



Duties of the Webmaster

The webmaster is an essential office as more and more communication moves to electronic mediums. Whether it is updating a website or posting on social media, the officer will spend much 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 electronic 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, and
- club officer information.

Additionally, here are some items to consider posting regularly.

- club member's 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.