



CNH | KEY CLUB

EDITOR'S GUIDE



CNH District Membership Development & Education Committee
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INTRODUCTIONS

Hello Editors! Congratulations on being either appointed or elected as your club's editor!

The editor serves as a conduit of innovation, using the power of design to amplify the voices of Key Club members and showcase the heart of our mission. From dynamic event posters that catch the eye, to stunning visuals that capture the essence of service and camaraderie, the Graphic Editor shapes the way we perceive and interact with our Key Club community!

You are truly such an awesome BEE to take on such a crucial role in your Key Club. With this guide, CNH hopes that you will be able to become the best editor you can possibly be. We hope that you know we are all rooting you on, so BEE sure to know that you are not alone on this journey!

- Division 4 East Lieutenant Governor Rachel An



TABLE *of* CONTENTS

04

GRAPHIC STANDARDS

08

DUTIES

10

NEWS EDITOR

15

TECH EDITOR

18

SOCIAL MEDIA

20

SAFEKEY

22

ACKNOWLEDGEMENTS

SECTION 1

GRAPHIC

STANDARDS



GRAPHIC *standards*

- **CNH Graphic Standards**

- Developed to maintain the consistency of CNH's branding especially when it comes to creating any publicity material within the CNH district
- Used on club, division, and district level
- Encourages professionalism and brand awareness

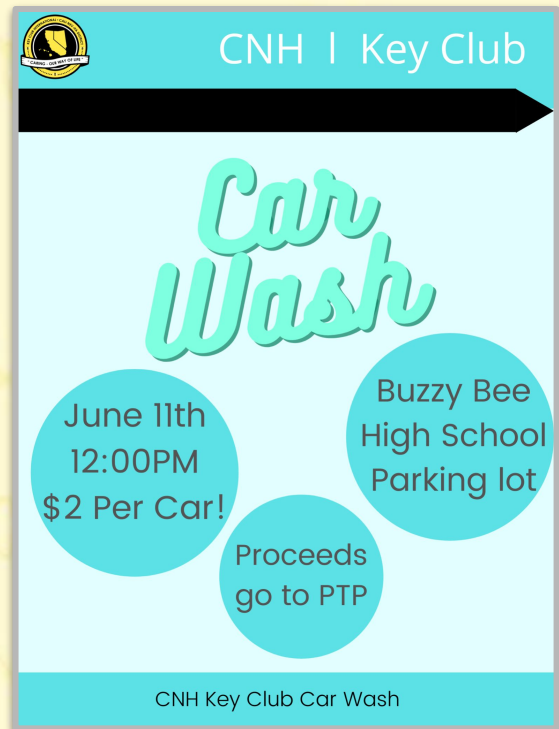
- **When should you use Graphic Standards?**

- Newsletters
- E-Portfolios
- Websites
- Presentations
- **MAKE SURE TO BE SAFEKEY!**
 - No personal information such as phone numbers should be included
 - Emails are acceptable IF they are emails created for Key Club

cnhkeyclub.org > Resources > Graphics & Marketing >
CNH Key Club Graphic Standards Manual

GOOD *examples*

This poster is great for a **division project** as it has the **Key Club pencil, CNH logo, and the CNH Key Club header and footer**



