

EDITORS WEBINAR STARTING SOON...



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California-Nevada-Hawaii Key Club District
District Education



CNH | KEY CLUB

2022-2023

EDITORS WEBINAR

Presented by

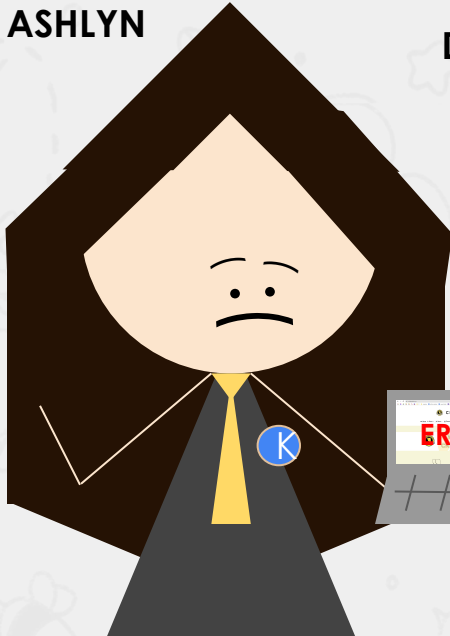
Joanne Do, *District News Editor*

Ashlyn Wong, *District Technology Editor*

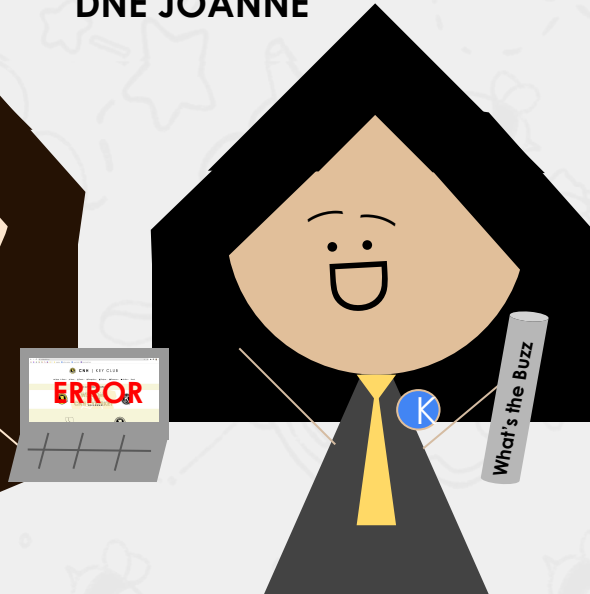
Helena Teung-Ouk, *District Visual Media Editor*

INTRODUCTIONS

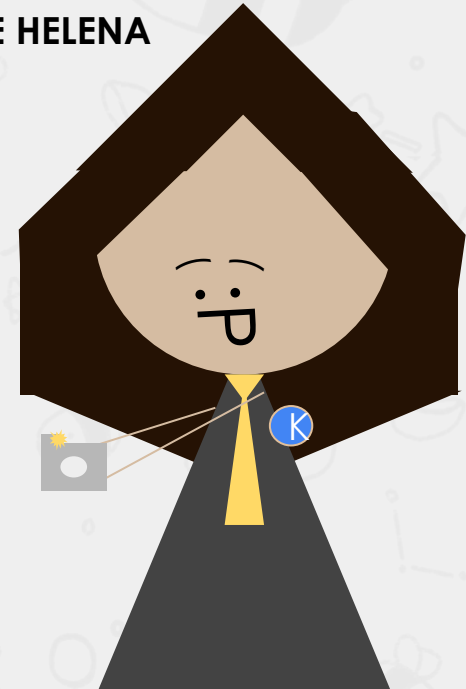
DTE ASHLYN



DNE JOANNE



DVME HELENA



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Photo credits: MJ from D43

District News Editor

JOANNE DO

- ★ Both Helena and Ashlyn were on my subteams last term when I was DVME
- ★ I was OBSESSED with minions when I was younger
- ★ I've drawn way too many bees.



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District Technology Editor

ASHLYN WONG

- ★ I microwaved ice in our hotel room to make instant ramen because it was past curfew
- ★ I dislike mint so much that I use “regular” flavored toothpaste
- ★ I’m deadly allergic to peanuts! #YOLO



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District Visual Media Editor

HELENA TEUNG-OUK

- ★ I've spent over 30 days 4 hours 34 minutes on asian dramas (mydramalist's stats)
- ★ I've spent over 300+ hours on Animal Crossing
- ★ I've been to Cambodia over 10+ times



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POSITION DUTIES



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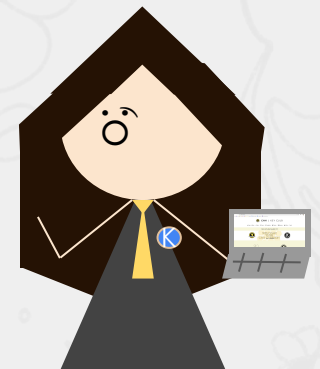
POSITION DUTIES

WHAT'S THE DIFFERENCE BETWEEN EDITORS?

- ★ News / Bulletin Editor
- ★ Technology Editor
- ★ Visual Media Editor / Historian

OVERALL DUTIES:

- ★ Submitting **articles** and **visuals** every month
- ★ Creating design / marketing / publicity content
 - graphics, flyers, promotional videos, event recaps
- ★ Taking **pictures** and **videos** at each event
- ★ Maintaining a **website**
- ★ Managing **social media**
- ★ Other technology or marketing-related tasks



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GRAPHIC STANDARDS



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GRAPHIC STANDARDS

1. Brand Recognition

- Allows work to be easily identified as part of Key Club. “The Key Club Branding”

2. Consistency

- Consistency is the KEY to a powerful brand.

