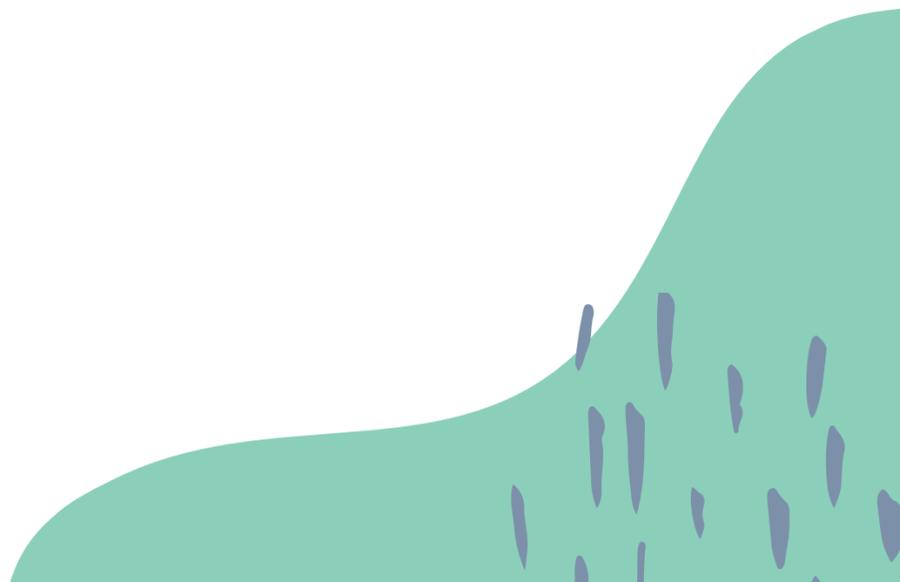




Publicist & Webmaster Training

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Introductions

District Bulletin Editor

Drew Reetz



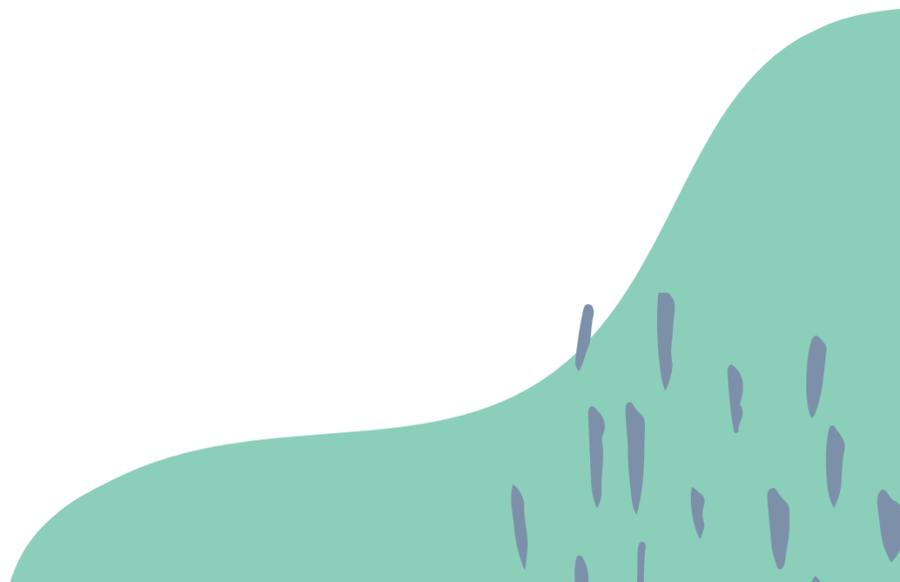
Junior ~ Webster, SD ~ Fun Fact...

Division 1 Lieutenant Governor

Ella Strutz



Junior ~ Shiloh, ND ~ Fun Fact...



Ice Breaker



Publicist Duties



Post signs, posters and banners announcing meeting dates, projects and any type of Key Club promotion at your school and in the community.



