



WEBSITES AND ONLINE MEDIA
SUPPORT FOR YOUR CO-OP

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Who We Are

- Kris Reynolds – Secretary, Sea & Desert Interpretive Association Board
- Juliann Klein – Vice President, Mountain Parks Foundation Board
 - Owner, Klein Design, Inc.

Challenges Co-ops Face

- Creating, maintaining and updating a website
- Finding inexpensive online solutions
- Understanding and using social networking
- Building and tracking an audience (SEO, Google analytics, etc.)
- Getting current and accurate information to the public about your park
- Board members may not be as internet savvy

Benefits of Online Solutions

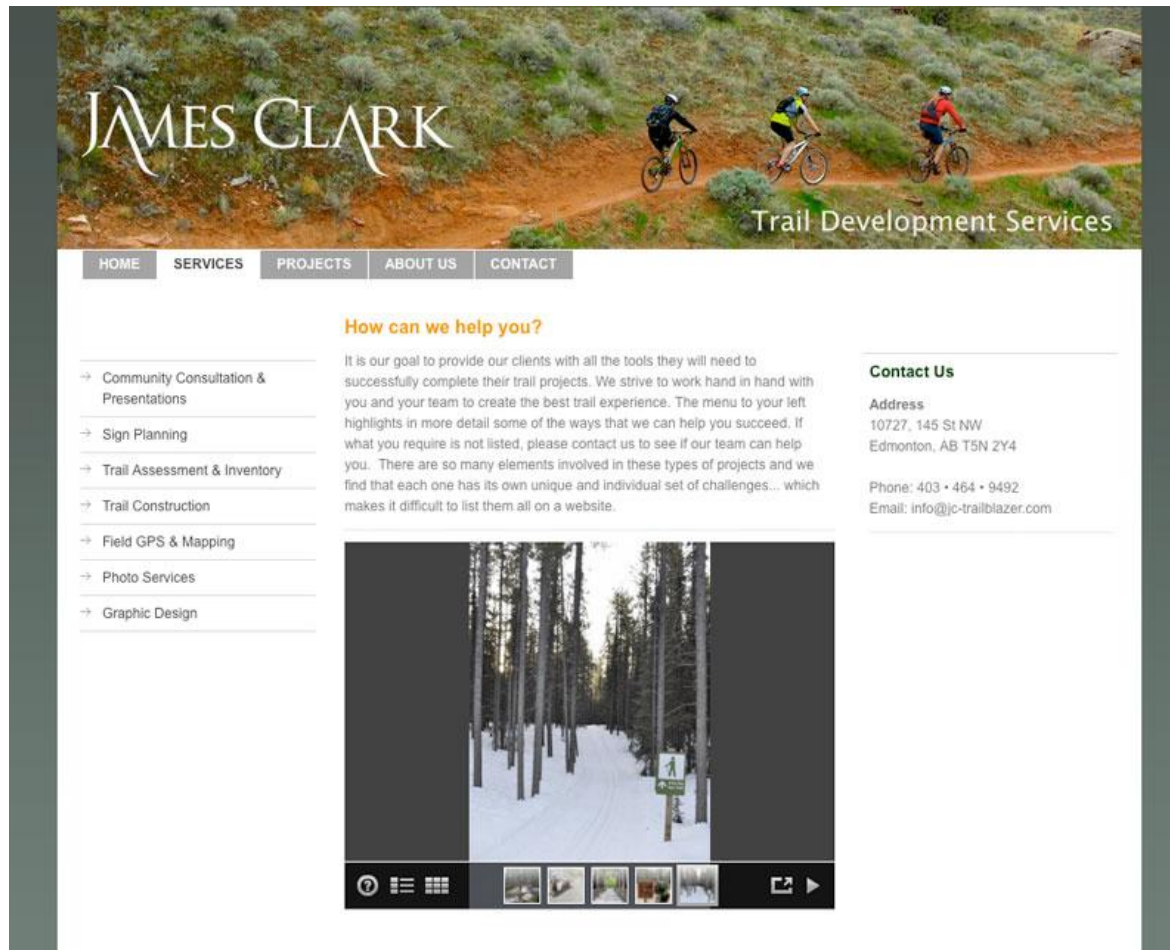
- Project a more professional/polished image
 - ▣ Generate new funding sources
- Attract new volunteers
- Build membership base
- Increase community involvement
- Overcome negative public opinion
- Build public awareness

What is a CMS (Content Management System)?

- What is a CMS (content management system)
 - ▣ YOU can manage your website content
 - ▣ If you can use Microsoft Word, you can update your site
- Many CMS options available
 - ▣ Does your current Internet Service Provider (ISP) offer a CMS?
 - ▣ If not, what options are there?

