



KEY CLUB OFFICER

Be the

WEB MASTER



Be the Webmaster

Congratulations on being elected club webmaster. The role of webmaster is very important, and the work you do this year will help promote your club's activities through an online presence. Your main focus will be to create and maintain a club website, share club activities on social media, engage with your members online, and use online resources to recruit members. Every club is unique, so make your website fit your club's needs. Meet with your advisor and other officers to determine additional responsibilities for your position. Good luck, and have a wonderful year.

Official duties

Your Key Club will be as strong as your officer team, and that team is designed to empower each officer to carry out his or her own duties. When your officers work with one another, the team's success will take precedence over individual success. Below is a list of official duties related to your position, but feel free to add to it based on the needs of your club.

Create a club website.

Maintain accurate and up-to-date information on your club's website.

Share your club's activities on social media.

IMPORTANT NOTES //////////////////////////////////////

- 1 Each club will decide which duties will be the webmaster's and which duties will be the editor's. The two positions should work together to ensure the club's message and activities are shared with a diverse audience.
- 2 Refer to your school or organization policies or rules prior to creating a website and social media accounts for your Key Club.
- 3 Be sure to reference the Key Club brand guide which can be found at keyclub.org/marketing.

KEY CLUB®

Help recruit members by sharing your club's story through online outlets.

Engage with members through web-based outlets.

Checklists

weekly

☐ FOLLOW EVENTS UP WITH POSTS.

☐ UPDATE CALENDAR ON WEBSITE.

☐ PLAN WEEK'S SOCIAL MEDIA POSTS.

☐ FOLLOW UP ON POSTS OR OUTREACH THAT NEED ATTENTION.

☐ POST AGENDAS AND MINUTES TO WEBSITE.

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NOTE TO SELF

monthly

☐ REVIEW DATA/ANALYTICS ABOUT POSTS.

☐ ADJUST SOCIAL MEDIA AND WEBSITE POSTS BASED ON DATA.

☐ REVIEW NEARBY CLUBS' SOCIAL MEDIA POSTS FOR OTHER IDEAS.

☐ PUBLISH MONTHLY BLOG ON WEBSITE.

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NOTE TO SELF

annual

☐ CREATE A SCHEDULE OF POSTS.

☐ CREATE A LIST OF ALL USERNAMES AND PASSWORDS.

☐ UPDATE LIST OF OFFICERS ON WEBSITE AND THEIR CONTACT INFORMATION.

☐ RENEW WEBSITE SERVICE, IF NEEDED.

☐ ASSIST IN TRAINING THE WEBMASTER-ELECT.

☐ UPDATE ANY RESOURCES PROVIDED ON YOUR CLUB'S WEBSITE.

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NOTE TO SELF



Be the Creator

Websites serve as member resources, as well as tools to inform the public of the great work a club is doing. A website even can become a great recruitment resource. Effective websites contain calendars, meeting agendas, past meeting agendas, newsletters, photo galleries and a place for other students to connect with your club. Websites can take many forms and contain many design elements. There are a few ways to create websites. Not a single one of the following programs is best for all cases, but you'll find some options to start with. Choose whichever is best for you and your club.



- **Web-based programs** offer many options for website design and do not require coding knowledge or experience.
 - Wix
 - Weebly
 - Squarespace
- **Software programs** require more work and provide more freedom for you to create your website. You will have more control, but using software requires the ability to write code to use the programs effectively.
 - Dreamweaver
 - FrontPage

The website should be designed to help people who missed meetings. Therefore, you can't miss the meetings yourself! Keep in touch with the president and secretary.

JULIAN PHILIPPE, CALIFORNIA-NEVADA-HAWAII DISTRICT, CLUB WEBMASTER

Be the Manager

Facebook, Twitter, Instagram, Pinterest, Snapchat ... the list goes on. Today's students are more connected than ever, and they are getting more information from these social media sources than from traditional news outlets. Below are some tips about social media and its use.

When to post — Make sure your content is timely. Don't post about events that happened two months prior. However, it can be fun to post about events that happened the year before. For example, if your club is promoting your annual haunted house, post pictures of last year's event to get people excited.

What to post — Each social media platform is a little different regarding what is best to post. Below are some tips for Facebook, Twitter and Instagram. For more ideas on general content, refer to your Key Club weekly email sent on Mondays.

f Facebook

- Highlight members
- Create events and invite friends
- Share photos, text and video
- Create a private group for board members to talk
- DON'T share irrelevant information that doesn't benefit the club

@ Instagram

- Post meeting and event reminders in a fun and attractive way
- Use your club's hashtag
- Showcase your members and service projects
- DON'T post "questionable" photos

🐦 Twitter

- Create a hashtag specific to your club for members to use
- Share event reminders, as they can be retweeted
- Connect directly with members
- DON'T tweet about inside jokes



GUIDELINES FOR SOCIAL MEDIA RESPONSES //////////////////////////////////////////////////////////////////

Be cautious when responding to controversial posts. Don't respond when someone has made an angry post or inappropriate comment about Key Club or a member of your club. Give thoughtful consideration to responding to negative posts based on incorrect information and to posts expressing general unhappiness. Also be sure to talk with your advisor about them.

