



CNH KEY CLUB
TECH EDITOR'S
manual
2024-2025



MESSAGE FROM THE DTE

BUZZ BUZZ TECHNOLOGY EDITORZ! ✨ + ♡

Congratulations on serving as Club/Division Technology Editor! My name is Vera Faith Del Rio and I proudly serve you as your District Technology Editor for the 2024-2025 term.

As an editor, you are now representing your home, school, and community. You will be responsible for bridging the gap between general members and your club/division. As such, your duties may vary from creating promotional graphics for social media to updating & maintaining a website. This manual will touch on a range of topics from general duties to learning graphic standards and even to websites/social media! Feel free to rely on this manual as a resource to assist you in achieving your goals this term.

I'm BEE-yond proud of each and every one of you and cannot wait to see how you bring your clubs/divisions to even greater heights! Thank you all for your hard work and if you ever have any questions, comments, or concerns, please do not hesitate to reach out to me at dte@cnhkeyclub.org!

Buzzing.with(Service);

Vera Faith Del Rio (she/her) 🎵 ✨ 🌸

District Technology Editor 2024-2025



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OVERVIEW

What is a Technology Editor?

As a club/division officer, keep in mind that you are not only representing yourself, but your home, club, and community as well as the Key Club organization as a whole! You are a **role model** for the members you serve, and they will look to you for guidance and support. It is your **responsibility** to ensure that the officers are cooperating and working together to reach your goals.

As a result, it is **expected** that you maintain **consistent communication** and **professionalism** at all times.

COMMUNICATION

Communication is key to the success of any organization, project, or team! Make sure that you are always maintaining communication **with everyone** you are working with to ensure that everyone is on the same page and is able to stay updated at all times. Especially as a Tech Editor, it is of the utmost importance that you are able to **stay connected** with the rest of the officer board so that you can maintain and update your club's/division's website and/or social media platforms in a **timely** and **efficient manner**. Whether it be the statistics regarding your club's/division's goals, photos to spruce up the page, or information about upcoming events, ensuring that you maintain **consistent communication** with the rest of the officer board is not only something that is expected, but also something that is sure to be of great benefit to your work!

Here are some further resources with tips regarding communication!

- [Formal VS. Casual Communications](#)
- [Importance of Effective Communication](#)

PROFESSIONALISM

In Key Club, being **professional** in your communication is important, whether you're sending an email, posting on social media, or working with your officer board. Always **be clear, to the point, and respectful**. When writing emails, follow **good etiquette**: use a polite tone, address people properly, and check for **spelling or grammar mistakes**. This helps your message come across as both polite and easy to understand. Staying professional shows respect for others' time and helps your team work smoothly. Keeping communication **simple and respectful** helps everyone stay on the same page.

You can refer to the pages below for proper email etiquette and the proper use of social media!

- Email Etiquette
- Proper Use of Social Media

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IMPORTANCE OF EFFECTIVE COMMUNICATION

WHAT CAN EFFECTIVE COMMUNICATION DO?

- Ensure the success of a project or event
- Help avoid errors and mistakes
- Build relationships
- Establish a positive environment

WHY SHOULD YOU UTILIZE EFFECTIVE COMMUNICATION?

- To reduce confusion while communicating with others
- To ensure that information doesn't need to be repeated as often

SO...HOW CAN YOU DO IT?

- Make sure you are prepared
- Be clear and concise
- Listen closely to others
- Ask for clarification as often as needed

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Casual vs. Formal Methods of Communication

What is the difference between **casual** and **formal** methods of communication?

In formal methods of communication, professionalism is maintained. Just how we properly address advisors, officers, and other people of authority in person, we do the same through e-mail and by phone. Casually, conversations are more relaxed and suitable for reminders.

Casual Methods – Good for simple reminders.

- Text
- Through Social Network
- *Not entirely secure, avoid posting specific event information

Formal Methods – Good for specific, in-depth, straight-forward, and simple discussion and planning.

