

Editor and webmaster tips and tricks!

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Icebreaker:

What's your name and
your favorite season of
the year?

Nj key club website tour

Important Thing to Include In Your Website:

- Easily navigational homepage
- Calendar/Upcoming Events page
- Officers names and positions
- Photos/Recaps
- Resource Page (dues info, important links and docs)

Smart Technology Tips:

- Link everything together (website, instagram, google forms)
- Use Canva for any graphics
- Don't overcrowd pages
- Use QR codes
- Update regularly
- Google calendar

Social Media!

- Social media is the key in this day and age to communicate with your members!
- Preferred platforms include: Instagram and TikTok!

Instagram specific tips!

- Keep the page somewhat professional
- Inform members without overloading information (short and sweet)
- Stick to the Key Club Brand Kit, using key club approved colors and fonts
- Have fun and be creative!

Instagram specific tips!

- Be consistent when posting, aim for the same days each week
- Create content in mind of the audience

Brand Kit Overview

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

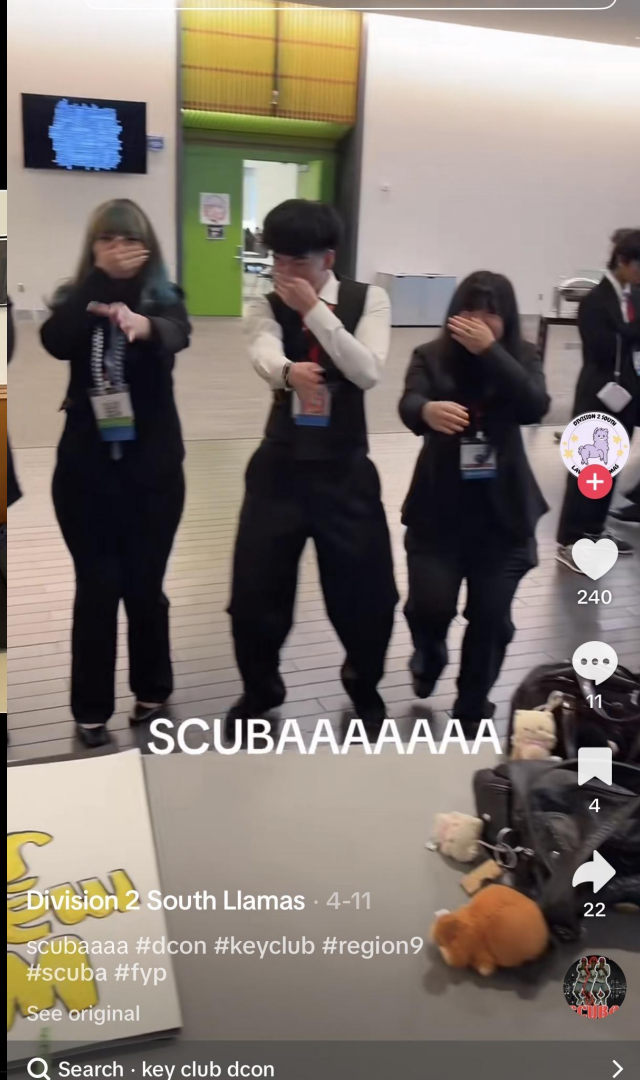
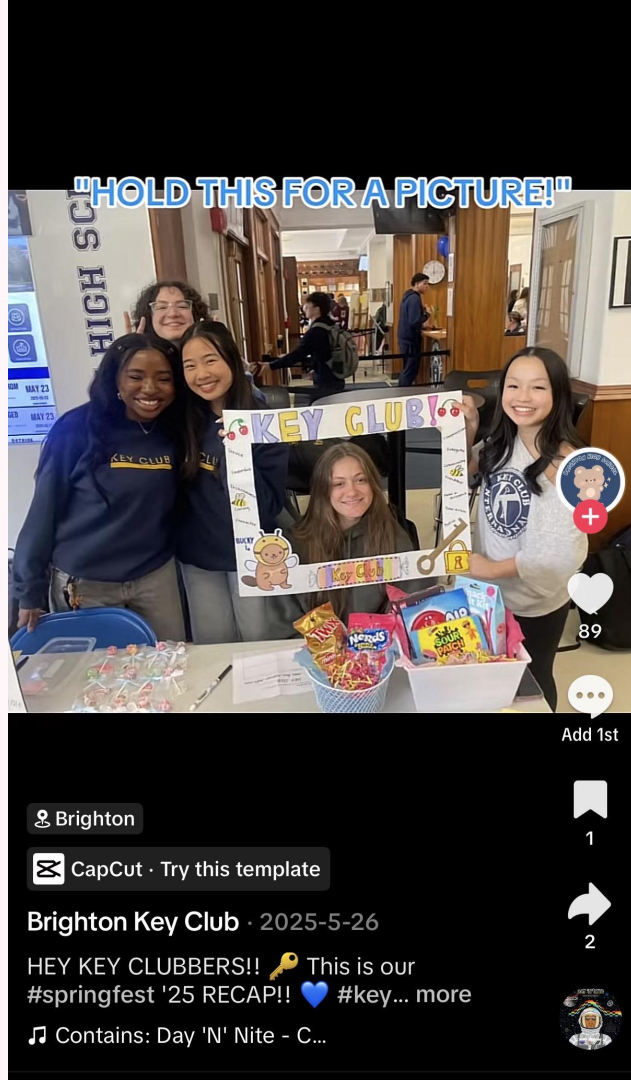
PANTONE Black	PANTONE 295 Blue	PANTONE 872 Gold	PANTONE Cyan	PANTONE 158 Orange
CMYK 0 / 0 / 0 / 100	CMYK 100 / 70 / 0 / 40	CMYK 20 / 30 / 70 / 15	CMYK 100 / 0 / 0 / 0	CMYK 0 / 61 / 97 / 0
RGB 35 / 31 / 32	RGB 0 / 47 / 95	RGB 180 / 151 / 90	RGB 0 / 174 / 239	RGB 245 / 128 / 37
