



CNH | KEY CLUB

How to Manage & Maintain A Website



DISTRICT TECHNOLOGY TEAM 2020-2021

INTRODUCTION

FROM DTT

hello editors!

We are so delighted in your interest in managing and maintaining your website. We understand that maintaining a website might be a confusing task but the goal of this manual is to make that an easier task for you. No matter your experience with websites, this manual will help you keep your website up to date and looking delightful for all your members to use. This guide will discuss the necessary pages needed in all websites, how to update a website, advertising your website, and scheduling updates.

District Technology Team 2020 - 2021

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CORE PAGES

REQUIRED

core pages

1. Home Page (Slideshow, presidents welcome, upcoming events, etc.)
2. Events page (DCON, FRN, RTC, etc.)
3. Calendar
4. Club, Division, District & International Updates (provides a link to division, district, and Key Club International website)
5. Member Service Hours (CLUB WEBSITES MUST HAVE)
6. About Page (Club Info/Division Info, Club Awards/Division History, CNH District History, etc.)
7. Contact Us Page
8. Meet The Officers Page
9. Division Leadership Team (DIVISION WEBSITES MUST HAVE)
10. What is Key Club Page
11. Agendas & Meeting Minutes
12. Articles and Visuals
13. Forms (Medical Form, Photo Release Form, etc.)
14. Gallery
15. Club, Division, & District Newsletters page

additional pages

1. Recognition (Members of The Month)
2. District Leadership Team (on a club website)
3. Cheers
4. Sign-ups & Dues
5. Anything else that pertains to YOUR club!



UPDATING

WEBSITES

Periodically update your website using a planner or schedule!

EX: I will update the website every Friday at 5PM

WHAT TO UPDATE

monthly

Articles and
Visuals

Member Hours
Newsletters



weekly

Club, Division,
District, and
International
Updates
Calendar

seasonal

Themed
decorations to fit
the season or
holiday
(optional)

monthly

Agendas and
Meeting Minutes
Recognition
Gallery

BEE CREATIVE!

Add animations,
notes, new
pages, more
graphics,
etc.

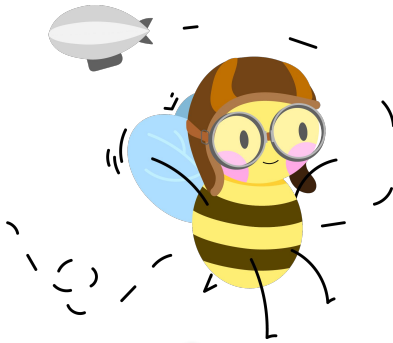
****Note:** These times
are suggestions! You
can update YOUR website
whenever, whether it is right
after an event or weekly.

REVAMPING

OLD WEBSITES

The term “old” in this case means a website that has not been updated in 9 or more months. To restore a website that hasn't been edited, we have to first understand that, an outdated website is just a website with incorrect information that is dated and inapplicable, along with having no fresh content.

STEPS TO TAKE



Revamping an ENTIRE website can be very time and energy consuming (depending on the state of the website). Make sure to take breaks in between!

where to start?

The Home Page!

Then, update the pages in any order, whether it be of importance or the order set in the menu bar.

1. Update the text and images on each respective page with current events, pictures, and more.
2. If the layout looks weird, feel free to change up the design to your liking, but follow graphic standards!
3. Depending on how old the website is, consider embedding social media accounts or other features to enhance the website experience.

SCHEDULING

UPDATES

Updating a website constantly can be a daunting task. Split up the work with other board members by giving certain pages to certain officers by relevance of the page content to that page.

EXAMPLES

secretary

Calendar
Member
Hours

historian/vp

Gallery
Articles and
Visuals



automated

Club, Division,
District, and
International
Updates

president/vp

Agendas
Recognition

ADVERTISING

THE WEBSITE

ADVERTISING YOUR WEBSITE IS JUST AS IMPORTANT AS ADVERTISING YOUR SOCIALS!

If you plan to advertise your website, make sure it is constantly updated with new content such as annual events, volunteer opportunities, and resources. Social media is one of the best ways to improve your club's awareness and increase traffic to your website. Since websites are an extremely professional way for someone to get to know your club, it can lead to professional connections and people reaching out to you to schedule collaborative events.

TIPS

Catalog your club's articles and visuals as a blog to help with SEO

SEO uses keywords to help your site be easily found on search engines!

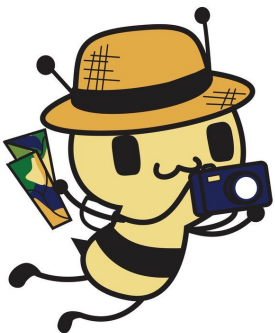
Add it to a LinkTree if you have multiple links for your club

Constantly post on your club's story

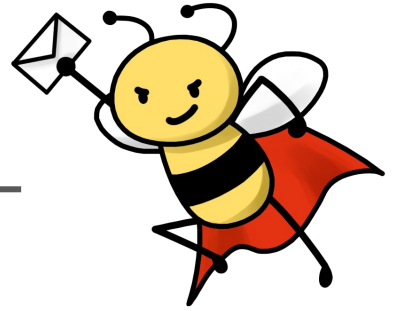
Mention in meetings and events

Add it to your email signature

Remember to advertise!



FAQs



How do you have a social media feed update automatically?

For embedding a social media feed, we recommend using **Power.io** to have a small window show up on the website with the feed! A cool thing about Power.io is that it does not require you to sign into the Instagram account so there is no worry of a visitor potentially hacking the website. Power.io is the common recommendation for anyone embedding any social media content into their website.

What is the best way to have an updated calendar?

We highly recommend using Google Calendar! This is a great way to be able to update the website using both your computer and your phone. Google calendar will auto change on the website if it is linked correctly, and doing so will make your job updating and maintaining a lot easier.

What is the best way to update the articles and visuals?

The best way to keep your members constantly updated with new articles and visuals is to make a blog! What's great is that most website builders already have an built-in blog add-on with pre-made templates, which are both automatically optimized for both PC and mobile viewing.

RESOURCES

TO HELP YOU

links

CNH Cyberkey

cnhkeyclub.org

Key Club International Website

keyclub.org



helpful manuals

Graphic Standards

How To Build a Website

(All manuals can be found on the CNH Cyberkey!)