

Harnessing the Power of the Digital Age: Best Practices for Chapter Websites

Michelle Lilly

SIGMA THETA TAU INTERNATIONAL
**LEADERSHIP
CONNECTION**

Personal.
Professional.
Global.

Faculty Disclosure

- Faculty Name: Michelle Lilly
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

Objectives

- Learn how to enhance a website to be visually appealing
- Discover the best practices in website maintenance and navigation
- Considerations for recruitment and retention



Your website makes you accessible to members
AND potential members **at all times.**





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CONNECTION**

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#1

Have a Pleasant Appearance

Color



[My Account](#)
[My Home](#)
[My Business](#)
[Our Company](#)

Username

Password

[Login](#)
[Register for Online Access](#)
[Forgot Username or Password](#)

Welcome to our NEW website!

Viewable on all of your devices



News

08/27 Citizens Participates in Clean Water Program

08/13 Citizens Launches New and Improved Website

08/05 Citizens' Diverse Water Supply Enhances Water Quality

Upcoming Board Meetings



Billing & Payment

24-hour access to view and pay your current bills online



Start or Stop Service

Start, stop or transfer service online



Conserve & Save

Find tips to help you save on energy and water at your home



My Responsibilities

Learn your responsibilities as a property owner



Programs & Services

Learn about our utilities and related programs



Safety

Tips to keep your home and family safe



Rates & Regulatory Notices

Check out our rates and regulatory notices



Our Projects

Details on current Citizens projects



Whether Hale-Bopp has a "companion" or not is irrelevant from our perspective. However, its arrival is joyously very significant to us at "Heaven's Gate." The *joy* is that our Older Member in the Evolutionary Level Above Human (the "Kingdom of Heaven") has made it clear to us that Hale-Bopp's approach is the "marker" we've been waiting for -- the time for the arrival of the spacecraft from the Level Above Human to take us home to "Their World" -- in the literal Heavens. Our 22 years of classroom here on planet Earth is finally coming to conclusion -- "graduation" from the Human Evolutionary Level. We are happily prepared to leave "this world" and go with Ti's crew.

If you study the material on this website you will hopefully understand our joy and what our purpose here on Earth has been. You may even find your "boarding pass" to leave with us during this brief "window."

We are so very thankful that we have been recipients of this opportunity to prepare for membership in Their Kingdom, and to experience Their boundless Caring and Nurturing.

Keys or Bookmarks to Vital Information on Our Website



Do's Intro: Our Purpose -- The Simple Bottom Line (an excerpt from our book **HEAVEN'S GATE** -- see below)

Raise your hand if you can read this

Text and Font

- The most easily read text color-combination is black text on a white background, in a 10 or 12 point font size.
- The ability to see a font depends on the user's operating system. The most common are:
 - Arial
 - Courier New
 - Georgia
 - Times New Roman
 - Trebuchet MS
 - Verdana

simply better than the best

MICHELE OLIVIERI

Search

Find

[Advanced search](#)[OUR SELECTION](#)[CATALOGUES](#)[EXOTIC SKINS NEW ARRIVALS](#)[EXOTIC SKINS SPECIALS](#)[MEZLAN](#)[DRESS SHIRTS](#)[TIES & BOWTIES](#)[GIFT SETS](#)[ACCESSORIES](#)

[End of Summer Sale](#) | [New Arrivals](#) | [Classic Dress](#) | [New Fashions](#) | [Casuals & Comfort](#) | [Suede Shoes](#) | [Lucky Sizes](#) | [Sales of Millennium](#) | [Large Sizes](#) | [Jackets & Jeans](#) | [Belts](#) | [Sandals](#)

Welcome to **Michele Olivieri** on line, at www.MOshoes.com. For those of you that do not know us, we were established in 1985 and are located on the historical Lower East Side of Manhattan, New York and on the famous South Street of Philadelphia. We specialize in fine quality and **Brand Name** European footwear, leather goods and accessories, including **Mezlan**, **Mauri Italy**, **David Eden**, **Fennix Italy**, **Michele Olivieri**, **Bruno Magli**, **Cole Haan**, **Belvedere**, **La Scarpa**, **Fratel**, **Romano**, **G-Gator**, etc.

