The background of the slide is a light gray gradient, decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle, scattered across the top and bottom edges of the frame.

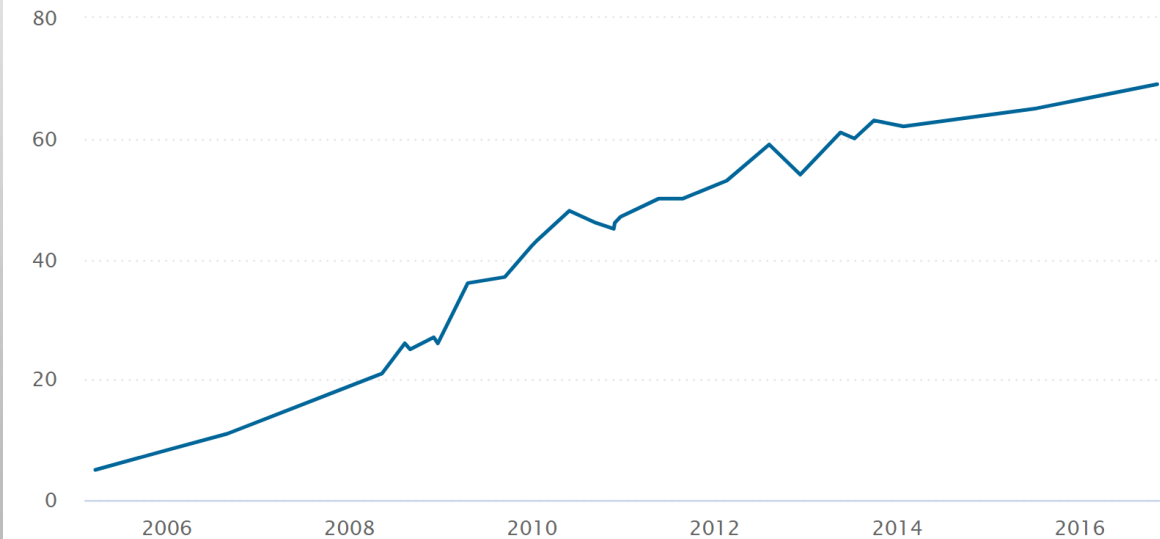
TECH CRUNCH: SOCIAL MEDIA & WEBSITES

GUIDING YOUR LMSC OR CLUB'S ONLINE PRESENCE

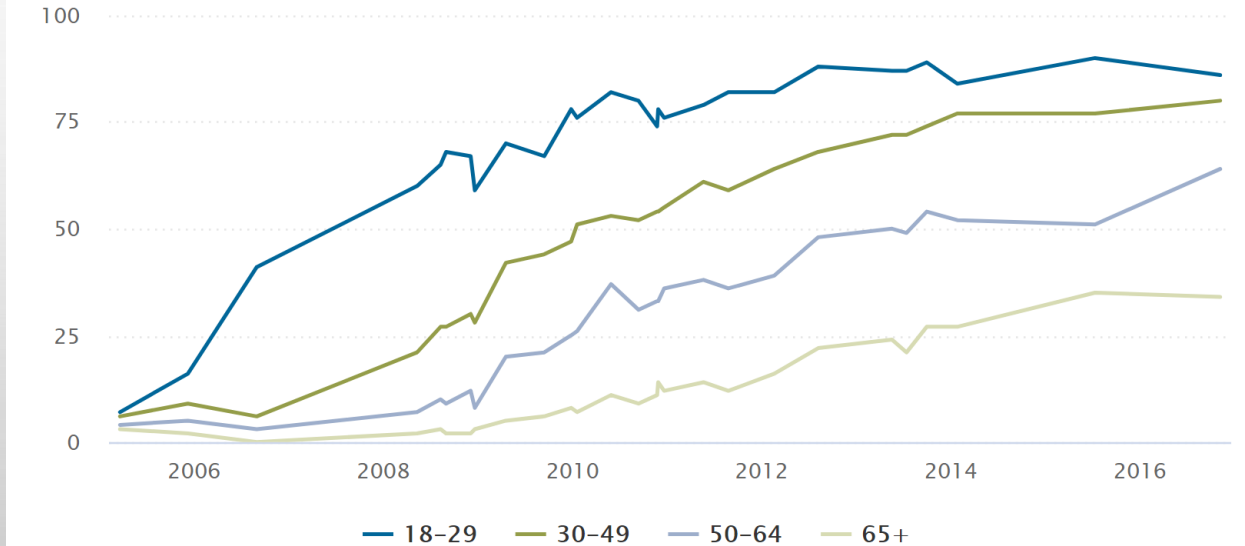
SOCIAL MEDIA FACT SHEET

- Why? Connect. Engage. Share. Entertain. Growth:

% of U.S. adults who use at least one social media site



% of U.S. adults who use at least one social media site, by age



RELEVANT SOCIAL MEDIA PLATFORMS



- Facebook (1-2b users):

- Spread news about practices, meets, OW, clinics, ALTS, etc.
- post stories, pictures, videos (and share from other orgs)
- Build brand awareness / promote the LMSC or club
- Posing questions to audience



- Instagram (600M) / Pinterest (150M): image sharing



- YouTube (1B users): video sharing

















- Twitter (300M): quick conversations



- Group vs. Page:
 - Page: official presence of a public figure, organization, or business
 - Group: small group communication
- Types of updates:
 - Share photo or video (award recognition)
 - Share links to articles (& other FB pages)
 - Create an event / post results
 - Job openings
- Recommended posting frequency: 2-5x/week



GROUP VS. PAGE COMPARISON

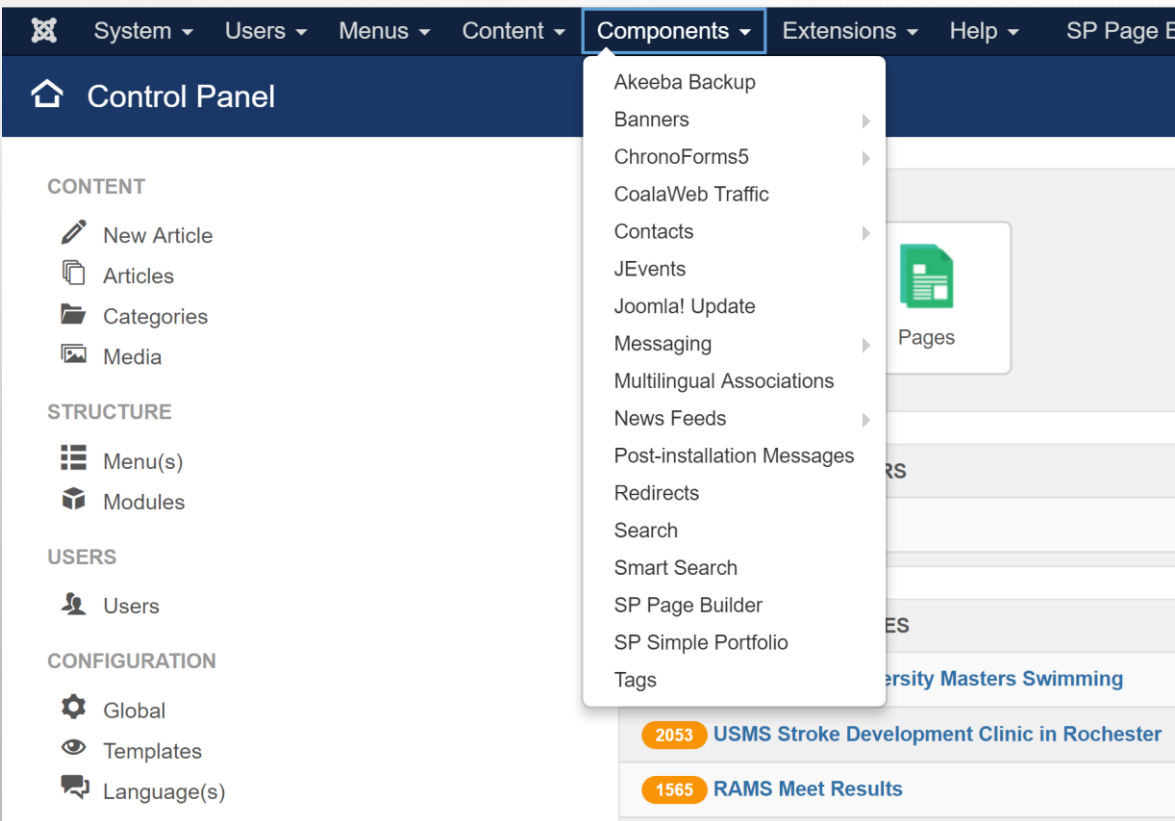
	Group	Page
Public	Yes 	Yes 
Private (optional)	Yes 	No 
Posts appear on News Feeds	Yes 	Yes 
Members can post on main page	Yes 	No 
Insights (Analytics)	No 	Yes 
Multiple administrators	Yes 	Yes 
Create Ads/Promotions	No 	Yes 
# of LMSCs	10	27
Avg. # of members or “likes”	346	389

