Quick Tips for a Student Organization Website

You have two options for websites through USC:
1. All registered organization may have a website through USC Campus Activities.
2. Viterbi-affiliated organizations may host their website through viterbistudents.usc.edu. Contact Jason Dziegielewski at dziegiel@usc.edu.

Not sure what to put on your organization’s website? Below are some points to consider when developing content for your org’s webpage. Keep in mind these are just points to get you brainstorming. You can have more or less information, but contact information is a must! Visit websites for other student organizations here at USC and at other universities to get ideas.

1. About Us
   - Mission Statement/Goals
   - Constitution/By-laws
   - E-board members
     - Short bios
     - Individual or group photos
2. Events
   - Calendar
   - Photos from previous events
   - Do you need sponsors or volunteers for an event?
3. Contact
   - E-mail Address
   - Social Media
4. Membership
   - Requirements
   - Process

Finding a website with outdated information and broken links can be very frustrating. It can also reflect badly on your organization. What if a potential sponsor was looking for more information about your organization, only to find information from several years ago? Here some ways to keep your website from looking out of date.

- Keep your content “evergreen.”
  - If you don’t need to put a lot of specific info about events and programs on your website, then don’t! Consider using something simple to advertising dates (such as a Google Calendar).
- Identify more than one person to be responsible for updating the website.
- Include detailed instructions on how to access and update your website in your organization’s transition documents.
- Develop a timeline for when website updates should happen throughout the year.
8 Tips for Managing Social Media

1. Assign an administrator who can regularly manage postings. Update Facebook a few times a week. Because of the quick, conversational nature of Twitter, updates can several times a day.

2. Post information that is up-to-date and accurate.

3. Invite conversations and cordially respond to comments and requests in a timely manner.

4. Monitor comments by deleting spam and blocking any individuals who repeatedly post offensive, threatening, or frivolous comments.

5. Encourage discussions and postings throughout your page to encourage people to return to your page as much as possible.

6. Don’t include political comments or comments on social issues except in support of positions your organization and USC has already taken. This includes changes to your photo or avatar in relation to political and social issues.

7. Keep your posts on topic. Followers will stop paying attention if you overload them with information, especially if your posts are not relevant.

8. Think before you post. There’s no such thing as a “private” social media site. Search engines can turn up posts and pictures years after the publication date.

Be positive, be accurate, engage your peers, and build your community!