Majority of the footwear you will find in our store is created or modified by our own design team and turned into "**Works of Art**" by some of the finest footwear manufacturers. Consequently, many of our styles are unique and can only be found at our establishment. All your needs can be fulfilled by [Our Selection](#).

In addition to the latest forms and fashions in leather footwear, we carry a large selection of **Exotic Skins** shoes made by the top European designers, including **Alligator**, **Crocodile**, **Ostrich**, **Lizard**, **Shingray** and Pony.

For information [About Us](#), to [Contact Us](#), [Payment Options](#), [Returns & Exchanges](#), [Shipping Options](#), [International Shipping](#), and [Access Your Account](#), please visit [Help Desk](#) located in upper right-hand corner.

[New Alligators from Mezlan!](#)[New Alligators from Mezlan!](#)[New Alligators from Mauri!](#)

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Quality Images



High Res Image 300dpi



Low Res Image 72dpi

SIGMA THETA TAU INTERNATIONAL

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CONNECTION**

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poster 1.jpg

Picture properties

[Less](#)

Type: JPG File

Dimensions: 5625 x 7425 pixels

Size: 853 KB

Modified: 6/3/2014 2:55:51 PM

Created: 6/3/2014 2:55:51 PM

Location: C:\Users\michelle\Picture

Read-only: No

Title:

Description:

Keywords:

Horizontal Resolution: 300 dpi

Vertical Resolution: 300 dpi

Bit Depth: 24

Frame Count: 1

Camera properties

[More](#)



1 files selected

Resize settings

Make picture fit inside:

☐ Original size

☐ Predefined width x height:

x

☐ Custom width x height:

x

pixels

☒ Percentage of original width x height:

30 %

Size setting summary

Original size: 5625 x 7425 pixels

New size: 1688 x 2228 pixels

OK

Simplicity

- Allow for adequate white space
- Uncluttered layouts allow viewers to focus on your message
- Don't overload your site with overly complex design, animation, or other effects



Make it Match

- Your site should resemble the look and “voice” of your other promotional materials (or vice versa)
 - Brochures, Fliers, Posters
 - Email Messages
 - Social Media Postings
- This allows readers to easily recognize your brand, no matter the channel



What are benign breast conditions?

The term benign breast conditions (also known as benign breast diseases) describes many noncancerous changes that can affect the breast. Your health care provider may also use the term "fibrocystic change" to describe a range of benign breast conditions.

Some conditions can cause discomfort or pain and treatment may help. Others need no treatment. Some conditions mimic breast cancer and need tests to make a diagnosis.



Warning signs of breast cancer

See your health care provider if you notice any of these breast changes:

- Lump, hard knot or thickening inside the breast or underarm area
- Swelling, warmth, redness or darkening of the breast
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of the nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that does not go away

Breast lumps or lumpiness

Many women may find that their breasts feel lumpy. It is common for breast tissue to have a bumpy texture. For some women, the lumpiness is more obvious than for others. In most cases, there is no cause to worry.

Sometimes these changes are a normal part of the menstrual cycle. You may notice them before your period. If you are menopausal, you may notice them if you use menopausal hormones.

If the lumpiness can be felt throughout the breast and feels like your other breast, it is probably normal breast tissue. Lumps that feel harder or different from the rest of the breast (or the other breast) or that feel like a change are a concern. When this type of lump is found, it may be a sign of breast cancer or a benign breast condition.

If you find a new lump or thickening, don't panic. Have it checked by a health care provider. Even if you have had a benign lump in the past, don't assume a new lump will be the same. The lump may not be breast cancer, but it is best to make sure.

Can benign breast conditions increase the risk of breast cancer?