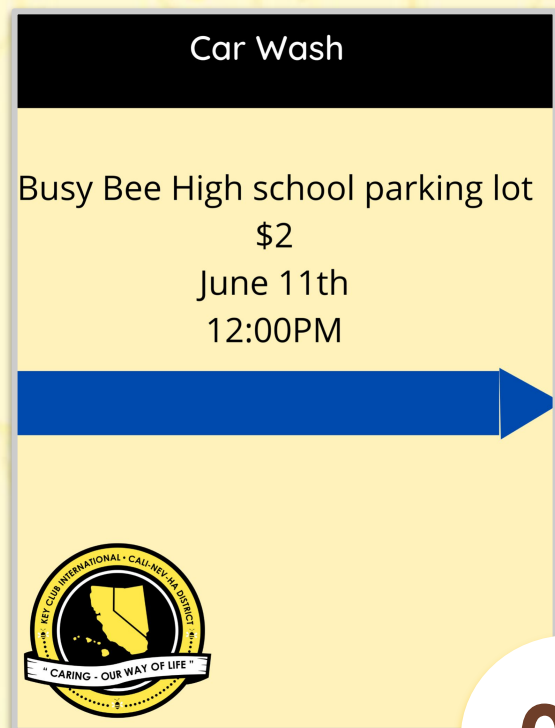
This poster is great for a club doing a service project! **It uses Century Gothic (Poppins light on certain programs) shows the date, time, location, and price too!**

BAD examples



This poster is **NOT** great for a club doing a service project! It **does not include a date or time, theme is insistent, and unorganized!**

This poster is **NOT** great for a division project as it **has the Key Club pencil at the middle of the page, CNH logo is oversized, and the CNH Key Club header and footer is missing**



SECTION 2

DUTIES



EDITOR *duties*

- Be familiar with Key Club Graphic Standards
- Create a monthly newsletter
- Take pictures at club events & meetings
- Submit articles & visuals for the district newsletter
- Publicize the club through flyers, posters, etc
- Follow appropriate guidelines for promotion on social networks
- Update & maintain a club website
- Train the editor-elect on graphic standards & network etiquette

remember to bee...

SAFEKEY

**GOAL
ORIENTED**

CREATIVE

GENERAL *duties*

- Remain an active member (50+ service hours)
 - Attend club and division events and meetings
 - Attend educational events
 - Maintain outreach to members
- Uphold Key Club core values (leadership, inclusiveness, character building, and caring)
- Step Up, Step Back
 - Take initiative
 - Allow other officers to take the lead when necessary
- Officer Involvement & Engagement
 - Division level
 - Attend as many events as possible
 - Take advantage of opportunities to network and connect with members and officers in your division
 - Check out division social media and resources
 - District level
 - Attend as many events as possible
 - Check out district social media, resources, and virtual events

SECTION 3

NEWS EDITOR



NEWS

editor

TASKS/DUTIES

- Write & curate
 - Newsletters
 - Include content that is relevant according to when you post
- Send articles and visuals
- Stay organized and plan ahead!
 - Spreadsheet on what content you'll include
 - Set deadlines

MAKE SURE TO

- Check up with your fellow officers and helping out wherever you can
 - Offering your aid through their work and other tasks
 - Keep in constant communication with your peers
- Think about how you will promote your newsletter
 - Instagram

Continue to refer back to this manual to ensure that you're staying on track and accomplishing your goals as an editor

PROGRAMS

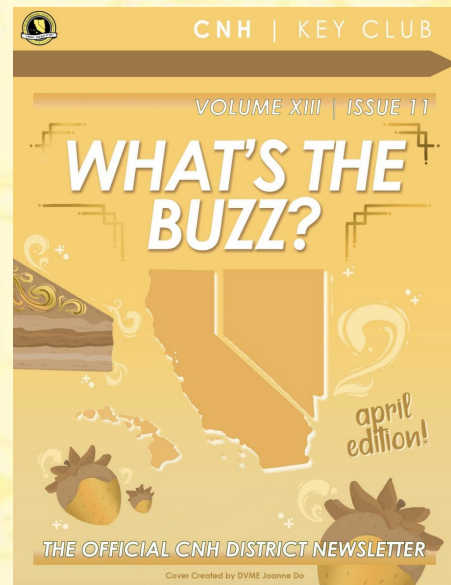
- BEEginner friendly!
 - Microsoft Publisher
 - Google Slides,
 - Canva
 - Google Drawings
 - Procreate
- More advanced
 - Adobe InDesign
 - Photoshop
 - Illustrator

WHAT TO INCLUDE

- Messages from president/LTG/yours elf
- Educational features
- Club, Division, District, & Int'l Updates
- Service projects
- Event recaps
- Member recognition
- Contact Information



procreate



photoshop

ARTICLES

- Get featured in the District Newsletter!
 - Share the experience for members all over the District
 - Give fellow officers ideas on possible events
- When asking members to write articles, be sure to give them **questions for guidance**
 - What was your favorite part of the event?
 - Where was the event held?