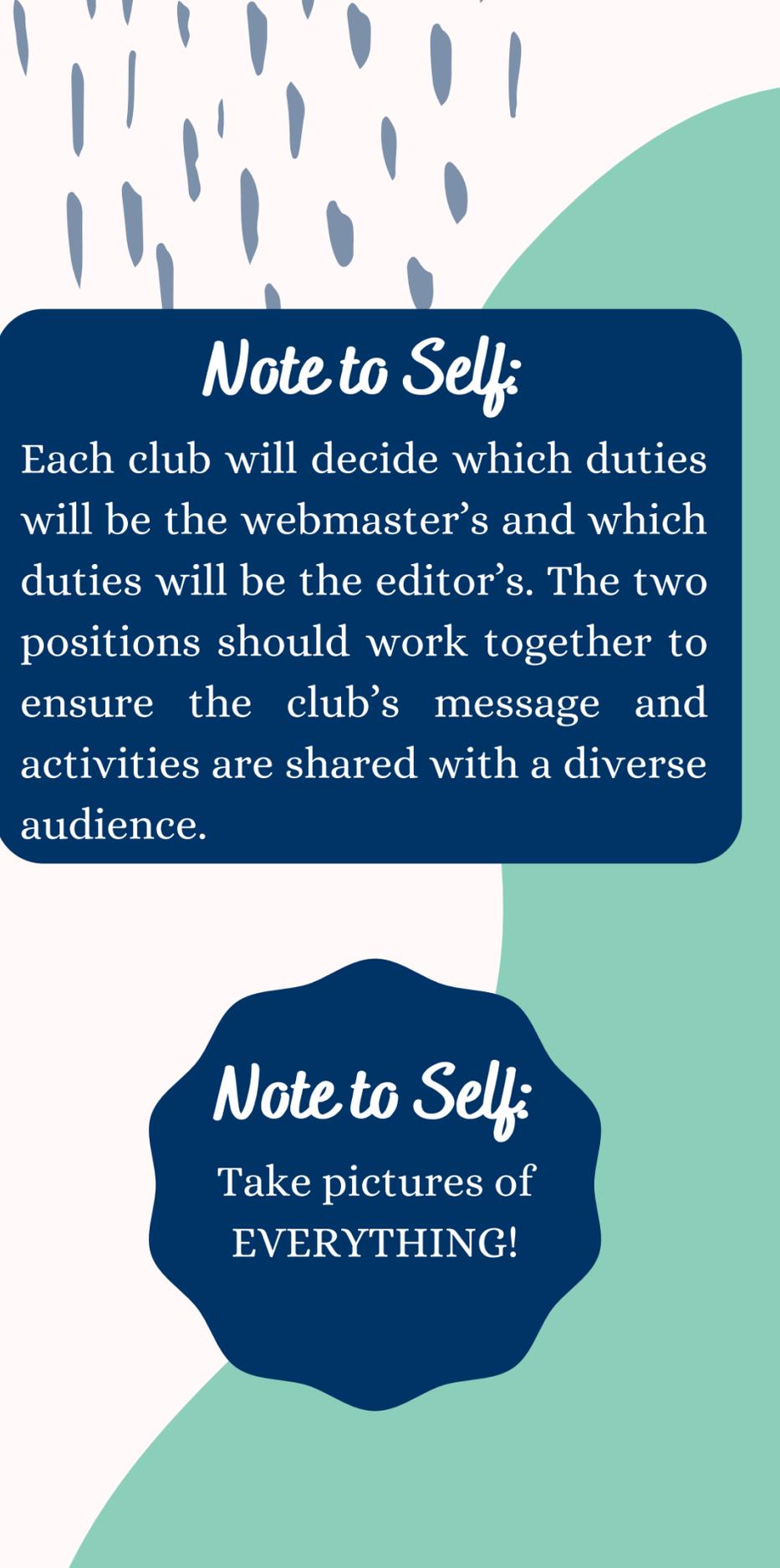
Make public-service announcements, contact local press, send articles and photographs to community newspapers and radio stations.



Produce a monthly newsletter to members providing information on upcoming events, meeting schedules, dues updates, presidents message, reminders, etc.



