Key Club International's core values - leadership, inclusiveness, character building, and caring
- Be positive with your postings
- Share Key Club International and California-Nevada-Hawaii (CNH) updates
- Make sure your platforms are accessible for all members and non-members
- Reach out to your LTG or CNH DTE if you need assistance



DONTs:

- Do not post content related to controversial, sensitive, inappropriate, or potentially triggering topics
- Do not use offensive slangs or phrases, including profanity
- Do not slander, antagonize, or exclude any members



BEE-ING safekey

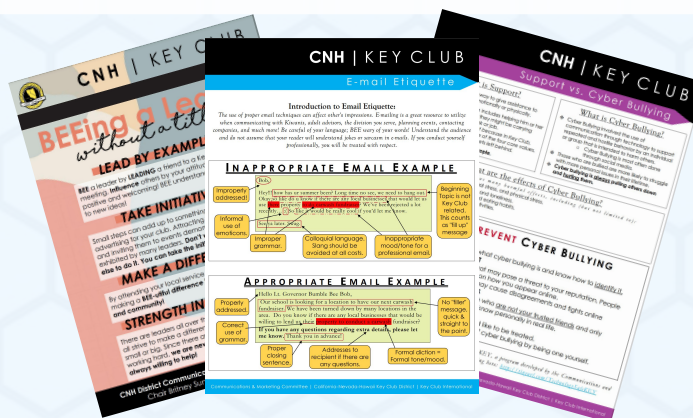


Safekey:

- The Communications & Marketing Committee has created several resources on being SAFEKEY below. They discuss cyberbullying, staying safe online, and how to write professional emails. This is important because as Tech Editor, you should be promoting online safety as well as respecting others through proper language and etiquette.

Safekey/Professionalism Resources:

- Provided by CNH Key Club:
 - [Cyberbullying v. Support Guide](#)
 - [Email Etiquette Guide](#)
 - [Inclusive v. Exclusive](#)
 - [BEEing a Leader](#)
 - Keep in mind that you can access these resources by navigating to cnhkeyclub.org > Resources > Graphics and Marketing > Online Safety or Professionalism



COMMUNICATION

- Communication is **KEY** to being a Tech Editor! It is especially important to communicate with your club officers to share ideas and resources. For instance, you will likely need to work with your Club/Division Bulletin Editor, Historian, and Secretary to include **articles & visuals, newsletters, photographs** from service events, and **meeting agendas/minutes** on the website. Aside from keeping close communication with fellow editors, make sure to also contact your officer board to share any updates you may have.

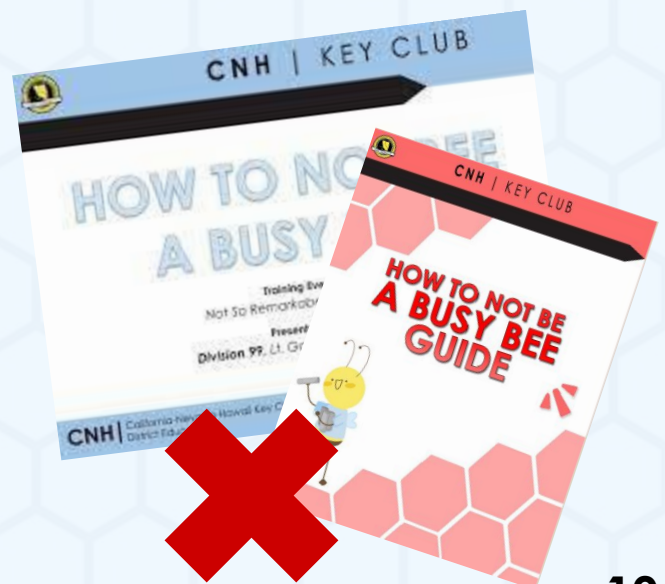
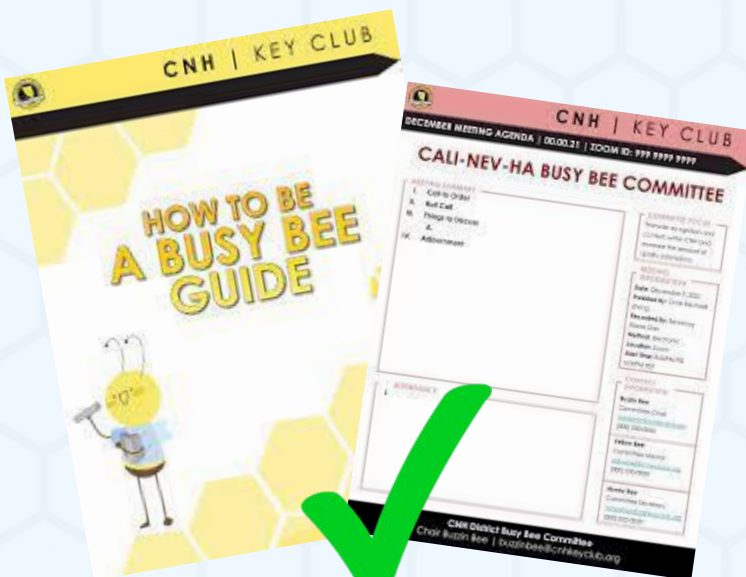
Communication Resources:

