AAUW Tools for Website Development

I. AAUW Convention, June 26, 2009

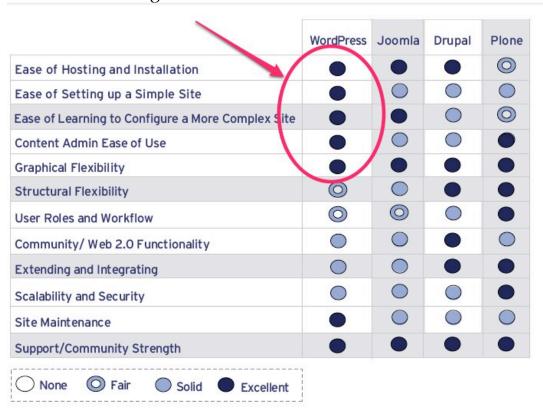
- A. 9:00 a.m. Session One
- B. Ann MacKay, CAE, AAUW Warner Robins, GA Branch

II. Links

The following lists of links were used in the revamp of the Georgia and Warner Robins website. Some of the links are to articles about the software that was used.

III. What Platform?

- A. Idealware <u>Idealware</u>: <u>Candid Information about Nonprofit</u>
 <u>Software</u>
 - 1. Comparison of platforms from the Report Comparing Open Source Content Management Systems: WordPress, Joomla, Drupal, and Plone Idealware.org



B. Blogger Blogger: Create your free blog

- C. Drupal <u>drupal.org</u>
- D. Joomla! Joomla!
- E. Typepad <u>Blogging Software</u>, <u>Business Blogs & Blog Services at TypePad.com</u>
- F. Movable Type Movable Type.org Home of the MT Community
- G. Wordpress
 - 1. Selected because <u>Wordpress Now Recommended for Small</u> <u>Nonprofits | Non-Profit Tech Blog</u>
 - 2. <u>Pros and Cons of Using a WordPress Blog as Your Entire Business</u> Site

Pros

- Stoo-pud-ly easy to create and manage site content. How easy? If you can write an email, you can do it.
- Blog and site look the same, because they ARE the same.
- Same SEO (search engine optimization) benefits are accrued by WordPress pages that posts enjoy.
- WordPress pages can have "parents." That is, a parent page is like a section that has sub-pages in it.
- Tons of plugins that extend and enhance the functionality of WordPress. Other larger CMSs have something similar, but again, WordPress is so easy a decapitated cockroach could work with it (well, for up to 10 days anyways, which is how long cockroaches can live without their heads—not that you really wanted to know that).

IV Wordress

- A. Free <u>wordpress.com</u>
- B. Self hosting with own domain name <u>wordpress.org</u>

V Themes

- A. <u>wordpress.org—themes</u>
- B. Atahualpa <u>wordpress.org—atahualpa</u>
 - 1. Features

Over 200 theme options, drop down menus for pages and categories, fluid or fixed width layout, 1, 2 or 3 columns,

rotating header images, auto image resizing, integrated Feedburner form, 4 extra widgets and more. WP 2.2-2.7 and WPMU. English plus DE, HU, PT, CZ, SI, TR, FR, PL, NL, BG, IT, VN, JP, ES. Support at the BFA WP Forum

2. Support BFA WP Forum <u>forum.bytesforall.com</u>

VI. Guidelines for Websites

A AAUW> Member Center > Tools and Guides > Websites for Branch and States

1. <u>www.aauw.org—index.cfm</u>

VII. Content

- A. Mission <u>www.aauw.org—index.cfm</u>
 - 1. Value Promise
- B. Diversity Statement <u>www.aauw.org—divpolicy.cfm</u>
- C. Bylaws <u>www.aauw.org—index.cfm</u>
- D. LAF <u>www.aauw.org—laf</u>
- E. Membership <u>www.aauw.org—index.cfm</u>
- F. Public Policy <u>www.aauw.org—index.cfm</u>
 - 1. Pay Equity
 - 2. Keep the Change Campaign
 - 3. Action Network
- G. Forms for members <u>www.aauw.org—index.cfm</u>

VIII. Graphics

- A. Logos <u>www.aauw.org—graphics.cfm</u>
- B. Guidelines for Use www.aauw.org-logohistory.cfm
- C. Graphics for links

IX. Links and Feeds

- A. RSS Feeds <u>www.aauw.org—index.cfm</u>
- B. Twitter <u>twitter.com—AAUW</u>
- C. Facebook <u>www.facebook.com</u>—group.php
- D. Action Network <u>capwiz.com—signup</u>
- E. ShopAAUW <u>aauw.source4.com—Home.asp</u>
- F. Youtube <u>www.youtube.com—AAUWinfo</u>

X. SEO

A. Wordpress plugin <u>wordpress.org—all-in-one-seo-pack</u>

XI. Privacy Policy <u>www.aauw.org—policies.cfm</u>

XII. Questions

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