



2023-2024

CNH KEY CLUB  
**TECH EDITOR'S**  
*manual*



# MESSAGE FROM THE DTE:

**BUZZ BUZZ CNH!** 🐝+❤️

Congratulations on serving as Club/Division Technology Editor! My name is Katherine Geng and I proudly serve you as your 2023-2024 District Technology Editor. As an editor, you are now representing your home, school, and community. You will be responsible for bridging the gap between general members and your club/division. As such, your duties may vary from creating promotional graphics for social media to updating & maintaining a website. This manual will touch on a range of topics from general duties to learning graphic standards and even to websites/social media! Feel free to rely on this manual as a resource to assist you in achieving your goals this term.

I'm BEE-yond proud of each and every one of you and cannot wait to see how you bring your clubs/divisions to even greater heights! Thank you all for your hard work and if you ever have any questions, comments, or concerns, please do not hesitate to reach out to me at [dte@cnhkeyclub.org](mailto:dte@cnhkeyclub.org)!

***Serving through the Screen,***

Katherine Geng (she/her) 🐝 ✨ •° : \*

District Technology Editor 2023-2024



**CNH District Technology Editor**

Editor Katherine Geng | [dte@cnhkeyclub.org](mailto:dte@cnhkeyclub.org)

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# OVERVIEW

Club/Division officers aren't only representing themselves, but also their home, club, community, and even the entire Key Club organization in its entirety! As an officer, you're a **role model** for the members you serve, and they should be able to seek guidance and support from you. One of the responsibilities is to make sure all officers are content and **communicating to reach a common goal**. With this said, you must keep a consistent level of **communication** and **professionalism** at all times

## COMMUNICATION

One of the **KEY** characteristics a Tech Editor needs is communication! Keep in mind that you need to constantly be **communicating with club/division officers** for new ideas and resources. Some of the main bees you'll be communicating with are your club/division bulletin editor, historian, and secretary to make sure any articles, visuals, newsletters, photographs, and meeting agendas are posted on the website!

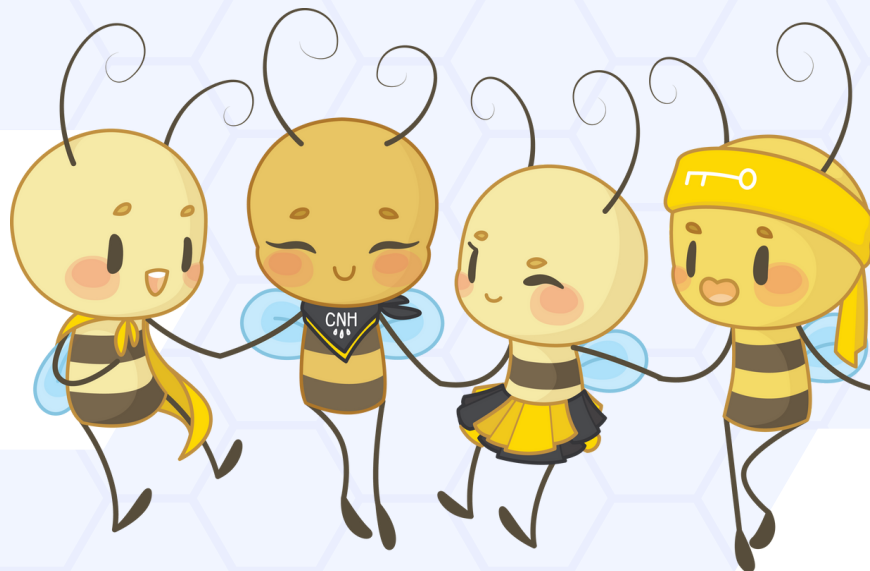
Aside from keeping close communication with fellow editors, make sure to also **contact your officer board** to share any updates you may have.

- You can also refer to the resources below for any tips about communication
  - [Formal VS. Casual Communications](#)
  - [Importance of Effective Communication](#)

# PROFESSIONALISM

As an officer for Key Club, it is expected of you to always be **professional**, whether it is in your communication or work. The content and design you decide to incorporate into social media posts or your website must be **SAFEKEY**. Please remember that you are representing Key Club as a whole.

- Please refer to the page below for how to have proper email etiquette.
  - [Email Etiquette Protocol](#)



The background features a repeating pattern of yellow cartoon cats in various poses (sitting, lying down, jumping) on a light blue background. A blue computer mouse with a cord is positioned in the lower right quadrant. The title text is centered and surrounded by blue motion lines.

**DUTIES OF A**

*tech editor*

# GENERAL DUTIES

- It is vital to ensure that your fellow officers are communicating and working together to reach the goals you set
- Try to be an **active member** within your club and division to communicate with others. **Attend educational training conferences and events** so you can meet members that help you BEEcome a better leader!

