Website Protocol

SUBMITTING MATERIAL FOR WEBSITE POSTING

Who can submit material for posting on the website?

- Board members, committee chairs, program chairs, event chairs, newsletter editor.
- Personal and non-chapter related events and news will not be published on the website.

For Homepage "New and Events" Section Posts:

- For a "Save the Date" or invitation announcement on the homepage "News and Events" section, please provide a square jpeg image (5" x 5") with the text in the middle, not close to the edges, especially at the top and bottom. The image template in the "News and Events" section is set to accept this size image; larger images will require cropping which might result in the loss of important material in your design.
- HINT:
  - To save a pdf as a jpeg on a PC, use the "Snipping Tool" app, and resize to a 5 x 5 square or, if need be, to a 4 x 6 image.
  - To format a pdf to a jpeg on a Mac, follow these steps:

    Without Acrobat.

    1. Find the PDF in Finder.
    2. Right-click on the file.
    3. Select Open With > Preview.
    4. Click File > Export.
    5. Set the Format drop-down menu to JPEG.
    6. Name the file and choose where you want to save the converted file.
    7. Then, click Save.

- Live links don't work in jpegs so any links will be on the second page in the text box.
- For invitations, please create the 'Save the Date' jpeg image for the website at the same time as the invitation that is being sent via Constant Contact if consistency in design is desired.
- For general articles, all jpeg images should be horizontal, no larger than 4" x 6".
- Please indicate which image you'd like as the main image to display on the homepage. Additional images may be added in a slideshow format on the second page, along with the article text.
- **Article text should be no longer than 100 – 150 words**. Research shows it takes the average person 25 seconds to read 100 words; 55% of viewers spend less than 15 seconds reading a website article; the average reader has an attention span of only 8 seconds. **Articles need to be short and concise.**

Submitting an Article for Posting:

- Please send all documents to the Technology Chair in pdf format.
- All images must be in jpeg format, horizontal layout, no larger than 4" x 6".

- **To keep current material in the "News and Events" section, news articles should be posted within two weeks of the event.**
- **Please allow a four-day lead time after submission for the Technology Committee to post your article, reservation, or announcement on the website.**
- Invitations and "Save the Dates": Send jpeg images (not pdfs), any external links, and information directly to Technology Chair.

Submitting a Video for Posting:

- As videos are usually too large to send via email, please upload your video to Dropbox or to the chapter's MDF and share the link with the Technology Chair. Technology must be able to download your video from the platform.
- Videos posted to our website are first uploaded to the chapter's Vimeo account, then linked from the website to that account.

Submitting a Document for Posting on the Website Member Area:

- Please send a pdf of your document to the Technology Chair with specific directions of where you would like it posted in the member area. (Q & A, Corporate Documents, etc.)

What Goes Where?

- Documents and images may be posted in multiple areas on the website, depending on the purpose of each one. For example, the chapter's organizational chart is currently located in two places in the member area: in Corporate Documents because it is an important chapter document and in the Q & A section as it is of general interest and needs to be easily accessible to members who may not think to look in Corporate Documents.
- Documents that pertain to National Assistance League and Assistance League of Salt Lake City's governance, history and financial information are located in the Corporate Documents section.
- General interest information such as training videos, committee schedules, frequently asked questions, etc. are found in the Q & A section. This is where members go for a quick answer to their questions and contains information that is particularly helpful to newer members.

For Marketing and Branding Website Review:

- Please review for essential updates of outdated or new information only. Entire sections should not need rewriting as the website has been reviewed and edited multiple times.
- Edits may be compiled in a spreadsheet or Word document.
- Please submit your edits in this sample format:
  - Homepage
    - Get Involved
      - Member Volunteers –
        - Needs updated image
        - Edit: First line: change "xxxxxx" to "xxxxx."