

HOW-TO GUIDE

CHAPTER WEBSITES

Receive approval from your school before launching a chapter website.

General

You'll want visitors to easily find info about who you are and what your mission is. Build pages for: "About [NAME OF CHAPTER],"

Events

Keeping your members informed of featured and upcoming events are important aspects to promote membership involvement and participation. Include events such as meetings, lunch & learns, school-wide events, as well as national ASDA events.

Membership

Whether your school is an auto-enrolled or recruited chapter, members should be informed of the value of their membership.

Membership benefits

Make members aware of the great benefits by being a part of ASDA! Make a list of local benefits, such as discounts at local venues and anything your chapter specifically will offer to members (e.g. useful tips for classes and clinics, discounts for events, etc.). You should also link to the Member Benefits page (ASDAnet.org/benefits/) so members can easily take advantage of their benefits.

External resources

Links to your school's website and the state and local dental societies should be made available. You could also add a link to ADA's student resources site.

Leadership

Aside from membership benefits, encourage your members to get involved in organized dentistry. We need to inspire and recruit strong future leaders in our profession starting now!

Meet the board members

Members want to know who is leading their local chapter and the positions held by everyone. Each person on the board should describe the experience they've gained by becoming involved in ASDA to add value and insight into leadership potential for interested candidates. Be sure to add photos of each board member, especially at larger schools, so students are familiar with their ASDA leaders.

How to apply

Who can members contact to get involved? How can they get involved? The answers should be readily available.

Vendor Information

Networking with vendors is much easier when information is accessible online. This may include a list of exhibit and sponsor opportunities currently available, the steps required to sponsor a specific event and online payment collection.

Legal Guidance to Using Images and Video

Any images or video your chapter uses on your website should be something you own the copyright to or that you can verify you have a license to use as proposed.

Licensing options for copyrighted images and video can be complex because there are various rights associated such as performance rights, mechanical rights, synchronization rights, print licenses as well as master use licenses.

There are licensing sites available and each of them have license terms with respect to what it is they are offering. Some require payment and have other limitations. Therefore, the chapter would need to verify which license would be needed and whether a cost is associated with it.

Your school may have specific guidelines to follow to ensure your use of media is legal. Always refer to your school's procedures before posting media content online.

Assigning Responsibilities

Make sure to keep track of your domain renewal deadline by sharing it with your team. If possible, assign two people to check on the renewal deadline and complete the renewal process. Remember to budget for your following renewal period.

If possible, delegate updating the website to several people. You may split it based upon areas of the website (i.e., social section, calendar, etc.) or based on chapter position. It is always good to have one person serve as the web administrator to make sure that the website is running smoothly. The web administrator should set deadlines for certain areas to be updated and make them known to everyone involved with the website.

Useful tips to keep in mind for your website:

- 1. Do leave a legacy... and the website password.** Don't lose access to your website because the last web-person graduated. Make sure you share the usernames and passwords when you onboard the next group of leaders. This will make domain renewals and site updates easier.
- 2. Do not depend on one person to keep content current.** Because of the hectic schedule of dental school, it is best to assign several people this responsibility.
- 3. Do not allow visitors to arrive at a dead-end webpage.** Always show them the navigation to get back to your home page. Each page should have one goal.
- 4. Do make your site appear professional.** Content should be copy-edited, typo-free and up to date. For example, people will stop relying on your site if pages display old event information or hasn't been updated with your new board.