



EDITOR'S GUIDE

2024-2025 EDITION



INTRODUCTIONS

What's Buzzing Editors! Congratulations on your position and role as Editor for your club!

You have the incredible responsibility **directing your** club's public image and crucial role in member growth through social media. Take hold of that **responsibility** and **strive to pursue excellence** from your Instagram Account to your School Posters while still achieving that incredibly fun aspect of Editor!

Here you will find guidance for the various aspects of your role as editor, including graphic guidelines. Use these guidelines to uphold Cali-Nev-Ha's graphic standards and creating a graphic aesthetic.

You are such an amazing BEE and we cannot wait to see the graphics and creativity you come up with throughout your term.

- 2024-2025 Division 36 North Lt. Governor Anthony Ludegna
- 2024-2025 Division 18 Lt. Governor Melquisedec Uribe



TABLE *of* CONTENTS

04

GRAPHIC STANDARDS

08

DUTIES

11

NEWS EDITOR

15

TECH EDITOR

18

SOCIAL MEDIA

21

SAFEKEY

23

ACKNOWLEDGEMENTS



SECTION 1

GRAPHIC

STANDARDS



GRAPHIC

standards

- **CNH Graphic Standards**

- Developed to maintain the consistency of CNH's branding especially when it comes to creating any publicity material within the CNH District
- Used on Club, Division, and District Level
- Encourages professionalism and brand awareness

- **When should you use Graphic Standards?**

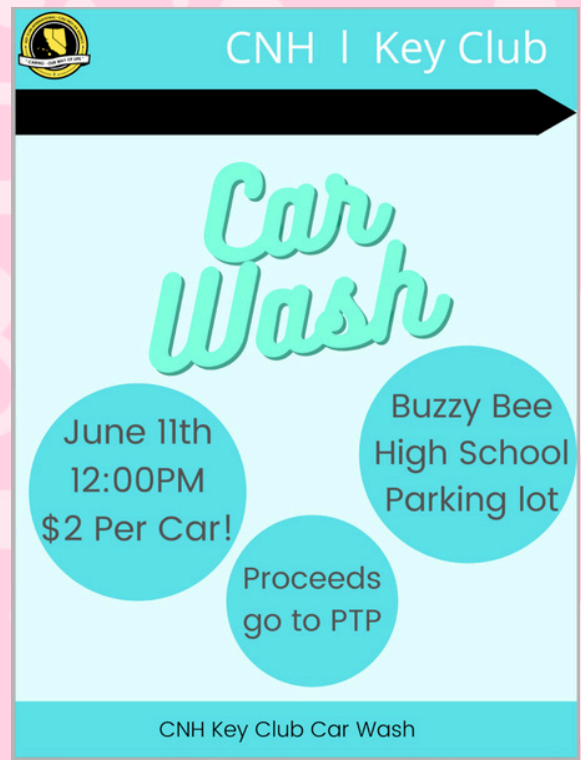
- Newsletters
 - E-Portfolios
 - Websites
 - Presentations
- **MAKE SURE TO BE SAFEKEY!**
 - No personal information such as phone numbers should be included
 - Emails are acceptable IF they are emails created for Key Club

cnhkeyclub.org > Resources > Graphics & Marketing > CNH Key Club Graphic Standards Manual

Or click [HERE](#) to be directed there instantly.

GOOD examples

This poster is great for a **division project** as it has the **Key Club Pencil, CNH Logo, and the CNH Key Club header and footer**



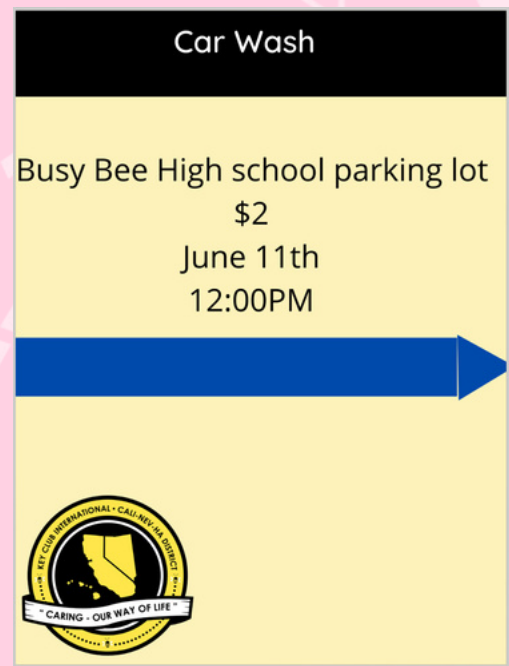
This poster is great for a club doing a service project! **It uses Century Gothic (Poppins light on certain programs) shows the date, time, location, and price too.**

BAD examples



This poster is **NOT** great for a club doing a service project! It **does not include a date or time, theme is inconsistent, and unorganized!**

This poster is **NOT** great for a division project as it **has the Key Club Pencil at the middle of the page, CNH logo is oversized, and the CNH Key Club header and footer is missing.**



SECTION 2

DUTIES



EDITOR

duties

- Be familiar with Key Club Graphic Standards
- Create a monthly newsletter
- Take pictures at club events & meetings
- Submit articles & visuals for the district/division newsletter
- Publicize the club through flyers, posters, social media posts, and more
- Follow appropriate guidelines for promotion on social networks
- Update & maintain a club website
- Train the editor-elect on graphic standards & network etiquette

remember to be . . .

