

# Duties of the Club Webmaster



Whether it is updating a website or posting on social media, the webmaster will spend a lot of time telling the club's story. The best way for a webmaster-elect to begin the term is to obtain all login information needed from the previous webmaster. Once the login information has been received, the webmaster-elect can begin reviewing what types of posts were used on the club's website and social media.

## Duties and responsibilities

Responsible for the club's online presence, the webmaster must be prompt, thorough, accurate, and engaging. The audience will only view the items for moments at a time, so being short and to the point is very important.

Some common items to include on a club's website include:

- Calendar of events
- Blog about experiences
- Contact information
- Photo albums
- Recognition of any sponsors and advisors
- Club officer information

Additionally, here are some items to consider posting regularly:

- Club member birthdays
- Club activities and announcements
- Facts about Key Club
- Facts about an organization or location your club is serving
- School spirit and support

Each club will decide which mediums are right for it. Some will use a website and many different social media outlets; others will use only one social media outlet. Either way, the webmaster is responsible for promoting the interest of the club to a web-based audience.