HEX 231f20	HEX 003366	HEX b49759	HEX 00aeef	HEX f58025
PANTONE 174 Brown	PANTONE 187 Red	PANTONE Magenta	PANTONE 576 Green	PANTONE 122 Yellow
CMYK 28 / 86 / 100 / 27	CMYK 0 / 100 / 79 / 20	CMYK 0 / 100 / 0 / 0	CMYK 60 / 23 / 91 / 5	CMYK 0 / 17 / 80 / 0
RGB 145 / 56 / 31	RGB 196 / 18 / 48	RGB 236 / 0 / 140	RGB 115 / 152 / 73	RGB 255 / 210 / 79
HEX 91381e	HEX c41230	HEX ec008c	HEX 729849	HEX fed450

Strong Examples:



Tiktok Tips!

- Use trending audios
- Follow trends and make them related to key club
- The funnier, the more people will want to engage!



What should you promote

Events

- Service projects
- Fundraisers
- Social events
- Division/district events
- Meeting reminders

Member Recognition

- Member spotlights
- Awards/accomplishments

Important Information

- Deadlines
- Forms
- Dues reminders
- Election information

What should you promote

Club Impact

- Photos from events
- Collaborations

Engagement Content

- Polls/questions
- Upcoming opportunities
- Recaps/highlights

Game!

Is it post worthy?

Thumbs up or down in chat
and explain reasoning!

1. Club meeting reminder

Yes!

This is important for your members get
a remainder so they can attend
meetings!

2. Posting a story
with hateful
words

No!

Key Club should stay professional and kind!

3. Service project recap

Yes!

4. Photos from a service event

Yes!

Interests members and keeps them
engaged

5. Huge paragraph with
no spacing or important
info highlighted

No!

It won't be engaging to people so there's a good chance
that they will not read it