2017
2018

Be the

WEB MASTER

2017

July
5–9 Key Club International convention
17–24 Leadership conference

September
15 Fall mailing sent to clubs
16 Nickelodeon's Worldwide Day of Play

October
1–31 Trick-or-Treat for UNICEF
15 Youth Opportunities Fund grant application deadline
28 Kiwanis One Day
TBD Legacy of Play Contest – Each October, Landscape Structures hosts its Legacy of Play contest. Be on the lookout for more information.

November
1 Early bird deadline for dues
3 Advisor Appreciation Day
1–30 Kiwanis Family Month
6–10 Key Club Week
17 Prematurity Awareness Day

December
1 Final deadline for dues
31 Trick-or-Treat for UNICEF donations due in order to receive recognition

2018

January
5 Key of Honor nominations due

February
1 Unpaid clubs become suspended
1–28 Officer elections
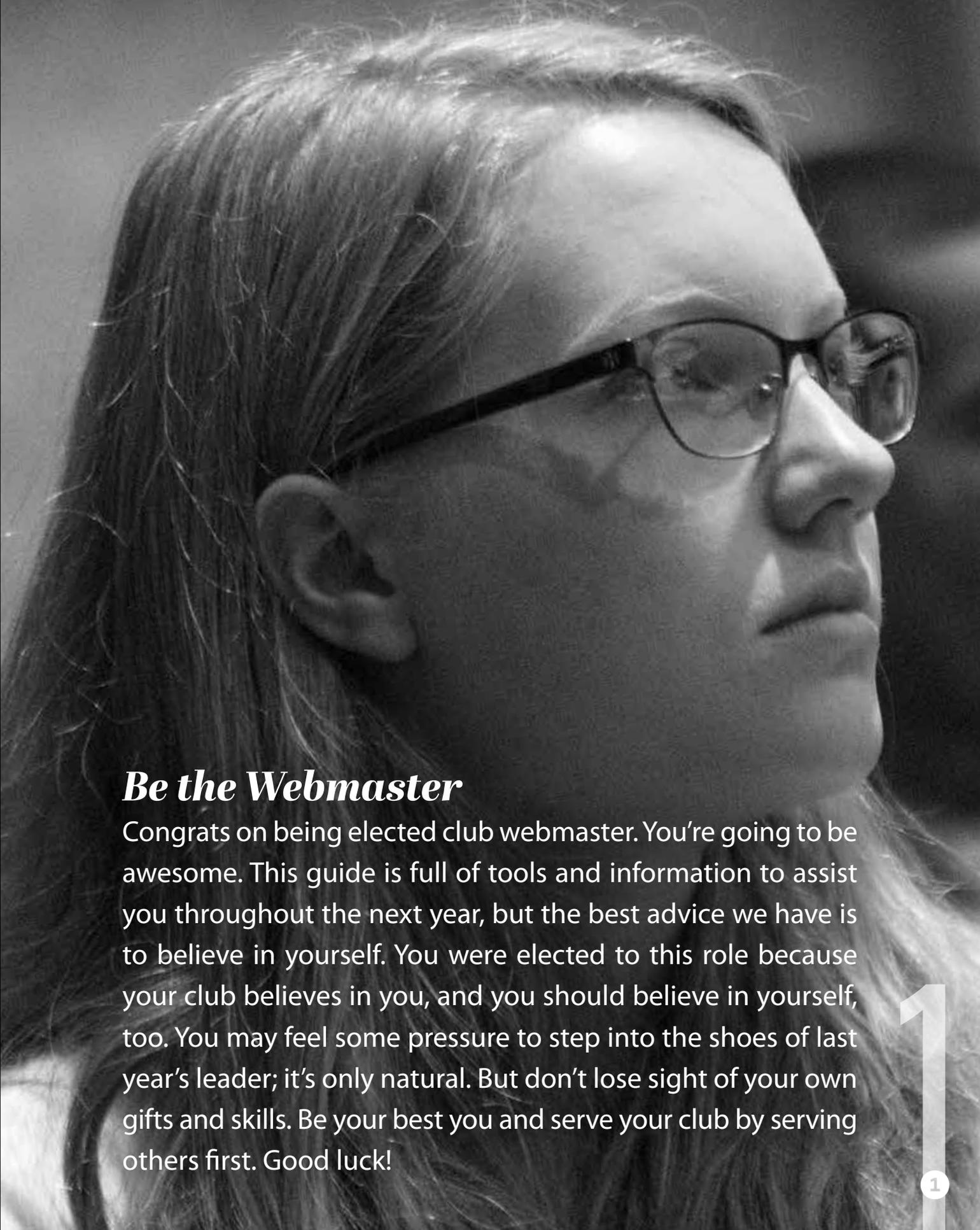1–28 Submit annual achievement report before your district convention. *(keyclub.org/districtconventions)*