Send articles to the district publication and Key Club magazine regarding projects and new ideas from your club. Be sure to include photos.



Note to Self:

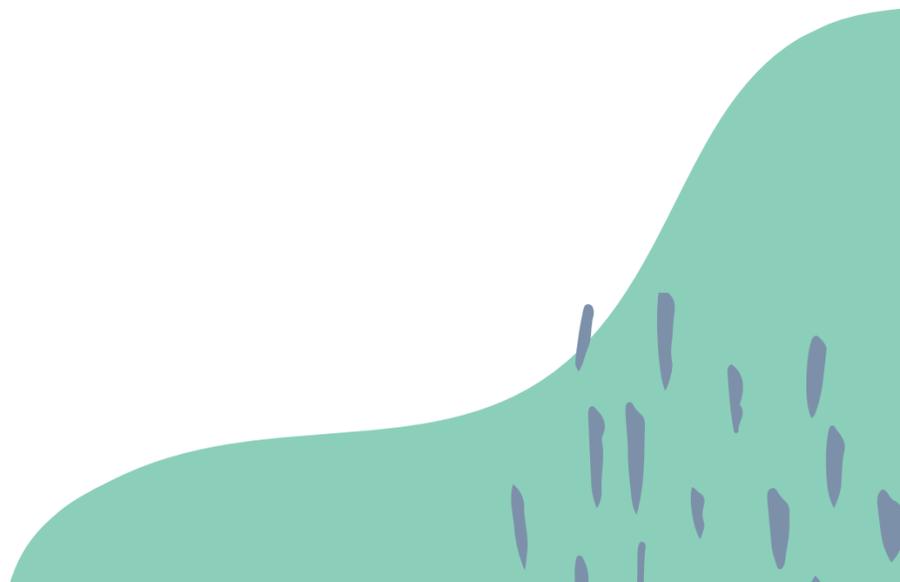
Each club will decide which duties will be the webmaster's and which duties will be the editor's. The two positions should work together to ensure the club's message and activities are shared with a diverse audience.

Note to Self:

Take pictures of
EVERYTHING!



Webmaster Duties





Create a club website + **maintain** accurate and up-to-date information on your club's website.

Share your club's activities on social media.

Help recruit members by sharing your club's story through online outlets.

Engage with members through web-based outlets.



Note to Self:

Each club will decide which duties will be the webmaster's and which duties will be the editor's. The two positions should work together to ensure the club's message and activities are shared with a diverse audience.

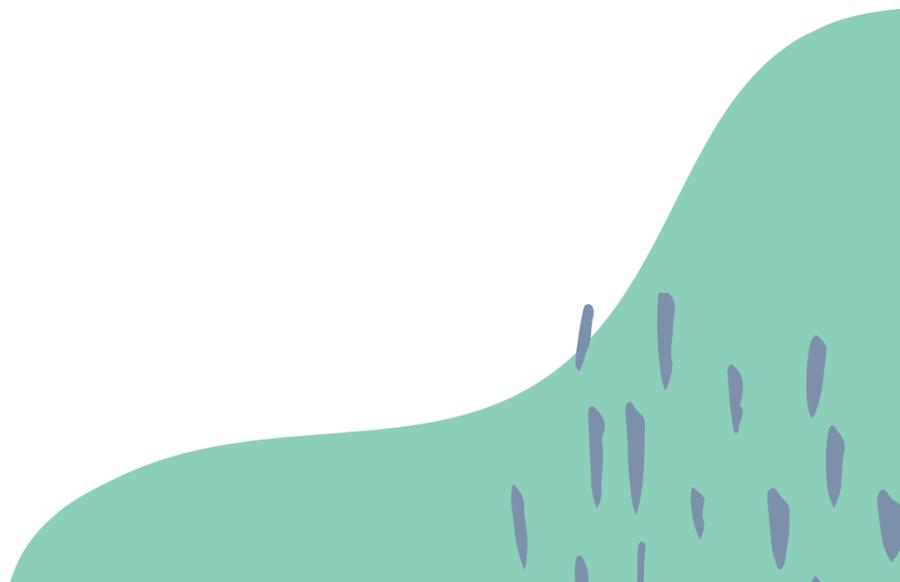
Note to Self:

Take pictures of
EVERYTHING!



