



CNH | KEY CLUB

# EDITOR'S *guide*

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# GRAPHIC STANDARDS



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# GRAPHIC STANDARDS



- CNH graphic standards
  - Developed to maintain the consistency of CNH's branding especially when it comes to creating any publicity material within the CNH district
  - Created by the CNH CM committee
  - Used on club, division, and district level
  - Required on all levels
  - Encourages professionalism and brand awareness
  - Graphic standards manual (CNH Cyberkey > Resources > Graphics and Marketing > Graphic Standards Manual)
    - Logos
    - Fonts
    - Colors
    - Standards for Websites, Videos, and Social Media



# GOOD EXAMPLES

This poster is great for a **division project** as it **has the Key Club pencil, CNH logo, and the CNH Key Club header and footer.**

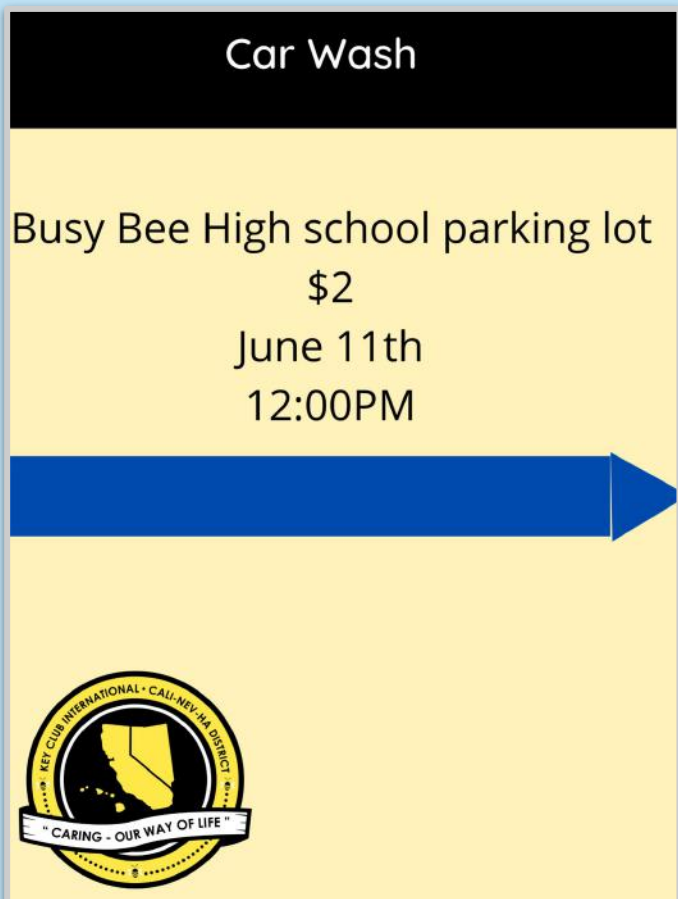
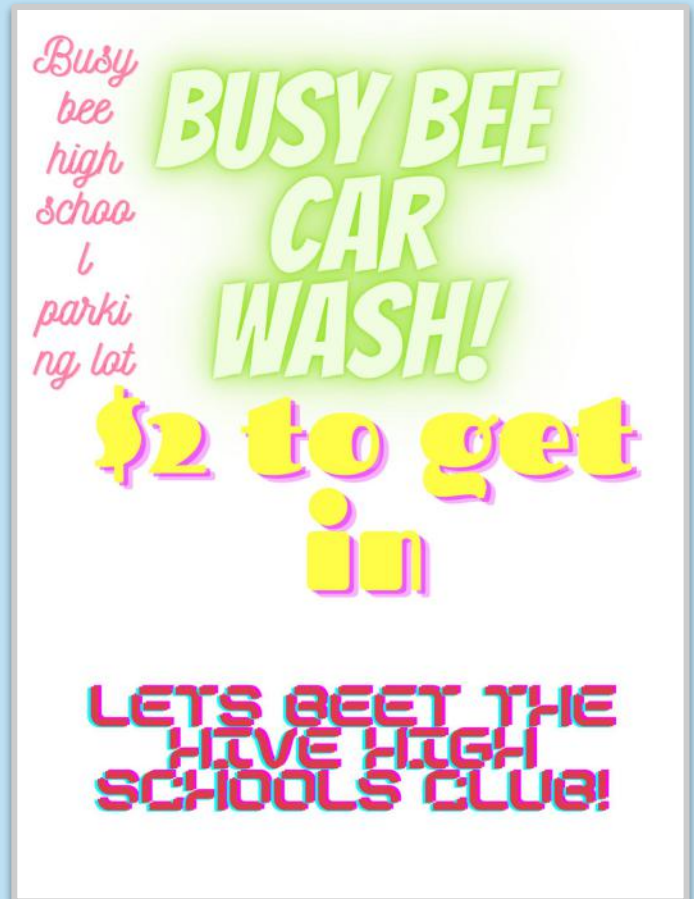


This poster is great for a club doing a service project! **It uses Century Gothic (Poppins light on certain programs) shows the date, time, location, and price too!**

Disclaimer: The images shown are pre-made samples.