3. Professionalism

- Member Recognition contests & awards

4. Unity

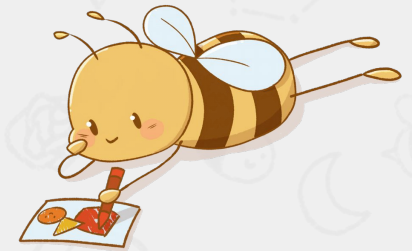
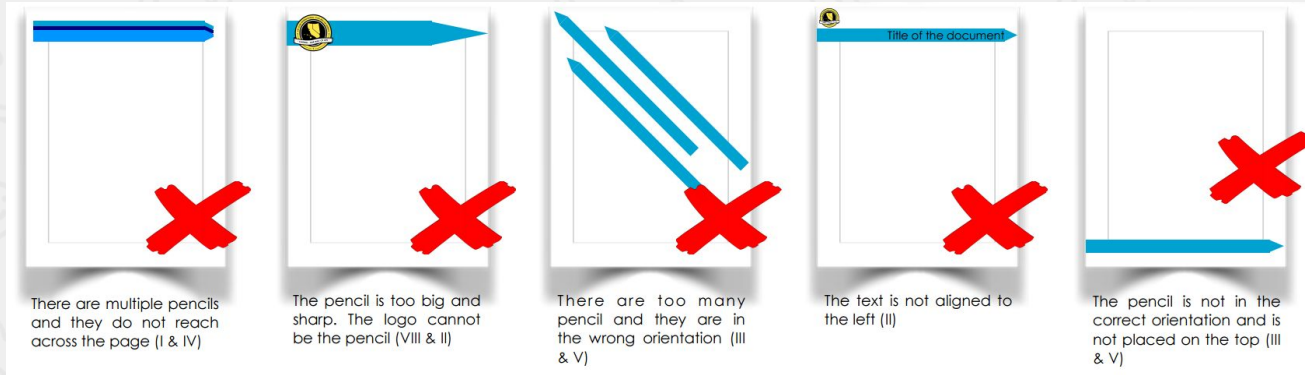


cnhkeyclub.org > Resources > Graphics & Marketing > [CNH Key Club Graphic Standards Manual](#)



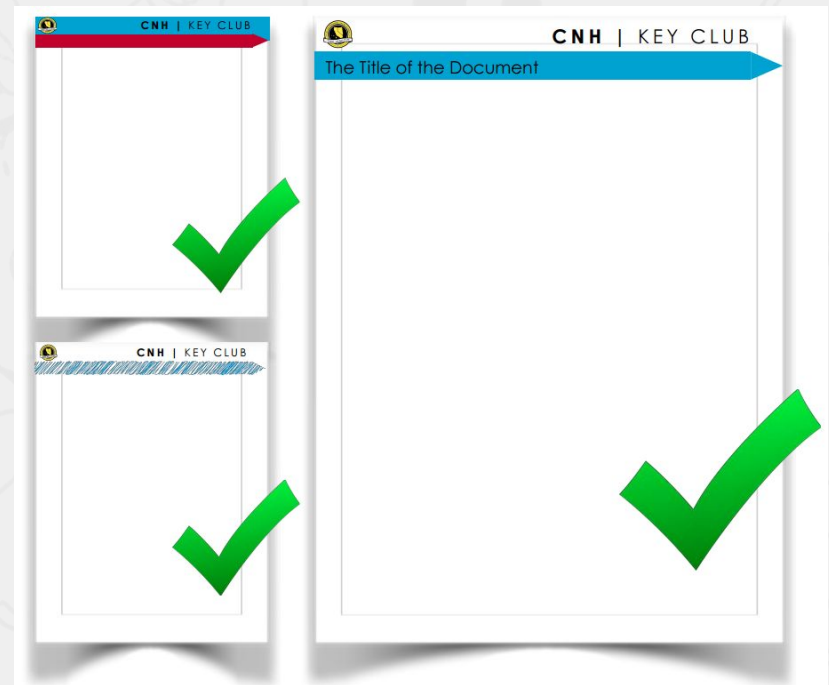
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THE FOLLOWING PUBLICATIONS REQUIRE THE PENCIL

- ★ • Agendas
- ★ • **Applications**
- ★ • Calendars
- ★ • Directories
- ★ • Forms
- ★ • Letters
- ★ • Minutes
- ★ • Newsletters
- ★ • Powerpoint Presentations



LOGOS

- ★ When using Pencils and Logos on publication headers, avoid “stabbing” the logo with the pencil.



