



Community
Affairs
Committee



Social Media, Websites, Wikis, and Email

Leadership Day Progression

About Roger

- ▶ New Mexico Tech, 2010
- ▶ Secretary, Webmaster, President of New Mexico Kachina Chapter, 2010–2013
- ▶ Loves websites and collaboration
- ▶ <http://linkedin.com/in/rrenteria>



Upgrading Technologies

- ▶ From old to new
- ▶ From hard to easy
- ▶ Lessons learned
- ▶ How to convince others



In this progression, I will talk about how we moved from old to new technologies, hard to easy systems, and the lessons learned with implementing those technologies. Let me know if you would like to learn more about how we learned as we went and how to convince others about upgrading the technology.

Old Kachina Site



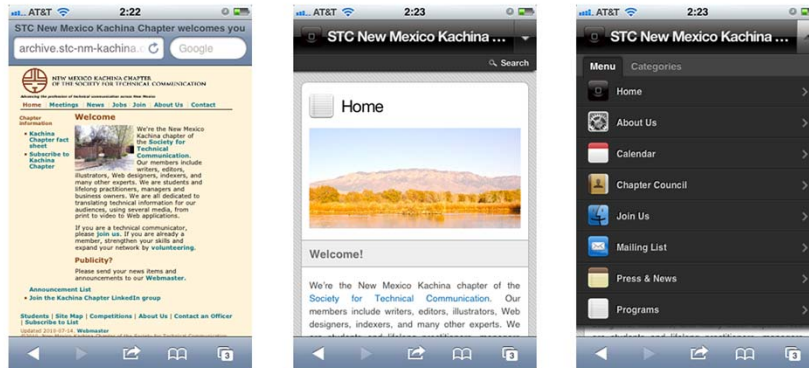
This was our old site, static HTML, very difficult to use, and we had to use Dreamweaver to update the page. In addition, this didn't allow us to have multi-user logins to manage the website. There was one password for the webserver to update the page. In addition, we merged both content and design.

New Kachina Site



What the chapter went with is WordPress to take advantage of all the features a content management system provides for websites. For example, we can use the social media sharing buttons, SEO, and various plugins to make it easier to operate the website.

Mobile Upgrade

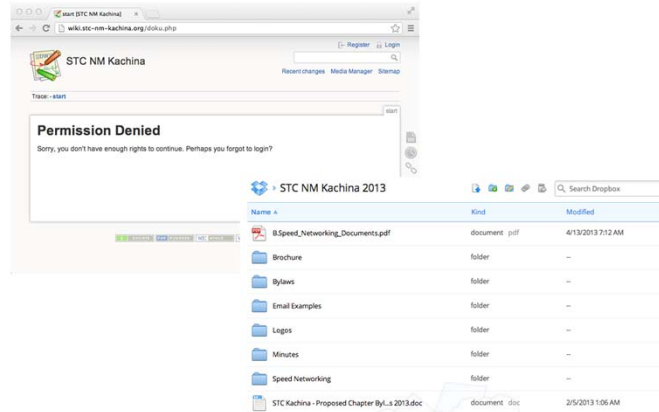


A great feature WordPress offers is to make our website easier and accessible for mobile devices. This way, we could reuse the information and format for the specific device.

Internal Communication

NM Kachina documents

- Council Member's Request for Reimbursement Form
- 2005 Bylaws (MS Word)
- 2009 U S Model Chapter Bylaws (MS Word)
- Policies and Procedures, 2009 (PDF)
- Other documents



Another aspect of upgrading our community was to use a wiki to maintain our internal communications and document repository and collaboration.

Old Mailing List System

STC-NM-Kachina Moderator Authentication

List Moderator Password:

Important: From this point on, you must have cookies enabled in your browser, otherwise no administrative changes will take effect.

Session cookies are used in Mailman's administrative interface so that you don't need to re-authenticate with every administrative operation. This cookie will expire automatically when you exit your browser, or you can explicitly expire the cookie by hitting the *Logout* link under *Other Administrative Activities* (which you'll see once you successfully log in).

[STC-NM-Kachina list run by roger.renteria at gmail.com](#)
[STC-NM-Kachina administrative interface \(requires authorization\)](#)
[Overview of all mailman.swcp.com mailing lists](#)

DELIVERED BY
MAILMAN
version 2.1.13

PYTHON
POWERED

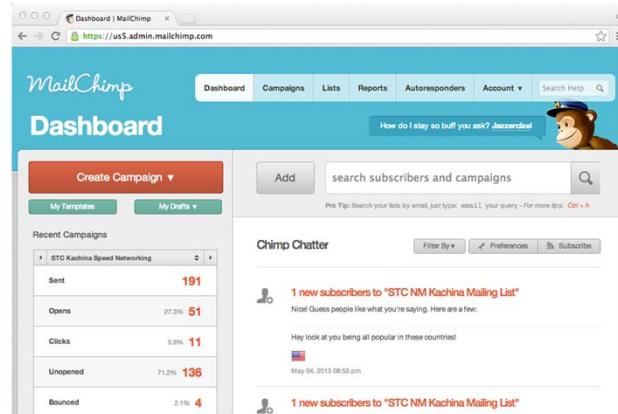


debian
POWERED



One of the difficult issues we had with communication was using MailMan as a system for emailing announcements. Since we did not use the tool for email discussion, we changed to a newer system.

New Mailing List System



The chapter migrated to MailChimp, mostly because it was free, but it also had useful tools to track where our information was going to. The analytics itself helped us find out who was reading the email, clicking on links, and give the chapter insight on how to best send email campaigns.



Your turn, let's discuss!

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Now it's your turn, what are your questions, thoughts, how did you overcome your website and technology upgrades? Thank you for attending the progression.