Who to follow — It's really up to you to decide who your account follows. Try not to let the number of people you follow heavily outweigh the number of followers you have because that might indicate to potential followers that you aren't worth following. When following people, engage with content that is relevant to Key Club. Don't randomly like pictures of Joe's cat. That's creepy. (Unless the cat is at a shelter where Key Club is volunteering.)

Public vs. private accounts — Your club always has the option to make your Twitter or Instagram accounts private, but unless your school has certain rules about club accounts, it's best if they are kept public. When your accounts are public, it allows more people to see the amazing projects you are working on. However, if you have accounts for your officers to keep in touch with each other it's best for them to use a private group.

Photo releases — It is best to have your members' parents sign a photo release once a year. You can find a generic Kiwanis photo release at kiwanis.org/photorelease.

Grammar — Use proper grammar, spelling and punctuation when possible. Twitter is the only place where it is more acceptable to make exceptions when trying to fit a lot in one tweet.

Venting — Do not use social media as a place to call out members or to complain about an event. Always post positive messages. Remember to T.H.I.N.K.

- T – truthful
- H – helpful
- I – inspiring
- N – nice or necessary
- K – kind or Key Club related

Announcements — Although social media is immediate, do not rely on it for important announcements. It can be a supplemental tool, but cannot replace all other channels.

Tagging — Social media works through connections and relationships. When possible, tag the people in photos, the organizations being served, your school, and anyone else connected to the post so they can share the information.

Schedule posts — Many social media sites or host sites, like Hootsuite, will allow you to schedule posts in advance. Using these services can allow you to post even when you personally may not be available to post. Be aware of the content you are scheduling in case something happens that no longer makes those posts applicable or appropriate.

Key Club campaigns — Get your club involved in Key Club International social media campaigns. By using the following hashtags, you'll be able to see what Key Clubs around the world are doing and you might inspire other clubs by posting the projects your club is working on.

- **Kiwanis One Day** | #KiwanisOneDay (October)
- **Trick-or-Treat for UNICEF** | #TOT4UNICEF (October)
- **Key Club Week** | #KeyClubWeek (First full week of November)
- **Add Thirsty 30** | #Thirsty30 (January/February)

Be the Brand Advocate

In all of your communications activities, follow the Key Club Brand Guide (keyclub.org/brandguide). A brief guide can be found on the next page. That's where you'll find important guidelines, established with the help of experts and designers, for using specific fonts, colors and other visual elements. You'll help unify Key Club International under one look, keeping it recognizable around the world. Doing so helps make your club recognizable.

All of your club members — including fellow officers — should be familiar with these standards. Share the information and provide guidance where you can!



Official brand assets

KEY CLUB COLOR PALETTE



KEY CLUB FONT FAMILIES

<p>Myriad Pro</p> <p>Primary sans serif font</p>	<p>Century Gothic</p> <p>Alternate sans serif font</p>
<p>Garamond Premier Pro</p> <p>Primary serif font</p>	<p>Verdana</p> <p>Alternate sans serif font</p>
<p>Abril Display Italic</p> <p>Optional display font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>

KEY CLUB WORDMARK

KEY CLUB®



Preferred color options for Key Club wordmark — blue, black or white

KEY CLUB SEAL



Preferred color options for Key Club seal — black, blue, blue/gold or white

Download the complete Key Club Brand Guide at keyclub.org/brandguide.

Know your resources

Key Club International wants to help you succeed — so we're providing as many resources as possible. Listed below are just a few you might consider as your executive board brainstorms ways to support and build your club. You can find more resources at keyclub.org or through the semi-monthly Key Club email. Not receiving the email? Have your club advisor or secretary update your email address in the **Membership Update Center** at keyclub.org/muc.

Service ideas

Idealist.org – idealist.org
Volunteer Match – volunteermatch.org
Hands on Network – handsonnetwork.org
Youth Serve America – ysa.org
National Youth Leadership Council – nylc.org
Project Happiness – projecthappiness.org
Volunteer Canada – volunteer.ca
Canadian Volunteer Directory – canadian-universities.net/Volunteer

Partners

Did you know Key Club International has preferred charities and partnerships that can offer you great opportunities for service to your community or abroad?

For more information on partnerships and preferred charities visit:
keyclub.org/partners

Key Leader

Key Leader is a weekend experiential leadership program for today's youth leaders. It focuses on service leadership as the first, most meaningful leadership development experience. By participation in a hands-on, weekend event, Key Leaders learn that leadership comes from helping others succeed. The program is designed to identify and empower emerging student leaders and move them beyond where most other leadership programs end. Thousands of students on four continents have and will become Key Leaders. Learn more about Key Leader and what programs are happening in your area at key-leader.org.



KEY CLUB ACRONYMS

Below is a list of our most commonly used 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

KEY CLUB®



keyclub.org



facebook.com/keyclubintl



[@keyclub](https://twitter.com/keyclub)



[@keyclubint](https://www.instagram.com/keyclubint)



[@keyclubint](https://www.pinterest.com/keyclubint)



[keyclubtv](https://www.youtube.com/keyclubtv)



[@keyclubint](https://www.snapchat.com/add/keyclubint)



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