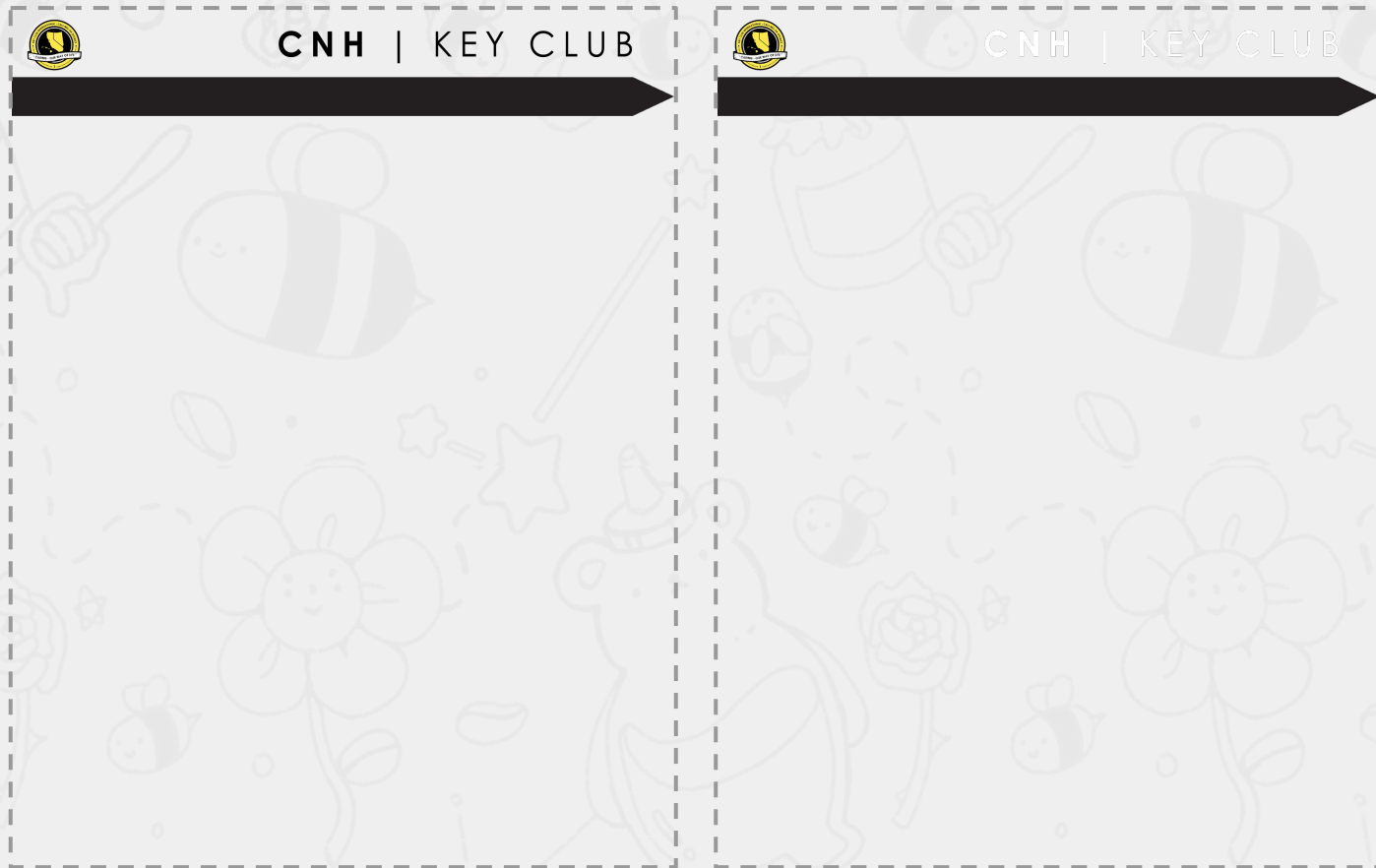
- ★ The CNH wordart must be at least 6” away from the CNH logo.
- ★ The KCI logo cannot be right next to the CNH logo.
- ★ The CNH logo must have a plain background behind it.



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TEMPLATES



tinyurl.com/CnhkcCoverTemplate



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FONTS

- ★ Listed below are the fonts that follow Key Club's official branding guidelines.

<p>Myriad Pro</p> <p>Primary sans serif font</p>	<p>Century Gothic</p> <p>Alternate sans serif font</p>	<p>Verdana</p> <p>Alternate sans serif font</p>
<p>Garamond Premier Pro</p> <p>Primary serif font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>	<p><i>Abril Display Italic</i></p> <p>Optional display font</p>

- ★ You may use display fonts, but don't over use them.



COMMONLY USED FONTS

in cnh!

Hello Stranger

Hello Stranger

Shorelines Script

shorelines

Taken by Vultures

Taken by Vultures



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ARTICLES & VISUALS



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SUBMISSION PROCESS

- ★ CLUB EDITORS: Contact your Division News Editor on how and when they want to receive your submissions.
 - Email
 - Google Forms
 - Google Document/PDF
 - Decorated PDF
- ★ DIVISION EDITORS: Make it clear on how many and how you want to receive Club's submissions.
 - You must submit a minimum of 3 articles and 3 visuals to the District News Editor by the 15th of 6 PM monthly.
 - tinyurl.com/cnharticlesandvisuals2223



ARTICLES

- ★ Get featured in the District Newsletter!
 - Share the experience for members all over the District
 - Give fellow officers ideas on possible events
- ★ Refer to the Writing Effective Article manual
- ★ CLUB EDITORS: 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?



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Created by 2017-2018 District News Editor Zoe Yao



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VISUALS

- ★ Submit articles with visuals to show the story
- ★ Articles and visuals **SHOULD** align
- ★ If featuring **service**, show **faces & hands in action**
- ★ **Candid shots are better than posed**
- ★ Choose from quality, **in-focus** visuals



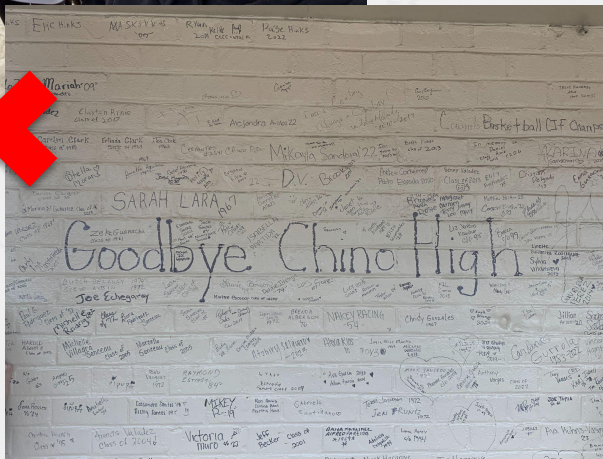
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VISUALS



Posed photos are not preferred!