Being the Promotor

Learning to promote Key Club events



As the publicist/webmaster...

- You act as your club's promotion source.
- Good promotion tactics can help your club recruit new members, improve your image, and keep members engaged!

When promoting in school...

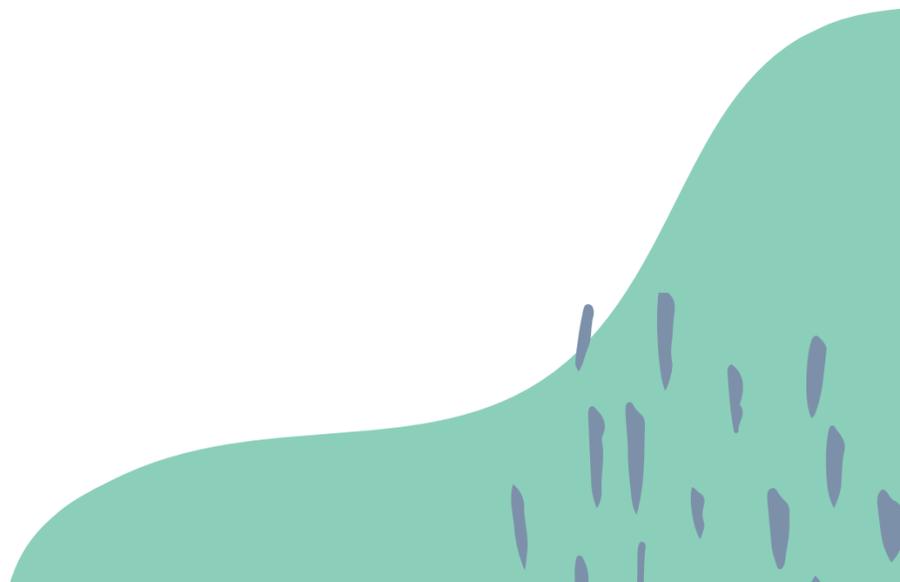
- Hang fliers EVERYWHERE
- Try to get a Key Club Bulletin Board
- Get your events in the school's announcements
- Be inclusive in your messaging on fliers and posters

When promoting outside of school...

- Hang fliers EVERYWHERE
- Connect with local media outlets:
 - local newspapers, radio stations, television stations, etc.
- Connect with your sponsoring Kiwanis club



Flier Activity!





Scenario: Your Key Club will be hosting its annual Christmas Bake Sale for the Children's Miracle Network. It will be held on December 17th at 7:00pm at your high school's basketball gym. Your bake sale will be going on the same time as the basketball game in a booth next to the concessions stand. Individual cookies will be sold at \$1.00 a piece, individual cups of ice cream will be sold at \$2.00 a cup, and juice boxes will be sold for \$2.00 each.

Goal: You will have **3 minutes** to create a flier using **one** blank piece of paper in front of you. Please use markers, scissors, or whatever else you need to create an appealing visual representation. Your flier will be hung up around your school and in different businesses around the town for promotion.

