

Webmaster Training Slides 2020

RMD District





Official Duties



- Create a club website
- Maintain accurate and up to date information on the website
- Share club activities on social media
- Help recruit and engage with members on online outlets

Each club will decide between the webmaster and editors duties but they work closely together

Always refer to school policies when creating websites and social media

Checklists



- Weekly
 - Follow up events with posts
 - Update website calendar
 - Post agendas and minutes to website
- Monthly
 - Review data and update posts
 - Publish monthly blog on website



Checklists

- Annual
 - Create a schedule of posts
 - Create list of usernames and passwords
 - Update list of officers on website and contact information
 - Assist in training webmaster-elect

Link to put
in chat:
[Covid-19](#)
[Resource](#)
[Folder](#)



Be the Creator

- The website should be designed to help those who missed the meetings
- Keep in touch with the president and secretary

Check out our new district website!
rmdkeyclub.org





Be the Manager

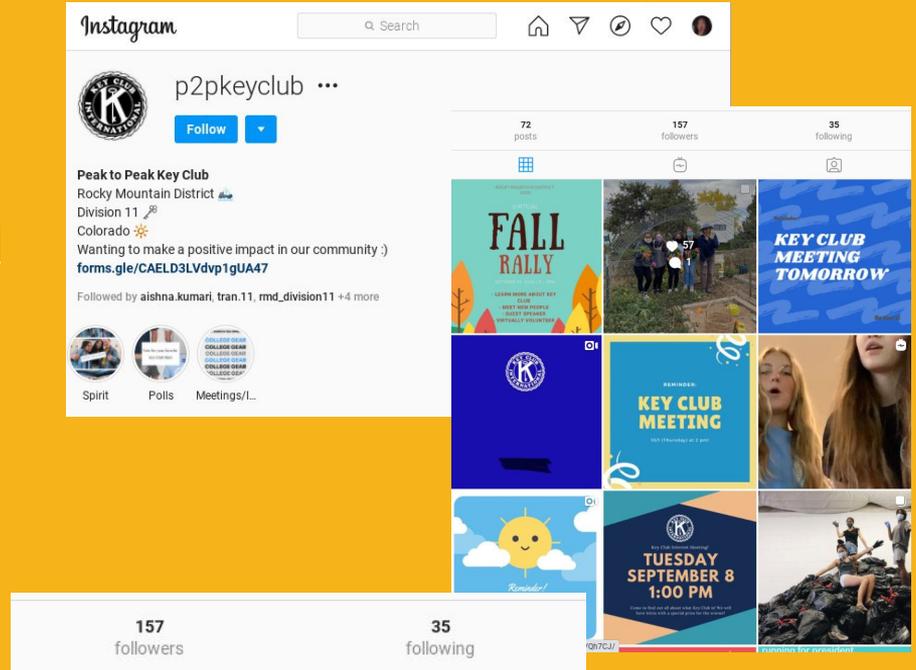
- When to post
 - Make sure content is timely
 - Promote events but not too far in advance
- What to post
 - Do not call out members or complain about an event
 - Do not rely on it for announcements
 - When possible tag people in posts
 - Schedule your posts



Be the Manager Cont.



- What to post
 - Instagram-post meeting and event reminders, showcase members and service projects
- Who to follow
 - Up to you
 - Try not to let number you follow outweigh your followers





Be the Manager Cont.

- Public vs. Private Accounts
 - You can choose but it is best if it is public
 - Public accounts allow more people to see your events
- Photo release
 - Have parents sign photo release once a year

PUBLICITY WAIVER AND RELEASE

FOR USE OF PHOTOGRAPHS AND IMAGES

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Printed Name: _____

Signature: _____ Date: _____

For persons under 18 years of age, or for individuals who have power of attorney for persons over 18 years of age:

I am the parent or legal guardian of the minor or individual named above. I have the legal right to consent to and, by signing below, I hereby do consent to the terms and conditions of this Publicity Waiver and Release.

Printed Name: _____

Signature: _____ Date: _____





Be the Brand Advocate

- In all communication activities follow the Key Club Brand Guide
- All club members should be familiar with these standards



You can find
the
complete
brand guide
at:
[keyclub.org/
brandguide](https://keyclub.org/brandguide)



Stay Connected

Rocky Mountain District Socials:

- ★ **Instagram:** rmd_keyclub
- ★ **Snapchat:** rmdkeyclub
- ★ **Facebook:** rmdkeyclub
- ★ **Twitter:** rmdkeyclub

KCI Socials:

- ★ **Instagram:** keyclubint
- ★ **Snapchat:** keyclubint
- ★ **Facebook:** keyclubint
- ★ **Twitter:** keyclub

Contact Us:

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Key Club Acronyms



- AAR — Annual Achievement Report
- CKI — Circle K International
- CMN — Children's Miracle Network
- DCON — District Convention
- ICON — International Convention
- IP — Immediate Past
- KCI — Key Club International
- LTG — Lieutenant Governor
- OTC — Officer Training Conference
- YOF — Youth Opportunities Fund

**Any Acronyms
that you don't
know?**