

How to build a website or Facebook page

First things first

- Who will administer?
- setting goals and guidelines
- enlisting help
- pictures, pictures and more pictures

Creating a website

- Choose a platform - many are free
- Choose a design template
- Elements of a website:
 - Masthead
 - menu bars
 - ID info
 - Links – town website, Facebook page, ANJEC, NJDEP
 - Photos – provide good sources

Creating a Facebook page

- Decide if open or closed (members only)
- Establish settings
- Determine who will administer (you'll need their email info)
- Write a profile
- Choose a masthead photo
- Invite people to “Like” your page
- “Like” other people’s pages and posts

Where to find content

- List of EC members and meeting schedule
- Annual report / accomplishments
- Invitation to volunteer
- Events calendar
- Your ERI
- Pix of EC activities
- Members as reporters
- Municipal departments, i.e. DEP, Recreation, Health Dept.
- Videos
- Open space news
- Environmental topics info
- Contests
- New ordinances
- Carbon calculator

- Ride sharing link
- Green building checklist
- ANJEC website

Promoting your Facebook page or website

- Add to town website and all correspondence
- Cross post items on Facebook and your site
- Collect emails at events and send out an email blast inviting people to your site

Track use of your Facebook page or website

- Site statistics

Sources for royalty-free photos

- EPA Region 2 image gallery: <http://www.epa.gov/region2/mediacenter/imagegallery/>
- US Fish and Wildlife digital library: <http://digitalmedia.fws.gov/>
- NJDEP Coastal Management Program gallery: http://www.state.nj.us/dep/cmp/czm_photo.html
- Flickr Creative Commons: <https://www.flickr.com/commons>
- Free stock photo sites:
 - <http://www.freeimages.com/>
 - <http://openphoto.net/>
 - <http://www.freedigitalphotos.net/>
 - <http://www.freephotosbank.com/>

Useful links for administrators

- WordPress, free website or blog building - <https://wordpress.com>
- Weebly, free website or blog building & service – www.weebly.com
- Hootsuite is a tool for managing social networks that allows you to efficiently track conversations and measure campaign results - <https://hootsuite.com>
- MailChimp is a tool to help you design and send email marketing campaigns - <http://mailchimp.com>
- Constant Contact is a tool to help you design and send email marketing campaigns – www.constantcontact.com