**ACTE Online Responsibilities and Obligations**

With an organization representing a community as diverse as ACTE’s, it is essential that the Association’s web presence reflects the many interests of our members in a way that is both relevant and visually appealing. The Programs and Communications Department has taken great strides in assuring that ACTE Online is a relevant, timely and informative resource for CTE Educators. ProComm strives to remove outdated, incomplete, or misleading information from ACTE Online whenever changes are made in the website’s Content Management System (CMS) and related Document Management System (DMS). To better guarantee that members are presented with the most up-to-date information possible, ACTE has drafted the following guidelines to delineate which web content needs to be continuously updated, who updates the content, and how often the content should be updated.

**Where to Submit Changes**

Board members and state leaders should not hesitate to reach out to ACTE staff to discuss concerns related to style or content. However, updates that involve replacing old documents, links, or simply adding new language should be sent directly to the Online Media Manager.

**Requests that should be sent to general ACTE Staff:**

* Questions about whether content is factually accurate and in accordance with latest research. (Public Policy Department)
* Questions about whether content agrees with ACTE’s official policy and advocacy positions. (Public Policy Department)
* Questions related to iWeb and conference registration numbers (Finance and Operations)
* Questions about how content should be promoted and disseminated on social media (Digital Media Coordinator)
* Questions about e-mail blasts (Marketing Coordinator)
* Questions about Awards deadlines or the Awards portal (Leadership Department)

**Requests that should be sent to the Online Media Manager**

* Updating your Division, Region or State page with new content.
* Removing old content from your Division, Region or State page.
* Putting new features on your Division, Region or State page.
* Requests for new graphics on your Division, Region or State page (OCM will work with ACTE’s graphic designer)

**How to Submit Changes:**

When submitting these requests please include the text that needs to be removed or replaced, followed by any new or additional text. As the head of your Division or Region, you may know better than ACTE staff what changes are happening on the ground.

**Example 1:**

* A Bad Request: “The policy committee names on the website are outdated. Can you please change them?”
* A Good Request: “John Smith no longer sits on our policy committee; can you remove his name and replace it with Jane Adams?”

**Example 2:**

* A Bad Request: “Can you post the new conference brochure with the correct time and date?”
* A Good Request: “The conference is no longer being held on July 8 at 1:00 PM but on September 1 at 12:00 PM. Can you please change all instances on the web page?”

**Example 3:**

* A Bad Request: “My web page still says we work with the ABCXYZ. Please change it.”
* A Good Request: “The ABCXYZ is now called the ZYXABC. Can you please remove all instances of the old name and use the new one?”

**Screenshots**

Often times, communicating web design needs through just text can be difficult. It may be necessary to take screenshots to describe the changes you want made to your page. There are multiple ways to take a screenshot on a PC.

 **Method 1: Using Your Keyboard**

Many PC keyboards have a button marked “PrntScn”. Simply press that button and then paste (Press“Ctrl” + the “V” button). You may then either edit the photo in MS Paint or copy and paste the image into Microsoft Word and send over your changes as an attachment or simply copy the image directly into Microsoft Outlook.

 **Method 2: Using the Snipping tool.**

Most updated versions of Windows contain a Snipping tool. You can find it either by looking in the Accessories folder on your Start Menu or by doing a search for the word “Snipping”. Once the tool is open, you can take a screenshot via a Window snip, rectangular snip, or by tracing a free-form snip with your mouse.

 **Method 3: Using Your Browser.**

Google has a Google Capture program to allow users to take screenshots in Google Chrome. It’s available free for download in the Chrome web store. Mozilla makes a similar extension for Firefox titled Screenshot.

**Social Media vs. Online Media**

In the fast-paced world of the Internet, our members expect timely and accurate content. Time-sensitive information should be disseminated to our members in a time-sensitive manner. Board members and state leaders should consider what content would be better suited for social media than our website. Here are some rough guidelines:

 Content Appropriate for the Website:

* Upcoming conference or meeting information, especially any more than one month away
* List of standing committees and task forces
* Archives of newsletters
* Recent meeting minutes and board reports
* Division, Region or State-specific resources

Content Appropriate for Social Media:

* Promotion of upcoming online seminars, webinars, online meetings, Twitter townhalls or other kinds of digital engagement (An announcement for these events can also be placed on your page but that is, in and of itself, typically not sufficient for marketing purposes).
* Timely news stories relevant to your Division, Region or State.
* Announcements of looming policy changes that will affect your Division, Region or State.
* Photos or videos from your conference or meeting (This content may then linked to your webpage via a widget a la Flicker, Pinterest, YouTube or Instagram).

**Regions**

Each Region of the Association brings its own strengths and challenges. As such, while efforts shall be made to keep a standard look for our Region pages, it is up to the Region Vice President and ACTE’s Online Media Manager to guarantee that each Region page fulfills the geographic-specific needs of our members.

In keeping with this commitment, the Online Media Manager shall be responsible for:

* Updating conference registration links, or any other links that take members to an iWeb page.
* Updating conference sponsorship flyers, brochures, or printed registration forms via the Document Management System.
* Updating press releases, region awards announcements and marketing materials.
* Uploading any document that needs to be added to our DMS (PDF’s).
* Removing outdated or inaccurate Region Content from the CMS.

The Region Vice President shall be responsible for:

* Ensuring that contact information for Region leaders, including standing and policy committee members, is timely and accurate.
* Ensuring that all board reports are up to date and accurate.
* Posting recaps, photos and video material from Region conferences; checking, on a quarterly basis, to ensure that links to external media are still active.

**Division Vice Presidents**

With over eleven divisions, ACTE represents a broad array of CTE educators. Each Division of the Association has its own online needs, with the categories of content on ACTE’s Division pages reflecting member’s unique interests. With new areas of interest arising and the perennial turnover of board members, it is essential that our Division pages remain a vibrant and timely tool for communicating with our members.

In keeping with this commitment, the Online Media Manager shall be responsible for:

* Updating conference registration or other links that take members to an iWeb page.
* Updating graphics, infographics, or videos that have been created by the Association in order to promote ACTE Divisions.
* Updating press releases, awards announcements and marketing materials.
* Uploading any document that needs to be added to our Document Management System (PDF’s).
* Removing outdated or inaccurate Division Content from the CMS.

The Division Vice President shall be responsible for:

* Running quarterly broken link reports to ensure that any Division related news or resources do not bring members to dead links.
* Ensuring that all links to external organizations, such as partners or CTSO’s, are timely and accurate.
* Ensuring that all board reports are up to date and accurate.
* Ensuring that all education nomenclature is timely and accurate and also keeping with ACTE’s style guide.

**States**

With 51 State Associations, both unified and non-unified, promoting their own conferences and events, it is vitally important that ACTE stays vigilant in assuring our members that all state-specific content is timely and relevant. For states that wish to host their state association content outside of ACTE Online, ACTE can offer consultative services to assist states with their customized needs.

In keeping with this commitment, the Online Media Manager shall be responsible for:

* Updating any State Conference registration links, or any links that take members to an iWeb page.
* Updating graphics, infographics, or videos that have been created by the Association in order to promote State Associations.
* Uploading any state-specific document that needs to be added to our Document Management System (PDF’s).
* Removing outdated or inaccurate State Content from the CMS.

The State Leader shall be responsible for:

* Running quarterly broken link reports to ensure that any State-specific news or resources do not bring members to dead links.
* Ensuring that all links to external organizations are timely and accurate.
* Ensuring that all board reports are up to date and accurate.
* Ensuring that contact information for State Leaders, including standing and policy committee members, is timely and accurate.