

## **Webmastery 101 – Learn the Basics Under 10 Minutes!**

In this 21<sup>st</sup> century, it is quite evident that technology is becoming more and more important and useful. Having a webmaster for your Key Club can not only be an effective and simple way to communicate information to members, but also can help to promote membership. Not only at the club level, but the district and international level, websites are extremely beneficial and crucial in our vast, service organization all across the world. Start exploring the world of webmastery today!

## **Which Website To Pick?**

Unless you want to program your own website using software's such as Adobe Dreamweaver, many pre-made website templates can be utilized for free. They're simple, quick, and easy to use. Some options that you can utilize are Wix ([www.wix.com](http://www.wix.com)), Yola ([www.yola.com](http://www.yola.com)), and Weebly ([www.weebly.com](http://www.weebly.com)). Each website is a little different with it's templates, so experiment with them and find the most suitable one for your own home club.

## **A Quick Lesson on Safety!**

Unless you're utilizing a member-login security management program, the created website is available for everyone on the web to see. Thus, it is in your best interest to not put any personal information on the website to protect yourself and other Key Clubbers.

### **Don't post the following on your website (unless given permission):**

- *Members last name or contact information (i.e. phone number, address)*
- *Locations of Service Projects*
- *Any other personal information*

## **What Should All Go On My Website?**

As your club's webmaster, it's your duty and responsibility to post up to date information that's beneficial for your club. Thus, there's not a set of black-and-white guidelines to follow. Depending on your individual club's needs, the information posted will be different. However, a few pages of the website should include the following information:

- What is Key Club all about, since it's important for new members and others new to the service organization to learn about all the great service Key Club does for your local community!
- Club Board Information, describing each board position and the current officer holding the position
- Calendar Of Events, such as board meetings, general member meetings, and volunteering events

## What Else Can Go On My Website?

Some other option features your website can have our pictures of past volunteer events, have your board and general member meeting's minutes posted, as well as a page where information or forms can be downloaded for events such as District Convention or Fall Rallies. Contact information is strongly advised, however putting an advisor's e-mail is encouraged with a few board members if needed. If possible, stay away from posting personal e-mail address's as well as phone numbers.

## A Quick Discussion About Our Graphic Standards!

While your club should've received the graphic standards CD in the mail previously in the fall, a few crucial pointers regarding the graphic standards can really help your website look professional! Two classic images that are always great to be seen on any Key Club website, is the Key Club logo, as well as the classic pencil. These images are Key Club's trade-mark and quickly identify the website being Key Club related. Regarding fonts, headers should be Century Gothic, while general text should be Goudy Old Style. Other specifications regarding color schemes or pictures can be found in your graphic standards manual. If you need some general information or templates in any presentation or poster that you're creating, take a look at Key Club International's webpage!

## Any Questions?

If you have any questions, feel free to contact your current District Webmaster, Brandon Li at [webmaster@wiumkeyclub.com](mailto:webmaster@wiumkeyclub.com)!



a Kiwanis-family member

[www.keyclub.org](http://www.keyclub.org)

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA

317-875-8755 US AND CANADA: 800-KIWANIS e-mail: [keyclub@kiwanis.org](mailto:keyclub@kiwanis.org)