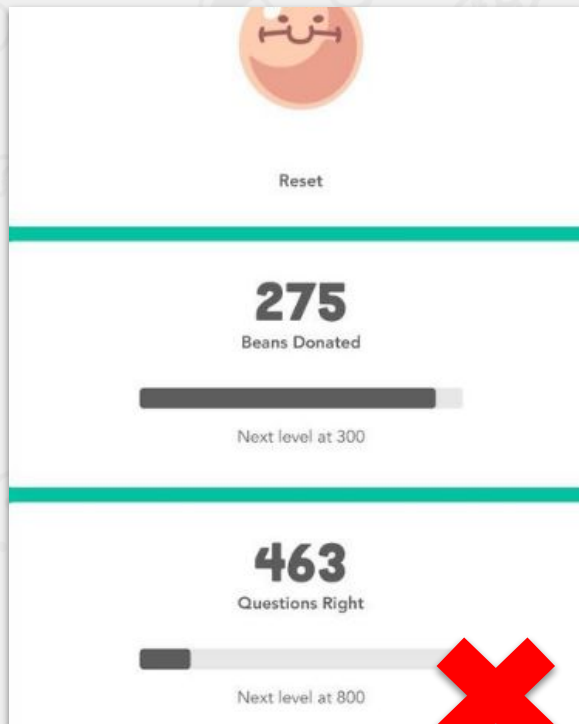
This doesn't show members participating in service.



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HOME/ONLINE SERVICE



Absolutely no. It will not be counted as a visual.



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NEWSLETTERS



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PROGRAMS

- ★ BEEginner friendly!
 - Microsoft Publisher, Google Slides, Canva, Google Drawings, Procreate
 - Green: Free
 - Red: Costs money
- ★ More advanced
 - Adobe InDesign, Photoshop, Illustrator



I personally use **Procreate** to make The Bumble Times.

IP DNE Victor Nguyen used **Photoshop** to make Whats the Buzz.



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WHAT TO INCLUDE

- ★ Messages from president/LTG/yourself
- ★ Educational features
- ★ Club, Division, District, & Int'l Updates
- ★ Service projects
- ★ Event recaps
- ★ Member recognition
- ★ Division contacts
 - DLT members and club presidents
- ★ CNH District Media
 - DIVISION EDITORS: You are **required** to promote the District Newsletter, District Youtube, and CyberKey.
 - CLUB EDITORS: You are recommended to promote the three listed above.



issuu.com/cnhkc



"CNH Key Club"



cnhkeyclub.org



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NEWSLETTER ANATOMY

1. COVER



2. MESSAGES FROM DNE, LTG/PRES.

FROM THE GOVERNOR

What's Poppin, CNH Bees!

Welcome to the month of March! As we move into the last month of the term, I hope your days are filled with lots of luck & joy!

I can't believe that District Convention is only a few weeks away and this is my last Governor's Welcome in the district newsletter. This term has truly been one of a kind and I am so grateful to have had this opportunity to spend this special time with each and every one of you. The dedication you all have shown to your communities and schools is something to always be proud of.

Before the next term begins, take some time to reflect on your year. How have you grown from last March to now? What have you accomplished with your club and division? Where did you make your favorite Key Club experiences?

I hope this term has been filled with lifelong memories and bonds for you all as it has been for me. From meeting new friends to gaining new leadership skills, this has been one of the most meaningful years of my life, and I thank all of you for making this term amazing. Let's finish off strong together and make that final push to accomplish all of our goals!

Dedication to service,
AMY WANG
dgov@cnhkeyclub.org

FROM THE SECRETARY

What's Buzzin, CNH Bees!

With the end of the term swiftly approaching, now is the time to prepare to SPENDING into the 2022-2023 term! As we wrap up the term in preparation for the next, I have rolled up the most recent division data and evaluated member recognition for all of the divisions in CNH. While I cannot disclose information about these awards yet, just know that I for one was amazed by the incredible clubs and divisions within our district!

In regards to our most recent district goal updates, as of the January MRF submission, the California Nevada Hawaii District has served 316,100 hours. We are unfortunately below our 900,000 hour goal, however, keep in mind that many clubs and divisions have yet to report some of the service that they have completed. If you are in one of these clubs or divisions be sure to report your hours ASAP!

As always, if you have any questions, comments, or concerns, I am always available to be contacted at dsch@cnhkeyclub.org. I look forward to seeing you all at the event of the term, DCON! Thank you all for a Golden Year of Service!

Serving alongside you,
CARLEE KAWAGUCHI
carlee@cnhkeyclub.org

FROM THE TREASURER

Aloha, CNH Bees!

Happy spring! I hope you are all getting excited for DCON as it is only 1 month away! With that in mind, please remember that you must pay dues to attend! If your club has yet to pay, please pay **as soon as possible**.

The term is NOT OVER YET! So I hope you are all continuing to fundraise for FTP, the YES! initiative, and our preferred charities. If your club has raised any funds for FTP please do not forget to submit them to the district as soon as possible because they will NOT count towards our district goal if they are sent after convention. You also will have time to recruit new members as it is never too late to join our hive! During this time of the year, start focusing on recruiting underclassmen and incoming freshmen. If you have already paid by the On-time or Early-bird dues deadline your payment status will NOT change if you are paying for more members later.

I look forward to seeing you all at DCON 2022! If you have any questions please feel free to contact me and I will be more than happy to help!

With love, aloha, & service,
MARIA OSISH
dtrcas@cnhkeyclub.org

FROM THE TRUSTEE

What's Buzzin, CNH!

