

9 Using your website as a media tool

Your Club web officer should always work closely with your Club press officer, as the website as well as being a great shop window for the Club, its work and for attracting new members is also a great source of information for the media. This is just one of the reasons why it is so important to keep the Club website updated regularly.

Put press releases on to your news page but after they have been sent out to your media distribution list (even if it is only a few hours later). If you get good media coverage, such as a local newspaper, radio or TV interview that can be found on another website make a link to it from your site. The media love the double exposure and that is the beauty of the internet, we are all linked together.



Include lots of information about what goes on in your Club, this is interesting to journalists as well as to potential new members. Use plenty of photos, it helps to give a flavour of the activities, makes the site more interesting and readable and journalists may request photos from your site if they are lively.

If you are establishing a local campaign or promoting an issue, use the facility the new site gives you to invite people to comment on your story. You can still retain editorial control of what appears on your site, but this gives you the opportunity to gather views and support from non members and other interested individuals.

Just as in press releases and interviews, get rid of jargon and acronyms so those who know nothing about the organisation can understand the information. Don't fill the page just because it is there, keep articles short and sweet – and interesting. Break the copy into paragraphs and leave lines between them. Go back and update stories on the site if it is an ongoing project. Do make sure you have used a spell checker before you upload your copy.

