

Guidelines for creating website content:

- Website is a guide, not an encyclopedia
- Stay current and relevant (timely info should be no older than 1 year)
- Use conversational language. If you wouldn't say it in a sentence to somebody, don't write it that way.
- Use "we" and "you" to show that we're real people, not just an organization

Chapter homepage guidelines:

DO INCLUDE:

- Short intro paragraph about your chapter (3-5 sentences per paragraph, 1-2 paragraphs)
- History of your chapter (3-5 sentences per paragraph)
- Chapter coordinator & officers & contact info for each
- Chapter hiking award info
- Links to meeting minutes and newsletters **for the current year only**

DO NOT INCLUDE:

- Promotion of specific events (use calendar for this); a link to the events calendar is fine to let people know that's where they can find information on events
- Timely information/summaries of events (this gets outdated quickly and requires regular maintenance)