I am excited to meet you all at DCON next month! It is incredible to see your hard work come to fruition, and I am very proud of CNH for exceeding so many goals.

In early February, the International Board met in Washington D.C. for our Winter Board meeting! We met with Congressional reps, toured the DCN location and voted on our next UNICEF initiative, and finally got to meet everyone in person.

Gov. News: The DCN location is the best I've ever experienced. DC is filled with so much art, excitement, and history. It perfectly encapsulates our theme of Monumental Service. We will be offering DCN from July 6-10! Talk to your advisor now, and make plans to go to DC for incredible workshops, a celebrity speaker, signings, and electing our new Board!

Many partnership updates are coming soon, including a surprise campaign with The Project in April for Earth Day (stay secret). As you consider serving for higher offices, my door is always open to discuss the structure of Key Club, what we do on the international level, and how to lead by my office hours. Wednesday, March 23rd at 5pm PST over Zoom! (Meeting ID: 976.2645.0107 PW: keyclub).

Sincerely,
SANIA YOSSEPH
sania.yosseph@keyclub.org

3. EDUCATIONAL FEATURES

Bee-ginner guide YOUTH OPPORTUNITY FUND

What is it?

The Youth Opportunities Fund (YOF) is a fund for Key Club International held within the Kiwanis Children's Fund.

This fund uses earned interest to support Key Clubs and Key Club members serve the world by providing grants for service. Any club or member can apply, and there is only ONE funding cycle per year. The fund also provides academic scholarships for higher education.

How to apply

To access the application, look on the CNH Cyberkey under Projects > Youth Opportunities Fund.

The YOF grant is due on **October 15th of each year at 11:59PM EST**. Be sure to submit the application through the online application system on the Key Club International website.

Things to keep in mind

- Application must have all signatures, or it will be rejected.
- The grant is for club projects, NOT division events; events for DCMS do not qualify for the grant.

Resources

Application: www.keyclub.org/youth-opportunities-fund/
Contact District Treasurer Marcus if you have any questions, comments or concerns!

- ★ Key Club's core values
- ★ Preferred charities



NEWSLETTER ANATOMY

4. ARTICLES & VISUALS



5. RECOGNITION



- ★ Club of the month
- ★ Member of the month
- ★ Officer of the month
- ★ Advisor of the month
- ★ Any other recognition system your division has!



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NEWSLETTER ANATOMY

6. CALENDAR

DISTRICT CALENDAR

DIVISION	DATE	TIME	LOCATION	ADDRESS	DIVISION	DATE	TIME	LOCATION	ADDRESS
2 North	23	1:00 PM	John Swenson Open Space Park	1923 Sherman St., Alhambra, CA 91803	22 Kona/Kona	24	1:00 PM	Waiolu	Zoni
3 South	23	1:00 PM	John Swenson Open Space Park	1923 Sherman St., Alhambra, CA 91803	20 Kona	23	1:00 PM	Waiolu	Zoni
3 North	23	1:00 PM	Chowder's Valley Park	3901 Dornrose Ave., Glendale, CA 91214	21 North	24	1:00 PM	Hayvenhurst Park	4301 Marston Ct., Reno, NV 89509
3 South	23	1:00 PM	Chowder's Valley Park	3901 Dornrose Ave., Glendale, CA 91214	24 Kona	24	1:00 PM	Waiolu	Zoni
4 Central	23	1:00 PM	Huntington Drive Beach	12411 Pacific Coast Hwy., Huntington Beach, CA 92648	24 South	24	1:00 PM	John Swenson Open Space Park	1923 Sherman St., Alhambra, CA 91803
4 East	23	1:00 PM	Huntington Beach	12411 Pacific Coast Hwy., Huntington Beach, CA 92648	21 South	23	1:00 PM	John Swenson Open Space Park	1923 Sherman St., Alhambra, CA 91803
4 West	23	1:00 PM	Huntington Beach	12411 Pacific Coast Hwy., Huntington Beach, CA 92648	22 South	24	1:00 PM	Waiolu	Zoni
5 North	23	1:00 PM	Huntington Drive Beach	12411 Pacific Coast Hwy., Huntington Beach, CA 92648	23 South	23	1:00 PM	Mesa Verde Community Park	100 Seward Center Dr., Lathrop, CA 94530
5 West	23	1:00 PM	Huntington Drive Beach	12411 Pacific Coast Hwy., Huntington Beach, CA 92648					
6 North	27	1:00 PM							
6 South	27	1:00 PM							
7 North	9	10:00 AM							
7 South	9	10:00 AM							
8 North	9	10:00 AM							
8 South	9	10:00 AM							
9 North	14	11:00 AM							
9 South	14	11:00 AM							
10 North	14	11:00 AM							
10 South	14	11:00 AM							
11 North	21	10:00 AM							
11 South	21	10:00 AM							
12 North	28	10:00 AM							
12 South	28	10:00 AM							

Reminders

- MRF & TMRP Early Bird on the 3rd @6pm
- MRF & TMRP On Time on the 5th @6pm
- Editor A/V Early Bird on the 6th @6pm
- Editor A/V On Time on the 8th @6pm

June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



20 | Reminders

| 21

From D12S DNE Grace Miu

7. CONTACTS

BEE SURE TO CONTACT US AND STAY KEY-NECTED TO OUR SOCIALS!