Although benign breast conditions are not breast cancer, some types increase the risk of breast cancer.

SECONDS

SECONDS: A woman's life can be saved by finding a lump early. The Susan G. Komen breast cancer helpline is available 24/7 at 1-877-GO-KOMEN (1-877-465-6636).

For more information, visit www.komen.org or call Susan G. Komen's breast care helpline at 1-877 GO KOMEN (1-877-465-6636) Monday through Friday, 9 AM to 10 PM ET.

#2

Provide Relevant Content

What Content Do Your Members Want?

- Ask them! Survey to see what content they prefer, and if they can provide any of it:
 - Member Biographies
 - Journal articles
 - Presentations
 - Newsletters
 - Job opportunities



Have a Strong Call to Action

- Your Call to Action should create enough interest for me to take the next step related to the content. Make it about them, not you:
 - What happens if I click?
 - What's in it for me to attend this event?
 - Are there any photos of me in this collection?
 - Where do I need to go on the site to find that content?

C

C

C

C





RICH & ASSOCIATES

H O S P I T A L I T Y

A D V E R T I S I N G

M A R K E T I N G

P R O M O T I O N

-  [About Flo-Go](#)
-  [Products](#)
-  [Info. Request](#)
-  [Email](#)
-  [Contact Info.](#)

Welcome to Flo-Go Systems

"Where we tell people where to go!"



Short and Organized

- You have 10 seconds or less to draw my eye to the most important content and get me to **take action**.
 - What do I need to do FIRST?
 - What is secondary?



McMillan & Company Professional Organizing

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SMALL BUSINESSES, SOLOPRENEURS & PROFESSIONALS

**Organize ~ Categorize ~ Systematize
Your Office, Home Office and Life**

Life is hectic, so being organized is a necessity -- not a luxury -- for your workspace, paperwork, filing systems, information, workflow and time management. The organizing techniques you learn for your office can be applied in your busy personal life too!

- How do clutter and chaos make you feel?
- Do you want (or need) to get organized
... but you don't know how or where to start?
- Are you wasting money, time, energy or space?
- Any changes recently in your office, home office or life?
- What has it cost you or your company to not be organized?
- Want to be more productive, efficient and effective?
- Is it time to change your situations and habits?
- Need a [Coach](#) or [Virtual Organizing](#) sessions?

non-judgmental - sensitive - confidential

We not only help you get organized, we teach you how to stay organized (transfer skills)!

"As business owners yourselves, you understand our small business' challenges and provide valuable solutions!" said a Client.



Donna D. McMillan
Productivity Consultant
Efficiency Trainer/Coach

McMillan & Company
Professional Organizing
& Island Organizers



SHOP

ACT

LEARN



**A TRUE
LOVE ♥ ALL**

**THE 2014 (HEAD)^{RED}
SPECIAL EDITION
COLLECTION**

SHOP (HEAD)^{RED}



Update Content Regularly

- If this is my first visit to the site, and the date for the news says 2011, I am never coming back
- Regularly post:
 - Upcoming events and deadlines
 - Ways to get involved
 - Discussions (if applicable) and replies to those discussions
 - How to find the newest content
 - How to add new content



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH



OUR ROLE & IMPACT

BLOG

UNDERSTANDING PARKINSON'S

GET INVOLVED

FOR RESEARCHERS

Our challenges don't define us. Our actions do.

Our single, urgent goal: Eliminate Parkinson's disease in our lifetime. Since 2000, we have granted more than \$450 million in research.

LEARN MORE >

think/able



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TO ADVANCE RESEARCH



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PARTICIPATE >

IN YOUR AREA

LATEST FROM THE BLOG



MORE NEWS >

September 02, 2014

Strategies for Answering the Big Questions around Parkinson's Disease

READ MORE >

MJFF LIVE



What can smart devices teach us about #Parkinsons? The Foundation teamed up w/ @intel to find out: <http://bit.ly/1Ae13xl> #StrengthInNumbers

FOLLOW US ON TWITTER >

Display Contact Information

- Chapter Email Address – Who is responsible to check this inbox?
(Make sure it is checked regularly)
- Is there a telephone number?
- Can I reach out directly to chapter leaders?