# BAD EXAMPLES

This poster is **NOT** great for a club doing a service project! It **does not include a date or time, theme is insistent, and unorganized!**



This poster is **NOT** great for a division project as it **has the Key Club pencil at the middle of the page, CNH logo is oversized, and the CNH Key Club header and footer is missing.**



Disclaimer: The images shown are pre-made samples.

*section*

**OFFICER**

**DUTIES**



*two*



# EDITOR DUTIES

- Be familiar with Key Club Graphic Standards
- Create a monthly newsletter
- Take pictures at club events & meetings
- Submit articles & visuals for the district newsletter
- Publicize the club through flyers, posters, etc.
- Follow appropriate guidelines for promotion on social networks
- Update & maintain a club website
- Train the editor-elect on graphic standards & network etiquette

*remember to be...*

**SAFEKEY**

**GOAL  
ORIENTED**

**CREATIVE**



# GENERAL DUTIES



- Remain an active member (50+ service hours)
  - Attend club and division events and meetings
  - Attend educational events
  - Maintain outreach to members
- Uphold Key Club core values (leadership, inclusiveness, character building, and caring)
- Emphasize the importance of cooperation between officers
- Step Up, Step Back
  - Take initiative
  - Allow other officers to take the lead when necessary



# GENERAL DUTIES

- Remain SafeKey
  - Representing self, home, club, community, and organization
  - Role model to members
  - Create goals and plans to achieve them for the sake of the club's success
  - Utilize SMART goals for long-term goals
  - Goals can include outreach, consistent article and visuals submissions, website updates
- 
- Officer Involvement & Engagement
    - Communication - key for building connections w officers and clubs within your division
    - Attend DCMS, officer board meetings
    - Division level
      - Attend as many events as possible
      - Take advantage of opportunities to network and connect with members and officers in your division
      - Check out division social media and resources
    - District level
      - Attend as many events as possible
      - Check out district social media, resources, and virtual events

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**NEWS**



**EDITOR**

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# NEWS EDITOR

- Also referred to as a Bulletin Editor
- Write & curate
  - newsletters
  - articles highlighting events
- Publicize
  - Key Club projects
    - Online
    - School
- Send articles and visuals



As an editor, it is your responsibility to create publications and work with the rest of your club board to ensure that everything is running smoothly.

- ★ Your publications should effectively distribute information about the club
  - Include news, events, or general updates.
  - Always send out up-to date information.

# NEWS EDITOR

- Additionally, your role as a club officer means that you should be checking up with your fellow officers and helping out wherever you can.
  - Offering your aid through their work and other tasks.
  - Keep in constant communication with your peers.
- Continue to refer back to this manual to ensure that you're staying on track and accomplishing your goals as an editor.
  - The CNH CyberKey also has lots of valuable tools and manuals to support you.
    - For editors, go to **Resources > Club > Editor** to view all the materials available to you.





# PLATFORMS TO USE

- Free platforms

- Google slides & Google Drawings
  - Pros: Beginner friendly, easy access
  - Cons: limited capability, only edit one page at a time
- Canva
  - Pros: Beginner friendly, graphic design variety
  - Cons: limited freedom with formatting and font selection
- GIMP
  - Pros: complete freedom with graphic design variety and formatting
  - Cons: limited capability, not user friendly for first time users

- Paid platforms

- Pages
  - Pros: Beginner friendly, easy access, work with multiple pages
  - Cons: limited to Apple products, limited functions
- InDesign
  - Pros: Wide range of functions, work with multiple pages
  - Cons: difficult to learn
- Photoshop
  - Pros: Wide range of functions, work with multiple pages
  - Cons: Large files, only edit one page at a time

# ARTICLES PROCESS

- Outline

- Attend event
- Observe the activity and individuals at the event
- Take notes and photos
- Create rough draft
- List quotes, research background information about the event
- Acknowledge kiwanis and members
- Write article

- Brainstorm

- What?
  - What was the purpose of the event? What did you do there? BEE descriptive with this section. Most important part of the article
- When?
  - When did this event take place? Was it for a few hours, a day, or overnight? This section can be brief.
- Where?
  - Where did this event take place? Was it outdoors or indoors? Describe the atmosphere, location, and/or even the weather!
- Who?
  - Who attended this event? Was it officers only? A Kiwanis event? A club social? Acknowledge all those present.
- Why?
  - Why was this event held? Was this your monthly DCM? Was it for recognition? Why did YOU and other attend?