- The Communications & Marketing Committee has created several manuals on professionalism and communication. As always, you can access these resources by navigating to cnhkeyclub.org > Resources > Graphics and Marketing > Professionalism
- Linked below are a few useful guides regarding communication:
 - [Importance of Effective Communication](#)
 - [Formal v. Casual Communication](#)
 - [Adult Communication](#)
 - [Social Networking](#)
- Refer to [other guides](#) on the general duties of a News/Bulletin Editor on the Cyberkey, which includes submitting or requesting articles and visuals, creating a newsletter, etc.

CNH GRAPHIC standards

What are Graphic Standards?:

- Graphic Standards are essentially a set of guidelines for any Key Club affiliated publication including but not limited to websites, presentations, and newsletters. It is used to maintain **branding consistency** across all of CNH. Additionally, graphic standards are important for encouraging **professionalism** and allowing for publications to be associated with CNH. As Tech Editor, you must promote and follow CNH graphic standards when designing websites or publishing any Key Club material.
- The Communications & Marketing Committee's graphic standard manual can be found [HERE](#). You can also find the manual by navigating to cnhkeyclub.org > Resources > Graphics and Marketing > Graphic Standards Manual. The manual covers specific logos, fonts, and color palettes. It is **HIGHLY recommended** that you take the time to read and fully understand the graphic standards.





WEBSITES AND SOCIAL MEDIA



WEBSITE creation



Why?

Websites allow members to access **resources and updates** for their club or division, including but not limited to service opportunities, background information, newsletters, portals to check hours, meeting minutes, photos, and officer contacts.

How?

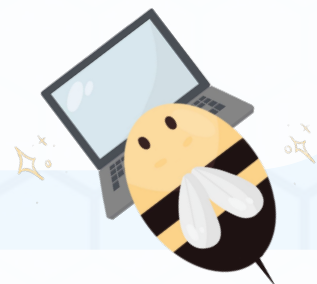
There are various platforms that can be used to host websites. **Wix, Weebly, Wordpress, and Google Sites** are drag-and-drop builders, meaning that no knowledge of coding is required to use them. Wix is especially helpful, as it includes templates that make the process of creating a website more streamlined while also offering a wide range of options for maximum creativity. You may wish to edit a premade template (to expedite the process) or use a blank template (for maximum creativity).

Safety tips:

- **No personal information** should be publicly accessible on the website
- No phone numbers or personal social media accounts (club/division social media ONLY)
- Emails for officer contact information are allowed ONLY if they are made exclusively for Key Club
- Locations are allowed to be displayed ONLY if your club/division has filled out an Event Request Form for the event and it has been approved by your Region Advisor
 - Give faculty advisors access to all login information.
 - Stay SafeKey and maintain professionalism!
 - The [Cyberkey](#) contains online safety tips

A website must include certain **core pages**, as following:

- Home page (slideshow, president/LTG welcome, upcoming events, etc.)
- Events page (DCMs, FRS/FRN, RTC, DCON, etc.)
- Calendar
- Division, District, and International website links and updates
- Member service hours (clubs only)
- About page (club/division information, club awards/division history, etc.)
- Contact Us page
- Meet The Officers page
- What is Key Club page
- Agendas & meeting minutes
- Forms (Medical form, COVID Waiver form, Photo Release form, etc.)
- Gallery



Although the core pages are required, they are by no means the only pages that can be included. These are some examples of **additional pages**.

- Recognition (members/officers of the month)
- Division Leadership Team (a core page for division websites)
- Cheers
- Division & District Newsletters (include club newsletters if applicable)

You may also refer to the website contest rubric when deciding what to include: [CLUB](#) and [DIVISION](#)

Although font and color schemes do not need to be followed, **graphic standards are still essential!** Club and division websites should still **represent Key Club**, and aesthetic uniformity (achieved through color palettes and carefully chosen font schemes) will help bring the website together. To do this, try incorporating club and division colors.

- Referring to the [Graphic Standards manual](#) is HIGHLY encouraged!
- Additional resources, such as the district & international logos and bee graphics can be found [HERE](#) on the Cyberkey.

You may also wish to view other club and division websites for **inspiration**, which can be found [HERE](#).

- Remember: other sites may be used as inspiration, but you may NEVER plagiarize. On a similar note, using copyrighted materials on websites or social media posts is against CNH policy.
- If you would like to have your club/division website included, be sure to email dte@cnhkeyclub.org with your link, club, and division!



Creating a strong website means maintenance will be easy! If a website's design is too convoluted, it will be a burden to manage and could be difficult for future Tech Editors. For this reason, consider the **longevity** of a website while designing it.

- Final Note: BEE creative and think about what will suit the members' needs!
- For example, new members would appreciate information about what Key Club does and what various terms mean.