- In Person
- Email

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EMAIL ETIQUETTE

The use of proper email techniques can affect other's impressions. E-mailing is a great resource to utilize when communicating with Kiwanis, adult advisors, the division you serve, planning events, contacting companies, and much more! Be careful of your language; BEE wary of your words! Understand the audience and do not assume that your reader will understand jokes or sarcasm in e-mails. If you conduct yourself professionally, you will be treated with respect.

inappropriate email

Improperly addressed: (Bob) Hey!!! how has ur summer been? Long time no see, we need to hang out. Okay so like do u know if there are any local businesses that would let us use their property for a fundraiser? We've been rejected a lot recently... (:) so like it would be really cool if you'd let me know. See ya later, Swag

Informal use of emoticons.

Colloquial language, Slang should be avoided at all costs.

Inappropriate mood/ tone for a professional email.

Improper grammar.

Beginning Topic is not Key Club related. This counts as "fill up" message.

appropriate email

Properly addressed: Hello Lt. Governor Bumble Bee Bob,

Correct use of grammar: Our school is looking for a location to have our next carwash fundraiser. We have been turned down by many locations in the area. Do you know if there are any local businesses that would be willing to lend us their property for a carwash fundraiser? If you have any questions regarding extra details, please let me know. Thank you in advance!

No "filler" message. Quick & straight to the point.

Addresses to recipient if appropriate.

Proper closing.

Formal diction.

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PROPER USE OF SOCIAL MEDIA

Remember, as a Key Club member, you are a leader, and as leaders represent Key Club, every leader must embody the core values in a respectful manner even when using social media.

When is it used?

1. Use social media to promote events that have already been approved by advisors with all components of the event being confirmed
- provide updates and reminders of upcoming events
- Promote Key Club and create awareness of the organization in a respectful manner
- Examples of Social Media: Instagram, TikTok, Facebook, Twitter

When is it avoided?

2. Planning out events
- Discussing professional business (that's what emails and phone calls are for!)
- Informing others on lengthy topics. Remember to keep all messages on social media brief, send an email if the messages cannot be covered thoroughly through social media.

DUTIES OF A TECH EDITOR

GENERAL DUTIES

As a Tech Editor, your main responsibility is to **manage and maintain** your club's or division's **digital platforms**, ensuring information is **up-to-date** and **accessible**. This includes updating websites, posting on social media, and collaborating with other officers to share important updates. A Tech Editor's role is essential in **keeping members informed**, enhancing **digital engagement**, and providing a **professional** and **engaging online presence**. Staying organized, communicating effectively, and being proactive with updates are key to success in this role.

CLUB TECH EDITOR

- Maintain and update the **club's website** and **social media accounts**.
- Post **timely information** on upcoming events, fundraisers, and service opportunities.
- Work closely with the **club's officer board** to ensure accurate information is shared online.
- **Share photos** and **content** to showcase club activities and achievements.
- Ensure that the website and social media pages are **visually appealing** and **easy to navigate** for club members.

DIVISION TECH EDITOR

- Manage the **division's website** and **social media platforms**.
- **Collaborate with Lieutenant Governors (LTGs)** to promote divisional events and announcements.
- **Coordinate with club tech editors** to ensure consistency in branding and messaging across the division.
- Share **division-wide updates, goals, and achievements** to keep members informed.
- Create and manage **digital content** for divisional newsletters, event promotions, and other communications.

WEEKLY, MONTHLY, AND ANNUAL TASKS

Weekly Tasks

- **Update** websites and social media with event reminders, announcements, and photos.
- **Communicate** with the officer board to ensure all information is current.
- **Engage** with members through posts, polls, or social media stories.

Monthly Tasks

- **Review** website content to ensure all information is accurate and up-to-date.
- **Publish** event recaps, statistics, and any necessary updates from meetings.
- **Coordinate** with other officers to create content promoting upcoming divisional or district events.

Annual Tasks

- **Prepare** digital platforms for website contests like Distinguished Website.
- **Archive** and organize important documents, photos, and past content.
- **Ensure** consistency in branding, design, and messaging for the new term.

SAFEKEY

SAFEKEY is a set of guidelines aimed at promoting **safe** and **responsible online behavior** within Key Club. As members, it's important to uphold the **club's values** while interacting online, ensuring that all communications are **respectful, appropriate, and reflective of Key Club's mission**. Always be mindful of how your words and actions online affect others, and strive to create a positive and supportive environment. By following SAFEKEY principles, you help maintain a **welcoming digital space** for all members.