Chapter Leaders



Sherry Cooper-Dye
DNP, ANP-BC
President



Kady Martini
President Elect



Carolyn Schubert
DNP, CNE, RN-BC
Vice President



Stephanie Justice
MSN, RN
Treasurer



Joyce Karl
MS, ANP-BC
Counselor



Mary Alice Momeyer
Counselor



Melissa Baker
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Awards Chair



Janice Wilcox
Newsletter Editor



Timothy Landers
RN CNP PhD
Research Chair



Joni Tornwall
Web Master



Jill Volkerding
MS, RN, CNL
Governance Committee
Member

#3

Usability is Key

Fast Loading Pages

- Too many high resolution images can take long to load. Use photo sharing sites like:
 - Flickr
 - Smugmug
- You can also embed videos, instead of uploading video straight from a camera or phone:
 - YouTube
 - Animoto

Email list

Coming soon

Recent News

APRIL 2014

New dunk tank rental that is great for company parties and fundraisers.

MAY 2014

Character rentals are here! We offer Dora, Sponge Bob, Spider man, and Elmo to make your next party a hit.

JUNE 2014

Finally it is starting to feel like summer outside. Let us help you celebrate with a 50% discount on all snowcone machines with any bounce house rental!

Welcome to Moonwalks.biz !

contact us 810-701-2485

Moonwalks.biz has everything you are looking for to make your next party a huge success. We offer bounce houses, moonwalks, dunk tanks, characters, tents, tables, chairs for rental.

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in Action

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& Giving

Photos
& Videos

About
Us

Back to Nature

Urban students really are the next generation of conservation leaders, as one of our LEAF alumni proves.

Get the Update on Josh! >





Sigma Theta Tau International

IOTA CHAPTER – VANDERBILT UNIVERSITY



Founded in 1922 by six nursing students at Indiana University, Sigma Theta Tau International, the Honor Society of Nursing, is dedicated to improving the health of people worldwide by increasing the scientific base of nursing practice. Members are nursing scholars committed to the pursuit of excellence in clinical practice, education, research and leadership. The Iota chapter is based at the Vanderbilt University School of Nursing, and was the eighth chapter founded in 1953. Sigma Theta Tau has grown over the years to include more than 90 countries and territories, and the 406 chapters are located on 503 college and university campuses in the U.S. and countries including Canada, Hong Kong, Pakistan, South Korea, Australia and Taiwan.

Membership is by invitation to baccalaureate and graduate nursing students, who demonstrate excellence in scholarship, and to nurse leaders exhibiting exceptional achievements in nursing. Criteria for membership as a graduate student are:

- Completed at least one fourth of the graduate



Let me be Lazy

- Minimal navigation of most important items/topics
- Hyperlink to documents and other areas of the site, so I don't have to dig through content
- Minimize the amount of scrolling I have to do to find the content I want.



wthr.com
INDIANA'S NEWS LEADER

Bob Kravitz
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Message for DirecTV customers

DirecTV subscribers may not be able to watch WTHR Channel 13 local news and entertainment after midnight on Sunday, Aug. 31. WTHR is always free over the air and we have carriage agreements, with AT&T UVerse, Bright House, Comcast/Xfinity, DISH and most local cable systems. Thank you for your continued support. Contact DirecTV at 1-800-531-5000 or [click here](#) for more info.

BREAKING NEWS

Amber Alert issued for Indianapolis baby

Police have issued an Amber Alert for a one-month-old child they believe was abducted from an Indianapolis street. Police say the father has been arrested on unrelated drug charges.