## CLUB TECH EDITOR

- Fulfill general club board duties such as attending meetings, events, etc...
- Always update the information on your club website and other platforms as you receive it
- Share the activities your club does on your club's social media platforms (Instagram, Facebook, etc)
- Engage with your fellow members
- Complete any technology or marketing tasks that resonate with your position's duties
- If you are unsure of what your position requires, discuss with your club president

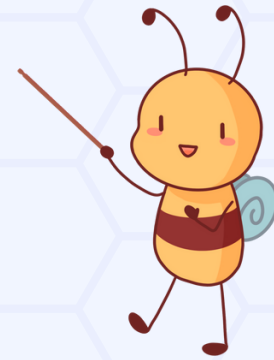
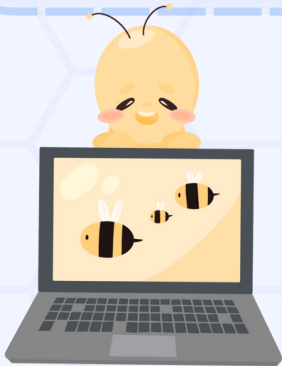
## DIVISION TECH EDITOR

- Fulfill division leadership team duties such as attending meetings, events, etc...
- Always update the information on your division website and other platforms as you receive it
- Share the activities your division does on your division's social media platforms (Instagram, Facebook, etc)
- Engage with your division
- Complete any technology or marketing tasks that resonate with your position's duties
- If you are unsure of what your position requires, discuss with your LTG

As a technology editor, you will be assigned tasks to work on on a **weekly, monthly, and annual basis**. It is **imperative** that you are always on time with these tasks as they mainly focus on important information that needs to be released.

## WEEKLY

- Attend general meetings/board meetings
- Engage with the members in your club/division
- Upload meeting minutes/agendas to your club/division website



## MONTHLY

- Upload any event/meeting photos or any **KEY** information onto your club/division's social media and website
- Include Division, District, and International updates

## ANNUAL

- Train Tech Editor-elect
- Update any officer board or DLT contacts and links on the club/division's social media and website (if needed)
- Apply for the CNH District Club/Division Website Contest (optional but recommended!)



# SAFEKEY

As a Tech Editor, one of your goals is to promote online safety and use proper language and etiquette as a way to communicate with others respectfully. This is why the **Communications & Marketing Committee** has created various resources on how to utilize being **SAFEKEY**. These resources cover the topics of online safety, how to write emails professionally, and common signs of cyberbullying.

## SAFEKEY RESOURCES

Here are the following resources provided by the Communications & Marketing Committee:

- [Cyberbullying v. Support Guide](#)
- [Email Etiquette Guide](#)
- [Inclusive v. Exclusive](#)
- [BEEing a Leader](#)
- You can also access these by accessing our Cyberkey, going to Resources, Graphics and Marketing, and then onto the Online Safety or Professionalism page.



# DOS & DONTS

## DOS

- Keep in mind Key Club International's core values, which are caring, inclusiveness, character building, and leadership
- Keep a level of positivity in your posts
- Always post Key Club International and California-Nevada-Hawaii (CNH) updates
- Make sure both Members and Non-Members can access your content
- Feel free to contact your LTG or CNH DTE if you need assistance



## DONTS

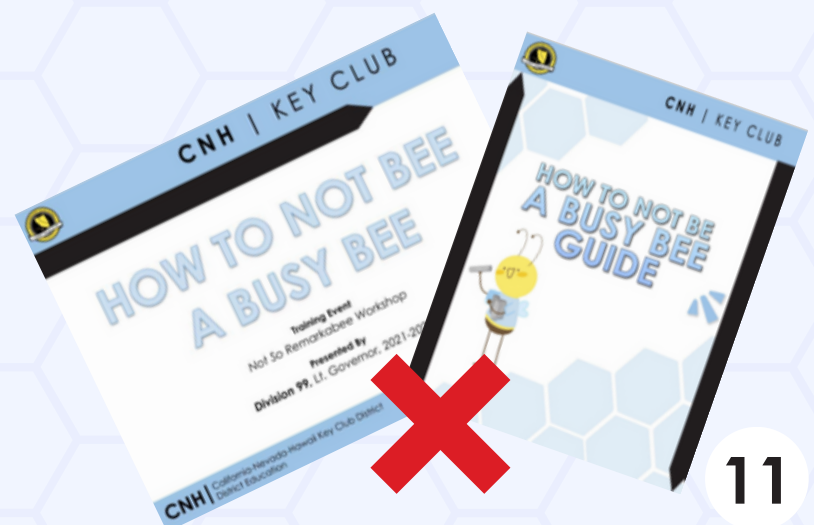
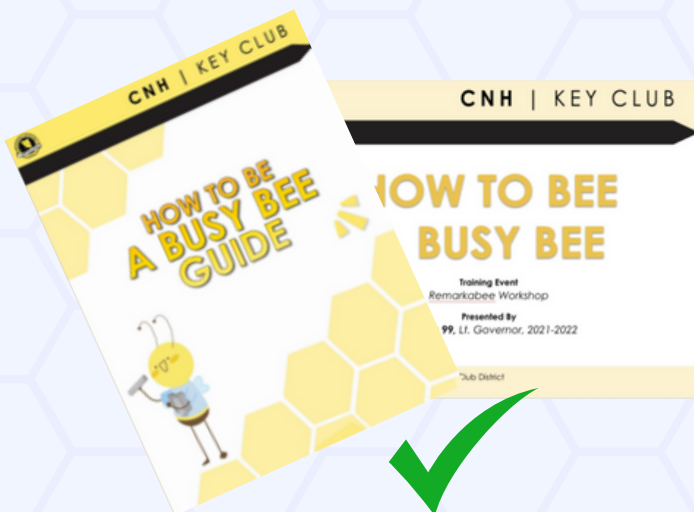
- Please refrain from posting controversial, inappropriate, triggering, or sensitive topics
- Do not include offensive slang, phrases, or profanity in your content
- Do not be exclusive or antagonize fellow members, this includes slander