Resources provided by the **Communication & Marketing Committee** on how to stay SAFEKEY:


- [SAFEKEY Manual](#)
- [Personal Safety](#)
- [Cyberbullying vs. Support](#)

You can also access more resources on the **Cyberkey (cnhkeyclub.org) > RESOURCES > GRAPHICS AND MARKETING >** scroll down to the **ONLINE SAFETY** section.

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Personal Safety

The internet is always growing and expanding, which means YOU need to stay on guard at ALL TIMES to stay SAFE. Through social media mediums, there are many different people out there. That means you need to be CAREFUL.



Present:

- What do your photos reveal?
- Does your profile expose too much information about you?
- Do you really KNOW everyone on your "friends" list?
- Be aware of people who you are not familiar with.
- Tell a trusted adult or friend about a dangerous situation.

Future:

- Recognize** techniques used by online predators.
- Refuse** request for personal information.
- Respond** assertively in an uncomfortable situation and log off immediately.
- Report** to others and adults about the situation to prevent future scenarios.

Stay calm and be aware of all situations. You should always watch what you say and how you behave online. People can easily misinterpret what you do.

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SAFEKEY

guide

(UPDATED 2022-2023)

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Support vs. Cyber Bullying

What is Support? <ul style="list-style-type: none">Support is another way to give assistance to someone, either emotionally or physically.Supporting someone includes helping him or her bear the weight that they might be carrying while performing a task or job.<ul style="list-style-type: none">This is important because in Key Club, inclusiveness is one of the four core values, meaning no one gets left behind.Support lifts and helps people.	What is Cyber Bullying? <ul style="list-style-type: none">Cyber Bullying involved the use of communication through technology to support repeated and hostile behavior by an individual or group that is intended to harm others.<ul style="list-style-type: none">Cyber Bullying is most often done through social media.Those who are bullied are more likely to struggle with more personal issues in their lifetime.Cyber bullying is always pulling others down and hurting them.
What are the effects of Cyber Bullying? <ul style="list-style-type: none">Psychological stress, emotional stress, and physical stress.Increased feelings of sadness and loneliness.Changes in sleeping habits and eating habits.The loss of interest in current activities.General health complaints.	
HOW TO PREVENT CYBER BULLYING <ol style="list-style-type: none">EDUCATE YOURSELF<ul style="list-style-type: none">Understand exactly what cyber bullying is and know how to <u>identify it</u>.PAUSE BEFORE YOU POST<ul style="list-style-type: none">Don't post anything that may pose a threat to your reputation. People WILL judge you based on how you appear online.Controversial posts may cause disagreements and fights online.SET UP PRIVACY CONTROLS<ul style="list-style-type: none">Restrict access to people who are not your trusted friends and only accept people who you know personally in real life.DO NOT BE A CYBER BULLY<ul style="list-style-type: none">Treat others how you would like to be treated.Do not reinforce the idea of cyber bullying by being one yourself.	

For more information, check out Technology SafeKEY, a program developed by the Communications and Marketing Committee to prevent cyber bullying here: <https://www.cnhkeyclub.org/technology/safekey/>

SAFEKEY: DOS AND DONTs

DO:

- **Use** respectful and positive language in all communications.
- Protect personal and sensitive information — both yours and others'.
- **Monitor** social media activity and report inappropriate content to the proper officer or advisor.
- **Follow** proper etiquette when sending emails or posting online.
- **Refer** to the Communication and Marketing Committee's resources for online safety tips.

DON'T:

- **Share** or post inappropriate, offensive, or harmful content.
- **Use** language that could be considered disrespectful or unprofessional.
- **Disclose** personal information (such as phone numbers or home addresses) publicly.
- **Ignore** safety measures like privacy settings and secure passwords.
- **Engage** in any form of cyberbullying or harassment.

CNH GRAPHIC STANDARDS

The **CNH Graphic Standards** are essential for maintaining a consistent and professional image across **all Key Club-related materials**. As a Tech Editor, it's important to adhere to these standards when creating **websites, social media posts, and other resources**. Consistency in colors, fonts, logos, and overall design not only strengthens **brand recognition** but also reflects the **professionalism** of our organization. By following these guidelines, you ensure that all communications resonate with our values and mission, fostering a **cohesive** and **recognizable presence** within Key Club and the wider community. Always refer to the graphic standards when developing materials to ensure alignment with Key Club branding.

