

# Top 10 Web Strategy Tips for Kin

*Russ Jackman, District 1 Webmaster – September 12, 2015*

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1. Your Club website (or Club page on the District website) should be the authoritative source of information about your Club. Any posts on external websites, including social media platforms, should direct traffic back to your website.
2. Request links to your Club website from community partners and groups you support.
3. Combine the best of your website (a stable, consistent, accessible platform) with the best of social media (engagement) by including “share” buttons, comment boxes, etc. on your website. Many social media sites have tools or “widgets” that incorporate the social aspects of their platform on your site.
4. Social media success is based on engagement, not broadcasting. Like any relationship, it takes time and effort to build those relationships and engage more and more people through social media.
5. Have a plan, including the purpose and objectives of your social media activities. If you’re going to do something, be sure you understand why you are doing it and what “success” looks like. Your social media goals could include increased “likes” or “retweets”, additional ticket sales or participants for a project, donations of prizes or supplies, or new members.
6. Your Club should have a communication strategy, outlining who will be responsible for posting certain types of information or posting on certain platforms. Make sure everyone who needs to be is “in the know”. Have a plan and a designated person to deal with negative posts, complaints, or bad news relating to your Club. It is always best to respond openly, honestly and transparently with a consistent message from one designated person. Nothing can turn simple mistakes into scandals faster than conflicting reports, cover-ups, differing opinions from within an organization, or getting into a public argument on social media.
7. Create an “editorial calendar” to make sure social media and website updates are part of every project and event checklist. This process will also help you plan out ideas for other posts to engage your supporters, whether it be Member or partner profiles, photos or articles of past events, or “human interest” photos showing the fun, fellowship, and hard work that goes on behind-the-scenes.
8. Make sure your posts are a combination of content from others (curated content, sharing), recognition of partners, members and supporters, and “self-serving” posts (recruitment, event promotion, ticket sales).
9. To help engagement, make sure a number of your posts end with a “?” Ask questions to elicit feedback, ideas, begin conversations and build relationships.
10. Include photos or videos where possible. Visual elements will help your post stand out in the reader’s overcrowded feed, and increase the chance of your post being shared. Make sure that you have permission from the photographer or original source of the photo if you are uploading it (as opposed to sharing or retweeting their post), or use a stock image website to purchase photos. If using a “free” source, always keep a paper trail by printing off the page and license details, or saving a copy of the page.

## **Bonus Tip:**

Include paid advertising (“pay per click”) on social media platforms to increase the number of people you can connect with quickly. This is especially helpful for promoting events or ticket sales, and can either target people currently engaged with your Club or help you reach a larger audience.