# GRAPHIC STANDARDS

Graphic Standards are a set of guidelines for any Key Club affiliated publication including but not limited to websites, presentations, and newsletters. It is used to **maintain branding consistency** across all of CNH and **encourage professionalism**. As Tech Editor, it is **imperative** that you promote and **follow CNH graphic standards** when designing websites or publishing any Key Club material.

The Communications & Marketing Committee's graphic standards manual can be found [HERE](#). You can also find the manual by navigating to **cnhkeyclub.org > Resources > Graphics and Marketing > Graphic Standards Manual**. The manual covers specific logos, fonts, and color palettes that are important to the CNH brand. It is **HIGHLY recommended** that you take the time to read and fully understand the graphic standards





# **WEBSITES &** *social media*

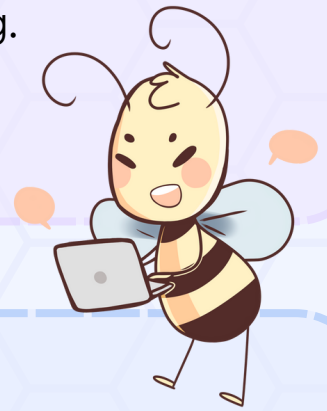
# WEBSITE CREATION

## WHY

Websites are a great way for members to access club/division **resources and updates**, such as service opportunities, club/division information, newsletters, meeting minutes, officer contacts, and more!

## HOW

Various sites can be used including: **Wix, Weebly, Wordpress, and Google Sites**. All of these platforms use a drag-and-drop feature, meaning that there is **no need to know any coding**. It is **recommended** to use Wix, as it includes templates that can be easily implemented and adjusted to your liking.



## SAFEKEY

- Absolutely **no personal information** should be publicly accessible on the website
  - Including phone number, personal social media accounts, and personal emails
- Locations are allowed to be displayed **ONLY** if your club/division has filled out an Event Request Form for the event and it has been approved by your Region Advisor
- Give faculty advisors access to all login information.
- Please visit the [Cyberkey](#) for additional online safety tips

# WEBSITE CREATION

A website must include certain core pages, as following:

- Home page (slideshow, president/LTG welcome, upcoming events, etc.)
- Events page (DCMs, FRS/FRN, RTC, DCON, etc.)
- Calendar
- Division, District, and International website links and updates
- Member service hours (clubs only)
- About page (club/division information, club awards/division history, etc.)
- Contact Us page
- Meet The Officers page
- What is Key Club page
- Agendas & meeting minutes
- Forms (Medical form, COVID Waiver form, Photo Release form, etc.)
- Gallery

While these are required, you are not limited to just these pages. Some other pages you can implement include:

- Recognition (members/officers of the month)
- Division Leadership Team (for division websites)
- Cheers
- Division & District Newsletters (include club newsletters if applicable)



# WEBSITE MAINTENANCE

It is **imperative** to maintain your website throughout the year to provide members with new and relevant information. Some parts must be updated more frequently than others.



<b>Weekly</b>	<b>Monthly</b>	<b>Yearly</b>	<b>Seasonal</b>
Service Projects, Calendar, and Club, Division, District, or International Updates	Articles and Visuals, Hours, Newsletters, Meeting Minutes, Recognition, Gallery	Officer Board or DLT, Contacts and Links (if needed)	Decorations, New Graphics, and additional information can be added at any time

Alternative ways to update a website can include:

- **Embedding club or division social media** feeds which allows you to advertise the account while also automatically displaying updates.
- **Implementing a calendar** can create an organized preview for all upcoming events. Google Calendar is recommended, as it allows members to copy events to their personal calendars.
- If your website builder has a **blog function**, it can be a great way to add articles and visuals each month; it is easier than reformatting text boxes and also creates an archive for visitors to look through.