The graphic standards manual from the **Communications & Marketing Committee** is available **HERE**. You can also access the manual and other resources by navigating to the **Cyberkey (cnhkeyclub.org) > RESOURCES > GRAPHICS AND MARKETING > CNH Key Club Graphic Standards Manual**.

This manual outlines specific logos, fonts, and color palettes that are crucial to the CNH brand. It is **STRONGLY recommended** that you read and fully familiarize yourself with the graphic standards.



WEBSITES

Creating and maintaining a website for your Key Club is essential for **sharing information, engaging members, and promoting events**. A well-designed website serves as a central hub where members can access **important resources** and **updates**.

WHY WEBSITES MATTER

Websites play a vital role in **enhancing communication** within the club and with the broader community. They provide a platform for **sharing club activities, resources, and news**, making it easier for members to stay informed and engaged. A **professional online presence** also reflects positively on Key Club, showcasing our **commitment to service and leadership**.

HOW TO BUILD AN EFFECTIVE WEBSITE

When building your website, prioritize **user-friendliness** and **accessibility**. Use **clear** navigation menus, **engaging** visuals, and **concise** content to ensure visitors can easily find the information they need. Incorporate sections for upcoming events, member resources, and highlights of past activities to keep content **dynamic** and **relevant**.

RESOURCES FOR CREATING A WEBSITE

Please take a look at the creative tips and strategies provided by the DTT below for building effective websites, suitable for beginners and professionals. It offers fresh ideas and practical advice to enhance website design and functionality.

dtc presents...

CREATING A WEBSITE: FINDING IDEAS AND RESOURCES

Is your club hoping to start up a website for the 2024-2025 term but isn't sure on where to start? The internet is a good tool to utilize, but it can still be difficult to find useful resources and find ideas that fit the image that we may want. Read more to find out different platforms that you can use to both find ideas to begin your website as well as good starting points you can use!

CNH Cyberkey

<https://www.cnhkeyclub.org/resources/graphics-and-marketing>

The **CNH Cyberkey** is a great place to start if you're unsure of where to begin with your website! It offers many different resources including **marketing, social media, networking** and more!

BEE sure to check out the **graphic standards** as well in order to ensure that your website meets CNH guidelines!

Where can I begin?

There are many different website hosting and creation platforms that you can use to help create your website, and you don't necessarily need to have experience in programming or website development to create your own! Some great website builders include **Weebly, Wix, or Google Sites!**

What should I include?

There are a lot of different things you can add to your website, including information for the **club, division, district, and even international levels!** It can also be helpful to include an **officer contact page** and **events calendar**. Feel free to include anything that you believe your club members will benefit from having access to!

Artificial Intelligence

We've all probably heard of AI before; sometimes, it can get a bad name due to it being misused, but if used correctly, AI can be a **powerful tool** in helping us brainstorm new ideas! Good places you can start include **OpenAI's ChatGPT, Google Gemini, and Microsoft Azure**. Remember to be mindful of your usage though! While AI can be of great use to help start off, remember that the work that goes into actually creating the website, from the words written on it to the graphics used, should be **entirely created by you!**

WHAT TO PROVIDE ON YOUR WEBSITE

By following these guidelines and prioritizing **SafeKey principles**, your club's website will effectively promote a **positive** and **engaging** online environment.

Event Information

Keep an **updated calendar** of upcoming events, including important dates for **club** events, **division** events (like DCMs and DWS), **regional** events (OTC/RTC), and **district** events (FRN and DCON).

Resources

Share **useful materials** such as **meeting notes**, **service project details**, and links to helpful **external resources**.

Contact Information

Provide **clear contact details** for leadership teams, officers, and advisors, ensuring members can **reach out** with questions or concerns.

Photo Gallery

Showcase club activities through **photos** to highlight member **involvement** and create a sense of **community**.

Social Media Links

Include links to your club's **social media accounts** for easy access to **updates** and **announcements**.