Example of a CMS in Action

This a site produced in a CMS system



Example of a CMS in Action

Easily create and upload a custom banner

The screenshot displays a CMS interface for creating a banner. At the top, a banner image shows three cyclists on a dirt trail with the text "JAMES CLARK" in a large, white, serif font on the left and "Trail Development Services" in a smaller, white, sans-serif font on the right. Below the banner is a toolbar with icons for "Business category", "Own photo", "Pattern", "Title", "Logo", and "Settings". The main content area is divided into two steps:

- 1 Choose new image**: Includes a text input field and a "Browse..." button.
- 2 Upload image onto your website**: Includes an "Upload image" button.

To the right of the steps is a diagram of a rectangular banner with dimensions of 940px width and 210px height. On the far right is a "Main menu" sidebar with icons and labels for: Layout, Style, Settings, Help, Order Domain, Connect Domain, and Set up e-mail.

Example of a CMS in Action

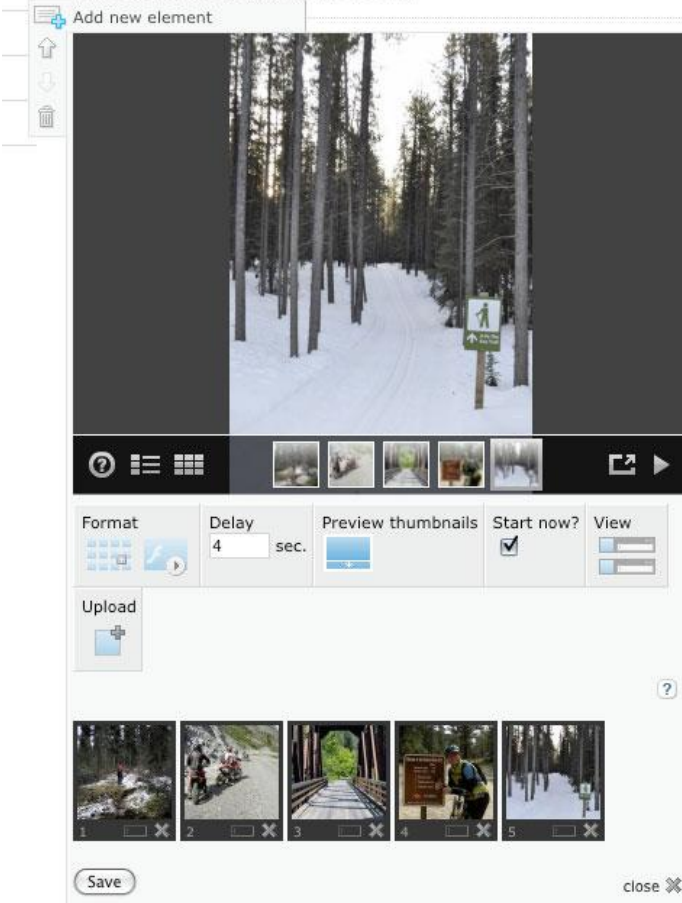
Customize your text in a simple, easy to navigate window

The screenshot displays a CMS interface with a navigation menu at the top containing 'HOME', 'SERVICES', 'PROJECTS', 'ABOUT US', and 'CONTACT'. A sidebar on the left lists services: 'Community Consultation & Presentations', 'Sign Planning', 'Trail Assessment & Inventory', 'Trail Construction', 'Field GPS & Mapping', 'Photo Services', and 'Graphic Design'. A 'Contact Us' section on the right provides address, phone, and email information. The main content area is being edited in a WYSIWYG text editor window. The editor includes a toolbar with icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and insert. The text being edited reads: 'It is our goal to provide our clients with all the tools they will need to successfully complete their trail projects. We strive to work hand in hand with you and your team to create the best trail experience. The menu to your left highlights in more detail some of the ways that we can help you succeed. If what you require is not listed, please contact us to see if our team can help you. There are so many elements involved in these types of projects and we find that each one has its own unique and individual set of challenges... which makes it difficult to list them all on a website.' The editor window also features a 'Path:' field, a 'Save' button, and a 'close' button.