WEB DEVELOPMENT

- Why? Static landing spots for docs: By-Laws, P&P, Meeting Minutes, Records, etc.
- Content Management System (CMS):
 - User-friendly software for managing a website
 - Programming knowledge (HTML, Java, etc.) is not required
 - Modular
- Top 3 CMS by market share: WordPress (59%), Joomla! (7%), Drupal (5%)
- CMS with swimming ties: Club Assistant (e.g. WMSC), Active Hy-Tek, TeamUnify
- Templates: free or inexpensive
- Hosting costs: \$25 / mo. or less
- Online support and documentation

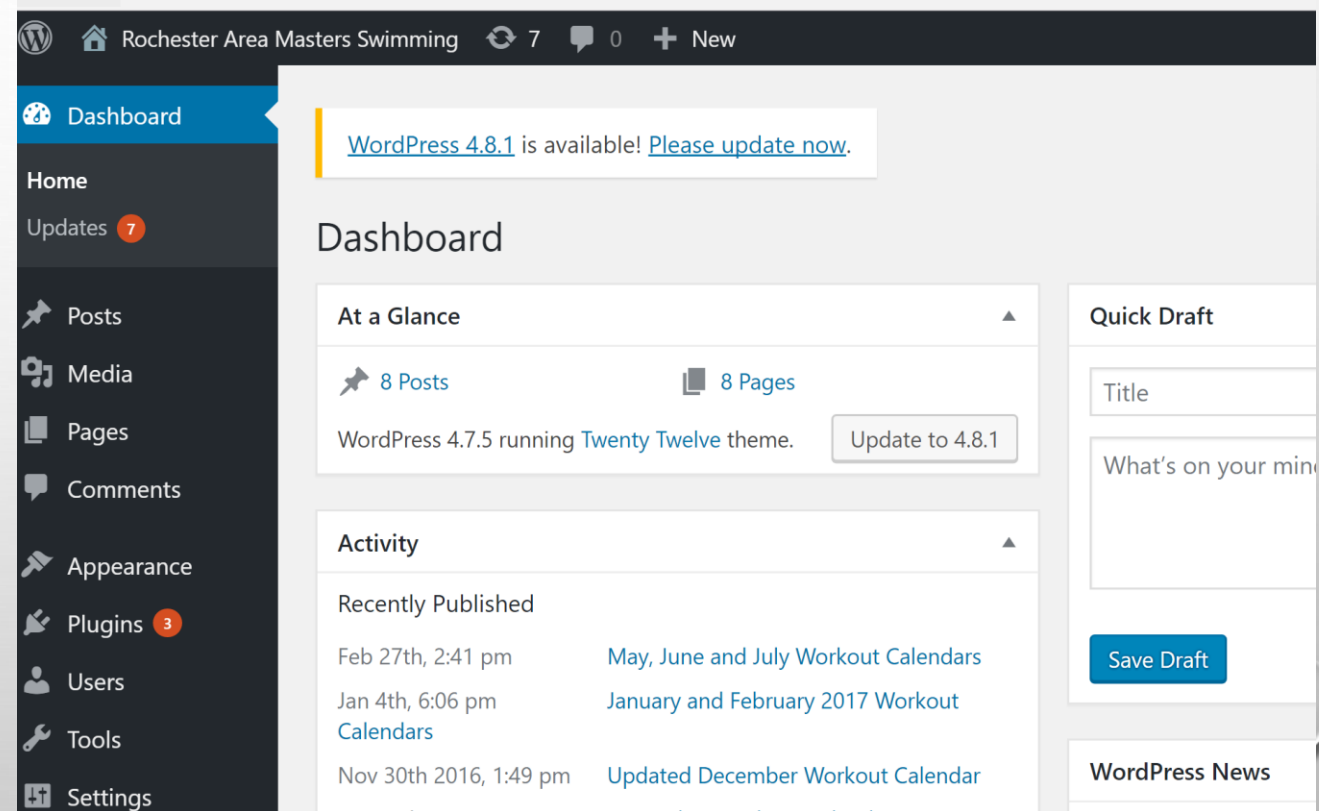
CONTENT MANAGEMENT SYSTEMS

Joomla!



