



Technology Tips #4

NFMC Public Relations / Media Newsletter



November 14, 2020

Dear State and Club Presidents:

In today's world, information is everything. Due to the proliferation of information distributed through the world-wide web on the internet, a web presence gives your club or state a presence, shares information in an easily distributed way, provides publicity, allows efficient access to important information you need to share (i.e. events, festivals, competitions, etc.). Included in this Technology Tips newsletter, we will give you ideas on how to create an effective web presence.

Feel free to contact us at any time if we can answer questions or assist you on your journey to a whole new world this year! Let us know what tools you are interested in learning more about!

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What a website can do for you

• State Website:

- Makes connections
 - Is your state linked to the NFMC? Find out at: <https://www.nfmc-music.org/state-organizations/> Look for inspiration for states that are!
 - Create a presence that highlights the amazing things your state does for the arts!
 - Builds new membership, helps transferring members, promotes the arts!
- Shares information
 - Share info about events, competitions, scholarships, festivals, what you are doing to promote music

• Club Website:

- Makes connections
 - Is your club linked to your state website?
 - Create a presence that highlights how your club helps promote the arts in your community – advertise your events; promote your strengths, provide a referral service for students to find teachers.

- Include contact information so people can reach you. You can include a club contact email address (set up a new one if you don't want it to be your personal one); include contact info for specific services i.e. teacher referral, specific competitions, etc.
- Builds new membership, helps transferring members, promotes the arts!
- Shares information and gets people involved
 - Enables new members, transferring members, or others to find you!
 - Provides easy access for club events, documents, scholarship info
 - Advertises events (concerts, workshops, competitions, etc.)
 - Provides resources i.e. teacher referrals, local events, your programs
 - Provides an opportunity to highlight the wonderful things your club is doing
 - Fundraising drives
 - Scholarship and competition winners; awards
 - Club events
 - Events of organizations you sponsor (choirs, orchestras, etc.)

How to Create a Website

- Select a web hosting site and register your selected domain name (see <https://www.top10bestwebsitehosting.com/>) i.e.
 - Bluehost
 - Hostgator
 - GoDaddy
 - Network Solutions
- Select a website builder tool or hire a website developer (see <https://websitesetup.org/website-builders/>) i.e.
 - Wix
 - Constant Contact
 - Squarespace
 - DreamHost WordPress Builder
 - WordPress
 - GoDaddy Website Builder
- Set up a website and customize
 - Develop your own branding and look
 - Make it easy to follow – keep it simple! A clean look makes it readable and compelling
 - Add important pages and content
 - Include events page, ways to access NFMC and your state resources, calendars
 - Keep it up to date and current!
 - Set up a navigation menu that is easy to find info
 - Look at other clubs or states' websites for ideas and inspiration!
- Look for more info at: <https://websitesetup.org/>, <https://www.techguide.com.au/news/internet-news/create-effective-website/>, and <https://sproutsocial.com/insights/social-media-graphics/>