WEBSITE maintenance

Without maintenance, websites lose their purpose! For this reason, it is important to constantly update them with new and relevant information. Some parts must be updated more frequently than others. Here are a few suggestions:

WEEKLY	MONTHLY	YEARLY	SEASONAL
service projects, calendar, and club, division, district, or international updates	articles and visuals, hours, newsletters, meeting minutes, recognition, gallery	officer board or DLT, contacts and links (if needed)	decorations, new graphics, and additional information can be added at any time

There are also a few different ways of updating websites rather than manually inputting information.

- **Embedding** club or division social media feeds allows you to advertise the account while also automatically displaying updates.
- Events can be included on a **calendar** that is updated regularly. Google Calendar is recommended, as it allows members to copy events to their personal calendars.
- If your website builder has a **blog function**, this can be a great way to add articles and visuals each month; it is easier than reformatting text boxes and also creates an archive for visitors to look through.

SOCIAL MEDIA

creation & maintenance

Check to see if you are in charge of updating your club/division social media, as some clubs may place these duties under News Editors, Historians, or other officers.

- Ensure that your faculty advisor has access to all login information.
- A club or division email should be used for all accounts.
- All posts should be **SafeKey** and professional!
 - Have a consistent theme (i.e. use your division/club colors/mascots if possible!)

Following **Graphics Standards** ensures that your club creates a recognizable brand and is representing our organization well.

- The manual can be found [HERE](#), and you can refer to the above section for more information.

Strive for **consistency** when creating posts.

- If you wish to advertise club meetings, do this for each meeting, not just once or twice. Deciding exactly what you want to create posts for beforehand will be helpful.

Promote social media to members and encourage them to share it with others!

- Take advantage of the unique features provided by each platform.
- For example, Instagram stories can be updated more frequently and highlights can be created for events such as Fall Rally, DCON, RTC, and OTC.

Keep members in mind by allowing them to **interact** with accounts and creating posts that appeal to them.

- For example, CNH has created Instagram filters for Club Rush and overlays to promote the district.

Plan when you will make posts and when you will actually post them on your platforms!



CONTESTS

CONTESTS

Note that contest guidelines are updated and released every term, usually in the month of September. Keep an eye out for them!

Distinguished Club Website Contest:

- A club website that is adequately designed and maintained is eligible for this contest
- Submissions must follow a series of contest guidelines that are released every year
- Submissions must be **updated consistently** throughout the term
- There are three “checks” that your website should be updated before judges review the site.
- Each website can earn 100 points possible. A website that earns 80-89 of these points receives the Outstanding Club Website Award as well as a certificate at District Convention. A website that earns 90-100 points receives the **Distinguished Club Website Award** and a medal at District Convention.

Distinguished Division Website Contest:

- Similar to the Distinguished Division Website Contest, except that this website is designed for a division, not a club.
- The website should follow division contest guidelines, which are also released every year





FAQ AND RESOURCES

FAQ

If I need help, who should I contact?

Contact your president (if you serve on the club level), your Lieutenant Governor, or the District Technology Editor if you need assistance or have any questions regarding your position as an editor.

When do I have to submit my application for the Distinguished Website Contests?

The initial registration is due in **September**, with which your website will be eligible to be checked throughout the term for the contest. The contest information is available to view on the Cyberkey (Recognition > Contests).

How do I know what social media platforms to use?

Ask your LTG which ones they suggest. You can also conduct a survey of members and see which platforms they use the most. If you are creating a new social media account, make sure to get the proper permission from your Club President and/or Lieutenant Governor, and Kiwanis/faculty advisor.

Is it worth making my website up to par with Contest guidelines?

YES! Not only does this make your website eligible to win an award, but it will also ensure it is viable for members to use. Members will have access to **resources** and info about Key Club they might not get anywhere else.

How do I make my website look visually appealing?

Use a simple 4-5 **color palette** as well as 1-3 easy-to-read **fonts**. Make sure you have some sort of navigation method, such as a horizontal navigation bar. When you design your website, think about how you would interact with it if you were the viewer. If you want examples of well-designed websites, you can check out other Key Club websites or websites of major companies (i.e., Microsoft, Apple, etc)

RESOURCES

[Key Club International Website](#)

[CNH Website- Cyberkey](#)

- [Graphic Standards Manual](#)
- [Website Creation Manual](#)
- [Website Maintenance Manual](#)
- [Marking Guidance Form](#)
 - Submit if you would like feedback on your club or division website
- [Editor's Reflector](#)
 - Join for CNH updates, tips, and resources!



ACKNOWLEDGEMENTS

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

- **Luis Herrera-Silva**, District Technology Editor, 2020-2021
- **Various Members**, District Technology Team, 2020-2021
- **Ashlyn Wong**, District Technology Editor, 2022-2023
- **Katherine Geng**, District Technology Team, 2022-2023
- **Meghana Vadlamudi**, District Technology Team, 2022-2023
- **Sana Meher**, District Technology Team, 2022-2023



THANK YOU FOR READING!