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

roger.renteria@gmail.com