Lutheran Women in Mission

# Website/Social Media

## Pre-convention Seminar

June 20, 2019
9:30 am-12:00 pm
Room 203B

LWML Information Technology Committee (ITC)

webmaster@lwml.org / social@lwml.org

# Introductions

- Information Technology Department
  - Char Kroemer, VP of Communication
  - Kathy Pavelock, Chairman
  - Tina Bentley
  - Dawn Zerkel
- Attendees
  - Name
  - District
  - What you hope to learn today

# Seminar Agenda

- Designing & Maintaining District Websites (9:45-10:15)
- Posting & Monitoring District social media (10:30-11:00)
- Guidelines & Reminders for online security (11:15-11:45)
- Information Technology sharing and Qs&As (11:45-12:15)

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# Designing & Maintaining District Websites

Dawn Zerkel

**Topics**

- Content
- Web Page Development
- Updating

# Content

- About your District
  - Location
  - Events
  - Forms

# Content (cont.)

- Mite Goals and Mission Grants
  - How much
  - Mission Grant chosen
  - Potential Mission grants

# Content (cont.)

- Common Issues
  - Too Long
  - Not organizing content
  - etc.

# Development & Updating

- Software
  - Webly
  - Dreamweaver
  - Word Press
  - Coffee Cup
  - Joomla
  - Others
- Webpage Hosting
  - Pair
  - Others

# Development & Updating (cont.)

- Web Host with Templates
  - WIX
  - Web.com
  - Go Daddy
  - Site 123
  - Hibu
  - INNOS
  - WenNode
  - Others
- Domain Names
  - How to register

# Development & Updating (cont.)

- Updating
  - When to update
  - How often

# Conclusion

- Content
- Website Development
- Updating

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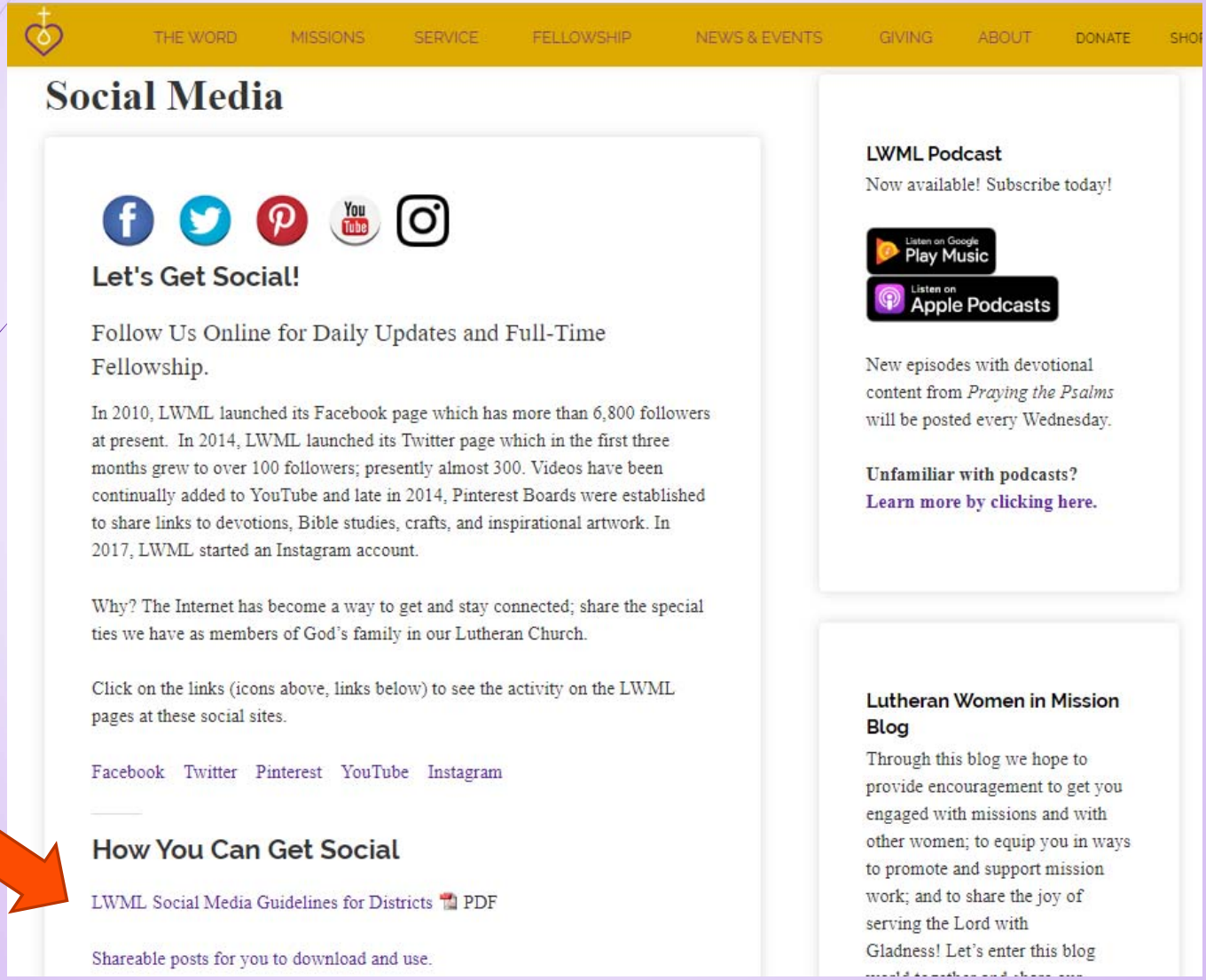
# Posting & Monitoring District Social Media

