

Altrusa International Website & Social Media

Purpose & Guidelines

This document provides a statement of purpose and associated guidelines for content on the Altrusa International website at the International, District, and Club level. The intent is to set clear boundaries for our different sites, so that we can give our webmasters autonomy without creating inconsistency.

At the Club level there is additional clarity in expectations for use of social media.

International Website (Public)

The purpose of the International website is to publicize and promote Altrusa to prospective members. All content is available in English, French, and Spanish. This includes:

- Explaining what Altrusa is and why you might choose to become an Altrusan
- Location of clubs worldwide with links to appropriate District and Club pages
- Description of Altrusa activities and our impact as an organization
- Recognizing the service of current International Board members
- Information about international events e.g. Convention, UN Days
- Details of ASTRA clubs and the relationship to Altrusa
- Links to Altrusa International social media accounts

International Website (Members Area)

The purpose of the International website Members Area is to act as a reference to existing members for international information. This includes:

- Regular communication from International e.g. The Compass, Governor's Gavel
- Messages from the International President and International Board
- Tools, reports, and contact information for current International committees
- International resources to support Altrusa members at all levels of the organization.
- Providing a link to GroupTally for Altrusa member management

District Website

The purpose of the District website is to publicize and promote Altrusa to prospective members in a specific geographical area, and act as a reference to existing members for District information. This includes:

- Clearly stating the scope and purpose of the Altrusa District
- Providing a platform for club pages
- Publishing the regular District Bulletin and Governor's News
- Access to District resources and tools e.g. District Award forms, District Directory
- Information about district events e.g. District Conference & Area Workshops
- Highlighting significant achievement of District clubs e.g. District Award winners
- Recognizing the service of current District Board members
- Links to District social media accounts
- Information to create new Altrusa clubs in areas that are not served

Club Website Page

The purpose of the Club page is to publicize and promote Altrusa to prospective members in a specific location. This includes:

- Clearly stating the scope and purpose of the Altrusa Club
- Providing meeting information and contact details
- Links to Club social media accounts
- Club newsletters that are appropriate for public distribution
- Highlighting significant projects
- Recognizing the service of current Club Board members

Club website pages should not include:

- Contact information of club members, with the exception of a single point of contact
- Club newsletters that contain personal information of club members
- Tools and resources for club member use e.g. Yearbook, Strategic Plan
- Documents intended for archives e.g. Agenda, Minutes, Award Entries, etc.
- Dates of upcoming events or past projects, which can highlight a poorly maintained site

Note that in addition to the club website, each club should have a strategy for cloud-based storage of resources and documents e.g. DropBox or Google Drive.

Club Social Media

Social media platforms push content to an interested audience. Social media users who follow an Altrusa club do not need to specifically visit the Altrusa page in order to see Altrusa content. Where a website is a destination, social media supports passive consumption.

The purpose of the Club social media is to share ongoing information about the activities of an Altrusa club with their wider community. This includes:

- Celebrating completed projects
- Inviting community participation in upcoming events
- Sharing local news stories that feature Altrusa
- Recognizing significant dates e.g. UN Days
- Promoting membership milestones e.g. Installation, Long Service Pins
- Paying tribute to Altrusans who have passed away e.g. In Memoriam

Club social media should not include:

- Personal details of Altrusa members, except where written permission has been given
- Photographs that include the general public, except where written permission has been given or that image is already in a public forum
- Content that may be protected by copyright or trademark

FAQ

How do we decide where to put our club newsletter?

If your club newsletter contains personal information about Altrusa members, it should not be shared on the club website page. This type of information has the potential to be used for fraudulent purposes and identity theft. If in doubt, the newsletter should be shared with the club members directly via email, and filed in the club's cloud-based storage.

Why can't we file our club documents on the website? e.g. Yearbook, Strategic Plan, etc.

This information is not intended for the general public. Though there are varying degrees of risk in sharing these documents, they do not support the main purpose of the club website page, which is to publicize and promote Altrusa to prospective members. These items should be filed in the club's cloud-based storage.

What is the club's cloud-based storage?

If your club was using the Shared Files solution on the existing Altrusa site, it will feel similar to that. We are removing this function on the new website in favour of the clubs maintaining their own digital documents independently.

If your club does not already store documents in a central location, there are excellent tools available for digital archives and shared resources, including Google Drive and DropBox. Guides will be made available to assist clubs as they move towards these tools.

Will the clubs be limited to one website page only?

Yes, in almost all cases one page will be sufficient. The single page layout will capture all of the information that is appropriate to a club website in a way that is engaging, and easily readable on mobile devices.

If there is a club with specific requirements that are not met through the single page, these can be discussed on a case-by-case basis. The new website is flexible, but content that is outside the purpose of the club website page as outlined above is unlikely to be accommodated.

Can we still post our fundraising events on the web page?

The club website is generally not the best place to post information about upcoming events. It is better to advertise through social media for several reasons.

Social media allows organizations to push information towards their followers. Through social media, people see Altrusa content serendipitously. The information travels through networks of friends, and you have a far greater organic reach. By contrast, a website relies on a person making a particular effort to visit that website.

Social media is transient, like events. A post is relevant for a period of time and then, though it can be found on a page timeline, it's quite easy to spot when an event has passed. The club website page is more suited to reference information or general promotion.

Reducing the maintenance of dated information will also reduce the workload of our District Webmasters, who have a non-trivial amount of work to create and delete upcoming events for every Club within their District.