



Public Relations Manger
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District 13 Toastmasters presents: Club Website Best Practices

1. Ensure that all information on <http://www.toastmasters.org/Find-a-Club> is accurate.
2. Ensure that all information on your club's website is accurate. Including:
 - Meeting Location
 - Meeting Time
 - Contact Information (Test it!!)
 - Membership emails are updated
 - Educational Designations are updated
3. Add contact information (email, phone number), meeting location, and time of meeting on EVERY page.
4. Have all members update membership information with photos and bios with "I" stories.
 - Instructions: Login > Click "Edit Your Profile" > Add Your Information
5. Ensure that the copy (or text) on each public page is accurate.
6. Ensure that the club officer's emails are update.
7. Ensure that the club calendar is updated with meeting times, open houses, and officer meetings.
8. Update/ ensure that all social media links are accurate.
9. Ensure your Club Name (under the "Basic Settings" tab on site admin) represents your club. As it will appear in Google search results.
10. Update description (under the "Basic Settings" tab on site admin) with meeting location and time, should be 145-155 characters (spaces included). This is what will show up as the description in Google search results.
11. Ensure that there is more than one Admin and that they know:
 - How to update the site
 - How to add new members
 - Update contact information
12. Consider adding additional pages:
 - Officers - <http://oakland.toastmastersclubs.org/officers.html>
 - Year at a glance - <http://oakland.toastmastersclubs.org/dates.html>
 - Dues explanations - http://bnymellonpgh.toastmastersclubs.org/Club_Dues_Explained.html
 - Club Member Successes -
http://oakland.toastmastersclubs.org/Club_Member_Successes.html
 - Club Awards – <http://sallieboggs.toastmastersclubs.org/awards>
13. Consider adding photos of members on the agendas (great way to make members feel more comfortable)
14. Add listings on others websites (Yelp, Eventbrite, Local Newspapers, Facebook, Google My Business/Google+, LinkedIn).