



CHAPTER WEBSITE CONTENT CHECKLIST

Created 01/23/24

URL

Does your chapter already own a personalized URL or must you purchase one?

e.g. PalmBeachAGO.org

Chapter Logo

Either an original chapter logo or a standardized design that can be created by the AGO (using the new logo); .png or .jpg are the preferred file types.

Banner Image

Large, landscape orientation photograph or graphic, similar to banner images in social media pages; group photos of the chapter at an event often work well.

Welcome Message or Statement

A short greeting from the chapter president or welcome from the chapter.

Chapter Officers, Board Members, and Committee Leaders

Names, photos, and contact information (if desired); If privacy or spam is a concern, use a generic chapter email address (someone must monitor it regularly and respond or forward messages), include a link, or try this formula format, substituting [at] for @: name [at] URL.com.

Program Schedule

If you have a schedule for the year, include list with each meeting/event title, date and time, location, and short description; if there is an admission or ticket price, include that, also.

Special Events

If your chapter has a scholarship program, sponsors a competition, or supports special events, include information (including important dates or deadlines) and the chair or preferred POC.

Event and Member Photographs

Photographs engage visitors and most website builders make it easy to insert photographs throughout the website.

Links to Chapter Social Media Channels

Many chapters use Facebook to host photo libraries or promote and track interest in events; it can also be helpful for visitors if you include links to the AGO website and social media channels.

Membership Information

Provide membership and renewal information or links to the AGO website; AGO can provide standard language.

Contact Us Information

Who should visitors contact? Who will be monitoring for inquiries from the website? Most website builders allow you to create a Contact Us form that will generate an email to a designated chapter member.

QUESTIONS?

Contact J.W. Arnold, AGO Marketing and Communications Specialist, JWArnold@AGOhq.org, or request assistance from an AGO Chapter Specialist Support Team by contacting Elizabeth George, Chief Membership Officer, Elizabeth.George@AGOhq.org