The screenshot shows the Joomla! administrator interface. The top navigation bar includes links for System, Users, Menus, Content, Components, Extensions, Help, and SP Page Builder. The left sidebar contains a 'Control Panel' section and three main categories: CONTENT (New Article, Articles, Categories, Media), STRUCTURE (Menu(s), Modules), and USERS (Users). The 'Components' menu is expanded, showing a list of installed components such as Akeeba Backup, Banners, ChronoForms5, CoalaWeb Traffic, Contacts, JEvents, Joomla! Update, Messaging, Multilingual Associations, News Feeds, Post-installation Messages, Redirects, Search, Smart Search, SP Page Builder, SP Simple Portfolio, and Tags. The main content area displays a 'Pages' section with a green document icon and a list of pages, including 'USMS Stroke Development Clinic in Rochester' and 'RAMS Meet Results'.

WordPress



The screenshot shows the WordPress administrator interface for the 'Rochester Area Masters Swimming' site. The top navigation bar includes links for Home, Updates (7), Posts, Media, Pages, Comments, Appearance, Plugins (3), Users, Tools, and Settings. The left sidebar contains a 'Dashboard' section and a list of site statistics: 8 Posts, 8 Pages, and WordPress 4.7.5 running Twenty Twelve theme. The main content area displays a 'Dashboard' section with a 'Quick Draft' form and a 'WordPress News' section. The 'Quick Draft' form includes a 'Title' field and a 'What's on your mind?' text area. The 'WordPress News' section lists recent updates, including 'WordPress 4.8.1 is available! Please update now.' and 'WordPress 4.7.5 running Twenty Twelve theme.'.

ARTICLE SCREEN EXAMPLE

System Users Menus Content Components Extensions Help SP Page Builder Niagara Distri...

Articles: New Joomla!

Save Save & Close Save & New Cancel Help

Title *

Alias

Content Images and Links Options Helix Blog Options Publishing Configure Edit Screen Permissions

Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾

B *I* U ~~S~~

Status

Published ▾

Category *

- News ▾

Featured

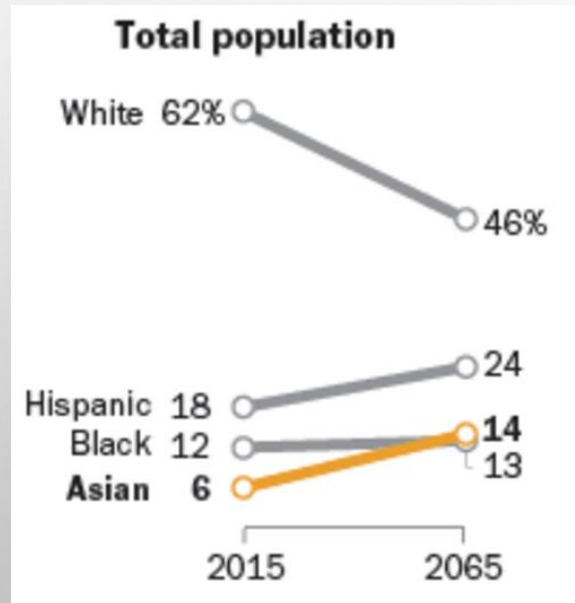
Yes

No

Access

Public ▾

CMS MODULE EXAMPLE - DIVERSITY



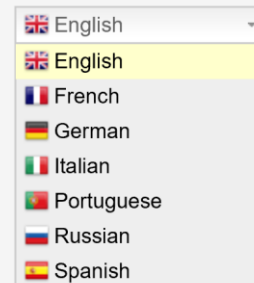
Quick Link

- > U.S. Masters Swimming
- > USMS Calendar of Events
- > USMS Top Ten Summary - Niagara
- > Colonies Zone
- > Metropolitan LMSC
- > Adirondack LMSC