# SOCIAL MEDIA

Depending on your directives, you may be in charge of your club/division social media. Below are a few tips.



- Ensure that your faculty advisor has access to all login information.
- A **club or division email** should be used for all accounts.
- **Following Graphics Standards** ensures that your club creates a recognizable brand and is representing our organization well.
  - The manual can be found [HERE](#)
- **BEE consistent** when creating posts
  - Utilize a certain theme (i.e. division/club colors)
  - Don't forget to be **SafeKey!**
- **Promote social media** to members and encourage them to share it with others!
  - Take advantage of a platform's unique features
  - For example, Instagram stories and highlights
- Keep members in mind by allowing them to **interact with accounts** and creating posts that appeal to them
  - For example, creating story polls or filters can allow for more member interactions
- Think strategically of the **best times to post** to maximize interactions!



# CONTESTS

# CONTESTS

Contests are an amazing way to get recognized for the work that happens on a club and division level!

- In order to participate in these contests, you **MUST** register beforehand.
- **DEADLINE: September 21st**
- [Registration Link](#)

## Distinguished Club Website Contest:

- A club website that is **adequately designed** and **maintained** throughout the year is eligible for this contest
- Submissions must follow a **series of contest guidelines** that are released every year
- Contest guidelines for club websites can be found [HERE](#)
- There will be three “checks” performed throughout the year to ensure that the website is updated.
- Available awards are **Outstanding Club Website**, and **Distinguished Club Website**

## Distinguished Division Website Contest:

- A division website that is **adequately designed** and **maintained** throughout the year is eligible for this contest
- Contest guidelines for division websites can be found [HERE](#)
- Like the Distinguished Club Website Contest, the Distinguished Division Website Contest will also have three “checks” throughout the year.
- Available awards are **Outstanding Division Website**, and **Distinguished Division Website**



FAQS &  
*resources*

# FAQS

## **If I need help, who should I contact?**

- Contact your president (if you serve on the club level), your Lieutenant Governor, or the District Technology Editor if you need assistance or have any questions regarding your position as an editor.

## **Is it worth making my website up to par with Contest guidelines?**

- YES! Not only does this make your website eligible to win an award, but it will also ensure it is viable for members to use. Members will have access to resources and info about Key Club they might not get anywhere else.

## **How do I know what social media platforms to use?**

- Ask your LTG which ones they suggest. You can also conduct a survey of members and see which platforms they use the most. If you are creating a new social media account, make sure to get the proper permission from your Club President and/or Lieutenant Governor, and Kiwanis/faculty advisor.

## **When do I have to submit my application for the Distinguished Website Contests?**

- The initial registration is due in September, with which your website will be eligible to be checked throughout the term for the contest. The contest information is available to view on the Cyberkey (Recognition > Contests).

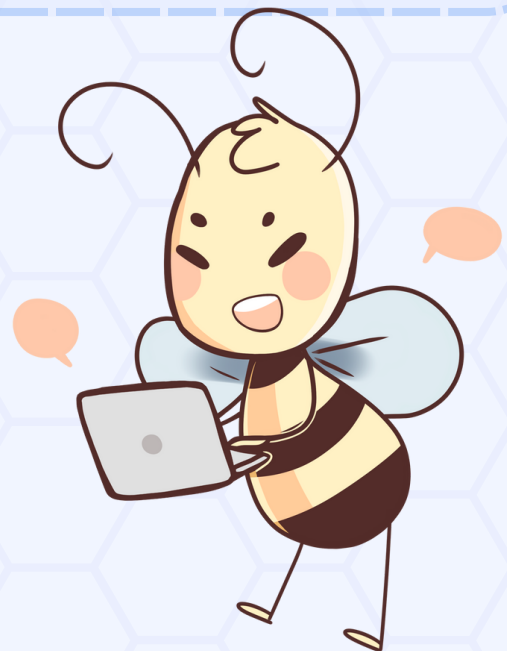
## **How do I make my website look visually appealing?**

- Use a simple 4-5 color palette as well as 1-3 easy-to-read fonts. Make sure you have some sort of navigation method, such as a horizontal navigation bar. When you design your website, think about how you would interact with it if you were the viewer. If you want examples of good websites, you can check out other Key Club websites or websites of major companies (i.e., Microsoft, Apple, etc)

# RESOURCES

[Key Club International Website](#)  
[CNH Cyberkey](#)

- [Graphic Standards Manual](#)
- [Website Manual](#)
- [Editor's Reflector](#) (JOIN FOR CNH EMAIL UPDATES)



# ACKNOWLEDGEMENTS

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# THANK YOU FOR READING!