District executives

GOVERNOR | DIANE DAO
 dgov@cnhkeyclub.org
SECRETARY | ASHLEY PARK
 dsec@cnhkeyclub.org
TREASURER | MARCUS FANG
 dtreas@cnhkeyclub.org

Administrators

DISTRICT ADMINISTRATOR | DOUG GIN
 dca@cnhkeyclub.org
ASSISTANT ADMINISTRATOR | MARSHALL ROBERSON
 aadm@cnhkeyclub.org
ASSISTANT ADMINISTRATOR | ALAN QUON
 aca@cnhkeyclub.org
ASSISTANT ADMINISTRATOR | GEOFF TOBIAS
 aatobias@cnhkeyclub.org
SPECIAL ASSISTANT | PETE BALLEW
 sbp@cnhkeyclub.org
SPECIAL ASSISTANT | MARK LEBLANC
 smleblanc@cnhkeyclub.org
SERVICE LEADERSHIP PROGRAMS | TIMOTHY CUNNING
 dir_slp@cnhkeyclub.org

Leadership team

NEWS EDITOR | JOANNE DO
 dne@cnhkeyclub.org
TECHNOLOGY EDITOR | ASHLYN WONG
 dtex@cnhkeyclub.org
VISUAL MEDIA EDITOR | HELENA TEUNG-OUK
 dtme@cnhkeyclub.org
COMMUNICATIONS & MARKETING CHAIR | AMBER ZHAO
 cmz@cnhkeyclub.org
DISTRICT CONVENTION CHAIR | ANH NGUYEN
 dcon_chair@cnhkeyclub.org
KIWANIS FAMILY & FOUNDATIONS CHAIR | ALYSSA KLINE
 kff_chair@cnhkeyclub.org
MEMBER DEVELOPMENT & EDUCATION CHAIR | JOSHUA PLACIDO
 melo_chair@cnhkeyclub.org
MEMBER GROWTH CHAIR | KHANH TRAN
 mg_chair@cnhkeyclub.org
MEMBER RECOGNITION CHAIR | SUNEON HWANG
 mr_chair@cnhkeyclub.org
POLICY, INTERNATIONAL, & ELECTIONS CHAIR | MIAH CHAO
 pia_chair@cnhkeyclub.org
SERVICE PROJECTS CHAIR | KAREN VO
 sp_chair@cnhkeyclub.org



THANK YOU FOR READING THIS ISSUE!
 THE OFFICIAL CNH DISTRICT NEWSLETTER

AND BEE SURE TO stay key-nected



QUESTIONS, COMMENTS, OR CONCERNS?
 ALL CONTACT INFO CAN BE FOUND ON THE CNH CYBERKEY!

Visit: [cnhkeyclub.org](https://www.cnhkeyclub.org) → contact
<https://www.cnhkeyclub.org/contact>

Kiwanis
 CALIFORNIA-NEVADA-HAWAII KEY CLUB DISTRICT
 8000 WILSON ST. #1100, GARDEN GROVE, CA 92646
 714.941.1202

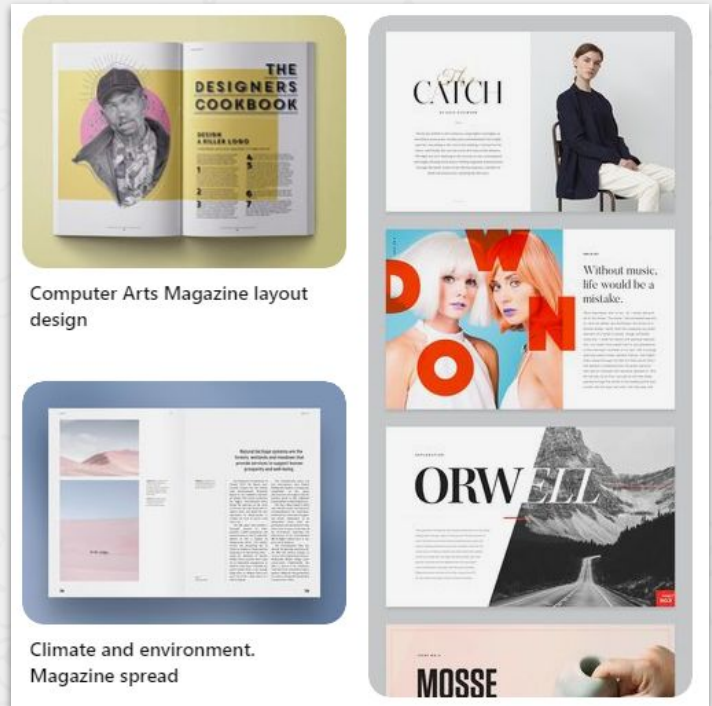


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BEE INSPIRED

- ★ Look at others' newsletters
- ★ Search through Pinterest or Google
 - Some key words I personally use:
 - Editorial spreads
 - Graphic design spreads
 - Graphic design resume
 - Zine spread
 - Spread layout
 - Yearbook spread



Spread: a set of pages (usually two) viewed together.



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TIPS

- ★ Stay organized and plan ahead!
 - Spreadsheet on what content you'll include
 - Set deadlines
- ★ Include content that is relevant according to when you post
- ★ Think about how you will promote your newsletter
 - Instagram
 - Get club accounts to repost the flyer

Have FUN!

Be as creative as you want, this is your newsletter :)



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Q&A

ask questions in the chat!



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WEBSITES



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WHERE DO I 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

WIX.com



weebly

Find the layout that **best fits** your club / division!



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CORE PAGES

- ★ **Home** page
 - slideshow, president / LTG welcome, upcoming events
- ★ **Events** page
 - about DCMs, FRS/FRN, RTC, DCON
- ★ **Calendar**
 - past / upcoming service events, meetings
- ★ **About** page
 - club / division information, club awards, division history
- ★ **Meet the Officers / Contact** page
 - DIVISIONS: Meet the DLT
- ★ **What is Key Club** page
 - about the organization as a whole



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CORE PAGES – cont.