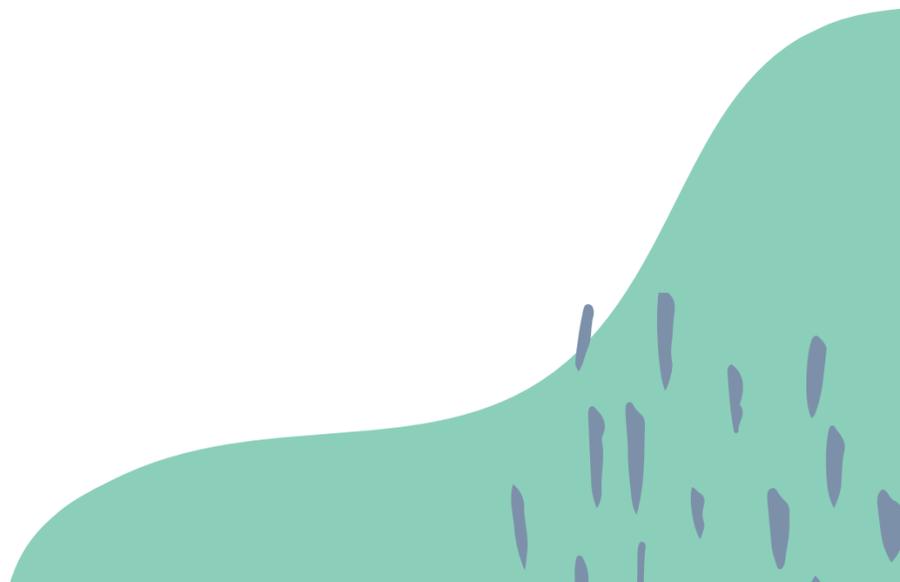
Thoughts: What info do you actually need? Why are you doing the bake sale in the first place? What kind of theme and colors and graphics do you want (think about the time of year)? Are there certain logos you need to incorporate? Do you need certain directions or clarification of a location? Do you need any disclaimers?





Being the Tech Wiz

Social Media Edition



When to post

- Make sure your content is timely!
- Don't post about events that happened two months prior
- Don't post about events happening in six months

What to post

- Each social media platform is a little different regarding what is best to post, but some general content ideas include:
 - Any photos taken (event at smaller events)
 - Ex. Club meetings, Kiwanis meetings, District Events, etc.
 - Service Event Promos + Recaps
 - Ex. Promo Fliers, Recap Videos, etc.
 - Reminders
 - Ex. Upcoming sign up dates, service project date reminders, service hours updates, etc.
 - Dues updates
 - **And anything else you feel necessary to post!**

Note to Self:

The more you post, the better! You can't overdue it.

Note to Self:

Post photos on your stories!

Who to follow

- Keep it Key Club specific!
 - Key Club International + MinnDak of course! (@keyclubint + @minndak.keyclub)
 - Divisional accounts
 - Other Districts + Other Clubs
 - Service Partners
 - Ex. Thirst Project, Erika's Lighthouse, UNICEF, etc.
 - K-Fam accounts
 - **And anyone else you feel necessary to follow!**
- When following people, engage with content that is relevant to Key Club;
 - Ex. Don't randomly like pictures of (someone's name) unless the cat is at a shelter where Key Club is volunteering
- Display **more followers** and **follow less** - Drew's secret tip (TAKE NOTES) ...

Key Club Campaigns

- Get your club involved in Key Club International social media campaigns including:
 - Trick-or-Treat for UNICEF (October)
 - Key Club Week (November)
 - Erika's Lighthouse Positivity Pledge (May)

Note to Self:

Share our MinnDak posts on your story!

The background features a white central area with decorative elements. In the top-left and bottom-right corners, there are green wavy shapes. Scattered throughout the white area are blue raindrops of various sizes and orientations.

Social Media Post Activity!

Scenario: Your club just got done with its annual Trick-or-Treat for UNICEF Halloween party. It happened on October 30th from 7:00-9:00. You took a bunch of photos of your club members in their Halloween costumes going door to door collecting Money for UNICEF. Your \$1000 fundraising goal was reached with a total of \$1,250. It's now the day after, and you need to create a **recap post**.

