Minnesota Women of Today
# YourChapter WT Website Template
Template Usage Guidelines

The MNWT Chapter Website Template has three (3) webpages: Home, Projects & Events, and FAQ. These are examples of what are typically found in chapter websites. Your chapter can add or remove webpages; however, each chapter should have AT LEAST a Home webpage. All verbiage found on the website may be used; however, you may have your own wording with which you may replace any verbiage to customize the website. You will need to take the following steps to edit the template for your chapter's purposes.[1]

Create a Website Committee

1. Develop a Website Committee for your chapter
    a. Include **at least** two (2) people in the committee
    b. Establish a purpose for the website (for example, promoting chapter events, recruiting members, etc.)
    c. Be sure to approve all Website Committee decisions with your chapter's members
2. Create a Google Drive Folder
    a. Use [YourChapter]wt@mnwt.org email address to set this up
    b. Give webteam@mnwt.org Editor rights
    c. Include any working files in this folder that the Website Committee develops
3. Purchase a URL for your Chapter Website (for example, [YourChapter]womenoftoday.org)
    a. Note: this should be the only cost for your chapter; and it will be an annual fee
    b. URLs may come with email addresses you can establish and use as well

Working with this Template

1. Request a copy of the Website Template be put into your chapter's Google Drive Folder.
2. Choose a Theme for your website. (see figure at right)
    a. In the menu on the right side of the Google Sites design layout, choose Theme for those available by default by Google. There are six; we have chosen Simple for the template.
    b. You can edit the colors and font styles to any of the Themes that Google supplies.
3. Wherever it says [YourChapter] change [YourChapter] to your chapter's name; for example, Aitkin Women of Today. This appears in the following areas:
    a. Site Document Name in the Header[2] of the template;
    b. Join Us section and Copyright section of the Footer[3] of the website;
    c. In the mission section of the Home webpage;
    d. In the events heading of the Projects & Events webpage; and
    e. In the verbiage on the FAQ webpage.

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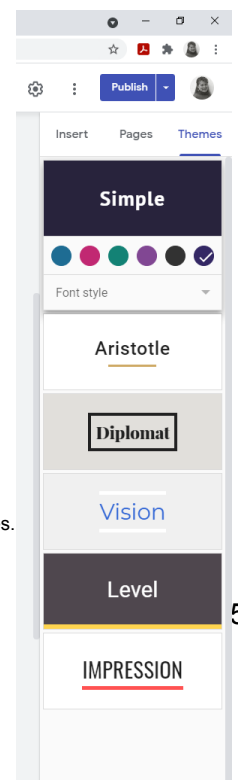
[1] NOTE: All directions are assuming you are working on a desktop or laptop computer. Smart devices have a difficult time working in Google Sites.

[2] This change will affect the whole website.

[3] This change will affect the whole website.

