



Chapter Website Quick-Start Guide

Your chapter's website is the gateway to local events and professional connections for higher ed HR professionals across your chapter area. The most important elements on your chapter's website site are your **board listing**, a **contact form** where visitors can contact the chapter (or a board member) with questions, and your **event listing** (or a note saying you're planning for the current year).

Chapter websites have been created in WordPress and designed to align with CUPA-HR's online brand, and **each chapter is responsible for keeping its website up to date**. Please designate a board member to be responsible for those updates. Our CUPA-HR team is also available to help with any troubleshooting or questions you have related to managing the site.

Managing your chapter's website doesn't have to be time-consuming. Here are three steps to get you up and running:

Step 1: Get Familiar With WordPress

- **Login Credentials** — If you need your chapter's login information, contact Katie Edmiston at kedmiston@cupahr.org. Note: Please do not change your chapter's login credentials.
- **Printable How-To** — Download the [Reference Guide to Chapter Websites](#) from the [Leader Toolkit](#).
- **Chapter Website Walkthrough** — Reach out to Katie Edmiston at kedmiston@cupahr.org if you would like to walk through a website how-to via Zoom.

Step 2: Update the About Us (Board Listing) and Events Pages on Your Site

- **About Us** — The board listing lets visitors know a little about your chapter's leadership and who to get in touch with if they have questions. You can choose to include photos or not to include photos. If you choose to include them, consider making them all the same size before uploading. Please do not include email addresses with your board listing, as this makes you more susceptible to spam and phishing attempts. The national office has created Contact Us forms for each chapter in lieu of email addresses.
- **Events** — It's vital that this page be kept up to date, so visitors can find all of your events in a central location. This is also where the CUPA-HR team directs people who are interested in learning more about your chapter's events.

Step 3: Make a Schedule for Regular Updates

- **Review your website at least once a month** to ensure that the information there is current.

CUPA-HR Contacts for Chapter Websites:

Katie Edmiston, Communications Manager, kedmiston@cupahr.org

Gayle Kiser, Director of Communications and Marketing, gkiser@cupahr.org