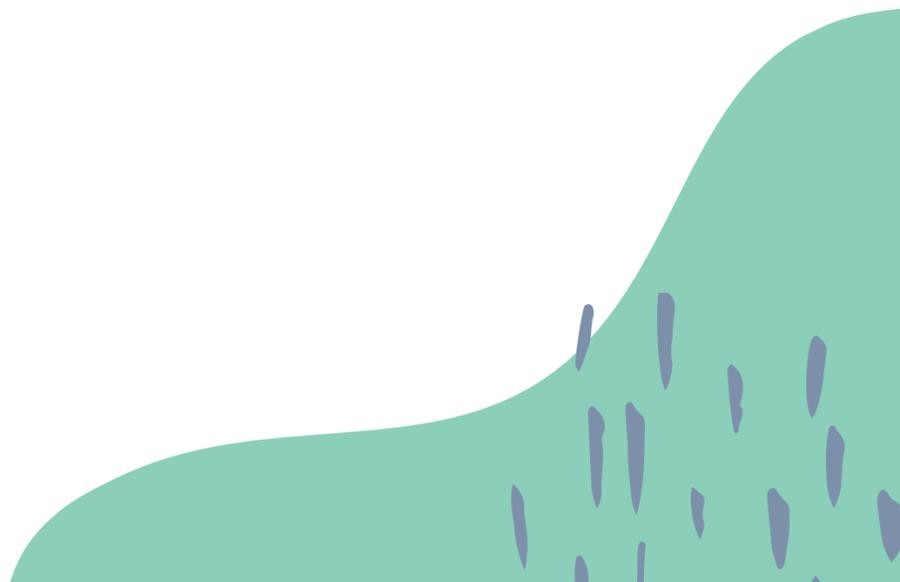
Goal: You will have **5 minutes** to create a social media post using **one** blank piece of paper in front of you. You can make an Instagram post, a tweet, or whatever you feel would be most effective in this scenario. Please use markers, scissors, or whatever else you need to create an appealing visual representation. You will then hang your social media post on the wall. After 5 minutes, each person will be given three "likes" or sticky notes, and you will be asked to "like" three different social media posts around the room. The social media post with the most "likes" wins! Give "likes" based on overall appurtenance, if it grabbed your attention, created FOMO, etc.

Thoughts: Which social media platform will be most effective? Think about who your target audience is! What info is actually needed? Create FOMO! Should you be writing three sentences or paragraphs? Create a clever caption! What kind of theme and colors and graphics do you want (think about the time of year)? Was there a location of any kind, and does anyone need to be tagged?



Being the Tech Wiz

Website Edition



How can you create a website?

- Websites can take many forms and can contain many design elements. There are a few ways to create websites; the following programs are best for creating a completely free website (choose whichever is best for you and your club!)
 - Weebly
 - Squareface
 - Wix

What information should you include?

- **"About" page:** info on what Key Club is and what your club does; info on the benefits and why people should join
- **"Blog" or "News" page:** updated monthly or bi-monthly with the latest news updates for your club; newsletters are included here
- **"Resources" page:** meeting minutes, calendars + schedules, service project info, meeting agendas, etc.
- **"Officers" page:** who the club officers are + their contact info
- **"Photos" page:** photo galleries

Note to Self:

The website should be designed to help people who missed meetings; therefore, you can't miss the meetings yourself!

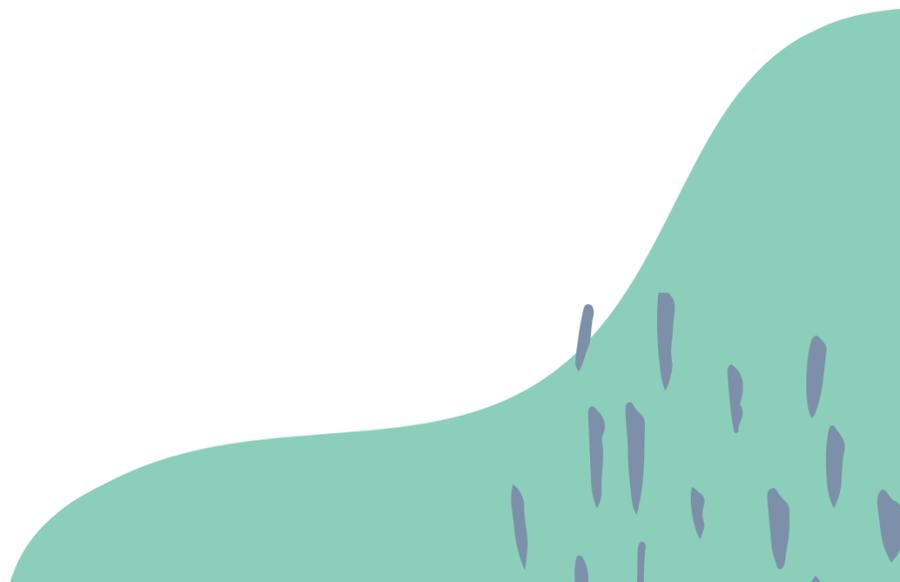
Note to Self:

Include your website link in social media bios!