4. Wherever it says [TOWN] change that to your chapter's community's name(s).
5. Wherever it says [TIME], [DAY], and [PLACE] change that to your chapter's meeting information.
6. Wherever it says [YEAR] change that to the appropriate year in the mission (on the Home and Projects & Events webpages), and copyright (in the footer) sections.
7. In the officers section, change [WT_YEARS] to the appropriate year range; for example, 2021-2022.
8. In the officers section, change [NAME] to the appropriate names of your chapter's officers.
9. Edit the Facebook section to display your chapter's Facebook page.
    a. Click the edit (pencil icon) button (see figure at left). This opens a new window.
    b. In the coding, change "href=https://www.facebook.com/MNwomenoftoday" to your chapter's Facebook page URL. Do NOT change any other portion of this coding!
    c. Then click the Next button. This will open a new window displaying your chapter's Facebook page.
    d. If the correct Facebook page displays, click the Save button.
    e. If your chapter's Facebook page does not display, click the Cancel button and try again from step 9.a above.
10. Edit the footer of the website, link the buttons and wording to your chapter's resources.
    a. Click on the Join Us button; then click the edit button (when it pops open) to change the link to your chapter's Interest form; OR use the one provided which will open the MNWT interest form[4].
    b. Link the following to your chapter's resources: Newsletters | Meeting Minutes | Chapter Brochure | Bylaws | Policies
        i. Using your chapter's Google Drive, create a folder to contain these items and make sure that the folders are viewable by anyone with a link; or
        ii. Remove any of the wording you do NOT wish to have the public be able to view.
    c. Link your chapter's email address and Facebook page to the supplied buttons:
        i. Add a link, by clicking the insert link (middle menu item) button (see figure at right);
        ii. This will open up another window where you can insert a URL or choose another webpage of your website.
        iii. Once you have done the step above, click Apply.
        iv. The MNWT & USWT buttons are already linked correctly.
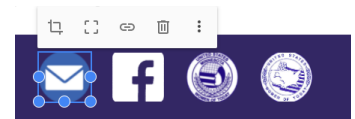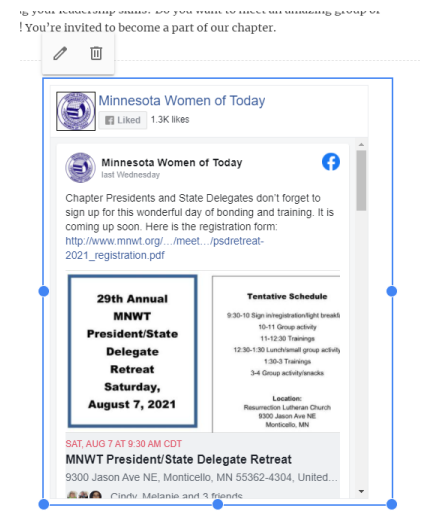
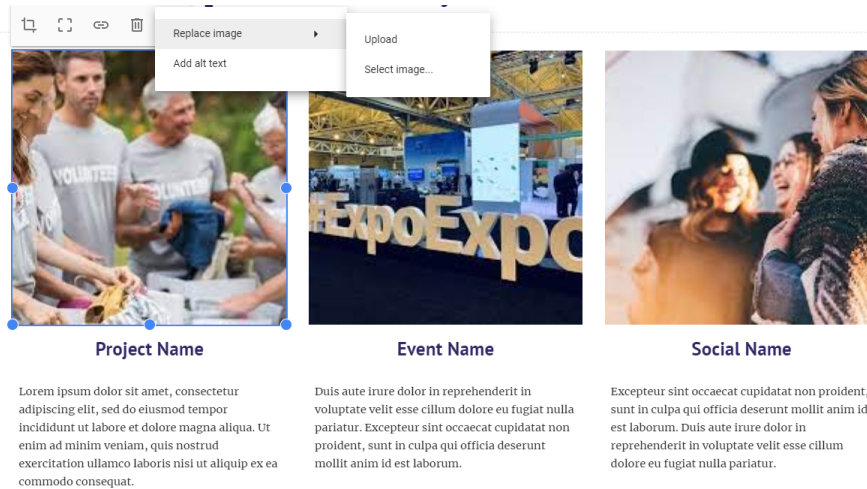
[4] This form goes to mvp@mnwt.org.

    d. If applicable, add your chapter's other social media[5] by inserting more buttons to this section; click here for the [MNWT Social Media Guidelines](#).

11. Edit the **Projects & Events** webpage to fit your chapter's events.[6]

    a. Right click on the image to display, and click the 3-dots icon the options shown below.

    b. Hover over Replace Image and choose to Upload or Select Image (from your Google Drive)

       i. If you choose Upload, then a window will open for you to find an image on your computer.

       ii. If you choose Select Image, then a different window will open for you to find an image on your Google Drive, or if you choose "URL" you can pull an image by putting in the URL to the image you wish to use on your website[7].

    c. Hover over and click Add Alt Text[8] to enter a description of the image.

    d. Change the Heading of the image to your chapter's event name.

    e. Change the filler text to a description of the above-pictured event.

    f. If applicable, it is a good idea to add links to the Heading or in the filler text to a Facebook Event you created to the event.

    g. If you wish to change the image section, hover over the left side of the section and you will see the following icons (see figure at right):

       i. Section Background (palette) icon allows you to change the background color depending on the template options you choose in [step 2](#) above.

