

YOUR CHAPTER WEB SITE

Step 1. To view a sample site, go to: <http://template.haasalumni.org>

Step 2: Getting Oriented

- The navigation bar along the top displays the “Categories” of all “posts” that appear on the site. You will use the WordPress dashboard to generate posts & list them under the appropriate category.
- The area to the right, next to the large picture, contains a link to your site’s most recent posts. This section can hold up to five links, with the most recent post/thumbnaill appearing at the top. Each tab has a corresponding image that is displayed when the tab containing the link is clicked, in addition, a preview of the post is displayed over the image.
- As you scroll down, there are three more informative sections:
 - Welcome – provides a brief note, offering a welcome overview about your chapter.
 - About HAN – contains a generic message about the alumni community that will appear on every chapter Web site.
 - Share – lets users share your chapter site and content on Facebook, Twitter, LinkedIn and Google Plus.
- Because it is difficult & time-consuming to transfer or ‘scrape’ information from your old site to the new one, you will want to recreate content that is no more than 3 years old.
- Keeping the content of your site current & fresh is important to its effectiveness.

Step 3: Recruit a Content Manager

Given the ease of populating your WordPress-based chapter Web site, previous experience with WordPress is not an ‘absolute’ criterion. However, be sure to identify an alumnus/a who is comfortable and experienced with basic online tools (e.g. Flickr, Google calendar, etc). It is also important for the Content Manager to enjoy writing.

Step 4: Write Your Welcome Message

In 100 words or fewer, describe the mission of your chapter, the character of your board, or how the work of your chapter benefits students or fellow alumni.

Now it’s time to populate the 4 sections your Content Manager will maintain:

Step 5: Leadership

- Take or find a photo of your chapter board to be used as a photo that will be on the “Leadership” landing page.
- Provide information about each board member. Key information to include for each:
 - First & last name
 - Degree & year of graduation from Berkeley-Haas
 - Title on the board (e.g. Content Manager, Treasurer, Facebook Manager)
 - Job title & company name
 - Photo (head shot)

Step 6: Events

- ***Sign up for a Google Account & set up a Google Calendar for your chapter.*** (FYI: The tools you or your Content Manager establish can be used by multiple users from your board.)
- Place your chapter’s event in the Google Calendar & then find the embed code for the calendar. Create a new post, find an image that can be used on the landing page, and then embed the calendar code.
- Follow this format as you post event information:
 - Title of event
 - Date, time, place & price of event
 - Registration information
 - A short description, providing an overview of the benefits of attending the event

Step 7: Photos

- Every picture tells a story. Posting photos from your events can be the most persuasive way to build attendance at your events or recruit new alumni to serve on your chapter board.
- **Sign up for a Flickr account.** After uploading pictures, you can create embeddable slideshows from Flickr. In addition, if you have a Facebook group or page, you can list the links of the albums of your chapter’s images.
- Note: Your photo albums from your chapter’s Facebook page or group must be made ‘public’ for the photos to be viewable to anyone online.

- Note: Picasa slideshows are not embeddable in Wordpress

Step 9: Metrics

Your chapter will have Google Analytics installed. Set up a Google Analytics account and request from Kevin Wong kwong@haas.berkeley.edu access to your metrics. This will allow your Content Manager to track hits and click-through rates, time spent on the page, and other industry-standard measurements.

Step 10: Recommended Links

There will be a button at the very top right of your landing page that will direct readers to other sites of relevance. The link will take users to a page of links that take alumni to the Haas home page, to the Haas@Cal alumni directory portal page, to CAA's Web site, or to other useful destination sites.

Now Get Going! And Here's Your Homework

- Write your "Welcome" message.
- Identify a "Content Manager."
- Contact Kevin Wong kwong@haas.berkeley.edu to get the ball rolling.
- Set up a Google Analytics account and create a chapter Google Calendar.
- Share with Kevin the link to your Google Calendar, Flickr account, or a public Facebook page or group.
- Collect information & photos about the alumni leaders on your chapter board.