Being the Brand Advocate

Using the Key Club Brand Guide



Why use the brand guide

- Looks more professional + more organized when using the same colors + fonts
- Shows that you are a part of Key Club International, NOT the National Chess Team

How to use the brand guide

- Find the brand guide at keyclub.org/brandguide + bookmark it
- Highlight the colors' hex codes + copy it
- Paste the hex codes in the custom colors (google slides) or the rainbow square with a plus (Canva)
- Search for the fonts using the Brand Guide that you bookmarked (should be alphabetical)

Note to Self:

Use the Brand Guide
for EVERYTHING!



CMYK 0 / 0 / 0 / 100
 RGB 35 / 31 / 32
 HEX 231f20



CMYK 100 / 70 / 0 / 40
 RGB 0 / 47 / 95
 HEX 003366



CMYK 20 / 30 / 70 / 15
 RGB 180 / 151 / 90
 HEX b49759



CMYK 100 / 0 / 0 / 0
 RGB 0 / 174 / 239
 HEX 00aeef



CMYK 0 / 61 / 97 / 0
 RGB 245 / 128 / 37
 HEX f58025



CMYK 28 / 86 / 100 / 27
 RGB 145 / 56 / 31
 HEX 91381e



CMYK 0 / 100 / 79 / 20
 RGB 196 / 18 / 48
 HEX c41230



CMYK 0 / 100 / 0 / 0
 RGB 236 / 0 / 140
 HEX ec008c



CMYK 60 / 23 / 91 / 5
 RGB 115 / 152 / 73
 HEX 729849



CMYK 0 / 17 / 80 / 0
 RGB 255 / 210 / 79
 HEX fed450



*CMYK 45 / 49 / 24 / 1
 *RGB 149 / 131 / 156
 *HEX 94829c



*CMYK 24 / 13 / 99 / 0
 *RGB 203 / 196 /
 *HEX cbc42d



*CMYK 56 / 38 / 22 / 0
 *RGB 126 / 144 / 170
 *HEX 7d90aa



*CMYK 45 / 0 / 33 / 0
 *RGB 140 / 207 / 1
 *HEX 8bcfba



*CMYK 2 / 31 / 100 / 0
 *RGB 247 / 180 / 26
 *HEX f5b419

To find colors, click the color icon on the top bar. Then, click the plus icon on the left, then type in the HEX code.

In Canva, not all of the Key Club fonts are available, but there are similar alternatives! The actual font is in grey and the alternatives are in different colors.

| | | |
|--|---|---|
| Myriad Pro Arimo PT Sans Droid Arabic Naskh | Century Gothic Glacial Indifference Didact Gothic Muli Regular Qwestrial | Verdana Montserrat (in bold) Lato |
|--|---|---|

| | | |
|--|--|---|
| Garamond Premier Pro Abhaya Libre Regular Cormorant Garamond Medium | Goudy Oldstyle Sorts Mill Goudy Arbutus Slab (Letter Spacing 19) | Abril Display Italic Playfair Display (in Italics) Abril Fatface (in Italics) |
|--|--|---|

Note to Self:
 Download this!
keyclub.org/brandguide



Distinguished Binder



What is it

- Award for being awesome in your position
- Awarded at DCON

How can you get Distinguished

- Purchase or Borrow a Binder for organization
- Follow ALL of the guidelines:
 - Pay your dues, start a website + social media account (be active!), attend District + International events, get involved with Kiwanis (attend their meetings), participate in service projects, etc.

Why get Distinguished

- Looks AMAZING for scholarships + college resumes
- Looks AMAZING if you plan on going higher up in Key Club
- Shows you go above and beyond
- Memories from your outstanding term

Note to Self:

Refer to the "Resources" page on our MinnDak website!

Q+A!