SAFEKEY

**GOAL
ORIENTED**

CREATIVE

GENERAL

duties

- Remain an active member (50+ service hours)
 - Attend club and division events and meetings
 - Attend educational events
 - Maintain outreach to members
- Uphold Key Club Core Values (Leadership, Inclusiveness, Character Building, and Caring)
- Step Up, Step Back
 - Take initiative
 - Allow other officers to take the lead when necessary
- Officer involvement & Engagement
 - Division Level
 - Attend as many events as possible
 - Take advantage of opportunities to network and connect with members and officers in your division
 - Check out division social media and resources
 - District Level
 - Attend as many events as possible
 - Check out district social media, resources, and virtual events

SECTION 3

NEWS EDITOR



NEWS

editor

tasks/duties

- Write & Curate
 - Newsletters
 - Include content that is relevant according to when you post
- Send Articles & Visuals
- Stay organized and plan ahead!
 - Create a spreadsheet
 - Set deadlines

make sure to

- Check up with your fellow officers and help out wherever you can
 - Offer your aid through their work and other tasks
 - Keep in constant communication with your peers
- Think about how you will promote your newsletter
 - Instagram

Continue to refer back to this manual to ensure that you're staying on track and accomplishing your goals as an editor

programs

- BEEginner Friendly!
 - Canva
 - Microsoft Publisher
 - Google Slides
 - Google Drawings
 - Procreate
- More Advanced
 - Adobe InDesign
 - Photoshop
 - Illustrator

what to include

- Messages from President/LTG/ yourself
- Educational Features
- Club, Division, District, & International Updates
- Service Projects
- Event Recaps
- Member Recognition
- Contact Information



articles

- Get featured in the District Newsletter!
 - Share the experience for members all over the District
 - Give fellow officers ideas on possible events
- When asking members to write articles, be sure to give them **questions for guidance**
 - What was your favorite part of the event?
 - Where was the event held?

visuals

- Submit articles with visuals to show the story
- Articles & Visuals **SHOULD** align
- If featuring service, show faces & hands in action
- **Candid** shots are better than posed
- Choose from quality, **in-focus** visuals
- Home/online services does not count



SECTION 4

TECH EDITOR



TECH

editor

where to start?

- **CLUBS.** Make sure you have permission from your school to create a website
- Drag-and-drop website builders
 - Wix
 - Wordpress
 - Weebly
 - Google Sites
 - For more advanced: code from scratch with HTML



core pages

- Home Page
 - Slideshow, President/LTG Welcome
- Events Page
 - About DCMs, FRS/FRN, RTC, DCON
- Calendar
 - Past/Upcoming Service Events, Meetings
- Meet the Officers/Contact Page
- **CLUBS.** Member Service Hours
- Agendas & Meeting Minutes

safety tips

- No personal information should be publicly accessible on your website!
 - No phone numbers or personal social media accounts
 - Club/Division social media ONLY
 - Emails for officer contact information are allowed ONLY if they are exclusively for Key Club

benefits of a website

- Allows members to access resources and updates for their club, or even division!
- These resources include, but are not limited to:
 - Service Opportunities
 - Background Information
 - Newsletters
 - Portals to Check Hours
 - Meeting Minutes
 - Photos
 - Officer Contacts

Make sure the user interface is simple and easy to navigate as well as incorporating pictures and videos to make the site less text-heavy

SECTION 5

SOCIAL MEDIA



SOCIAL *media*

interaction

- Interaction is a Key element in determining the success of your social media distribution
 - The more your members interact with the media you post, the stronger their connection to your club becomes

platforms

- Instagram
 - Post event flyers and create a sense of community here for maximum effectiveness
- Remind
 - This platform is useful for sending out details about events and keeping members up to date on new developments



GOOD

examples

This Instagram post is great for an **application** as it **has the application call to action (link) and general/bullet point information**. While also using CNH's Default Fonts.



This is a great Instagram post, **advertising** an event! It includes the date, time, location, **clear** fonts, and a RSVP link to give the most accurate information.

SECTION 6

SAFEKEY



SAFEKEY

importance

- A growing reliance on technology increases the chances of harmful internet encounters
 - These harmful encounters can be prevented if the proper measures are taken
- BEE educated on how to utilize technology to the best of your ability without putting your and others' safety at risk

do's and don't's

- BEE PROFESSIONAL
 - Think about your personal and the organization's identity
- Be aware of cyberbullying
- Display ONLY things that are appropriate
 - NO PROFANITY
 - NO HARMFUL REFERENCES
 - USE YOUR BEST JUDGEMENT
- Pictures/Videos can be posted ONLY if you have permission

THANK YOU

FOR

reading!

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this guide.

- **Joshua Placido**, Member Development & Education Chair, 2022-2023
- **Angelika Irada**, Division 27 South Lieutenant Governor, 2022-2023
- **Mihir Chowdarapu**, Division 42 East Lieutenant Governor, 2022-2023
- **Lina Tran**, Member Development & Education Chair, 2023-2024
- **Rachel An**, Division 04 East Lieutenant Governor, 2023-2024
- **Rachel An**, Member Development & Education Chair, 2024-2025
- **Melquisedec Uribe**, Division 18 Lieutenant Governor, 2024-2025
- **Anthony Ludegna**, Division 36 North Lieutenant Governor, 2024-2025