



HOW TO SET UP A DEPARTMENT OR UNIT WEBSITE

Committee:

Public Relations

Submitted by:

National Public Relations Committee

Contact Information for Questions:

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1. Determine the purpose of the site – to attract new members, communicate with current ones, or both.
2. Decide on a domain name (YourSiteName.org) and hosting (service that connects your site to the Internet). You will probably have to pay a nominal fee for the domain name. You may be able to find a host for free.
3. Using the *ALA Branding Guide* (available at www.ALAforVeterans.org), design your website with a professional appearance.
4. Include general information about the American Legion Auxiliary.
5. Use the content suggestions located in the *ALA Branding Guide*.
6. Include at least one link to www.ALAforVeterans.org on your website.
7. When including information on your website from www.ALAforVeterans.org, include links to the information rather than posting it directly to your site. If information changes at the national level, the link will ensure your website visitors receive the latest information.
8. Update your website regularly. People visiting your website will keep checking it if the content is current and fresh.
9. Avoid including information on your website that contains internal language and acronyms that may confuse users. Examples include NEC, PNP, PDP.
10. Care should be exercised when linking to other websites. Information included on websites linked to external sites should be supportive of the Auxiliary's mission, message and values. Suggested links include www.ALAforVeterans.org, www.legion.org, and your department American Legion Auxiliary website.
11. Check your website regularly to ensure the links are working properly. Broken links will frustrate users, and they may stop checking your site.
12. Be sure to include contact information for your department or unit in an easy-to-find location on your site. Also include contact information for the webmaster.