DISTRICT BOARD MEETING MINUTES

2022-2023

- Spring Board Meeting Minutes | May 28, 2022
- Summer Board Meeting Minutes | July 30, 2022

Membership

- Medical Release Form
- Photo Release Form

- ★ Division, District, & International links
- ★ **Agendas** & meeting minutes
- ★ **Forms**
 - Medical form, COVID Waiver form, Photo Release form
- ★ **Gallery**
- ★ **CLUBS**: member service hours



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ADDITIONAL PAGES



- **Recognition**
 - Members / Officers of the Month
- **Cheers**
- Division & District **Newsletters**
 - and club newsletters if applicable!



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DESIGN

- Many website builders offer free templates
- Follow **CNH Graphic Standards**
 - official fonts and colors are optional, though your website should still **look** and **feel** like a 'Key Club' website!
- Make sure the user interface is **simple** and **easy to navigate**
- Use easy-to-read fonts and color palettes
- Incorporate **pictures and videos** to make the site less text-heavy
 - bee graphics are available on the Cyberkey > Resources > Graphics & Marketing



BEE UNIQUE! ☆



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SAFEKEY











- **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
- Locations for events are allowed **ONLY** if you have filled out an Event Request Form (ERF) and it has been approved by your Region Advisor (RA)



I MADE MY WEBSITE, WHAT NOW?

- ★ Email me, dte@cnhkeyclub.org, with your link and club / division so I can include it in the **Divisions page** of the Cyberkey
 - for those of you who want to see other club/division websites, start here!

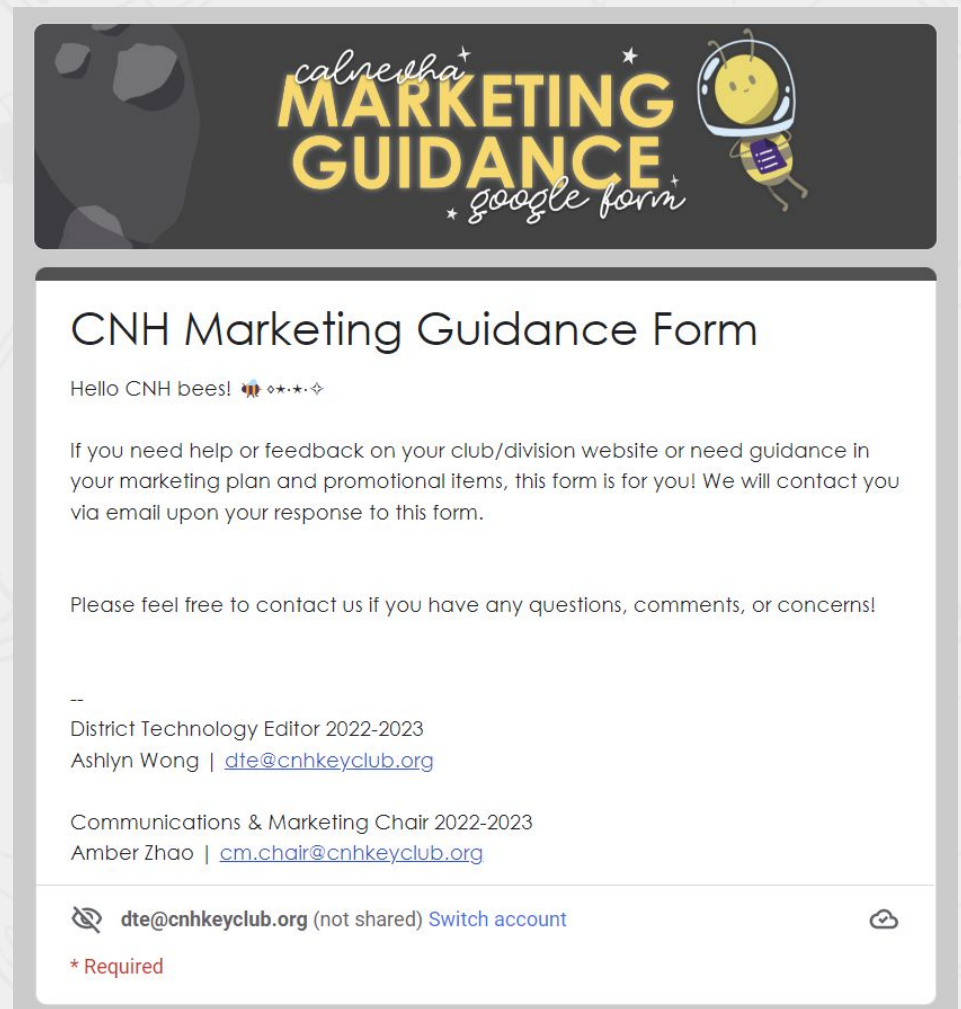
 DIVISION 2 NORTH <ul style="list-style-type: none">• AIMS• Albany• Berkeley• El Cerrito• Oakland• Oakland Charter• Oakland Technical• Piedmont	 DIVISION 2 SOUTH <ul style="list-style-type: none">• Alameda• Arroyo• Castro Valley• Encinal• KIPP King• LPS-Hayward• San Leandro• San Lorenzo	 DIVISION 3 NORTH <ul style="list-style-type: none">• Crescenta Valley• Clark Magnet• La Canada• Saint Francis• Verdugo Hills• Village Christian	 DIVISION 3 SOUTH <ul style="list-style-type: none">• Benjamin Franklin• Eagle Rock• Herbert Hoover• Holy Family• Hollywood• John Marshall
 DIVISION 4 CENTRAL <ul style="list-style-type: none">• Costa Mesa• Early College• Estancia• Irvine• Northwood• Portola• Tarbut V' Torah• University• Woodbridge	 DIVISION 4 EAST <ul style="list-style-type: none">• Beckman• Canyon• El Modena• Foothill• OCSA• Orange• Orange Lutheran• Pacific Coast• Tustin• Villa Park• Yorba Linda	 DIVISION 4 NORTH <ul style="list-style-type: none">• Bolsa Grande• Century• Garden Grove• La Quinta• Los Amigos• Pacifica• Rancho Alamitos• Santa Ana• Santa Ana Valley• Santiago• Westminster	 DIVISION 4 SOUTH <ul style="list-style-type: none">• Aliso Niguel• Capistrano Valley• Dana Hills• El Toro• Laguna Hills• Mission Viejo• San Clemente• San Juan Hills• Tesoro• Trabuco Hills• J Serra



