



- **MISSION STATEMENT.** The role of the Western District Webmaster is to ensure proper visibility of the Western District by making the Western District website a hub and reference point for many of the Western District Sections and Chapters on the Internet. The key to maintaining a successful website is responsiveness to District leadership to convey information to our members in a timely manner. The District website is www.westernite.org.
- **ROLES AND RESPONSIBILITIES.** The major duties of the Webmaster are outlined below:
 - **Communications Oversight Committee Coordination**

Coordinate with the Western District Communications Oversight Committee and the District Board to project the desired image of the Western District on the web. The Western District Communications Oversight Committee consists of the Webmaster, the WesternITE Managing Editor, Public Relations Committee Chair, International Director, and a District Officer (typically the President). The District Officer will chair the Website Committee.

- **Website Responsibilities**

The Webmaster is responsible for the maintenance of the District website including:

- Select the proper web space to provide efficient navigation for users and maintain the site.
- Prepare enhanced web pages for the site to enhance its value and usefulness to the Western District Members and its Board of Directors, including conversion of incidental documents to HTML or Adobe Acrobat PDF format for web posting. Knowledge of the WordPress format is required for maintaining the website.
- Maintain the westernite.org/owncloud file-sharing site/service.
- Coordinate with the WesternITE Managing Editor to ensure content on the website is consistent with the monthly Enews. This includes posting articles, announcements, and the WesternITE Newsletter on the website. The Managing Editor will be responsible for providing WesternITE in Adobe Acrobat PDF (or other agreed upon) format and it is the responsibility of the Webmaster to post the newsletter on the web site.
- Coordinate with Section's webmasters to insure proper linkage and management of information on the site.
- Provide support to the WesternITE Advertising Manager who is tasked with keeping the Professional Services Directory and Jobs Available listings up to date.

- Provide support to the Richard T. Romer Student Endowment Fund Chair who is tasked with posting bi-monthly EF Spotlight articles.

- **Financial Responsibilities**

The Western District Secretary-Treasurer is responsible for maintaining the accounting records associated with *WesternITE*. The District's accounting system is set up with codes. The code 808, Web Internet Access, should be used for expenses associated with the website.

Expenses for web internet access include domain name registration and web space lease. The Webmaster must coordinate with the Secretary-Treasurer to process payment for web internet access.

- **Participation at District Board Meetings**

The Webmaster is required to attend the Winter Board Meeting and the Summer Board Meeting. The Webmaster is responsible for presenting a report to the Board on web traffic and other site statistics to keep them informed about the site users. The report is provided to the President in advance of the meeting for inclusion in the handout materials.

- **Awards**

Each year the Western District presents awards to the Section and Student Chapter with the best websites. The Webmaster is responsible for selecting the winners for these awards and forwarding the selected winners to the District's Vice President. The requirements for the selection of the Website Award and Student Website Award should be reviewed.

- **Coordination with the WesternITE Managing Editor and Advertising Manager**

The Webmaster is responsible for coordinating with the WesternITE Managing Editor and Advertising Manager. The roles and responsibilities of the WesternITE Managing Editor and Advertising Manager should be reviewed to ensure clarity regarding which duties are delegated to each position.

- **Social Media Manager**

The Webmaster shall coordinate with and provide oversight to the Social Media Manager, who is tasked with the following major duties:

- Coordinate with the Webmaster to provide updates regarding ongoing activities and the status of Social Media Initiatives. The Social Media Manager is responsible for providing a report to the Webmaster in advance of the Winter and Summer Board Meetings for inclusion in the Webmaster's report to the Western District Board.

- *Social Media*

- Maintain the WesternITE Facebook Group, including members and content. Content should include at least one post from westernite.org each month, usually sourced from the WesternITE e-News, such as the President's Message or other announcements. Monitor group activity and restrict user permissions as necessary to control content.
 - Maintain the WesternITE LinkedIn Group, including members and content. Monitor group activity and restrict user permissions as necessary to control content.
 - Maintain the Western_ITE twitter account, including accounts "followed" by Western_ITE and content. Followed accounts should be limited to other professional organizations or sources of industry news; personal accounts should be followed with discretion, as content is less regulated. Content should include "tweeting" at least one post per month on westernite.org, and job postings. Content may also include "re-tweets" from other, followed accounts.
- Social Media Plan - The District has allocated funds for a Social Media Initiative that is intended to be used to contract an outside social media consultant. The consultant would be tasked with helping the District develop a Social Media Plan aimed at determining:
 - Who is our audience within our membership? Is it for everyone?
 - What is the best method for us to communicate with them?
 - How often should we communicate with them?
 - What kind of information should we be sharing?

The final Social Media Plan should follow the guidelines of the Districts Communication Plan and incorporate recommendations from the consultant. The Social Media Manager is responsible for developing, implementing, and updating the District's Social Media Plan.

Created by Rock Miller & Rafat Raie, June 2000; Revised by JSL, JP and Website Committee, approved 2-7-03; Revised by JLG, 10-20-09; Revised by JSL, 10-02-13; Revised by CL/JL, 04-18-16; Revised during Communications Workshop, 01-25-18; Revised 01-25-19; Revised by DJW, 08-13-23