# NEWSLETTERS

- Contents

- Cover (title, club name, division)
- Table of Contents
- President's Message
- Editor's Message
- Articles and Visuals
- Monthly Recognition
- Division & District Promotion
- Contact Information
- And More

- Tips & Tricks

- BEE Creative
- Include page numbers
- Use Graphic Standards
- Avoid using graphics that are pixelated or blurry
- Avoid busy backgrounds behind text
- Use no more than 3-4 fonts
- Create a color scheme/theme
  - Utilize a consistent style for the whole term



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**TECH**



**EDITOR**

*four*

# TECH EDITOR

- Maintain & update
  - Website
    - Newsletters
    - Articles/visuals
    - Service Hours
    - Events
    - Gallery
  - Social Media
    - Twitter, Facebook, Instagram, etc.
- Promote Graphic Standards
  - Online
  - School



- It is your responsibility to communicate District, Division and Club information with the members you serve.
  - Including other fellow Editors within your Division or Club.
- Create a club website.
  - Maintain accurate and up to-date information on your club's website.
  - Engage with members through web-based outlets.
  - Share your club's activities on social media.

# TECH EDITOR



- ★ 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,
  - Follow the Key Club International and California-Nevada-Hawaii (CNH) Key Club Graphic Standards guides when creating publications and designing the website.



# PLATFORMS TO USE



Some examples include:



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# ARTICLES & VISUALS



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# ARTICLES & VISUALS

## Articles

Articles are writings, usually a paragraph or two, about an event you attended. They allow you to share the experience of your club throughout the division, and possibly even the district! You spread ideas for events around and you can also get ideas for events from articles.

## Visuals

Visuals are pictures that you submit that visually show any event that you attended. They should be paired up with articles to show the full story. When submitting visuals it is important to take quality, in focus photos, preferably candid if they are about service.

## RECOGNITION OPPORTUNITY

It is possible to see yourself on the frontpage of the CNH Cyberkey and in the newest edition of the CNH District Newsletter! Make sure to take this job seriously and submit your articles & visuals on time.



# SUBMISSIONS PROCESS

## File Naming

DXX\_EVENTNAME\_Number label

Ex. D99\_ParkCleanUp\_#1 (for the first event)

## Submit By:

THE 15TH OF EACH MONTH BY 6PM LOCAL TIME

## Where to Submit

Email to your Lt. G and your Division News Editor  
and submit to this link as well:

[Articles & Visuals Submission 22-23](#)

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# MANAGING SOCIAL MEDIA

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# MANAGING SOCIAL MEDIA

## Communication

Communication is an important skill to master. It will be the way you conduct successful fundraisers and events!

A simple post or group message advertising an event could significantly increase attendance numbers.

## Distribution

Some important platforms to promote on are **Instagram** and **Remind**.

**Instagram** - Post event flyers and create a sense of community here for maximum effectiveness.

**Remind** - This platform is useful for sending out details about events and keeping members up to date on new developments.

## When introducing a New Platform

- Receive approval from your regional advisor to use said platform
- Ensure all members are capable of using the new platform

# MANAGING SOCIAL MEDIA

## **Importance of Interaction**

Interaction is a Key element in determining the success of your social media distribution. The more your members interact with the media you post, the stronger their connection to your club becomes.

## **How to increase interaction**

- Utilize any form of poll/voting system on your posts to give your members a sense of decision making within their club.
- Ask questions that get people to interact with each other in a virtual setting.

## **Make It Eye Catching**

When creating any kind of social media post, be sure to use color schemes that draw the viewer in and increase interest before they begin reading!

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# RECOGNITION

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# RECOGNITION

Make sure to recognize the hard working members, officers, and clubs by shouting them out on social media, newsletter, and in emails!

## **Important Things to Highlight**

1. Service Hour Progress, Successful Service Projects, or Impactful Individuals
2. The hard work of everyone that contributes



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# RESOURCES & CONTACTS

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# RESOURCES

## Platforms

CNH Key Club Instagram | @cnh\_keyclub

Key Club International Instagram | @keyclubint

CNH Key Club Website | <https://www.cnhkeyclub.org/>

Key Club International Website | <https://www.keyclub.org/>

## Manuals

Graphic Design 101 | [Click Here](#)

Writing Effective Articles | [Click Here](#)

Redefining The Editor Position | [Click Here](#)

CNH Key Club Branding Guide | [Click Here](#)

Key Club International Brand Guide | [Click Here](#)

2021-2022 Division News Editor Manual | [Click Here](#)

2022-2023 Editor Submissions Manual | [Click Here](#)

Visit the CNH Cyberkey to find more resources such as manuals!

## Contacts

District News Editor | [dne@cnhkeyclub.org](mailto:dne@cnhkeyclub.org)

District Tech Editor | [dte@cnhkeyclub.org](mailto:dte@cnhkeyclub.org)

District Visual Media Editor | [dvme@cnhkeyclub.org](mailto:dvme@cnhkeyclub.org)

District Communications & Marketing Chair | [cm.chair@cnhkeyclub.org](mailto:cm.chair@cnhkeyclub.org)

District Membership Development & Education Chair |  
[mde.chair@cnhkeyclub.org](mailto:mde.chair@cnhkeyclub.org)

# THANK YOU *for reading*

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