Tina Bentley

# Guidelines for Districts

## http://www.lwml.org/social



# Setup of a District Page

- **District Page** – defined as all Facebook and Twitter pages produced and administered by LWML Districts
- In naming district Facebook pages, Districts are encouraged to use the "official" names per the LWML Style Sheet
- To avoid confusion with the official LWML Facebook and Twitter Pages which do use the LWML logo as its default image, no District Pages are to use the LWML logo as their default image or logo. An image of the District's banner is the suggested default image
- Inform the ITC (social@lwml.org) of a new District Page. We want to assist with any questions.

# District Page Administration

- All content available for public viewing on the lwml.org website is pre-approved for use on the District Page.
- To encourage interaction with LWML fans both at the District level and the National level, the District Page must add the official LWML Facebook page (www.facebook.com/TheLWML) as a favorite page.
- All Districts are responsible for setting up their own District Page, creating their own Administrative Guidelines, and appointing their own administrator(s) to post and edit content on the District Page
- As a safety measure to protect the identities of our LWML members, no District Pages are to permit photo "tagging" (identification of individuals in photos). The administrator of the District Page has the ability to enforce this through the “Settings” tab of the District Page

# District Page Administration (Disclaimer/Copyright)

- District Pages should contain the following Disclaimer under the "Info" tab:

  "The comments and opinions expressed herein on this website do not necessarily reflect the beliefs and point of view of the Lutheran Women's Missionary League or The Lutheran Church—Missouri Synod. Statements are made exclusively by the author(s) and appear as written and have not been subjected to the Lutheran Women's Missionary League or The Lutheran Church—Missouri Synod doctrinal review process."

- District Pages should use the ESV Bible when quoting Scripture. District Pages should contain the following language under the "Info" tab:

  "Unless otherwise indicated, Scripture quotations are taken from The Holy Bible, English Standard Version® (ESV®) Copyright © 2001 by Crossway, a publishing ministry of Good News Publishers. All rights reserved."

# Social Media Best Practices

- Instagram & Pinterest are fussy about shape and size of images
  - Instagram
    - Aspect ratio 4:5 to 9:16 (width:height)
    - Size (width) between 320px and 1080px
  - Pinterest
    - Profile images: 165 x 165 pixels.
    - Pins in feed: 238 pixels x adjusted to height.
    - Expanded pin size: 735 pixels x adjusted to height.
    - Pin boards complete size: 238 x 284 pixels.
    - Cover image: 217 x 146 pixels.
    - Tiny thumbnails: 51 x 51 pixels.
- Instagram captions can be up to 2,200 characters long and can contain up to 30 hashtags

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# Guidelines & Reminders for Online Security

Kathy Pavelock

**Topics**

- Passwords/Logins
- Website Security Best Practices
- Social Media Security Best Practices
- Email Security
- Online Payments

# Passwords/Logins

- Individual usernames for each user (no two or more logging in with same username/ password)
- Select strong passwords
  - 12-14 Characters (the longer the better)
  - At least 1 Upper Case Letter
  - At least 1 Lower Case Letter
  - At least 1 Number
  - At least 1 Symbol

# Passwords/Logins (cont.)

- Passwords should not be saved in:
  - Browsers
  - Plain text on your computer
  - The cloud
- Do not send passwords in emails
- Consider a password manager

https://www.pcmag.com/article2/0,2817,2407168,00.asp

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https://www.pcmag.com/article2/0,2817,2407168,00.asp

