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Website Basics


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Keeping your members informed builds solidarity

A website can be the catalyst for all your traditional and social media
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Content rules the internet

What your website says and how it is said

One of the most important elements
It’s a matter of Credibility
No One’s Going to Tell You

“Your Website Looks Like $#*@”!
What Turns You Off With Websites?
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7. Poor site navigation

- Good planning - easy to follow
- Use appropriate navigational bars or buttons
- Re-link back to a central home page
- Consider a brief site map
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6. Challenging readability

- Using non contrasting colors
- High contrasting colors
- Maintain a standard font size
- Try to keep a general font throughout
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5. Image implementation

- Images should correlate to the text content
- Avoid overusing images on a web page
- Keep photo resolution low
- Avoid blurred or poor photos
- Try to use photo galleries
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4. Poor formatting

• Poorly formatted may render different in various web browsers
• Check to see if a page is display incorrectly
• Don’t run a page too long
3. Too much text

- Difficult to read for some users.
- If it is too taxing to read and leave the site.
- Break apart text into blocks and insert page breaks if needed.
2. Too much animation

- Animated graphics and scrolling text become redundant over time
- Animation may not be compatible with all internet browsers
- Animation can dramatically slow down the opening of a web page.
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1. Outdated material or information

- To turn your viewers away and make sure they stay away, don’t update your material or information.
- There are ways to maintain a website and keep your viewers informed.
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FACTS

Local unions are not in the news-making business.

Most local unions don’t produce news every day.

Not every local has a person to write articles every day.

It takes time to run an effective web site.
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Where can you get free news or information?

- The United Steelworkers or Metallos website.
- The USPA website
- USW News Breaks
- LabourStart website
- News websites that serve your town or city
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Where can you get free news or information?

• Many news web sites will allow you to copy a couple of paragraphs - as long as you
  • lead your viewers to their site
  • and give them the proper attribution
Feeding the Beast – Proper Attribution

Wall Street to GOP: Are you nuts?

By BEN WHITE, POLITICO

Senior Republicans believe they will be on stronger political ground if they allow a relatively clean bill funding the government to reach the president’s desk and instead use the debt-hike battle to gut Obamacare.

That’s a very dubious assumption.

Political analysts and market experts say this strategy could wind up doing lasting damage to both the United States economy and the GOP’s national political standing ...

http://www.politico.com/story/2013/09/wall-street-gop-are-you-nuts-97425.html#ixzz2gL7w7hZZ

http://www.politico.com/reporters/BenWhite.html


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People are Visual

YouTube has a wealth of videos
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