

Need Info?

Where do you go to
find information quickly?

WELLESLEY
ALUMNAE ASSOCIATION
W

www.wellesley.edu/alum

Search the Internet



What would an alumna find if she searched for your class or club website?

www.wellesley.edu/alum

Think of your website as...



...your class or club library where all the information is stored.

Website



Email



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Website Considerations



- Put yourself in the shoes of the person visiting your site.
- Visitors to your website will scan first, then read.
- Minimize clicking, scrolling, and thinking.
- Concentrate on content, not design.
- Get visitors to come back often.
- Update your website to keep the content fresh.

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Web Page Content



- Officer list
- Letter/newsletter/email archive
- Photos
- Event announcements
- Post-event reports
- Dues information
- How to volunteer
- Links to Online Community: Discussion groups, class e-Notes, and more
- Links to Facebook, LinkedIn, etc.

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Website Options



	Build Your Own	Chapter Pages
Technical Expertise Needed	High	Medium
Accessibility	Public	<ul style="list-style-type: none"> • Public landing page • Private pages
Design	Up to you	Templates provided
Transitioning / Sharing the Work	Challenging	Easy
Cost	Not free	Free
Customer Support	Limited	Available! We are here to help you!


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Website Option #1: Build Your Own





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Website Option #2: Chapter Pages



- Landing Page (public)
- Chapter Pages (private)

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Chapter Pages: Public Landing Page




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Chapter Pages How-To

- 

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Chapter Pages Template

- Welcome
- Officers
- Events
- Photos
- Membership
- News
- Get Involved
- **NEW! Reunion**
- **NEW! Record Book**
- **NEW! Memorials**

Select the pages
that are relevant
for your group.



www.wellesley.edu/alum

Other Online Resources

flickr®

facebook

twitter



SurveyMonkey.com
because knowledge is everything

LinkedIn®

You Tube
Broadcast Yourself™



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Website Guidelines



DO:

- Keep the content fresh
- Be aware of privacy & security
- Drive alumnae to your website from other sources – email, Facebook, etc.

DON'T:

- Neglect your page
- Share private information on a public web site
- Worry – We are here to help you!

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Let's Build a Chapter Page



Wellesley Club of Lake Waban



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