

## Webmaster

January, 2018

I would like to thank the Destin Snowbird Club for the opportunity to be their webmaster for [destinsnowbirds.org](http://destinsnowbirds.org).

Four years ago, Ken Yee and Don Cooksey approached me to become webmaster. I immediately told them “no”. While I have used computers a bit, I knew nothing about websites and I was / am not an expert. After a bit of thought, I decided this was a great opportunity to learn something new and to give back to the Snowbird Club, which I have enjoyed for a number of years. Changed my mind to “yes”.

It has been a great experience. I learned website management, at least as much as the Snowbirds management program required. Still not an expert by a long shot. I have met and worked with many excellent and fun people. And I have contributed back to the club.

Recently, new things have entered my personal life and it is time to move on. I am not being facetious in saying, give someone else a chance.

Website experience is, of course, beneficial but none is required. You should have a moderate proficiency in text documents and spreadsheets, and have some familiarity with internet use. Website updating is done with your own computer, at “home” and on your own time. No problem if you're a January Snowbird, being on-site in the fall is not required. I suggest we transition during the rest of this season, you can start right away or wait until it is time to enter new information for 2018-2019 beginning in March or so.

I have compiled a website primer (introductory booklet) which is a good reminder of “how to's” and I will be around for coaching as required. The Position Description follows on the next page.

If you are interested in learning more about this, contact Tom Franklin, Charles Cassell or Jackie Roberson. Their information is on the Contact Us page.

Bob Baker

## **Destin Snowbird Club Position Description for Webmaster**

January, 2018

Webmaster is a Director position with the Destin Snowbird Club

**Purpose** (Reference: Snowbird Club Bylaws, dated February, 2012):

The Webmaster shall be responsible for maintaining our website. In doing so, the Webmaster will be responsible to ensure that the server and software is operating accurately, designing the website, generating and revising webpages as required, replying to user comments and examining traffic through the site.

### **Duties:**

- Maintain a good communication network with the other members of the Board of Directors and with the leaders of the Club Activities.
- Maintain a liason with the contact people of the various Area Activities.
- Update the destinsnowbirds.org website on a regular basis such that it is recognized as a reliable “go to” source for current information. Early information begins in March, most information becomes available in November and is updated throughout the year.
- Purge the previous year's information at the beginning of each season, such as Guest Book entries, Snowbird Photos, Golf Playdays, and so on.
- Be familiar with the website management program, freeservers.com.
- As information is added to the website, highlight new information in “What's New?” on the Home page.
- Develop and post on the Home page the Events Calendar and the Activty Sheet. Provide the Activity Sheet with periodic updates to the Secretary for paper copy publication.
- Maintain communications with the Volunteer Coordinator and update Help Wanted as required.
- Edit the weekly News Article by adding photos into the text document. Post the article weekly on the Snowbird News page.
- Post photos to the website throughout the year as they become available from a variety of sources.
- Monitor Guest Book entries, reply to information requested, remove frivolous or commercial entries.
- Maintain a personal computer file of information to be uploaded to freeservers.com. It is useful for the personal file folders to mirror the website pages.
- Maintain some history records such as Past Presidents' pictures, entertainers' pictures, general website text and other information which carry-over from year to year.