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- ★ Submit the **Marketing Guidance Form** to receive feedback
 - open throughout the term if you need assistance creating **OR** maintaining your website
 - tinyurl.com/cnhmarketingguidance
 - note: this is also open if you want to receive feedback on creating promotional materials (which is answered by CM Chair Amber)!



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UPDATE & PUBLICIZE YOUR WEBSITE!



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& APPLY FOR THE DISTINGUISHED CLUB/DIVISION WEBSITE CONTEST!

(more information will be presented in a few minutes)



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WEBSITE RESOURCES

CNH CYBERKEY

www.cnhkeyclub.org

GRAPHIC STANDARDS + BEE GRAPHICS

Cyberkey > Resources > Graphics & Marketing

TECH EDITOR + WEBSITE CREATION AND MAINTENANCE MANUALS

Cyberkey > Resources > Club Officers > Editor
(UPDATED MANUALS COMING SOON!)

MARKETING GUIDANCE FORM

<https://tinyurl.com/cnhmarketingguidance>

CONTACT DTE ASHLYN WONG AT dte@cnhkeyclub.org!



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Q&A

ask questions in the chat!



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SAFEKEY



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WHAT IS **SAFEKEY** & WHAT DOES IT MEAN?



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TECHNOLOGY SAFEKEY

IMPORTANCE:

Due to a growing reliance on technology on a day to day basis, it must be noted that harmful encounters on the internet DO occur – but they can be prevented if the proper measures are taken.

Be educated on how to utilize technology to the best of your ability without putting your safety at risk. People will use technology to get a first impression of you (and Key Club as an organization). Be sure to remain Safekey at all times when representing Key Club.



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HOW TO BEE SAFEKEY

- Be professional
 - *“The skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well”*
- Think about your personal and the organization’s **identity**
- Beware of cyberbullying
- Display **ONLY** things that are appropriate
 - **NO PROFANITY**
 - **NO HARMFUL REFERENCES**
 - **USE YOUR BEST JUDGEMENT**



**CONSEQUENCES CAN INCLUDE
BEING REMOVED FROM KEY CLUB
OFFICE, SUSPENDED, OR EVEN
EXPELLED FROM SCHOOL.**



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SO WHAT CAN I POST?

- Pictures / videos **ONLY** if you have permission
 - Try your best to avoid taking photos of people who are not affiliated with the organization
 - Children should not be in any photos unless consent is explicitly given from the parents
- What you are comfortable with sharing with others
- Content that wouldn't hurt those around you



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INSTAGRAM CAPTIONS

yo wa\$\$up beez!! im the
yung editor swaqqy mc buzy
bee and I'm here to tell you
that the DCM is finna be lit
as freak so u shud all come
and chill so gud!!! xD

bad example

What's Poppin' Bees! This is your
club editor Busy Bee and I am glad
to invite you all to our next DCM
that will be taking place this
Saturday. I hope to see you all
there!

good example!!!



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BEE SMART ABOUT WHAT YOU POST!

** Remember: you are representing your club, division, and Key Club as a whole.



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Q&A

ask questions in the chat!



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SOCIAL MEDIA



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SOCIAL MEDIA



POST

10:10

1080 X 1080

STORY

9:16

1080 X 1920



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HOW TO UTILIZE

- Social Media is **LARGE** platform!
 - Make sure to repost to **REMIND**
- Give the **proper information**
 - What, When, Where, Why
 - Include the meeting agenda
- Appealing post → **attraction** → more members
- **POST AT THE EVENT**
 - This can allow future members to see **what you actually do!**
- **Recognition** → big motivation for members



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VIDEOS & PICTURES



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Q&A

ask questions in the chat!



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RECOGNITION & CONTESTS



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WHAT CAN I APPLY FOR?

- **CLUB**

- Club Attire
- Club Poster
- Club Video
- Year in Review (Digital/Traditional)

- **WEBSITE**

- Club Website Contest
- Division Website Contest

- **NEWSLETTER**

- Club Newsletter Contest
- Division Newsletter Contest

+ **MUCH MORE!**



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2022-2023 CONTEST INFORMATION IS COMING OUT **SOON!**



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RESOURCES



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RESOURCES

CNH CYBERKEY

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MARKETING GUIDANCE FORM

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GRAPHIC STANDARDS

Cyberkey > Resources > Graphics & Marketing

OTHER MANUALS

Cyberkey > Resources > Club Officers > Editor

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JOIN THE **EDITOR'S REFLECTOR** TO RECEIVE EMAILS FROM CNH!

Cyberkey > Resources > Club Officers > Editor



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PERSONAL TIPS



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Q&A

ask questions in the
Youtube Live chat for us!



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THANK YOU!

Feel free to contact any of us if you have any other questions,
comments or concerns!

This webinar has been recorded and will be available to view as a
video on this Youtube channel later.



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Acknowledgements

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