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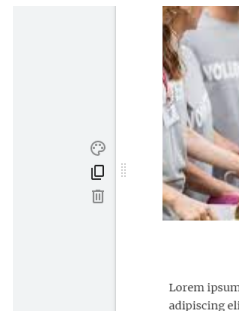
[5] This website may help you with adding social media to your chapter's website: https://www.steegle.com/google-sites/how-to/insert-custom-code/share-buttons

[6] NOTE: the template has a place for three (3) events; you can add or subtract events to fit your chapter's requirements. Your chapter may choose to NOT use this webpage.

[7] If you use a URL for an image, be sure to use only images that have "Commercial & other licenses" Usage Rights! Anything else may cause your website to be flagged and not displayed.

[8] Alt text is accessed by Screen Readers for people who might have trouble seeing your content. This SHOULD ALWAYS be added to all images on your website.

    ii. Duplicate (papers) icon allows you to duplicate the section exactly; this allows you to edit a whole new set up of events.

    iii. Delete section (trashcan) icon allows you to remove a section.

12. Review the FAQ webpage; this should be OK as is; however, your chapter may wish to add, remove or edit any of the questions and answers.
13. Edit the Google Site to your chapter's needs.
14. Feel free to explore the tools and menu options in Google Sites.
    a. One section you may wish to explore more is the Insert options (see figure at right). This section will allow you to add many different items, and most steps are self-explanatory.
    b. The Pages option (see figure at right) allows you to explore the different webpages of your Google Site.
    c. For more information on editing your chapter's website, go to https://support.google.com/sites/answer/90538?hl=en.
15. Insert the Domain Name info to have the URL point to the Google Site
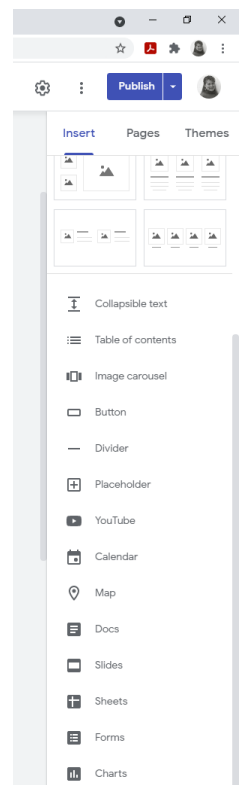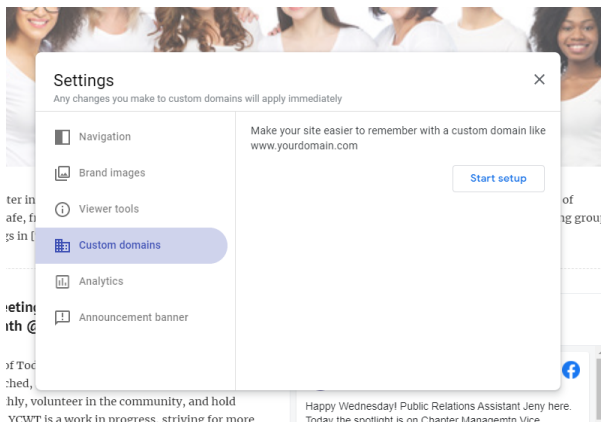
Verify ownership of your domain

    a. Go to Google Search Console.

    b. In the navigation pane, choose Add property or Search property.

    c. Click Add property.

    d. In the Domain (not URL prefix) option, enter the domain you want to verify. For example, mydomain.com.

    e. Click Continue.

    f. Follow the instructions for "Any DNS Provider."

    g. Copy the TXT record that Google Search Console provides and add it to your DNS records.

    h. After you've added the TXT record to your DNS records, click Verify.

Implementing Your Chapter Website

1. Be sure to include your URL into ALL forms of marketing materials used by your chapter
2. Promote your URL on Social Media (SM)
   a. Most SM platforms include an area to link your chapter's website; do that!
   b. Talk about any changes made to the website by making a SM post/tweet/blog, and link that right back to the chapter's website
3. Send MNWT your URL for posting on www.mnwt.org via one of the following methods:
   a. Submit the [Chapter Officer sheet](#);
   b. Use the [Chapter Information sheet](#); or
   c. Email csc@mnwt.org.
4. Utilize the Website Committee to keep the website updated
   a. Be sure to frequently make changes to the website, as that will keep viewers coming back; check out this: [Understanding the Importance of Updating Your Website](#)
   b. Update your board of directors EVERY YEAR