Example of a CMS in Action

Create custom image galleries

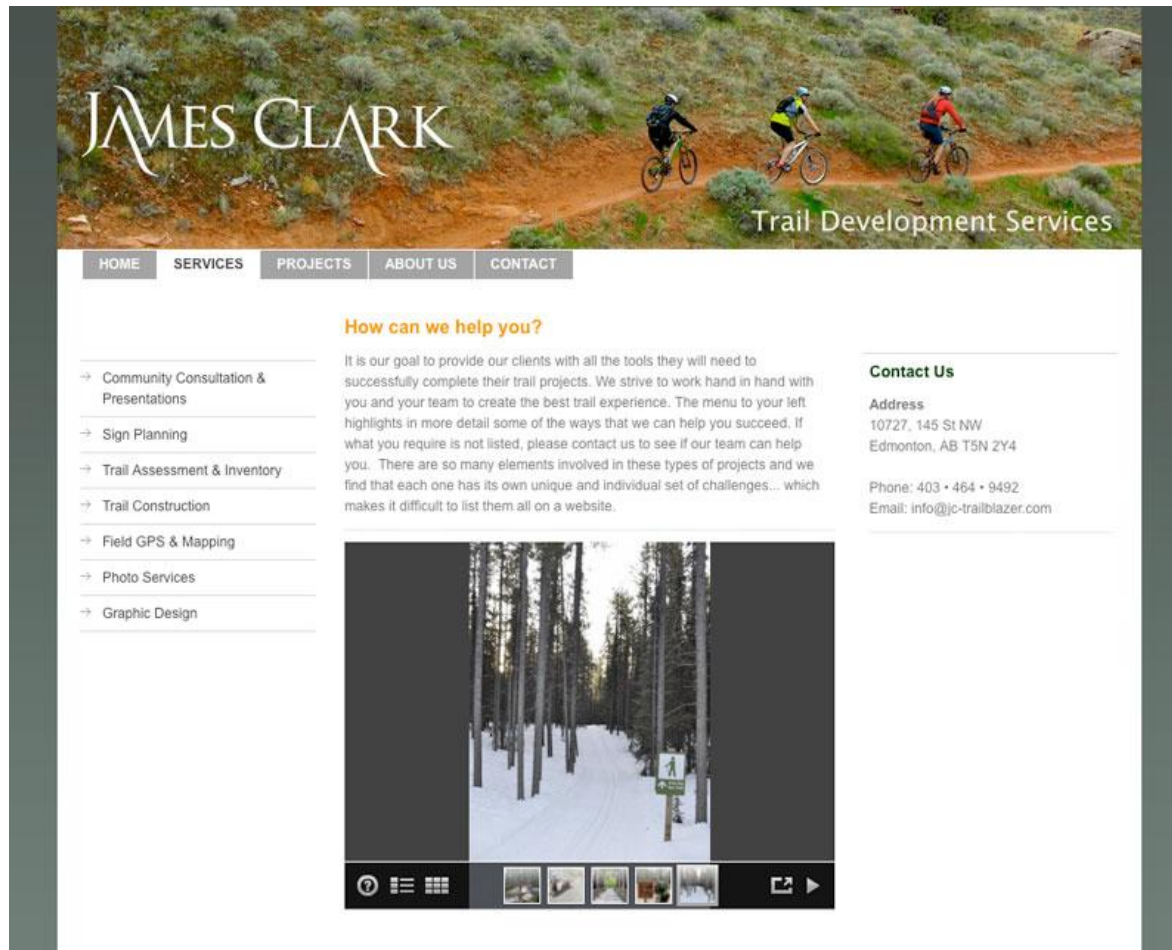
makes it difficult to list them all on a website.



The screenshot shows a CMS interface for creating an image gallery. At the top, a text box contains the text "makes it difficult to list them all on a website." Below this is a large image of a snowy forest path. To the left of the image is a vertical toolbar with icons for "Add new element", "Up", "Down", and "Delete". Below the image is a control bar with a help icon, a list icon, a grid icon, a set of image thumbnails, and a play icon. Below the control bar are several settings: "Format" (a grid icon), "Delay" (a text input with "4" and "sec."), "Preview thumbnails" (a checked checkbox), "Start now?" (a checked checkbox), and "View" (a dropdown menu). Below the settings is an "Upload" section with a plus icon. At the bottom, there is a row of five image thumbnails, each with a small "x" icon to its right. At the very bottom, there is a "Save" button and a "close" button with an "x" icon.

Example of a CMS in Action

The finished product is a clean design and easy to maintain



How We Can Help

- Develop full set of online tools
 - ▣ Professional and easy to edit website
 - ▣ Active social media presence (Facebook, Twitter, etc.)
 - ▣ Video/Media Productions
 - ▣ Email “blasts”
- Design and branding support
 - ▣ Logos, brochures, maps, flyers, etc.

What We Can Do

- Identify strengths and challenges
 - ▣ What does your co-op have and what do you need?
- Develop a low cost solution
- Provide training and ongoing support
 - ▣ Help with updates and create new items
 - ▣ Answer questions - a “go to” person

Resources

- **TechSoup.org – Non-Profit Technical Resource**
 - ▣ Software and computer equipment at low cost
 - ▣ Large resource library for online tools
- **KeepAndShare.com – Helpful Online Tools**
 - ▣ Calendars, word processing, file storage, "To Do" lists
 - ▣ Share photos, schedules, tasks & files in one easy-to-use web account
- **VerticalResponse.com – FREE e-newsletter capabilities**
 - ▣ Send up to 10,000 free emails per month
 - ▣ Unlimited photos and a wide range of templates offered
 - ▣ Easy to use and navigate

Resources

- Facebook – Social Networking site to reach out to the public and build an online audience
- YouTube – Share your videos and build an audience on the web
- Wordpress – Free and easy to set up. This blogging solution can also be used to build and maintain websites
- WYSIWYG – What You See Is What You Get, this method will allow coops to maintain a website easily without any knowledge of coding

Network with other Co-ops! You may know of a great resource - share, share, share!

Contact Us



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