# Website Security Best Practices

- Beware of Personally Identifiable Information (PII)
- Keep website software updated
- Backup often
- Test often
- Review Website Daily if possible
- Subscribe to a website security blog
- Become a member of the LWML District Webmasters Support Facebook group

# Social Media Security Best Practices

- Beware of Personally Identifiable Information (PII)
  PII is information that can be used to identify, contact or locate a single person.
  - Protect yourself
  - Protect your family
  - Protect your friends
- Surveys are fun, but can often provide PII

# Email Security

- Beware of Personally Identifiable Information (PII)
- No emailing of credit card numbers
- No emailing of Passwords
- In general, do not email information not privy to the general public

# Email Security (cont.)

- Beware of scammers!
  - If you don't know who it is, delete the email
- Beware of spoofers (looks like someone you know)
  - If it sounds unusual, call the person
- Check your SPAM folder for legitimate email
  … if in doubt – delete!

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https://www.lifewire.com/top-internet-email-scams-2483614

**NOTE all the "clicking pitfalls"**

# Mass Emailing

- Use Mass Email Software
  - Sends emails one at a time from a protected server
  - Prevents mass scraping (stealing) of emails
  - Examples are: MailChimp, Vertical Response, or Constant Contact
- Use BCC (blind copy) when mass email software is unavailable
- Some email hosts allow the sending to a list name rather than individual email addresses

# Online Payment Safety

- Never email credit card numbers
- Look for secure Http (https://)
- 3rd Party Payment Gateways:
  - Stripe
  - PayPal
  - Square

# Payment Card Industry Data Security Standard(PCI DSS)

- Best:
  - AWS (Amazon Web Services)
  - Box
- Okay:
  - Dropbox
  - Office365
  - G Suite (Google Drive)

Compliant, but not meant to process payments. These would be okay to share information.

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# Information Technology Q&A and Sharing

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# Backup Slides

# Website Best Practices

https://doublethedonation.com/tips/nonprofit-web-design/

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- **Optimize for Mobile** - provide your supporters with a better browsing experience on every device
- **Feature Donation Button** – donors can access your donation form the minute the urge to give strikes
- **Highlight Matching Gifts** – AmazonSmile and Thrivent Choice information should be prominently displayed
- **Make Navigation Intuitive** - visitors are likely to abandon your site if they can't find what they're looking for within a few seconds
- **Minimize Page Load Time** - visitors are likely to abandon your site if they have to wait

# Website Best Practices (cont.)

- **Include Other Communications Outlets -** Incorporating other digital outlets, like email and social media, ensures the digital communications strategy is integrated and cohesive.
- **Standardize Branding –** Not likely to trust pages that don't look like they came from you
- **Use Impactful Photos –** Pictures can often convey messages / emotions more powerfully than words
- **Keep It Minimal:**
  - The site is easier to navigate, since visitors won't have to wade through a bunch of information and elements to find what they want.
  - It helps your most important content stand out, since it won't be competing for visitors' attention.
  - It will keep your site looking current for longer and reduce the amount of major updates you'll have to make. Simplicity is always in style!
- **Tell Your Story -** supporting nonprofit is usually a pursuit partially driven by personal passion and emotional connection. Storytelling appeals much more to that side of human nature than a straightforward conveyance of information

https://www.buzzshift.com/web-design/14-best-practices-nonprofit-websites

# Instagram Best Practices

https://www.thebalancesmb.com/awesome-instagram-tips-for-nonprofits-4115850

- Compose Compelling Captions
  - 2,200 characters max;
  - truncated after three lines of text;
  - Captions that tell the background story tend to do best
- Use Instagram Stories –
  allows for the sharing of many moments in one complete story. Stories disappear after 24 hours and do not stay permanently on your profile. So they are perfect for in-the-moment events that need to be documented as they happen
- Create a content strategy –
  means having a specific goal for the photos and videos you share
- Increase Your Followers With Hashtags
- Post Consistently
- Ask questions to engage the audience

# Twitter Best Practices

https://donorbox.org/nonprofit-blog/twitter-best-practices-for-nonprofits/

- Share relevant content that adds value – don't tweet for the sake of tweeting
- Choose your words carefully - The 280 character limit forces you to choose your words carefully
- Don't forget about hashtags, but don't over do it
- Focus on getting retweeted - 78% of engagement with an organization's tweets is through retweets
- Twitter is not as visual as Instagram or Facebook, it's still important to give some thought to your visuals
- Focus on engagement & INTERACT
- Review your Twitter Analytics