Indianapolis



68 ↑ 84°
↓ 66°

Feels like: 68°
Partly Cloudy

[Save Location](#) ☐[More Weather](#)[Interactive Traffic](#)[Closings/Delays](#)

ADVERTISEMENT

Re-word and Arrange to Meet Member Needs

- If you're using a template, change the wording to match local vernacular and member preferences
 - “Library” versus “Resources”
 - “Directory” versus “Member List”
 - “Chapter Events” versus “Calendar”



NATIONAL TAXIDERMISTS ASSOCIATION

[Home](#)[About NTA](#)[National Convention](#)[Membership](#)[Resources](#)[Contact Us](#)

The power of a single vision TODAY'S NTA

The NATIONAL TAXIDERMISTS ASSOCIATION is currently undergoing a complete and positive change, made possible by an all-new and exciting re-branding at every level of our management.

Meet the new faces, welcome old friends, and embrace the refreshing changes that YOUR NTA is undergoing, making us the household name in Taxidermy! Leadership, Learning, Competition, and your world of Taxidermy!



Open in a New Window

- When providing hyperlinks, if you have the option to open in a new window (or webpage), do it!
- This allows users to stay on your site if they close out of that particular link.
 - Especially important if linking to an “outside” site, such as Facebook, another website, etc.

Add New Chapter News

Chapter News Title

Chapter News Text

URL

URL Text

☐ Open in a New Window?

cancel save

Hyperlink Manager

Hyperlink Anchor E-mail

URL http://

Target None

Existing Anchor None

Tooltip Same Window

CSS Class New Window

Parent Window

Browser Window

Search Pane

Media Pane

Custom Targets

[add custom target...]

Recap of Three Steps

1. Have a Pleasant Appearance
2. Provide Relevant Content
3. Usability is Key

Additional Best Practices

Have a Webmaster

- Responsible for routine maintenance on the site
- Collects content from other leaders
- If there are personal profiles attached to the site, will ask other leaders to add/reply to postings, so there are additional names interacting on the platform.

What are the Skills of a Webmaster?

- Willing to learn new technologies and seek out help, resources, and training
- Works well with others (will need to gather information from a lot of other leaders)
- Able to make regular contributions to the site (at any time of day), so visitors see noticeable differences

Check for Available Templates

- Start with your chapter's national/international headquarters.
 - Many organizations have templates available for their chapters to use
 - Ensures chapters use organizational brand standards (logo, colors, etc.)
- If you need to create a website, there are many free platforms available:
 - Google Sites
 - Wordpress
 - Weebly
 - BuildFree

Send Reminders to USE the site

- Put everything they might **need** or **want** on the site, and send messages to drive people there:
 - Email
 - Mailed pieces
 - Print collateral (posters, brochures, etc.)
 - Social Media
 - Anywhere chapter contact information is listed



Tastemakers



Blog



The A-List



Contribute



About

LATEST TWEET



Join the Conversation



Read, Learn, Share

Get daily how-tos, stories & updates with the latest news.

photo by Clare Barboza

Tastemakers

Blog

The A-List

Contribute

Balance Between Recruitment and Retention

- Recruitment (Potential Members)

- About Us
- Why We are Great
- Why You Should Join
- How You Should Join

- Retention (Members)

- Why YOU are Great
- Why You Should Get More Involved
- How You Can Get More Involved
- Members-Only Benefits:
 - Library, Discussion, Upcoming Events



Goal	Timeline	Message/ Call to Action(s)	Audience	Delivery Method	Responsible Party

References

Examples of Bad Websites. Retrieved on 28 August 2014 from <http://www.boogersite.com/boogerSites.cfm>

The Best Fonts for Websites. Retrieved on 28 August 2014 from <http://www.newbiewebitedesign.com/best-fonts-for-websites-web-safe-fonts>

Questions?

Upcoming Sessions

- Program Planning 101
- Program Development: Virtual is the New Reality
- Fundamentals of Creating a Policy and Procedure Manual
- Cultivating Future Leaders