Contacts

- > Niagara LMSC Officers

Google Translate

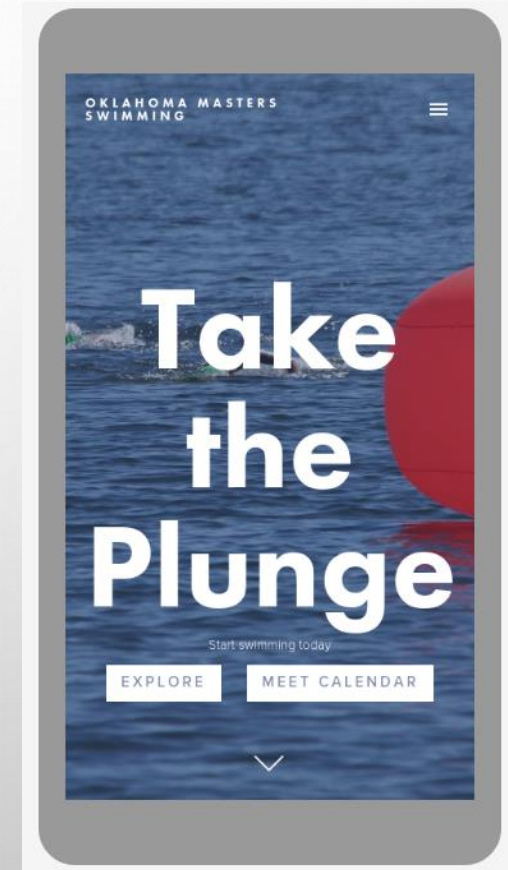


Viajar

¿Quieres salir? Hay regional, nacional e internacional se reúne maestros de todo el mundo. Viaje de negocios? Con una membresía de USMS, se puede enlazar con un grupo de maestros locales en muchas ciudades y practicar con ellos.

MOBILE-FRIENDLY

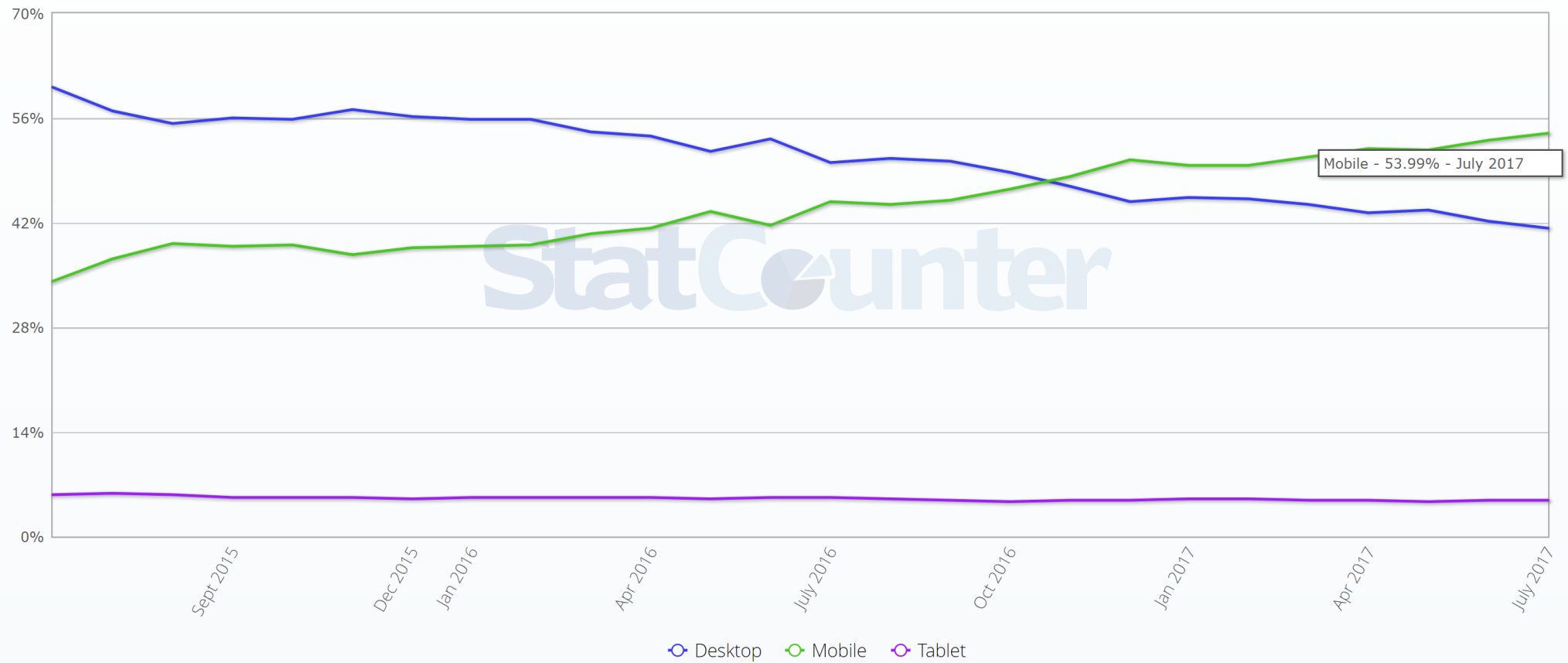
- What? A website that is easy to view on a pocket-sized computing device.
- Why? Smartphone usage has surpassed PC usage in many places.
 - 77% of mobile searches occur at home or at work (where a PC is often present!)
 - Frustrating experience will drive users away (pinch/zoom, menu selection, etc.)