SOCIAL MEDIA

Utilizing social media effectively is essential for **promoting** your Key Club activities and **engaging** with members. It serves as a dynamic platform to **share updates**, **celebrate achievements**, and **foster connections** within the club and across the division.

- **Use Club and Division Emails:** Send notifications, recaps, and reminders through club and division email accounts to keep members informed and engaged.
- **Follow Graphic Standards:** Ensure that all posts adhere to the established graphic standards for consistent branding, including logos, fonts, and color palettes.
 - **CNH Graphic Standards**
- **Set a Posting Schedule:** Create a regular posting schedule to promote events and share important information early, ensuring that news reaches members in a timely manner.
- **Maintain Consistency:** Use themed colors and designs that match the event being promoted to create a cohesive visual identity across all platforms.
- **Promote Interaction:** Encourage clubs within the same division to interact and collaborate, sharing updates and ideas through social media platforms.
- **Leverage Instagram Stories:** Use Instagram stories and highlights to showcase events, share behind-the-scenes content, and engage with members in real time, maximizing visibility and interaction.

By following these guidelines, your club can enhance its **social media presence** and **effectively communicate** with members and the wider Key Club community.

CONTESTS

Participating in **contests** is a fantastic opportunity to gain recognition for your **hard work** and **dedication** in creating an outstanding website, showcasing your **efforts** to the entire district.

CLUB WEBSITE CONTEST

- **Contest guidelines** for club website: [HERE](#)
- A club website that is **well-designed** and **maintained throughout the year** is eligible for this contest.
- Submissions must adhere to a series of **contest guidelines** released annually.
- **Three "checks"** will be conducted throughout the year to ensure the website is **consistently updated**.
- Available awards include **Outstanding Club Website** and **Distinguished Club Website**.

DIVISION WEBSITE CONTEST

- **Contest guidelines** for division websites: [HERE](#)
- A division website that is **well-designed** and **maintained throughout the year** is eligible for this contest.
- Like the Club Website Contest, the Division Website Contest will also have **three "checks"** throughout the year to ensure compliance with the guidelines.
- Available awards include **Outstanding Division Website** and **Distinguished Division Website**.

FREQUENTLY ASKED QUESTIONS

“If I need help, who should I contact?”

Contact your **president** (if you serve on the club level), your **Lieutenant Governor**, or the **District Technology Editor** if you need assistance or have any questions regarding your position as an editor.

“How do I know what social media platforms to use?”

Ask your LTG which ones they suggest. You can also conduct a **survey of members** and see which platforms they use the most. If you are creating a new social media account, make sure to get the **proper permission** from your Club President and/or Lieutenant Governor, and Kiwanis/faculty advisor.

“How do I make my website look visually appealing?”

Use a simple **4-5 color palette** as well as **1-3 easy-to-read fonts**. Make sure you have some sort of **navigation method**, such as a horizontal navigation bar. When you design your website, think about **how you would interact with it if you were the viewer**. If you want examples of good websites, you can check out **other Key Club websites** or **websites of major companies** (i.e., Microsoft, Apple, etc).

“When do I have to submit my application for the Distinguished Website Contests?”

The **initial registration** is due in **September**, with which your website will be eligible to be checked throughout the term for the contest. The contest information is available to view on the **Cyberkey** (Recognition > Contests).

“Is it worth making my website up to par with Contest guidelines?”

YES! Not only does this make your website **eligible to win an award**, but it will also ensure it is **viable for members to use**. Members will have access to **resources** and **info** about Key Club they might not get anywhere else.

“How often should I update my website?”

It is recommended to update your website **regularly**, especially **after important events** or **announcements**. Aim to refresh content at least **once a month** to keep information accurate and relevant for members. Regular updates also improve **member engagement**.

“What do I do if my website crashes or experiences technical difficulties?”

If your website crashes, you can reach out to the **District Technology Editor** or a **tech-savvy club member** for assistance. It's also a good idea to **keep backups** of your website and use reliable hosting to minimize downtime.

RESOURCES

Key Club International Website

<https://www.keyclub.org/>

CNH Cyberkey

<https://www.cnhkeyclub.org/>

Resources on the Cyberkey

Graphic Standards Manual

Website Manual

Navigation Manual

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THANK YOU
for reading!