

Webmaster Brief



- Overview
 - Responsible for the deployment and maintenance of email and web services for the Department.
 - Ensures that Department information and guidance is clearly available to the potential members and current members.
 - Implements the Commanders guidance with respect to content and scheduling of content display.
 - Provide guidance and technical resources to Districts and Posts.
 - Provide advice and approval for Sponsor Website Sales.



Email Address Changes



- Email Changes
 - Department Addresses to be issued to Department Officers, Committee Chairs; District Commanders, QM's, Adjutants'; Post Commanders' QM's, and Adjutant's; and Prior State Commanders.
 - Passwords will not be issued. All forwarding will be done by admin. Election Report will be used for email addresses.
 - email server will have distribution lists prebuilt for Department Commander and Senior Officers. This hides personal email addresses.



- Website Updates and Content Refresh –
 - The Website is our face to the public. We need to keep it up to date and fresh. We need to show what we are doing to help veterans and the military. Photos of what we do at the Posts and Department needs to go on the website. Send your photos to webmaster@vfwnv.com.
 - Department Officer's and Chairs need to update and ensure that your pages are up to date with current content and information. Don't assume that I have updated your page with the latest information from National.
 - Check it out and let me know what you want to tell the public about your program. Photos, documents, etc. Don't make people have to hunt for info about your program.
 - Remember - the website supports the Commander's vision and his guidance.
- *Reports – Need to be submitted in the approved Department format for publishing on the website.*

Best Practices



- Best Practices for Email and Website
 - Election Report – Use the Department Address for the Post Email Address. This is your public email address and you should hide your personal email address. Also make sure you list a phone number. Commander, QM, and Adjutant email addresses must be verified as these addresses will be used for Department email.
 - Websites – National does have a program that pays for the first year of your website (\$360.00 annually). It ties right into the Department and National websites for news.
 - Website Site Sponsor Program – Department and Posts can sell sponsorships for the website at the rate that is approved by the respective body in accordance with the Department Social Media Policy.