March
15 Officer training mailing sent to clubs
TBD National Pancake Day – Start looking in November for the announcement for this year's National Pancake Day hosted by IHOP with benefits going to Children's Miracle Network.

Key Club important dates

Be the Webmaster

Congrats on being elected club webmaster. You're going to be awesome. This guide is full of tools and information to assist you throughout the next year, but the best advice we have is to believe in yourself. You were elected to this role because your club believes in you, and you should believe in yourself, too. You may feel some pressure to step into the shoes of last year's leader; it's only natural. But don't lose sight of your own gifts and skills. Be your best you and serve your club by serving others first. Good luck!

1

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.

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.**

KEY CLUB®

Share your club's activities on social media.

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

Engage with members through web-based outlets.

Checklists

KEY CLUB

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.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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

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.

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

- **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.

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.

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.

Trick-or-Treat for UNICEF *(October)*
Key Club Week *(First full week of November)*
Kiwanis Family Month *(November)*
Kiwanis One Day *(April 2, 2016)*

#KiwanisOneDay

#TOT4UNICEF

#KeyClubWeek

#KFamilyMonth

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

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

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bc34ba

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ec008c

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ed1c 24

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58595b

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bcbec0

Key Club color palette

Key Club seal
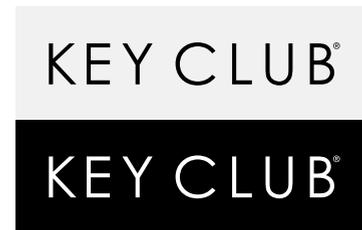
Key Club wordmark

Myriad Pro

Garamond Premier Pro

Abril Display Extra Bold

Key Club typefont families

In publications and presentations, an optional display font can be used for text such as pull quotes and title slides. Remember, display fonts work best when they're not overused. (Rule of thumb: no more than about 10% of the entire copy.) Our suggested display font, Abril Display Extra Bold, is shown in the Key Club Brand Guide. However, using a display font that's not in the brand guide will not result in point deduction for anyone applying for a distinguished officer award.

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 weekly Key Club email. Not receiving the weekly 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

Want to take your leadership to a new level? Know a younger member who y
think will be a great leader? Key Leader is a leadership development experien
open to any high school student who is interested in leadership. Many clubs a
find their sponsoring Kiwanis club, local businesses or school will help them p
the registration fee. You can learn more about Key Leader and what progra
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	**IP —**	Immediate Past
CKI —	Circle K International	**KCI —**	Key Club International
CMN —	Children's Miracle Network	**LTG —**	Lieutenant Governor
DCON —	District Convention	**OTC —**	Officer Training Conference
ICON —	International Convention	**YOF —**	Youth Opportunities Fund

EARTH CHOICE

facebook.com/keyclubintnl   twitter.com/keyclub
instagram.com/keyclubint   pinterest.com/keyclubint   youtube.com/keyclubtv

GIKC-1216-3 Web