Desktop vs Mobile vs Tablet Market Share Worldwide

June 2015 to July 2017

[Edit Chart Data](#)



MOBILE-FRIENDLY TESTING

- Test any page: <https://search.google.com/test/mobile-friendly>
- 17 LMSC's have mobile-friendly websites

Mobile-Friendly Test

http://www.niagaramasters.org/

Page loading issues VIEW DETAILS

Tested on: Aug 7, 2017 at 2:48 PM

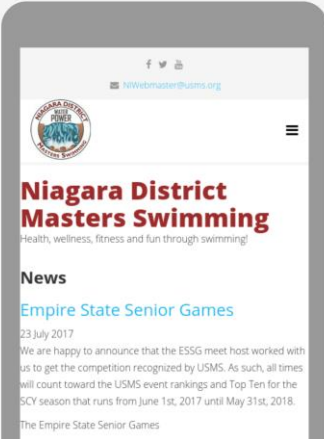
Page is mobile-friendly

This page is easy to use on a mobile device

SUBMIT TO GOOGLE

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group



The image shows a screenshot of the Google Mobile-Friendly Test interface for the website http://www.niagaramasters.org/. The test was conducted on August 7, 2017, at 2:48 PM. The result is "Page is mobile-friendly", indicating that the page is easy to use on a mobile device. A green checkmark icon is displayed next to the result. Below the result, there are additional resources including a link to open a site-wide mobile usability report, a link to learn more about mobile-friendly pages, and a link to post comments or questions to a discussion group. A preview of the website on a mobile device is shown on the right side of the interface.

Mobile-Friendly Test

http://www.usms.org/

Page loading issues VIEW DETAILS

Tested on: Aug 7, 2017 at 2:50 PM


Page is not mobile friendly

This page can be difficult to use on a mobile device

LEARN ABOUT MOBILE DESIGN

Fix the following 4 issues

- Content wider than screen
- Text too small to read
- Viewport not set



The image shows a screenshot of the Google Mobile-Friendly Test interface for the website http://www.usms.org/. The test was conducted on August 7, 2017, at 2:50 PM. The result is "Page is not mobile friendly", indicating that the page can be difficult to use on a mobile device. A red X icon is displayed next to the result. Below the result, there are four issues listed: "Content wider than screen", "Text too small to read", and "Viewport not set". A link to "LEARN ABOUT MOBILE DESIGN" is also present. A preview of the website on a mobile device is shown on the right side of the interface.

THANK YOU FOR ATTENDING!

- QUESTIONS?
 - COMMENTS?
 - PLEASE FILL OUT THE REVIEW/COMMENT FORMS!
 - THANK YOU TIM LECRONE!
-
- GREG DANNER – NIAGARA LMSC CHAIR & WEBMASTER
 - PLEASE REACH OUT IF YOU HAVE QUESTIONS: GMDANNER@GMAIL.COM