



Microsite Information Sheet

WHAT is a microsite?

A microsite is a national-provided local or state website (within National's website) provided for you as a primary source of communication and dissemination of information. It is one of the baseline benefits that National provides for its networks to assist in their success.

WHO gets Admin access?

- **Local network:** President, President-elect, First Vice President, Treasurer, Membership Director, Event Director as reported via [officer reporting form](#).
- **State network:** President, President-elect, First Vice President, Treasurer, State Liaison as reported via [officer reporting form](#).
- **Changes to leadership during the year:** Admin access is granted between November 1 and 15. If changes happen to leadership throughout the year, the network must formally submit an amendment form on wcr.org (no informal notice via email, telephone, etc). *Allow up to 2 weeks after submission for access to be granted.*
- **Membership verification.** Any officer must be a current member in good standing who fits the membership criteria of the position. Otherwise, officer information will not appear on the microsite.
- **Special note:** the deadline to submit 2023 officers to national is October 15, 2022. Networks that do not submit the 2023 officer submission form will have outdated information on the microsite.

WHEN 2023 information appears

- **2023 Leadership Team** – November 15, 2022

WHY microsite is so important for your network

- The microsite is the central "headquarters" of your network and the network's central information repository and overall image is conveyed there, so it is important to have updated information, content, visibility to strategic partners, photos, documents, etc. Material should be kept fresh throughout the year for existing (and potential) members.
- All events are aggregated to a master [Event Calendar](#) on wcr.org. This online calendar is searchable by state, network and month.
- When national receives inquiries, it directs members to your microsite and assumes that information is up to date.

WHAT is on microsite

What is pre-populated by National	What local and state leaders input
<p>Leadership team: photos and contact info (automatically pulled from member profiles)</p> <p>Network documents</p> <ul style="list-style-type: none"> ● Bylaws (updated in the Fall of 2022) ● Customized logos for your network ● Customized PDF New Member Application with pre-filled dues amounts, and local logos (feel free to edit PDF accordingly) 	<p>Strategic partners (logos and links)</p> <p>President’s message</p> <p>Links to other communications channels (ex, social media sites)</p> <p>Events</p> <p>Network documents</p> <ul style="list-style-type: none"> ● Standing rules ● Other core documents you’d like on display for members

ADMIN TECH TIPS

- The system will recognize you as an Admin in your network when you login. To enable “Admin” button, refresh site by clicking on Women’s Council logo in upper left hand corner, and Admin button will then appear to the left of Renew button on the upper right hand corner.
- Do not use Admin feature from mobile devices. The website is mobile friendly across all devices, but not for the Admin portion.
- For lengthy items, save a copy of your text in a document (ex, MS Word) as a backup.
- While Admin access is provided to the entire leadership team, consider only assigning a few leaders Admin privileges, who are responsible for the content and are “subject matter experts”.
- Officer photos: these are pulled directly from your member profile, which is the central repository for all your membership information (photo, contact information, etc.). If your photo does not appear or your contact information is incorrect, go under your member profile to update, and it will automatically replicate on the microsite. All photos must be 150 x 150 dpi.
- A microsite that shows best practices is Women’s Council [Gwinnett \(GA\)](#).

ADDITIONAL QUESTIONS

- **General questions:** National has customer service staff that is specifically trained on all aspects of the website and database. Key contact information is as follows – email: wcr@wcr.org, telephone: [800-285-2955](tel:800-285-2955), live chat am 8:30 am to 7:00pm central time. Note, all interactions via this method are assigned a case number for follow up and is the best contact method. *We prefer email communication and it is the most efficient way to assist.*
- **General training on microsite and technology.** Sam Powell and Joli Waldeck are Women’s Council members with member-centric technology expertise. They are certified instructors on microsities and they can consider specific training requests for you and your network. Emails are: askforsam@dreamtown.com and joliwaldeck@gmail.com. They are not employed by Women’s Council but will consider customized training on a case-by-case basis.

MISCELLANEOUS INFORMATION:

- **Canva.** This is a great tool to make your microsite more visually attractive. A [one hour Canva YouTube tutorial](#) will walk you through everything you need to know to be successful.
- **Reports, member roster and not yet renewed report.** These are reports with full contact information in an Excel format are available in real-time for Admins only. These key lists can be used for communication and for renewal efforts.