VISUALS

- Submit articles with visuals to show the story
- Articles and visuals **SHOULD** align
- If featuring service, show faces & hands in action
- **Candid** shots are better than posed
- Choose from quality, **in-focus** visuals
- Home/online service does not count



SECTION 4

TECH EDITOR



TECH *editor*

WHERE TO START?

- **CLUBS:** Make sure you have permission from your school to create a website
- Drag-and-drop website builders
 - Wix
 - Wordpress
 - Weebly
 - Google Sites
 - For more advanced: code from scratch with HTML

CORE PAGES

- Home page
 - Slideshow, president / LTG welcome
- Events page
 - About DCMs, FRS/FRN, RTC, DCON
- Calendar
 - Past / upcoming service events, meetings
- Meet the Officers / Contact page
- **CLUBS:** member service hours
- Agendas & meeting minutes

Wix.com

weebly



SAFETY TIPS

- No personal information should be publicly accessible on your website!
 - No phone numbers or personal social media accounts
 - Club/division social media ONLY
 - Emails for officer contact information are allowed ONLY if they are exclusively for Key Club

BENEFITS OF A WEBSITE

- Allow members to access resources and updates for their club, or even division!
- These resources include, but are not limited to:
 - Service opportunities
 - Background information
 - Newsletters
 - Portals to check hours
 - Meeting minutes
 - Photos
 - Officer contacts

Make sure the user interface is simple and easy to navigate as well as incorporating pictures and videos to make the site less text-heavy

SECTION 5

SOCIAL MEDIA



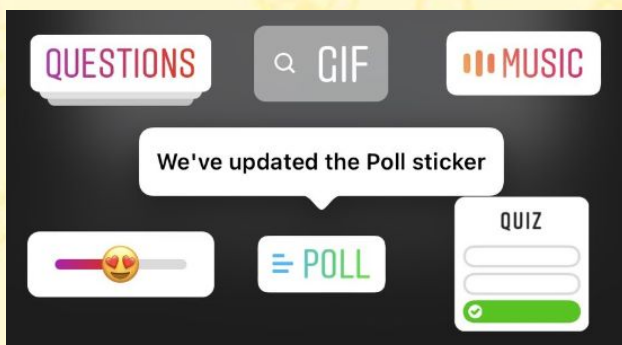
SOCIAL *media*

INTERACTION

- Interaction is a Key element in determining the success of your social media distribution
 - The more your members interact with the media you post, the stronger their connection to your club becomes

PLATFORMS

- Instagram
 - Post event flyers and create a sense of community here for maximum effectiveness
- Remind
 - This platform is useful for sending out details about events and keeping members up to date on new developments.



SECTION 4

SAFEKEY



SAFEKEY

IMPORTANCE

- Growing reliances on technology on a daily basis allows for harmful encounters on the internet to occur
 - These harmful encounters can be prevented if the proper measures are taken
- BEE educated on how to utilize technology to the best of your ability without putting your and others' safety at risk

DO'S AND DONT'S

- BEE PROFESSIONAL
 - Think about your personal and the organization's identity
- Beware of cyberbullying
- Display ONLY things that are appropriate
 - NO PROFANITY
 - NO HARMFUL REFERENCES
 - USE YOUR BEST JUDGEMENT
- Pictures/videos can be posted ONLY if you have permission



THANK YOU

FOR

reading!

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this guide.

- **Shanelle Relucio**, Membership Development & Education Chair, 2021-2022
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