



NCSEA

LEADERSHIP WEEK

Creating Websites: Panel Discussion The Good, the Bad, and The Ugly

SEA Leaders

Leo Baran – NCSEA Director of Membership & SEA Outreach - Moderator



Web Site Breakout Time

- Which Platform: Wild Apricot, StarChapter, Word Press ...?
- Integrating Social Media with Web Sites
- eCommerce (Event Registration, Merch, etc.)
- Content yes, but who is your audience?
- Web Master – Who is in charge?



PLATFORM

STAR CHAPTER
WILD APRIL

SOCIAL MEDIA

LINKED IN
HOOT SUITE

E-COMMERCE

ANNUAL CONFERENCE

CONTENT

GOAL?
GOOGLE ANALYTICS

PAY WALL?
DISCOUNTS ...
JOB OPPORTUNITIES